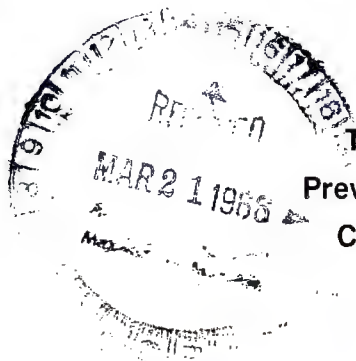




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
UNIT ACQ BRANCH
MAXWELL AFB AL
MH EXP 2/66
36112



What happened to spot TV in the first quarter? p35
TFE outlook bright with vivid colors for syndication. p69
Preview: All roads lead to Chicago for NAB convention. p92
CBS-TV stations get look at new affiliate contracts. p144

COMPLETE INDEX PAGE 7

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Only Radio moves with today's "GO" generation, young people "new" to everything including your product. With Spot Radio you can be sure you are reaching this new dynamic market on the move.

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Courtesy of Florida State News Bureau





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'66
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hospitality
suite 532A

QUALITY FILMS FOR QUALITY TELEVISION PROGRAMMING

CINEMA 100 24 first runs: "This Sporting Life," "Lord of the Flies,"... **CINEMA 90** 26 first runs: "Taste of Honey," "David and Lisa,"... **CINEMA 70** 64 first runs: "Room At The Top," "View From The Bridge,"... **CINEMA 88** 53 film greats: "Red Shoes,"

"Lavender Hill Mob," "Hamlet,"... **CINEMA 98** 98 classic reissues: "Great Expectations," "Third Man,"... **LAUREL AND HARDY** 60 shorts, 10 features of the number one comedy team. **SPECIAL OF THE WEEK** 15 full-hour SPECIALS of extra-special

appeal. **SILENTS PLEASE** the 39 half-hour network classics. **ABBOTT & COSTELLO** 52 half-hours of laughs. **TIME OUT FOR SPORTS** 52 quarter hours: action-thrills saved by the cameras. **CAPT. SAILORBIRD CARTOONS** over 100 five to eight-minute cartoons.

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and, facing it, the 300,000 sq. ft. Convention Center and Space Hall of Fame



E. William Henry
1962- CHAIRMAN



*Rosel Herschel Hyde
1946-



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



James J. Wadsworth
1965-



*Frederick W. Ford
1957-1964



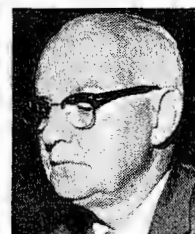
*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944 / 1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958 **



*George C. McConaughy
1954-1957



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953 **



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947 **



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944 **



Norman S. Case
1934-1945



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **



Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934, to March 7, 1966

*Served as Chairman **Deceased

KOAT-TV, Albuquerque, New Mexico □ WGAL-TV, Lancaster, Pennsylvania □ KVOA-TV, Tucson, Arizona

Full field FBI check on FCC Commissioner Rosel H. Hyde has been underway for past fortnight and has included people in private communications as well as government officials and coworkers. Check has become mandatory under Johnson administration for all appointees to policy positions. Commissioner Hyde, dean of FCC, has served three consecutive seven-year terms on FCC, dating back to April 1946. His present term expires June 30.

Mr. Hyde, who will be 66 on April 12, is Idaho Republican. It's known he would accept another seven-year term. He joined Federal Radio Commission in 1928 and served through legal ranks from assistant attorney to general counsel before assuming commissionership in 1946. He was chairman from April 1953 to October 1954 and on April 17 will have achieved 20 years as FCC member—longest tenure of any member of that agency.

Another way?

With overall attendance of 6,000 expected and with all three luncheon sessions sold out, top echelon of NAB is considering radical revision of annual convention format. Other big conventions usually use auditorium rather than headquarters hotel for convention sessions and this eventually may be answer for NAB.

President Vincent T. Wasilewski said Friday whole convention procedure is under review. One suggestion is to eliminate luncheon sessions, with delegates to feed catch-as-catch-can. Biggest hurdle is insistence of exhibitors, who underwrite most of convention costs, to be located at headquarters hotel (Conrad Hilton, Chicago, this year) so engineers can escort their decision-making bosses through exhibits. Prediction is that more equipment will be sold at this year's convention than ever before.

Birch show spreads

John Birch Society's 15-minute weekly radio program *The Birch Report*, first announced in January (BROADCASTING, Jan. 31) has been on air for three weeks and is steadily picking up new stations. Currently 76 radio stations in 30 states are carrying program. In next two months society hopes to get into at least 10 more states. There's chance program may be

CLOSED CIRCUIT®

offered to television stations, but society's first objective is to get series placed on radio throughout country on five-day-week strip basis.

Snipping the wire

What is FCC going to do about cable TV systems in top-100 cities that are under construction or that began operating on or after Feb. 15 when FCC announced its plans for CATV regulations? Staff, at week's end, was considering moving in either of two directions: Issue cease and desist orders or file request for injunctions in proper federal district courts. Already commission has received petitions from broadcasters asking for stop orders on CATV systems just getting underway or those that plan to expand their services (see page 146).

That Howard theme

Eyebrows that lifted when Howard Stores Corp.'s new campaign broke in newspapers may go even higher with start of 15-station radio campaign. New Howard theme, from Norman, Craig & Kummel, is "Howard Makes Clothes for Men Who Make Love" (or "for Men Who Make Babies"). National Association of Broadcasters Code Authority hasn't seen copy or been questioned on propriety, so no official stand is out. Unofficially, code spokesman says spots with this theme "would definitely" violate code's standards of good taste in copy. Agency spokesman says he hasn't heard "a peep" of protest about campaign from stations. Howard has run into some newspaper clearance problems.

Century ends

With termination of CBS-TV's *Twentieth Century* at end of season after nine years on air (221 programs), basic production unit of 30 persons is slated to be dissolved and personnel absorbed into other CBS departments. Long-time sponsor, Prudential, was concerned over frequent pre-emptions for double-header professional football coverage last fall. Look for *Century* reruns to be syndicated domestically next fall and for producers Bud Benjamin and Ike Kleiner to become involved in developmental work in documentary area for CBS News.

First blood

FCC's new AM-FM program-reporting form, and its detailed questions on commercial proposals and practices is proving to be handy instrument for waging FCC's case-by-case campaign against "overcommercialization." Staff, after examining first batch of renewal applications filed on new form by New England stations, is recommending that commission query stations proposing to carry 22 minutes or more of commercial material per hour. If recommendation is accepted, seven licensees will be contacted. In addition, staff suggests that commission ask eight licensees to clarify grounds on which they would exceed "normal" maximum. And there are five stations that staff feels should be questioned on apparent discrepancies between promise and performance.

Ladies' day

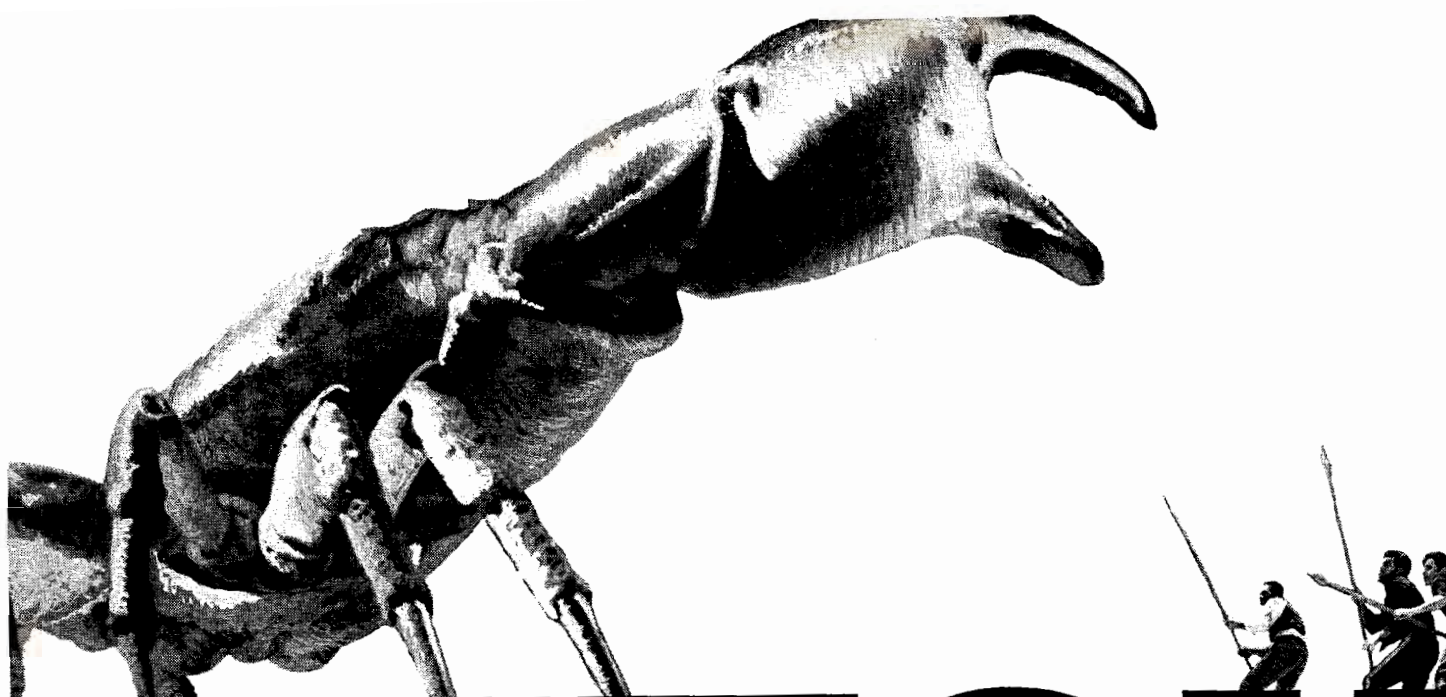
Successor to Marianne Campbell, WJEH Gallipolis, Ohio, on National Association of Broadcasters radio code board is expected to be Virginia Pate, WASA Havre de Grace, Md. NAB radio board will be polled soon to approve Mrs. Pate for seat Mrs. Campbell vacated when she was elected to radio board (see page 165).

Language barrier

How do you translate Zwack, Zap and Zooie into foreign language? Question is bugging ABC-TV officials. When European and Latin American sales are made on *Batman*, how can "camp" humor survive dubbing? ABC has pretty much decided not to sell series on humor approach. *Batman* probably will go abroad as children's or straight action show.

Fast time

Long struggle of broadcasters to get uniform time bill may be won today (March 21). House-approved measure which gives states jurisdiction to adopt daylight time, is expected to go before Senate Commerce Committee today, be approved and then go to floor where it has been assured support of Senate Majority Leader Mike Mansfield (D.Mont.) (see page 66). President could sign Tuesday.



WATCH IT.

TERIOUS ISLAND"—A JULES VERNE CLASSIC—STARRING MICHAEL CRAIG, JOAN GREENWOOD, MICHAEL CALLAN, AND GARY MERRILL AS CASTAWAYS ON A
-HISTORIC ISLE. ONE OF THE SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's. **SCREEN GEMS** 

WEEK IN BRIEF

Everyone's blaming everyone else for the slow start spot TV buying has experienced in 1966's first quarter. Reps say network policies are at fault; advertisers rap rising costs; networks say spot is still pretty big. See . . .

DID SOMETHING HAPPEN? . . . 35

National Association of Broadcasters biggest convention to date opens in Chicago next week. Registration will set record; 115 equipment manufacturers are taking wraps off their new and improved lines. See . . .

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MAJOR DISPLAYS AT EXHIBITS . . . 116

Prospects for film and syndication sales continue high with color playing major role. Buildup of station libraries, entry of groups into film production, and 'camp' school of properties helping cause. See . . .

COLOR TONES UP SYNDICATION . . . 69

Full agenda is in store for FM broadcasters attending eighth annual NAFMB convention in Chicago. Seminars on automation, programing, sales, research and promotion are on schedule. See . . .

SEMINARS STUDY PROBLEMS . . . 143

Indications are that affiliates vs. management fight may be brewing up for ABC-TV affiliates meeting next week. Big problem is fourth commercial policy. Cahan steps down as affiliates chairman to lead floor fight. See . . .

AFFILIATES OPPOSE . . . 37

To stay with old formula or join in new compensation plan: that is question to be answered by CBS-TV affiliates who are being given choice. They may choose frozen K factor at 3% or decreasing K scale. See . . .

AFFILIATES GET CHOICE . . . 144

Network TV billings continue to shoot up. TVB says they increased to \$1.2 billion in 1965. Procter & Gamble still leader with \$85.7 million outlay. More money coming in from color set makers and airlines. See . . .

'65 NETWORK TV RECORD . . . 42

NCTA board reviews current industry policy and endorses continuance, so association will stand by its guns before commerce committee at CATV hearing. Some NCTA members may hit grandfather clause. See . . .

SETS HEARING STRATEGY . . . 147

FCC learns that every action produces reaction. Gets petitions from KFMB-TV San Diego to halt further CATV expansion there, and from Stuart, Fla., CATV system for waiver to bring in Miami channels. See . . .

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High Point

Peters, Griffin, Woodward, Inc.

P&G-Clorox merger whitewashed by court

CAN'T USE TV DISCOUNTS TO CONDEMN ACQUISITION

Federal court in Cincinnati Friday (March 18) said it was hard to find anything illegal about advertising discounts. Statement by U. S. Sixth Circuit Court of Appeals came in court decision dismissing Federal Trade Commission order that would require Procter & Gamble Co. to divest itself of Clorox Co., Oakland, Calif.

Almost simultaneously FTC on 3 to 2 vote ruled General Foods' acquisition of S. O. S. Co. in 1957 was illegal on grounds similar to those cited in P&G-Clorox case.

P&G had purchased Clorox in 1957 and in 1963 FTC issued order, citing among its reasons, that P&G enjoyed greater economies in its TV purchases than competitors were able to secure (BROADCASTING, Dec. 23, 1963).

Three-judge decision noted: "Doubtless Procter could advertise more extensively than Clorox, but there is such a thing as saturation of the market. We find it difficult to base a finding of illegality on discounts in advertising. Here again, in our judgment, the fact that a merger may result in some economies is no reason to condemn it."

Court also said it cannot be assumed that P&G would transfer advertising money from its other products just to destroy Clorox competitors.

Unanimous decision by Circuit Judges Paul C. Wieck, Harry Phillips, and District Judge Ben Green, said there was no point in remanding case to FTC. "This protracted litigation . . . should come to a close," they said.

Court emphasized that U. S. Supreme Court has not ruled that bigness was unlawful or that larger company could not merge with smaller one in different field. Yet, court added, P&G's success "seems to be the motivating factor which influenced the commission to rule the acquisition was illegal."

FTC's ruling on General Foods-SOS Friday had been recommended in initial decision handed down Dec. 30, 1964. At that time examiner said that based on FTC's decision in P&G-Clorox case he had no choice but to find the General Foods-SOS merger an antitrust violation.

In General Foods case, FTC again raised issue of television discounts and drew parallel between P&G and GF cases.

FTC noted "costs of advertising SOS products were substantially reduced by

reason of the discounts which were available as a result of the overall General Foods advertising budget."

Television Bureau of Advertising reports Clorox spent \$4.9 million in spot TV in 1965 (no network purchases), and SOS spent \$1.9 million in network and \$607,000 in spot TV last year.

FTC said Friday it had not seen court ruling and could not comment on possible appeal of decision to Supreme Court.

Howard Morgens, P&G president, called decision "very good news."

Complains rating groups don't give ethnic data

Sonderling Broadcasting group has filed complaint with Federal Trade Commission and Broadcast Rating Council charging that Mediastat and C. E. Hooper do not—perhaps cannot—give proper recognition to ethnic groups in making their audience surveys.

Sonderling also endorsed earlier complaint by Spanish International Network against A. C. Nielsen and American Research Bureau as to Spanish representation in their reports on San Antonio, Tex. and Los Angeles (BROADCASTING, March 7).

Complaint, by President Egmont Sonderling, said Pulse is only rating firm that sends interviewers into listeners' homes, thus can "know" nationalities, and gives them proper representation in samples. Diary and telephone surveys, complaint suggested, have little or no control "over the location from which the information is obtained" and cannot "do justice to the demographic breakdown of major metropolitan centers."

Complaint said specialty stations stand to lose "many millions of dollars" if their audiences are inadequately reported and that rating companies should be required to "either survey the markets truthfully and accurately or cease operations."

NAB architect chosen

Washington architectural firm of Mills, Peticord and Mills, has been commissioned to draw preliminary exterior sketches for new headquarters building of National Association of

Broadcasters. Decision by NAB building committee was reached Friday (March 18).

Mills was one of three firms interviewed after \$1,838,000 building project was approved in January (BROADCASTING, Jan. 31). Company has worked on recent Smithsonian Institution additions, National Geographic Society building in Maryland as well as Riggs National Bank branch, Peoples Life and Sperry Rand buildings in Washington.

Union unhappy over White House pickups

Labor troubles with TV-radio union erupted in Washington Friday (March 18) involving White House, two networks and technicians union.

Long-smoldering unhappiness by National Association of Broadcast Employees and Technicians with White House practice of using U.S. Army Signal Corps men to handle broadcast and public address gear at Presidential news conferences—allegedly contrary to union contract with networks—broke into print and this is how matter stood at day's end:

- Representatives of NABET and NBC and ABC are scheduled to meet Wednesday (March 23). Also invited is International Brotherhood of Electrical Workers, whose contract is with CBS, and that network.

- White House News Secretary Bill Moyers said problem is not major and can be taken care of.

- NABET spokesman, Harry Schlegel, director of network relations for union, placed blame directly at door of White House. He implied union may refuse to permit members to work on Presidential pickups.

- Network spokesmen expressed belief they were in middle, since they would prefer using their own technicians for White House pickups.

- White House source noted that Army men are used because of security, and because they are making audio history of President. He also asked who will handle feeds to independent stations not linked to broadcasting.

KDAY sued for libel by bank

Commentator Louis Lomax and Continental Broadcasting of California Inc., owner of KDAY Santa Monica (Negro station owned by Rollins Inc.) are

WEEK'S HEADLINERS

Robert T. Goldman, general manager of ABC News, elected VP of American Broadcasting Co. Mr. Goldman, who has been with ABC eight years, joined



Mr. Goldman

Mr. Sheehan

ABC News in 1965 as general manager. **William Sheehan**, ABC News London bureau chief, named VP and director of TV news for ABC News. He succeeds **Jesse Zousmer** who died in Tokyo plane crash (BROADCASTING, March 7). Mr. Sheehan was WJR Detroit news director until he joined ABC News in July 1961. **Louis R. Rukeyser**, Paris correspondent for ABC News, succeeds Mr. Sheehan as London bureau chief. Mr. Rukeyser joined ABC less than year ago from *Baltimore Sun*, where he was chief Asian correspondent from 1963-65, and before that was chief

of paper's London bureau.

Michael J. Foster, ABC VP in charge of press information, has resigned, effective April 1. He has headed ABC department for 10 years and before that was director of press information for CBS-TV from 1946 to 1956. After April vacation, he will announce future plans. Successor was not announced.

Robert H. Houston, public relations director of Cox Broadcasting Corp., named executive VP, American Cable Television Inc., Phoenix-based group community antenna television company which owns some 40 CATV systems. **Bruce Merrill**, chairman of American Cable TV and its owner, assumes presidency, succeeding **Donald Atwell** who has resigned to establish own consulting firm in Phoenix. Mr. Merrill is also president of Ameco Inc. (CATV equipment manufacturing firm) and owns American TV Relay Inc., (CATV microwave service) and KIVA(TV) Yuma, Ariz.

Richard W. Dinsmore, president and general manager of Desilu Sales, Inc., has resigned, effective May 2. Mr. Dinsmore joined Desilu Sales when wholly-owned subsidiary of Desilu Productions

Inc. was organized in 1962. Previously, he had been western sales manager for Screen Gems. Successor has not been named. Mr. Dinsmore indicated that he will organize TV film distribution firm in Los Angeles. He's second key executive to leave Desilu organization in recent weeks. **Oscar Katz**, executive VP, production, was first to resign (BROADCASTING, March 7). **Herbert F. Solow**, general program executive at Desilu, replaces Mr. Katz as VP in charge of programing for Hollywood studio.



Mr. West

Donald V. West, VP and managing editor of *Television Magazine*, joins CBS Inc. April 4 as assistant to Frank Stanton, CBS president. Mr. West has been with *Television* since 1961. Before that he was

on editorial staff of BROADCASTING which he joined in 1953. He is former managing editor of *Roswell* (N. M.) *Record* and wire editor of *El Paso* (Tex.) *Times*.

For other personnel changes of the week see FATES & FORTUNES

among defendants in \$15 million libel and slander action filed in Los Angeles Superior Court Friday (March 18) by Banco Financial Corp.

Suit claims that on his Feb. 28 radio broadcast Mr. Lomax "maliciously" hurt business prospects for financial group that was trying to set up Negro bank. Among comments defendant Lomax allegedly made to his audience was: "For God's sake, keep your money in your pocket."

'Place in Sun' hots up as contempt move vowed

Deposition will be taken in Hollywood on Tuesday (March 22) from Jerome H. Stanley, NBC's director of program administration, and then contempt of court action is going to be brought against network over its showing of movie "A Place in the Sun" on March 12.

George Slaff, attorney for George Stevens, who directed movie, told BROADCASTING on Friday (March 18) that an exact count was made of commercial interruptions and program was

taped for documentation. He feels that manner in which NBC-TV presented program disregarded California Superior Court Judge Ralph H. Nutter's preliminary injunction that movie could not be televised if commercials "adversely affected or emasculated that artistic or pictorial quality" of motion picture or "distorted" its "mood effect or continuity." This ruling was handed down as result of \$2 million damage suit originally filed by Mr. Stevens last October against network and Paramount picture or "distorted" its "mood, effect cause is to be aided by Directors Guild of America, whose president George Sidney reportedly will demand total elimination of all commercials from movies on TV.

Asks FCC to stop CATV

Community antenna television issue has been injected into contest being waged by Ultravision Broadcasting Co. and WEBR Inc. for channel 29 in Buffalo.

Petition was filed Friday (March 18) by Ultravision against CATV operations of *Buffalo-Courier-Express*, par-

ent of WEBR Inc., licensee of WEBR-AM-FM.

Ultravision, asked for immediate stay pending disposition of petition, urged commission to assert jurisdiction over CATV "to protect" channel 29.

Petition was second commission received last week aimed at blocking CATV expansion. Earlier one was filed by KFMB(TV) San Diego (see page 146).

Fight Reno business license

Hearing is scheduled April 26 in Reno Municipal Court to determine if radio and TV stations in market must buy city license to solicit and carry advertising, it was learned on Friday (March 18).

Philip G. Rose, general sales manager of KOL-TV Reno, is free on \$100 bail after pleading innocent of charge of failure to purchase advertising license. Mr. Rose turned himself in to police to test city licensing inspector's contention that advertising license must be purchased. City says license is not means of regulating broadcast firms but way of raising more funds for municipality.

Madam Gandhi's first news interview.

A WFBM "scoop!"

You can imagine the scramble to get history's first private news interview with Prime Minister Madam Gandhi.

But you can't imagine who won!

It wasn't anybody from any of the American networks or press associations. Or from Reuters. Or Tass. Or even the New York Times.

It was Howard Caldwell, from WFBM, Indianapolis, Indiana!

His historic film was rushed to America by jet plane and seen by millions on the "Today" show.

Howard is one of 15 WFBM staffers whom Station Manager Eldon Campbell has sent on foreign assignments in recent months. And he happened to arrive in Delhi the evening before Madam Gandhi was elected Prime Minister of India.

In scooping the world's great newsgathering organizations, he showed the kind of resourcefulness and persistence that long ago made him the number-one newscaster in Indianapolis.

Not at all incidentally, this same spirit long ago made WFBM the number-one broadcaster in town. And the number-one advertising buy. Ask your Katz man!

the WFBM
STATIONS
INDIANAPOLIS • RADIO • TELEVISION • FM • MUSIC

TIME
LIFE
BROADCAST



Needed: Listeners who listen to learn

There is nothing more critical in the media business than communication between buyer and time salesman.

Communication is important because through it the buyer and salesman actually learn their trade. They educate themselves, they exchange ideas and they develop media habits which result in more effective buying decisions.

Unfortunately, too often communication between the two is frightfully inadequate. Media decisions are too important to be based upon misinterpreted information and data.

The major reason for lack of comprehension is simply the failure of a listener to pay attention to what's being said. In my own experience I have seen countless cases where a man I am talking to just isn't listening. I may be trying to communicate a very important point to him but his thoughts are one step ahead. He's not listening, he is planning his own comments instead of absorbing mine.

Most likely he did not fully understand the marketing strategy and media objectives on which buying decisions will be based. He will probably go back to his office and spend needless time developing a sales presentation based upon either incorrect or slanted facts.

Listening is a two-way street, however. I am sure I am equally correct in stating that media buyers probably don't listen to salesmen either. Very often only half of what the salesman is trying to convey comes through. This results in the buyer making a decision with only half of the information.

I have no doubt that if media buyers were to sponsor a survey among time salesmen to determine their pet peeves, this statement of mine would be validated—buyers don't listen.

Oddly enough, the second pet peeve would most likely be that buyers don't talk. They don't give the salesman a sense of direction or even a sign that they are understanding and digesting the message he is trying to convey. They refuse to give marketing information and objectives, data that is of a nonconfidential nature that would aid the salesman in developing a sound and intelligent approach to the problem.

While I have never heard any media buyer admit this, I have no doubt that it is sometimes true. Conversely, I have no doubt that if buyers were to be polled they would say that salesmen don't understand them.

Lost Art ■ Alas, trite as it may seem,

the art of listening seems to be lost. While this loss is lamentable in any area of human endeavor it is absolutely disastrous in intercourse between media buyer and media salesman. It not only affects their relationship but also influences the effectiveness and efficiency of the buy.

Look at it this way. Selling and buying media is probably a lot different from selling any other commodity. In other industries the selling proposition is conducted over a period of time. The product being sold is demonstrated to the buyer, his management and others involved in the purchase. There may be weeks of testing before the purchase is made; weeks during which the buyer becomes an expert on the product and its use, or before he is convinced that he should buy it.

A broadcast salesman on the other hand generally has only one chance to make the sale and he must make that chance count. This is not the fault of the salesman or particular company. This is the nature of our business. But, as marketing specialists, we must keep attuned to the areas in which we do business; we must keep abreast of the constantly changing market conditions. Many times our own objectives have had to be modified if not changed entirely because of changes in the market.

This change is also true of stations as well as the markets they are in.

Availabilities ■ Therefore, whether we like to admit it or not, the time salesman does not make his presentation to the buyer until such time as availabilities are requested.

The salesman makes his call at a time when a buyer is rushed, having many markets to purchase; at a time

when decisions must be made, specific due dates met. At this crucial juncture if there is not total communications, if the buyer doesn't listen, or if the salesman hasn't listened to determine what objectives he must satisfy, both will undoubtedly lose.

Of course, there is such a thing as overdoing it, also. One of the worst situations a salesman could possibly be in is to address a buyer who does nothing but listen and does not contribute anything to a conversation or guide the salesman towards keeping on the right track. The salesman would have no way of knowing if he is getting through, or making any sense.

An Answer ■ What can be done about this? To be sure, a concerted effort can be made by both parties to understand and properly communicate with each other. This can be abetted, however, by salesmen not waiting until the last minute to bring timebuyers up to date on conditions within the market.

Even if a buyer absorbs only 10% of what he learns at each meeting, it will be more than he would have learned otherwise.

The meetings also would serve the best interests of the salesman. He will learn more about the buyer sitting across the desk from him, and more important, he will learn more about the accounts that he is calling on. His presentation would be based on factual information and would probably pay dividends in terms of increased business.

So we see that in a "buyer-seller" relationship, while listening is very important, there is also a time to talk. Talking, however, should never be done at the expense of listening because in this business, listening means learning.



Dan Borg, a veteran agency buyer, for more than a year has been with Ketchum, MacLeod & Grove, New York, where he is media director. Before joining KM&G, Mr. Borg had been associated with several agencies, first as a media estimator and later a media buyer (Grey Advertising, New York) and as a senior buyer and media supervisor (Cunningham & Walsh, New York). He is described as a proponent of all-media buying, with members of his staff proficient in broadcast and in print.

WHERE DID YOU
EAR ABOUT ALL
THAT HIDDEN
TREASURE IN
LONG ISLAND
SOUND?

ON THE SOUND OF NEW
HAVEN-WELI 5000 WATTS
960 K.C.* NATIONAL H-R REP
BOSTON: ECKELS & CO.



*EVERY ANTENNA IN
S. CENTRAL CONN. &
LONG ISLAND EAST IS
TUNED IN.
WELI REALLY SELLS!

**LAUREL
IS COMING**

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You sure it
shouldn't be
are coming,
Ollie?



**What's the
difference,
Stan, as long
as they buy?**

(See us at the NAB. We're at
the Conrad Hilton, Suite 553A.)



The Features with a REPUTATION MGM/6

The
Station
with the
MGM/6
REPUTATION
KTVK Phoenix



DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 21-23—Annual meeting of the **Canadian Association of Broadcasters**. Queen Elizabeth hotel, Montreal.

March 21-25—International Convention and Exhibition of the **Institute of Electrical and Electronics Engineers**. New York Hilton and New York Coliseum, New York.

■March 22—Annual meeting of the shareholders of **Gross Telecasting Inc.** to elect directors and to transact other business. Gross Telecasting Inc., 2820 East Saginaw Street, Lansing, Mich.

March 23—18th annual awards dinner of **Writers Guild of America**, Beverly Hills, Calif.

■March 23—"Television War correspondent: the new breed", forum, sponsored by New York chapter of the **National Academy of Television Arts and Sciences**. Panelists include the Honorable Arthur Sylvester, assistant secretary of defense for public affairs; Edward W. Barrett, dean of the Columbia University graduate school of journalism; Peter Jennings, ABC correspondent; Merrill Mueller, NBC correspondent. New York Hilton, New York.

March 23-26 — Annual meeting, **Southern CATV Association**. Broadwater Beach hotel, Biloxi, Miss.

March 23-26—Association of **National Advertisers Inc.** West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

■March 25—Community antenna television seminar sponsored by the **Broadcast Advertising Club of Chicago**. Seminar participants include Norman E. Cash, Television Bureau of Advertising; Frank Thompson, National Community Television Association; Arthur C. Nielsen Jr., A. C. Nielsen Co.; Hathaway Watson, RKO General Broadcasting; FCC Commissioners Kenneth A. Cox and Robert T. Bartley. Sheraton-Chicago hotel, Chicago.

March 25-27 — Annual convention of the **National Association of FM Broadcasters**. Conrad Hilton hotel, Chicago.

March 25-27—Midwest conference of the **National Association of Educational Broadcasters**. Pick-Congress hotel, Chicago.

March 26 — Technical committee meeting and board-of-directors dinner meeting of the **Association of Maximum Service Telecasters**. Sheraton-Blackstone hotel, Chicago.

March 26-27—**Radio Program Conference** sponsored by program consultant Bill Gavin. Sheraton-Chicago hotel, Chicago.

March 27—Third annual meeting of **Society of Broadcast Engineers**. Conrad Hilton hotel, Chicago.

March 27—Annual membership meeting and board of directors meeting of the **Association of Maximum Service Telecasters**. Conrad Hilton hotel, Chicago.

March 27-30—44th annual convention of **National Association of Broadcasters** and 20th annual **NAB Broadcast Engineering Conference**. Conrad Hilton hotel, Chicago.

March 27-30—**Television Film Exhibit—1966** with 20 program distributors participating. Conrad Hilton hotel, Chicago.

March 28—Fifth annual Mark Century seminar sponsored by **Mark Century Sales Corp.** Panelists include Herb Mendelsohn, general manager of WMCA New York, John Sullivan, president of Metropolitan Broadcasting Radio and Jack Stapp, president of Tree Publishing Co. Conrad Hilton hotel, Chicago.

March 28—Annual membership breakfast

NEXT WEEK IN CHICAGO

Full report and agenda of the 44th annual convention of the **National Association of Broadcasters** in Chicago next week as well as related meetings is on page 92. Report on the **Television Film Exhibit** starts on page 69.

meeting of **TV Stations Inc.** Sheraton-Blackstone hotel, Chicago.

■March 29—Advertising and sales promotion conference program sponsored by the **Premium Advertising Association of America**. McCormick Place, Chicago.

March 29—Annual meeting of shareholders of the **General Tire & Rubber Co.** to elect directors and to transact other business. General Tire & Rubber Co., Akron, Ohio.

March 31-April 2—Southern area conference of the **National Association of Educational Broadcasters**. Holiday Inn—Rivermont, Memphis.

March 31-April 2 — **Texas CATV Association** annual convention. Marriott motor hotel, Dallas.

APRIL

April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

April 1 — Deadline for submitting entries for the **1966 Gavel Awards** for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the **American Bar Association**. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1-2—Region three conference of **Sigma Delta Chi**, professional journalistic society. Birmingham, Ala.

April 1-3—Third annual **Hollywood Festival of World Television**. Speakers include: Ashbrook P. Bryant of FCC; Elliott Averill, executive vice president of Bank of New York; James Haggerty of ABC; Charles Boren, executive vice president of Association of Motion Picture & Television Producers; Jack Dales, executive secretary of Screen Actors Guild; James Webb, president of International Writers Guild; Joe Roizen, Ampex International; Robert Lewis Shayon, *Saturday Review* and University of Pennsylvania, and William Dozier, executive producer of *Batman*. Canyon Club Inn, Palm Springs, Calif.

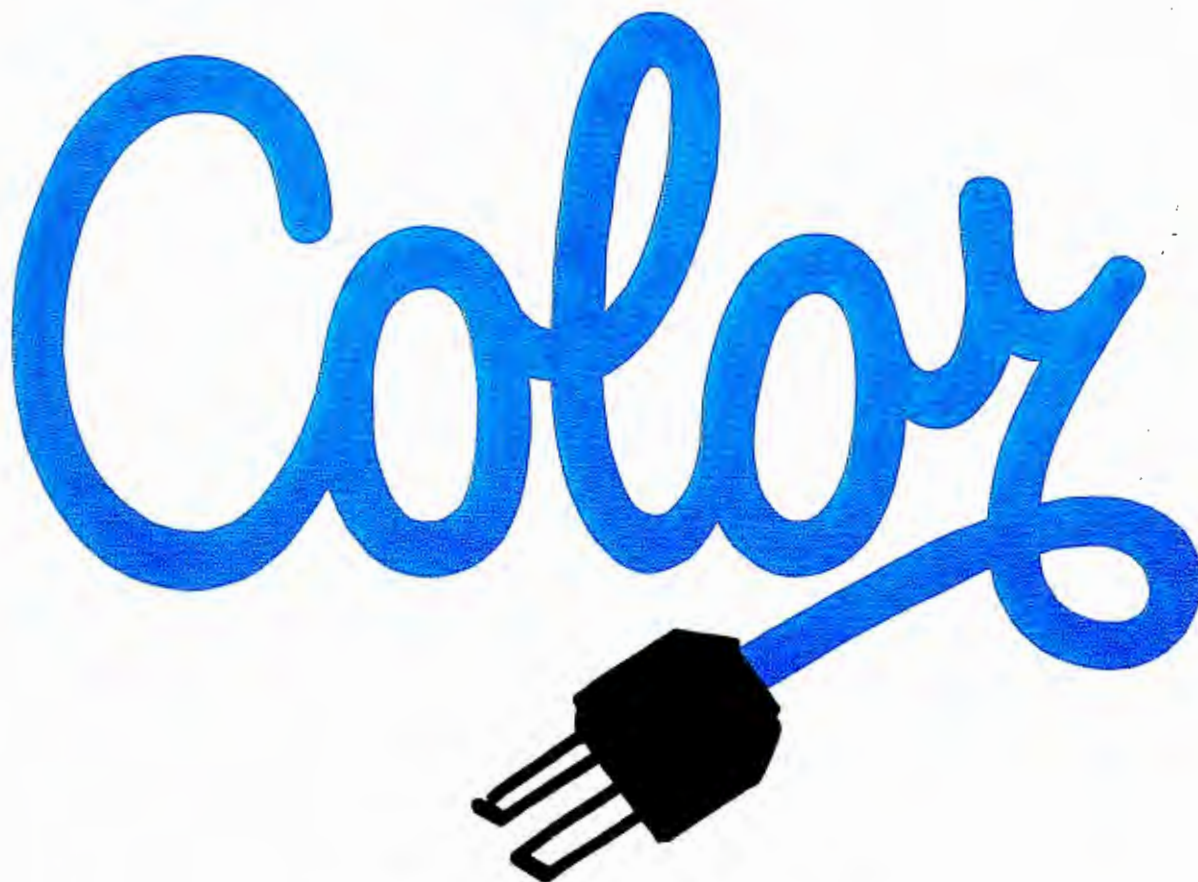
April 3-5—National Conference on Instructional Broadcasting sponsored by the instructional division of the **National Association of Educational Broadcasters**. University of California, Santa Barbara.

■April 13—Workshop on advertiser-agency financial relationships sponsored by **Association of National Advertisers**. Program chairman will be Frank J. Harvey, manager of advertising controls, General Foods Corp. Plaza hotel, New York.

April 14-15—1966 College Conference of the **International Radio and Television Society**. Hotel Roosevelt, New York.

April 14-25—44th **Milan Trade Fair**, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 15 — Deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV net-



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have to do is plug it in.**

Taking delivery on some fancy new equipment does not make a TV station a great colorcaster. Because the equipment doesn't run itself. The secret of success: people. WFGA-TV is a successful colorcaster... the first station designed and built from the ground up for color. And in addition to our fantastic array

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This is not a guessing game. There's too much at stake. To get the home facts, ask Peters, Griffin, Woodward's research director, Dr. Thayer, who it is who buys your household products.

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He can tell you a lot about supermarket shoppers: how old they are, how much each age group spends, and how important these three age groups are for 9 product categories used about the house.

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Dear Dr. Thayer: Who does buy more?

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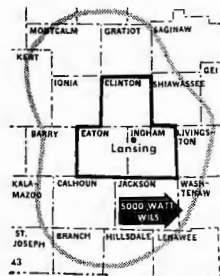
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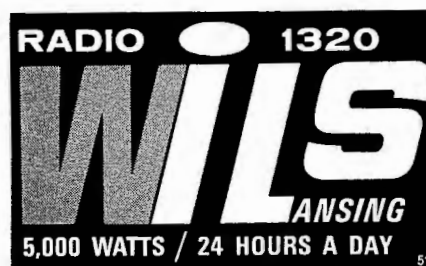
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BOOTH
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viking
Hoboken, N. J.

works from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

■April 15-16—Spring meeting of West Virginia Broadcasters Association. Speakers include Representative Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee, and Vincent T. Wasilewski, president of National Association of Broadcasters. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society. Rochester, N. Y.

April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

April 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

■April 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.

April 21-22—Spring meeting of the Mid-America CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

■April 22—16th annual conference and banquet of the Radio and Television Guild of San Francisco State College. San Francisco State College, San Francisco.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 24-29—Ameco Management Institute sponsored by Ameco Inc., in cooperation with Arizona State University. Purpose is to give experienced CATV managers and owners an opportunity to explore the economic factors with which they can expect to deal during the next several years, with attendance limited to 20 students. Camelback Inn, Phoenix.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 26-28—Institute of Electrical and

Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut. Storrs.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

■April 29—New deadline for comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators. Former deadline was March 28.

■April 29-30—16th annual convention of the Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Robert E. Lee; Robert H. Alter, executive vice president, Radio Advertising Bureau; Jack Lee, wsaz Huntington, W. Va.; Maurie Webster, vice president, spot sales, CBS; Chet Lauck, executive assistant, Continental Oil Co., and Alf Landon, Kansas broadcaster and 1936 Republican nominee for President. Besse hotel, Pittsburg.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-May 2 — Annual meeting of the American Association of Advertising Agencies. Shadows hotel and Camelback Inn, Phoenix.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton Park hotel, Washington.

May 2—Deadline for reply comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

May 3—Annual meeting of the shareholders of Radio Corporation of America. Carnegie Hall, New York.

May 3-4—Annual general conference of the CBS-TV affiliates. New York Hilton, New York.

May 3-6—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

May 5-8—Fifteenth annual National Convention of American Women in Radio and Television. Statler-Hilton hotel, Detroit.

May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1762 Carling Avenue, Ottawa 13. Queen Elizabeth hotel, Montreal.

May 6-7—Spring regional conference (regions six and seven) of Sigma Delta Chi, professional journalistic society (meeting jointly and in conjunction with annual SDX distinguished service awards banquet). Des Moines, Iowa.

May 7—Meeting of the Oklahoma AP Broadcasters. Oklahoma City.

■May 7-8—Annual meeting of Kansas As-

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invest in your color-full future

F BLUE CHIPS
Increase The Yield
On Your Investment

IT'S A MATTER OF LAW

260 Color 1 Minute Episodes

#1 OFFICIAL PREFERRED
First Run Features

OFFICIAL PREFERRED
First Run Features

STAGE COACH
First Run
39 Color

#1 OFFICIAL PREFERRED
First Run Features

STAGE COACH TO SEVEN
First Run Action Adventure
39 Color Half Hour Episodes

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ion, adventure, suspense...
any in full color, all expertly
pared to create tremendous
udience excitement for your
station. #1 Official Preferred
is new, profitable dimension
to the word "feature".

STAGECOACH TO SEVEN

39 ½ hour shares
in full-color first-run
action-adventure

He rides shotgun on a stagecoach beside a rock of a man. He carries a gun, the only one of its kind, made for him by his father—two barrels, two kinds of death—which he lets fly with cool precision. His name is Jefferson Marks, a man in search of the last remnant of a burnt-out past. He rides the stage in search of the son of his murdered wife...the boy, Sven, called "Seven" by playmates who could not pronounce his name. Jefferson Marks and his loyal companion, rugged Noah Buckley, ride roughshod through Indian ambushes, outlaw attacks, race trains to a piston-bursting victory, searching for the boy, Seven.

Every week for 39 full color-first run, half-hour, action programs, the search of "Stagecoach to Seven" carries Dewey Martin and co-star Eddie Firestone in the company of their weekly guest stars, one step nearer to the lost boy, Seven.



"IT'S A MATTER OF LAW"

Prepared in cooperation with
the American Bar Association.

60-second
dividends

A public service series, unique in television programming by virtue of its flexible, one-minute length. Actual program runs 40-seconds with open end slot for twenty seconds of commercial time. "It's a Matter of Law" is prepared in co-operation with the American Bar Association. Host and writer, Don O'Brien is formerly a practicing attorney. His unique combined background has given television a series with a wide range of subjects of universal audience appeal and excellent sponsor prestige.

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on your
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39 half hour episodes
IN COLOR
2. **Battleline**
39 half hour episodes
3. **Biography 65**
65 half hour episodes
4. **Foreign Intrigue**
156 half hour episodes
5. **Peter Gunn**
114 half hour episodes
6. **Robin Hood**
143 half hour episodes
7. **Star Performance**
153 half hour episodes
8. **Survival**
38 half hour episodes



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sociated Press Radio-TV Association. Kansas City, Mo.

■May 8-11—1966 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox, Fairmont hotel, San Francisco.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV. Hilton Hawaiian Village, Honolulu.

May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J.

May 12-14—Annual spring meeting and election of officers of Montana Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. The Inn, Buck Hill Falls.

May 16—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was March 31.

May 16-20—Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska. Nebraska Center for Continuing Education, university campus, Lincoln.

May 16-27—Seminar on earth station technology and space communications, sponsored by the U. S. in cooperation with the International Telecommunication Union. Richard T. Black, Office of Telecommunications, U. S. State Department, is coordinator. State Department, Washington.

May 19—Broadcast industry forum presented by the Educational Foundation of American Women in Radio and Television at the state meeting of the Pennsylvania Federation of Women's Clubs. Sheraton hotel, Philadelphia.

May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Voyager Motor Inn, Youngstown.

May 19-21—Annual meeting of the Iowa Broadcasters Association. Blackhawk hotel, Davenport.

May 19-21—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.

May 19-21—Annual spring meeting of Alabama Broadcasters Association. Parliament House, Birmingham.

■May 20—New deadline for reply comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators. Former deadline was April 15.

May 26-27—Annual spring meeting of California Broadcasters Association. Mark Hopkins hotel, San Francisco.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

May 31—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (pro-

■Indicates first or revised listing.

BROADCASTING, MARCH 21, 1966

Advanced, Solid State

Spotmaster

Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

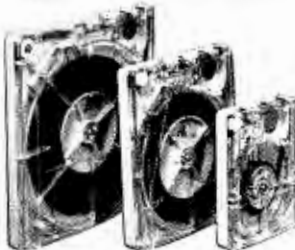


And Here's the New Economy King COMPACT 400-A



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality Tape Cartridges



Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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ELECTRONICS, INC.**

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More viewing hours per home
reached*. In short, WJXT spends
more time with *your customers* than
any other advertising medium in the
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Represented by TvAR
A POST-NEWSWEEK STATION



over 300 schafer systems in use...

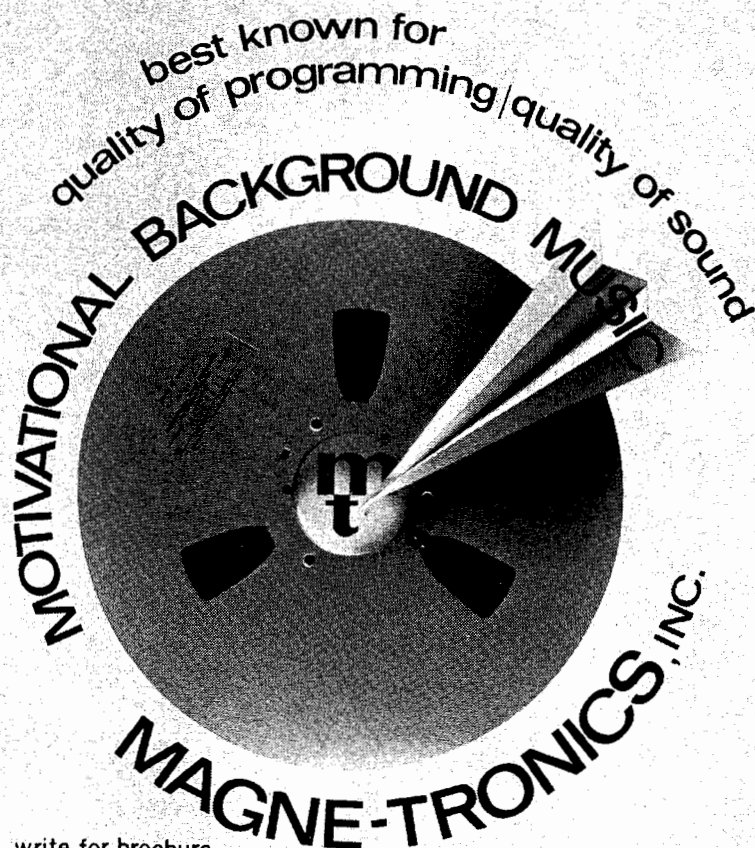
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pagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 15.

JUNE

June 2-3—Annual summer meeting of Alaska Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Cordova.

June 4—Spring meeting of the North Dakota Broadcasters Association. Edgewater Inn, Detroit Lakes, Minn.

June 7-9—Forty-second annual convention of the Electronic Industries Association. Continental Plaza hotel, Chicago.

June 7-9—20th annual convention of the Armed Forces Communications and Electronics Association. Sheraton-Park hotel, Washington.

June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina, University of North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations, 4100 City Line Avenue, Philadelphia.

■June 8—Annual spring meeting and election of officers of Vermont Broadcasters Association, Cupola motel, Burlington.

■June 9-30—Broadcasters' European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

■June 10—New deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was March 31.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters. Jack Tar hotel, Durham.

■June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

■June 13-14—Annual summer meeting of Oklahoma Broadcasters Association. Arrowhead Lodge, Lake Arrowhead.

■June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Hotel Roanoke, Roanoke.

June 17-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Stanley hotel, Estes Park.

■June 17-18—Summer meeting of the Oklahoma Broadcasters Association. Arrowhead Lodge, Canadian.

■June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Robert Meyer hotel, Jacksonville.

■June 23-25—Annual summer meeting and election of officers of Maryland-D.C.-Delaware Association of Broadcasters. Henlopen hotel, Rehoboth Beach, Del.

■June 23-25—Annual summer meeting of Wisconsin Broadcasters Association. Pioneer hotel, Lake Winnebago.

June 24-25—Annual convention of Texas AP Broadcasters Association. Green Oaks motor hotel, Fort Worth.

■June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

■June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Carriage Inn, Jekyll Island.

■Indicates first or revised listing.

Now Aired in 44 TV Markets

R DOCTOR'S HOUSE CALL

fully endorsed by
The American Medical Association



Featuring James Rogers Fox, M.D.

1966 William G. Anderson Award Winner

Now available for local sponsorship five times weekly, "Doctor's House Call", through the personal warmth of internist-educator James Rogers Fox, M.D., translates complicated medical subjects into simple lay terms for consumers in 40 major TV markets! Enthusiastically endorsed by the A.M.A., state, county and local

medical societies, and sponsors wherever it is seen, this 5-minute telecast is an ideal advertising and public relations tool for drug and food store chains, banks and savings & loan associations, insurance firms and hospitalization services, as well as other sponsors.

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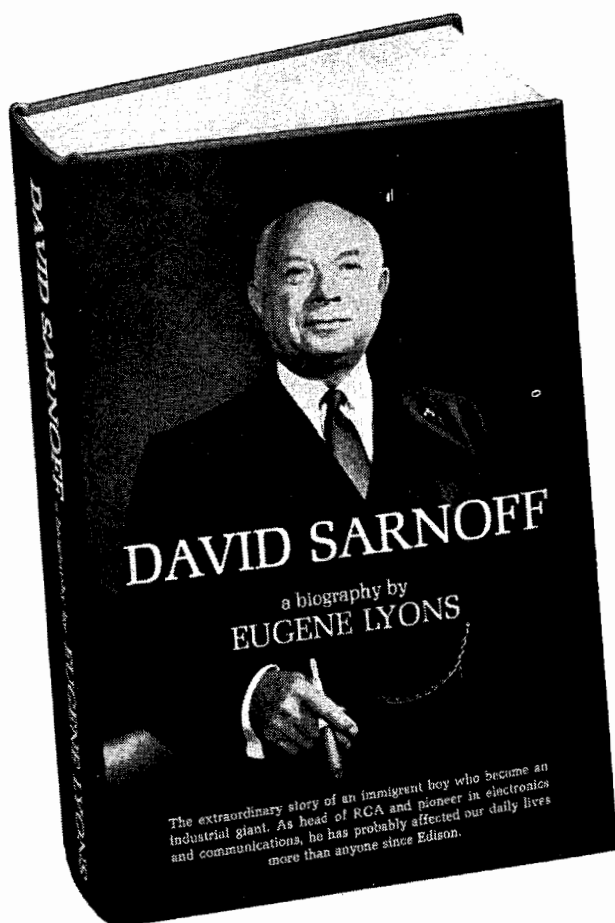
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“It would have been easy to tell the story of David Sarnoff in simple Horatio Alger terms. But Mr. Lyons has written a new Alger story for the technological age with a scientific sophisticate for its hero.”
John Chamberlain, literary critic, columnist

“The career of David Sarnoff is one of the greatest stories of achievement in this century. As told by Eugene Lyons, it reads like an exciting novel. I found it fascinating.”
Richard M. Nixon

“What Ford did for transportation, Carnegie for steel and the Wrights for aviation, Sarnoff has contributed through electronics. The book is an inspiring human chronicle.”

Lewis L. Strauss, former head of the Atomic Energy Commission



At all bookstores, \$6.95

OPEN MIKE®

A welcome warning

EDITOR: As chairman of the Advertising Federation of America and as a broadcaster who believes that it is imperative for all of us in advertising to take notice of any impending dangers to any part of the business, I'm writing to commend you on your Feb. 28 editorial, "Anti-advertising rustlings."

It is good to see a "vertical" interest trade magazine take this position on behalf of all advertising and marketing.

Thanks too for the excellent coverage you gave our AFA-Advertising Association of the West conference on advertising - government relations (BROADCASTING Feb. 14).—*Lee Fondren, chairman, Advertising Federation of America, New York.*

No longer missing

EDITOR: Many thanks for publishing our request (BROADCASTING, Feb. 7). We received copies of the Oct. 8, 1962, issue we needed from several readers across the country and our file of BROADCASTING is once more complete.—*Robert T. Utterback, assistant librarian, Arizona State University, Tempe.*

Major not for WNUS

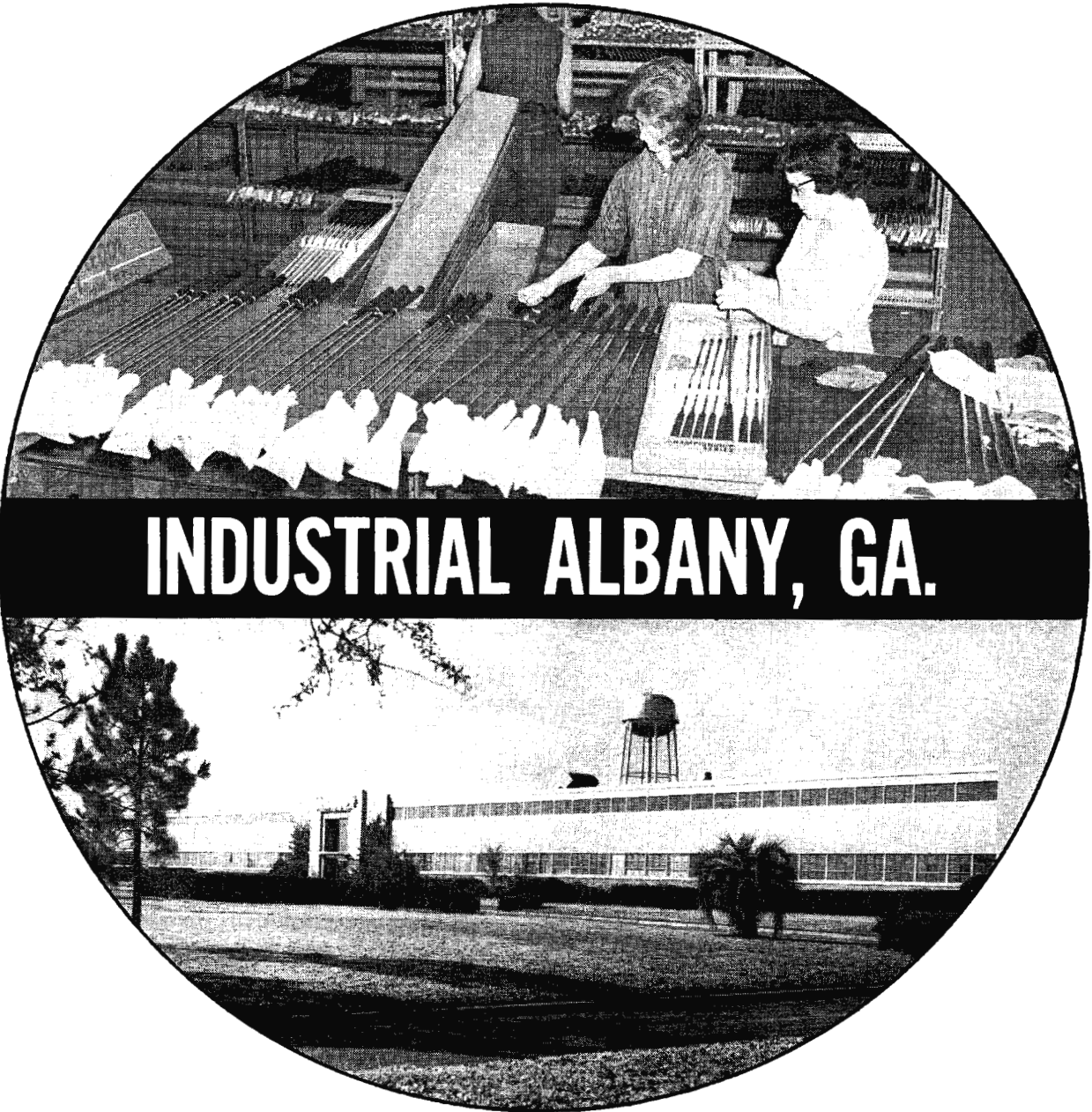
EDITOR: Regarding your article, "Offers Vietnam Series," on page 84 of March 14 issue, correspondent Stan Major is going to Vietnam not on behalf of WNUS-AM-FM Chicago as stated. Mr. Major will freelance, representing many stations including WTOP Washington, KMBC Kansas City, WMEX Boston and WIXY Cleveland, KJEM Oklahoma City, WCLS Columbus, Ga. Correspondent Dan Lovett of KILT Houston is also enroute to Vietnam and will represent WNUS and other McLendon stations.—*Jim Roper, producer, Hotline Productions, 5202 Marina City, Chicago.*

May for Ralabate

EDITOR: The Feb. 28 BROADCASTING mentions the newly organized United States Association of Television Viewers of which I am the founder and national executive director . . .

You listed Frank T. Ralabate as an attorney and a trustee. Mr. Ralabate is not a lawyer but rather a law student. He assisted us as an organizing director and subsequently resigned from the board of trustees on Feb. 19, 1966. He has been replaced on the board, as of Feb. 20, by Donald J. May, a Catonsville, Md., attorney.

Response to our request for support has been overwhelming. We shall make



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a complete list of the members of the national advisory board public as soon as all the acceptances have been received.—*Edward Paul Mattar III, national executive director, USATV, National Press Building, Washington.*

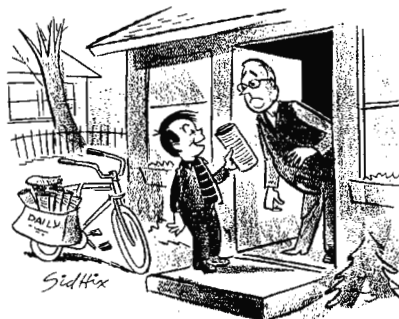
Simplified fee formula urged

EDITOR: Re the American Society of Composers, Authors and Publishers-Broadcast Music Inc. (ASCAP-BMI) fee problem with radio stations, we would like to go on record as strongly supporting a uniform monthly fee based on power of a station and size of a market in place of the present percentage-of-gross method that, in our opinion, serves only to breed confusion, chicanery on the part of stations, and a needless and substantial auditing expense for the licensing services. . . .

The news services, SESAC and virtually every special promotion or program offered to radio stations base their charges on either rate card or size of market and power.

Why should ASCAP and BMI remain the only items of expense based on a station's gross?—*Chuck Norman, president, WGNU-AM-FM Granite City, Ill.*

Down under



Drawn for BROADCASTING by Sid Hix
"I'm your new paperboy . . . They made the old one a TV critic!"

EDITOR: The corporation would much appreciate your permission to reproduce [the Sid Hix] cartoon in your Dec. 6, 1965, issue, with acknowledgement of course, in its monthly house organ.—*J. S. McLeod, New Zealand Broadcasting Corp., Wellington.*

(Permission granted.)

Reference in demand

EDITOR: Please send a copy of the YEARBOOK. . . . [It] is needed by our firm for contacting radio news departments and advertising agencies across the nation.—*Don Harris, Johnson, Fontaine & Co., consulting engineers, Palestine, Tex.*

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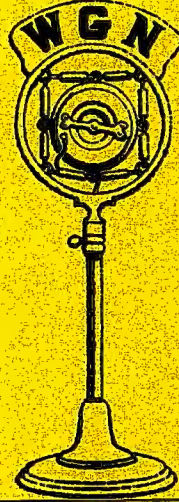
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BROADCASTING, MARCH 21, 1966



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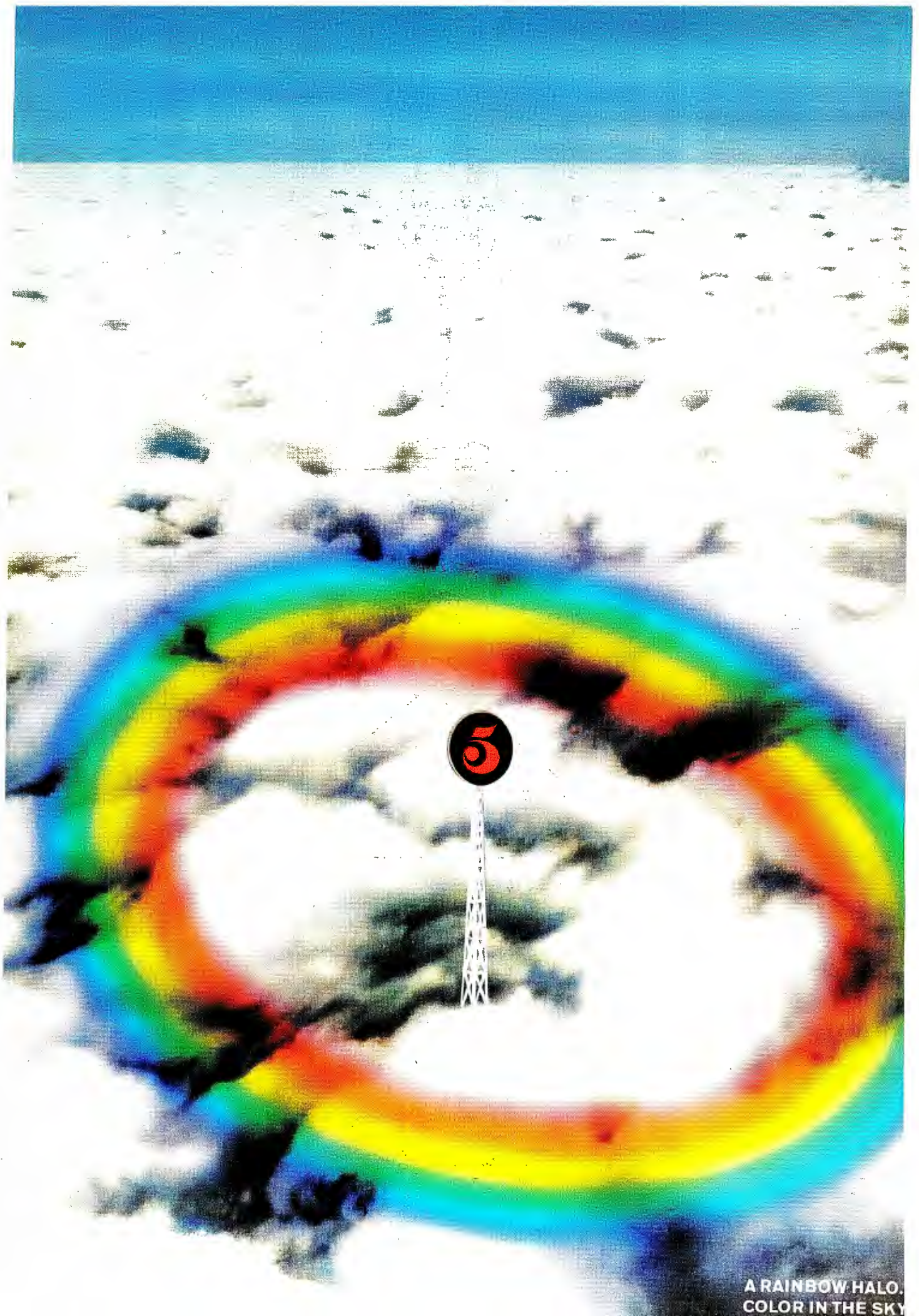
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Did something happen to spot TV?

Reps say many stations show first-quarter slump and blame new network flexibility; networks pooh-pooh the idea and point to station prosperity

National spot television, nursing the bruises of a slow start in 1966 business, is looking around to see what hit it and wondering seriously whether its new ailments are just temporary—or chronic.

Major station representatives, acknowledging that many of their stations are showing a first-quarter slump, are ready to blame new network competition as the prime cause of their discomfort. But advertisers point an accusing finger at rising costs of spot itself, relative to network TV and other media.

Almost all reps agree that network television has been making itself more attractive and flexible to advertisers through regional lineups, short-flight sales, and "spot carrier" programming, but more important through acceptance of piggyback commercials, a practice widely indulged in by stations themselves.

Other factors frequently mentioned as depressing the current spot market are the cutback in Colgate-Palmolive ad outlays as a result of strikes in three of its four manufacturing plants, and a general uneasiness on the part of sponsors brought on by the recent stock market decline.

And of still further disturbance to spot television salesmen is the threat that they'll soon be faced by the competition of further network inventory to sell against.

More Competition ■ ABC-TV's placement of a fourth commercial minute in its *Batman* series is viewed by many in the industry as only the first step in an expansion of network time for sale (see page 37).

An official of one of the biggest independent representation firms calls this "the most threatening development in the future of spot TV broadcasting."

"We believe we're correct in anticipating that the other networks will follow this practice and we also think this formula will be extended to other time periods. The effect on spot revenue of this big increase in network inventory

has already been felt to some extent and it can become more serious," the representative said.

This view is shared by other representatives although CBS-TV and NBC-TV claim no present interest in following that course.

One rep executive, disconcerted by the situation, says networks are luring business that might have gone to spot with "wild packages and wild prices." Another, who sees networks invading spot territory, accuses them of making

as added inducement to buy network participations rather than market-by-market spot.

The networks uniformly denied any such practice.

Of station and rep charges that networks are competing with spot and "invading" the spot field, one network executive said tartly:

"I feel sorry for them—they're crying all the way to the bank."

In his view, also reflected by other network authorities, stations are directly responsible for—and direct beneficiaries of—many of the practices that often provoke the cry of "overcommercialization" in television.

Advantages ■ Extension of station breaks from 30 to 42 seconds, introduction of 70-second breaks, the offering of mid-program breaks for station sale—all these, he said, were offered by the networks solely because affiliates demanded more time for local sale.

It is inconsistent, one network official contended, for stations to expect the networks to give in to demands that will benefit the stations but refuse to yield to advertiser demands for more and more minute participations rather than program buys.

"As for piggybacks," he said, "why is a piggyback evil when it appears on a network, but the very essence of purity when it's offered in national spot?"

Despite spot salesmen's claims of network "invasion," one official said, spot's share of the national television dollar has risen from about 40% in 1950 to better than 55% now, while the networks' share has declined from 60% to no better and possibly less than 45%.

In addition, he pointed out, spot time sales have exceeded the network total every year since 1961, and have increased at a higher annual rate than network sales every year since 1957.

"What kind of invaders does that make us look like?" he wanted to know.

One executive whose background includes both buying and selling time, and who currently is no more closely

Spot is up, TVB says

Just how badly spot is hurting seems open to question. Harvey Spiegel, vice president and research director of the Television Bureau of Advertising, said it was his opinion that spot TV business thus far this year is up from the same period a year ago, but that he could not estimate the extent of gain.

"But I can't see spot going up less than 5 or 6% for the year," he added.

TVB's estimates of spot sales for the first quarter will not be available until about May. It does not make estimates on a monthly basis.

"floating piggyback" deals with advertisers.

Through these deals, he claims, sponsors are getting two separated 30-second announcements for the price of one minute of network time. According to this rep, the advertiser supplies the network with two thirty-second announcements and each of these, at separate positions, is played back-to-back with the 30's of another sponsor who has been sold the same deal. Presumably this would serve

DID SOMETHING HAPPEN TO SPOT TV? continued

identified with spot than with network, expressed concern about "the whole state of the television business."

Networks, he contended, are "running scared when they have no reason to be scared, competing with spot when they don't really have any competition," while stations "let the networks get away with anything they want to, and then stand around and cry."

Networks' apparent growing concern over cost per thousand, he contended, is unjustified.

Competitor Costs ■ Newspapers and magazines have higher costs per thousand than television, he noted, and spot television "has never competed with network on the basis of cost per thousand, but on the basis of better flexibility and its advantages as a marketing tool."

"So why," he wanted to know, "all this sudden network concern with their cost per thousand?"

He was worried about where it all might lead.

"The first sign of softness in this business," he said, "always means rate-cutting—which you find in no other business."

He was concerned, too, about what he called "weakening of the NAB code, particularly the recent change per-

mitting a piggyback to be scheduled alongside a regular commercial in station breaks.

"The one facade we've had is the code, and it's being changed to suit the industry," he asserted.

Although he accused networks of competing unnecessarily with spot, he did not think this was spot's only problem.

Another important factor, he said, stems from changes in the nature of the agency business.

"The agency today is more business-like than it's ever been in the past," he said. "It is more business-oriented as a company. It cannot consider only what is best for the people it serves, but must also consider its own profit-and-loss position more carefully than ever before. Spot is much more expensive to buy and administer; the agency's profits are greater in network. Other things being equal—or approximately equal—the agency's own self-interest dictates a preference for the network buy."

Agency and media officials questioned by BROADCASTING last week seemed to feel that spot television is not as efficient as it used to be. Contributing to spot's softening, they say, are constant rate increases, inadequate product protection,

poor servicing by reps, slow accommodation of requests for make-goods. In short, they said they are finding spot "harder to get along with," while network TV, magazines and other media are making satisfactory accommodations.

Some said spot would be faring even worse if it weren't for new-product introductions by diversified companies. They noted that budgets in a number of cases are about the same as last year and that many advertisers place commercials for new products on existing franchises including portions of piggybacks.

Piggyback Users ■ Among the big TV spenders who have stepped up their piggyback usage, authorities said, are Colgate-Palmolive, American Home Products, General Foods, Standard Brands, General Mills, Procter & Gamble, Bristol-Myers, Lever Brothers, Warner-Lambert, Carter Products, Philip Morris, Block Drug, Quaker Oats, Peter Paul, Simoniz and Chesebrough-Pond's.

No one doubts that piggyback usage has grown significantly over the past year but it is difficult to quantify the gain. One industry estimate is that the percentage of all national and regional spots occupied by piggybacks grew from 4% in January 1965 to 8% in January this year. The same source estimates that between 25% and 30% of all network minute placements are now 30-30's.

The higher incidence of piggybacks—or at least the appearance of higher incidence—was attributed, in part, to changes in the NAB code last January to permit three commercials in a row at station breaks. This put breaks on the same standards that applied to commercial scheduling within programs, permitting one piggyback and one minute commercial to be placed back to back.

Piggyback policies vary from network to network.

NBC-TV has no restrictions on the number of piggybacks so long as they are not carried back to back. Its limitation is on the number of commercials—no more than three together. Thus one piggyback (counted as two commercials) can be scheduled alongside one single-product commercial. In its spot-carrier programs NBC-TV provides for six commercial positions per hour; all, some or none may be piggybacks.

At CBS-TV the standard is no more than one piggyback accepted per program segment. It's explained that this means one piggyback per half hour of nighttime programming and one per quarter hour in daytime strips.

CBS officials say they haven't made any of the so-called "floating piggyback" deals with sponsors. In addition they deny present interest in increasing from three to four the number of minute positions in any half hour of programming as ABC-TV has done in its two weekly *Batman* segments.

Some are up, some are down, SRA finds

Concern with recent erratic performance of spot television advertising has much of the television industry scratching its head and looking for causes (see story page 35).



Mr. Griffin

In an interview with BROADCASTING last week Lloyd Griffin of Peters, Griffin, Woodward, speaking as president of

the Station Representatives Association, didn't deny that the SRA is puzzled too.

Noting that some of the organization's members are describing their business as "mushy," "uneasy," or "unreadable," Mr. Griffin said that "we've had consistent gains for so many months that any fluctuation would naturally cause concern."

After an informal survey of the association's membership Mr. Griffin

reported "the disturbing factor seems to be that there is no consistent pattern to account for the wide variances of buying and selling. Some stations in all size markets are showing gains and just as many others are showing declines.

"While there's a variety of reasons being expressed, it's evident that the gap between selling confirmations and the start dates is getting shorter and shorter, making projections more difficult. . . ."

"You can't count on next month's billing until you get it in the till and sometimes that doesn't develop until the end of the month, if at all."

Mr. Griffin said both stations and networks in the last year have "skillfully increased inventories which have been pushed even larger through the increased use of piggybacks by major advertisers taking care of two products instead of one."

Prognosis: Although there are mixed reports of business in markets of all sizes, "weaker stations in all markets will continue to face difficult months ahead."

Study of Piggybacks ■ CBS-TV's program practices department last October made a study of piggyback incidence through the whole network schedule and found the ratio of piggybacks to one-product minute announcements was about one to two.

Starting Jan. 31 the department has kept a daily record of the occurrence of the multiproduct commercials and it reports the same ratio appears to be holding steady, that is, about 33% of its commercials are piggybacks.

ABC-TV has what is called a "one in three" piggyback policy, meaning that through the network's schedule there should be an overall ratio of one piggyback for every two single-product minute announcements. Thus within a given half hour there may be more than one piggyback running.

While it was widely accepted that spot has experienced a softening in the first quarter this year, the major reps said there was no geographical or market-size pattern to the drop.

Two of the biggest independent reps were especially concerned with the first-quarter results of their stations. One said that in January 50% of its TV lineup had been off their marks for the previous January and that in February 75% were down. Another thought 25% of its stations would be down for the full quarter.

Noting market-to-market variations in business, one rep official said that "some of the major three-station markets are still strong—strong as can be," but in the same breath he added that business is "more sporadic than we've seen it in the last three or four years." He predicted the major representation firms would move to stabilize the market for their product by urging their stations to offer longer rate protection and reduce the number of rate changes.

The sales director of a large representation company said he could only point to the expanding piggyback situation as the reason for the soft spot market. The first quarter of 1966 at the stations his company represents is expected to show a gain of 2-3%, he ventured, against a projected 8-10%.

He cited cases of several major advertisers who have cut their budgets in certain markets in half for specific brands, as compared with the same period last year, and concluded: "I guess they feel that a piggyback, split between two brands is just as effective as a minute for each brand."

He said he had heard reports that some advertisers are spending more money in magazines but had no corroboration.

Admits Slowdown ■ The president of another representative firm acknowledged that business in the first quarter was sluggish and said that, overall, revenues would be about even with last year's period. He called this situation

"an unhappy one," since business increases should follow in a booming economy.

As others, he thought the principal cause was the expanding use of piggyback commercials in spot and networks.

According to a spot specialist with a major TV advertiser there is no question but that many spot dollars are going to networks. In his opinion cost per thousand on network may be just a bit higher but the advertiser receives minutes in prime time.

The senior vice president and media director of a large agency agreed there was a gradual drop-off in spot TV spending but insisted that the underlying reason was not piggybacks but a more basic factor: Spot TV, he contended, has become less and less efficient over the past few years.

"Agencies have reached a point of diminishing returns on spot TV investments," he claimed. "There has been a continual round of rate increases, sloppy business practices including little product protection and a feeling by stations that they can keep charging what the traffic will bear."

The piggyback situation, especially as it relates to network usage, has no bearing, he contended. The buying pattern on network presupposes a need for national exposure while spot TV is purely a local buy, implemented when there is a need for such activity, he said.

He felt there is a movement on the part of agencies to examine other media more carefully, including newspapers, magazines, radio and even outdoor.

"Frankly, I feel the golden age of spot TV is about over," he stated. "If reps and stations find buying is softening now, they are going to find that it's going to be a lot worse two years from now."

The vice president and media director of a top agency conceded that it has been channeling more money into network TV and into regional magazines and away from spot TV. His reason: Spot TV is getting less efficient.

In recent weeks, he said, he has received inquiries from TV stations regarding cutbacks in budgets for certain brands. He has told them that clients have come to the realization that such considerations as rate increases, lack of product protection and inadequate servicing by some stations and representatives have depreciated the value of spot TV.

"On the other hand, network packages have become more and more attractive," he said, "and we are treated well and courteously by the networks. In the past when we have complained to stations about make-goods or asked for revisions in our schedule, we never could get any kind of guarantee. It has been a seller's market and stations have taken advantage of it."

Affiliates fight ABC fourth spot

Cahan quits as chairman of board after unanimous vote against network

A showdown battle against expansion of ABC-TV's *Batman* fourth-commercial policy appeared to be shaping up last week.

It promised to pit the full force of the ABC-TV Affiliates Association's board of directors against ABC-TV management. The battleground: the private meeting that ABC-TV is holding with all its affiliates next Saturday morning (March 26) in Chicago, just before the opening of the National Association of Broadcasters convention.

Herbert Cahan of Westinghouse Broadcasting's WJZ-TV Baltimore has stepped down as chairman of the affiliates board in order to lead or help lead, the fight. He is remaining on the nine-man board, however, and reported last week that it is unanimously opposed to extension of the fourth-commercial policy.

Donald H. McGannon, president of Westinghouse, meanwhile called upon ABC-TV President Thomas W. Moore not only to refrain from expanding the policy but to abandon it altogether, before it escalates into "a serious erosion" of television values.

ABC-TV countered with a statement saying it had reached no decision about expanding the concept and would not have done so without discussing it with affiliates. It asked affiliates "not to prejudge any situation until we have had an opportunity to study these important matters together."

Many Problems? ■ The issue, ABC-TV said, is one of "many matters" that the network plans to discuss thoroughly at the session with affiliates. "We feel that our meetings this year will probably be the most beneficial ever held," the statement said, "for it is our intention to solidify even more closely the working relationship between the network and the stations."

The controversial policy, introduced in January, puts four commercials instead of the traditional three in each half-hour of the new twice-a-week *Batman* series (Wednesday, Thursday, 7:30-8 p.m. EST). ABC-TV officials confirmed about two weeks ago that they were thinking of extending the four-minute commercial policy to all 7:30-8 p.m. periods Monday through Friday, subject to prior discussion with affiliates

AFFILIATES OPPOSE ABC FOURTH SPOT *continued*

(BROADCASTING, March 14).

Westinghouse has opposed the plan from the start. WJZ-TV has refused to carry *Batman* and the two weekly episodes are now seen in Baltimore back to back on Saturday afternoons on the NBC-TV affiliate, WBAL-TV.

While the network was urging affiliates not to pre-judge the plan, members of the affiliates advisory board were urging them to join the fight against it. Mr. Cahan said each member of the board was calling other ABC-TV affiliates in his area and that reports to date indicate they are generally opposed to expansion of the four-commercial policy.

He called the policy "a blatant invitation to criticism" and "very dangerous to television as a whole."

The network statement did not identify other matters scheduled for discussion at the March 26 meeting but some sources indicated one would be station compensation, including an ABC offer to pay affiliates for carrying the fourth commercial.

Mr. McGannon's letter to ABC-TV President Moore said that unless stopped now, the increase in commercial time was virtually certain to be expanded and imitated until it applied to "the entire four hours of prime time on all three networks."

On and On ■ "Then," he continued, "if you want to dream a little further and use the same theory for such increase as was used in *Batman*, e.g., increased cost of the program, there is no reason why the public and the industry would not be subjected to increases to five or even six minutes.

"Similarly, if daytime, which has traditionally had a higher commercial content than prime time, is visited with the same theory of increased costs, then that area, too, would be escalated.

"The consequences of this are and can be extremely serious, in my opinion, from the public's point of view, the advertiser's interest and, most certainly, from the broadcaster's position since this could be a serious erosion of the marketing and service appeal and effectiveness of television."

Mr. McGannon, noting that Mr. Moore had expressed concern "for the increasing problem of piggybacks," predicted the four-minute innovation would follow a similar pattern. "I believe," he said, "the genesis of piggybacks found itself in the ABC daytime network schedule and then proliferated across the face of the industry," with individual broadcasters unable to "resist the industry's economic pressures that were created."

There would be severe pressures, too, if the four-commercial policy were extended to five nights of the week and adopted by the other networks, he said.

In that case, he asserted, affiliates who refused to clear for four-commercial half-hours would not only lose high-audience programs but, "more significantly," would find it virtually impossible to find "quality, first-run material"



Herbert Cahan

with which to program the rejected network periods.

"This is because of the critical decline of program sources and materials on a first-run basis to individual stations, the Arthur Little study [on programming, commissioned by the networks] notwithstanding," Mr. McGannon asserted. He asked Mr. Moore to "consider this practical lack of choice or option on the part of the station because of this programming fact which, as you know, is the subject of an FCC proceeding at this time."

Compensation Question ■ Mr. McGannon said the question of station compensation "is quite secondary" and that a rate adjustment would not relieve his concern.

ABC-TV has contended that while increasing the number of *Batman* commercials from three to four, it also curtailed or eliminated billboards, credits and promos so that the amount of program time was not materially reduced.

Mr. McGannon rejected the argument that this solved the "clutter" problem, however. He contended the problem "still exists with only a minuscule improvement in limited areas." Moreover,

he said, the reduction has been accomplished partly "at the expense of public service announcements and the efforts of The Advertising Council," which he considered a "philosophically and pragmatically unsound" move.

He asked Mr. Moore not only to abandon the idea of extending the four-minute commercial pattern to other nights but also to cut back *Batman's* commercial content "either on negotiated basis or upon termination of your contractual commitments."

In selling the 7:30-8 p.m. period to advertisers for next fall, ABC-TV has been retaining the right to add the fourth minute, Monday through Friday.

In giving up the chairmanship of the affiliates board, Mr. Cahan said he felt he would have greater freedom to fight as a member than as head of the group. Martin Umansky of KAKE-TV Wichita, Kan., vice chairman, will serve as chairman pending election of new officers, which traditionally occurs during the pre-NAB convention meeting.

Other members of the board, in addition to Mr. Cahan, are Ben West, KOCO-TV Oklahoma City; Robert Doubleday, KATV(TV) Little Rock, Ark.; Robert Wiegand, WTVN-TV Columbus, Ohio; Joseph Hladky Jr., KCRG-TV Cedar Rapids, Iowa; Burt Ladow, KTVK(TV) Phoenix; Leslie Norins, KEYT-TV Santa Barbara, Calif., and Joseph Brechner, WFTV(TV) Orlando, Fla.

Although both CBS-TV and NBC-TV deny interest in adding a fourth minute (see page 35), there has been widespread speculation—even among some NBC and CBS officials—that in time they would feel compelled to follow suit if ABC's venture proved successful.

Like Mr. McGannon, a number of authorities noted that a commercial innovation by one network is almost invariably adopted in one form or another by the others. One of the latest instances cited: CBS-TV's scheduling of 14 rather than the customary 12 commercials in network movies this year is expected to lead ABC-TV and NBC-TV to raise their limits to 14 next season. (However, at least one, NBC-TV, plans to make room for one of the extra minutes by eliminating billboards.)

Some sources outside ABC agreed with ABC's contention that in reducing clutter to accommodate the extra *Batman* minute the network had avoided giving viewers a reason to protest about overcommercialization.

Even so, some thought it might be a bad move for another reason—that the extra commercial requires one more interruption of the program. In this view, program interruptions are what really aggravate viewers.

In any event, it does not appear to be an issue for the NAB Code Authority. Code limits in this case are expressed as minutes of commercial material allowed per hour, and ABC of-



**24,000,000 TEENAGERS
WHO SPEND \$15,000,000,000**

ARE WAITING FOR SEVEN ARTS TELEVISION's

THE DISCOPHONIC SCENE



A ONE-HOUR TV TEEN SERIES
FEATURING AMERICA'S NEW TEEN IDOL

JERRY BLAVAT

"THE GEATOR WITH THE HEATOR"

WHAT'S HAPPENING?

The Geator sets the beat each week from Philadelphia, hosting a superbly produced musical-variety series with a cast of 100 teenagers.

IT'S 60 MINUTES A GO-GO

with today's biggest, teen recording stars! The Righteous Brothers! The Supremes! The Ronettes! The Temptations!

THE NEWEST DANCES START HERE

The Googaloo, The Chez Vous Walk, the Slow Fizz, the Discophonic Walk! Leading them all, "the boss with the hot sauce," Jerry Blavat, a true believer in teens, their dress, talk, interests, dances. He's one of them!



THE GEATOR SELLS...SPONSORS CHEER

Solidly sold in Philadelphia, where "The Discophonic Scene" premiered, such national sponsors as Pepsi-Cola based their renewal on solid sales results and said "we're proud to move ahead with the first, real, aggressive Youth Program in many a year."



NOW, SEVEN ARTS TELEVISION

makes this extraordinarily commercial one-hour, weekly TV teen series available in your market for really "tough programming." Get ready! Get set for every teen in town to dig "The Discophonic Scene!"



539A-542A-544A
Conrad Hilton Hotel
Sun. Mar. 27-Wed. Mar. 30

SEVEN ARTS TELEVISION

NEW YORK: 200 Park Avenue • YUkon 6-1717
LOS ANGELES: 9000 Sunset Boulevard • CRestview 8-1771
TORONTO: 11 Adelaide Street West • EMpire 4-7193

Seven Arts Productions International Limited
Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT



ficials and other observers say the hour in which *Batman* appears is well within code limits. The Code Authority has never set a limit on the number of commercials that may be carried in an hour, and reportedly has rejected suggestions that it ought to do so.

One reasonably neutral authority last week was of two minds about the whole fourth-commercial issue.

He applauded the plan as a device for increasing network revenues, but deplored the idea that ABC-TV seemed to apologize for it by explaining that rising program costs made it necessary, which he regarded as spurious and unnecessary grounds.

From the stations' standpoint he thought "the best thing they could do" would be to stop the concept dead in its tracks, not so much for philosophical reasons but because, in his opinion, "if that fourth-commercial money doesn't go into network, the stations will get it directly through spot."

AM Radio Sales loses Golden West account

In a move scheduled for announcement today (March 21) Golden West Broadcasters will sever its connection Aug. 1 with AM Radio Sales Co., its national radio sales representative for the last 14 years.

Involved are Golden West's four radio stations—KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX Portland, Ore. Motivating the action was the near-record of \$10,750,000 sale last January of KFWB Los Angeles to Westinghouse Broadcasting Co. (BROADCASTING, Jan. 31). This set up a conflict of interest in the market because Westinghouse is the parent company of AM Radio Sales.

From that time on it became obvious that Golden West, which also owns KTLA, a Los Angeles VHF, either would have to switch radio reps or start its own national sales organization. According to Loyd C. Sigmon, executive vice president and general manager, GWB is studying the latter possibility of doing its own radio selling on a national scale. Until a more concrete decision is made, William D. Shaw, vice president and general manager of KSFO, will direct GWB's national sales efforts. It appears likely that Golden West could start in the rep business not only with its four radio and one TV stations as clients, but also with the broadcast properties controlled independently by Gene Autry, the company's board chairman. Besides being a 52.9% stockholder in GWB, Mr. Autry has controlling interests in KOOL-AM-FM-TV

The clock is turned back

Geography and time were turned upside down last Wednesday when Kenyon & Eckhardt, New York, had Christopher Columbus discover a tropical island in New York harbor.

A stroke of advertising ingenuity on behalf of Mercury's new model, Discoverer Special, led K & E to commission the building of the small island. The postage-stamp paradise was a wooden and steel frame placed over a barge and suitably foliated.

Christopher L. Columbus of St. Paul, who actually bears the famous name, moored a launch (dubbed the Santa Maria, of course) and was filmed in a 60-second TV commercial. He discovered the new Mercury automobile with the Wall Street skyline in the background.

Burns Patterson and Ed Hauser, both K & E, were the producer and writer respectively.

Phoenix and KOOL-AM-FM-TV Tucson. These Arizona stations are now represented by George P. Hollingbery Co. GWB's KTLA property is handled by Peters, Griffin Woodward Inc.

KFWB, the sale of which still awaits FCC approval, is represented by Blair Radio. Presumably, if the sale is approved, Westinghouse Broadcasting will switch the station's business to AM Radio Sales.

3M buys ABC-TV specials

The 3M Co., St. Paul, will sponsor a series of nine one-hour documentary programs in prime time on ABC-TV during 1966-67. Elmer W. Lower, president of ABC News, which will produce the specials, said the sponsor will spend almost \$2 million on the programs.

The new order by 3M represents a continuation of sponsoring documentaries on ABC-TV. During 1965-66 the company has presented nine such specials on the network. The agency is BBDO, New York.

WGN forms rep firm

Formation of WGN Continental Sales Co. to represent WGN-AM-TV Chicago and KWGN(TV) Denver in New York was announced last week by Ward L. Quaal, president of both the

new subsidiary and of WGN Continental Broadcasting Co. WGN-AM-TV and KWGN will be represented by Edward Petry & Co. in Philadelphia, Atlanta, Dallas, Detroit, Los Angeles, St. Louis and San Francisco. Harry S. Hyett will be sales representative in Minneapolis and Bill Creed Associates, Boston, in New England.

Miles Labs leads brisk ABC-TV sales

More than \$25-million worth of business for the 1966-67 season was completed last week by ABC-TV, paced by an \$8.5 million order from Miles Laboratories and \$6 million from Warner-Lambert.

James E. Duffy, ABC vice president in charge of TV network sales, reported the brisk pace and said that other business during the week came from R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Co., New York (\$3 million); Chesbrough-Pond's Inc., New York, through Esty (\$2 million); Brown & Williamson Tobacco Corp., Louisville, Ky., through Ted Bates & Co. (\$2 million); General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York; Libby, McNeill & Libby, Chicago, through J. Walter Thompson, New York, and Speidel Corp., Providence, R. I., through The Marschalk Co., New York.

The agency for Miles is Jack Tinker & Associates, New York, and for Warner-Lambert, JWT, New York.

Agency appointments . . .

- Lakeside Toys, division of Lakeside Industries Inc., Minneapolis, has named Shaller Rubin Co., New York, to handle its Gumby and other lines of toys. Bulk of \$750,000 budget will be used for spot TV. The agency plans a spring campaign using 50 to 100 one-minute TV spots in each of the top 47 markets.

- Ever-Dry Corp., Memphis, has appointed Kastor, Foote, Hilton & Ather-ton Inc., New York, to handle Ever-Dry, a deodorant, and a test product, Super Dry. Radio-TV are expected to play a part in future campaigns. Former agency: Henderson Advertising, Greenville, S. C.

- A. Stein & Co., makers of Rip-Tide men's toiletries, Chicago, names Norman J. J. Berger Associates to succeed Leber, Katz & Paccione, both New York. Heavy radio spot is scheduled for test marketing with Father's Day promotion.



Robert A. Mortensen, WIIC-TV vice president and general manager, with Frank H. Briggs, vice president, The Equitable Life Assurance Society, owners and operators of Gateway Center.

center of interest

Pittsburgh's Gateway Center: looming evidence of leadership in urban renewal. You can lead the way in the Pittsburgh market with top spot buys on WIIC-TV, Pittsburgh's **NUMBER ONE COLOR STATION.**



Check with General Sales Manager Roger Rice or your Petry-TV man.

Get your
Pittsburghers on



Basic NBC Television Affiliate

Cox Broadcasting Corporation stations: WIIC-TV 11, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

Network TV: The '65 record

Noted by TVB in announcing \$1.2 billion total:

47 newcomers brought \$8.6 million to medium; P&G added \$7 million; more spending for color sets, airlines

A total of 364 advertisers, 47 of them newcomers, contributed to network television's \$1.2 billion in billings during 1965. The 47 advertisers new to network TV contributed an aggregate of \$8.6 million to the medium, according to the Television Bureau of Advertising.

TVB's report on network activity showed some shifting in the rankings of the biggest customers, but Procter & Gamble, the biggest television spender, continued in first place with a network outlay of \$85.7 million, up from \$78.3 million the year before.

Jumping from third to second place was Bristol-Myers, which increased its TV network expenditure from \$39.9 million to \$52.8 million. Also moving up in 1965: Colgate-Palmolive from 10th to fifth position with a gain of \$13 million to \$39.9 million and Gillette, which gained from 11th to seventh place, increasing from \$26.2 million to \$32.9 million.

The top 15 network sponsors contributed \$531 million to the \$1.2 billion network total in 1965, or approximately 44%. In 1964 the top 15 had spent \$481 million on the networks.

More Varied ■ The number of different brands advertised on network increased by 213 to a total of 1,821 during the year.

TVB noted six color television set makers (Admiral, Zenith, RCA, Gen-

eral Electric, Westinghouse and Motorola) who spent "nothing for specific color set advertising" in 1964, placed \$4.6 million in the medium last year.

Another growing category was travel. Five airlines used network in 1965, contributing a total of \$3.6 million. These were Eastern, United, American, Braniff and National. The year before the only airlines using network were Eastern and United, spending \$537,400.

The \$1.2 billion total for network TV is 10% above the \$1.1 figure for 1964 (see box).

NET TIME & PROGRAM INVESTMENTS 1965 NETWORK TELEVISION ADVERTISERS (Source: TVB/LNA-BAR)

Rank			Rank		
159	Abbott Labs	\$ 1,151,100	271	Amer. Photocopy Equip.	\$ 194,500
288	Acushnet Process	150,000	343	Amer. Red Ball Transit	33,800
96	Admiral Corp.	2,615,400	50	American Tel. & Tel. Co.	6,020,500
198	Adolphs Ltd.	621,200	9	American Tobacco	28,983,700
196	Aetna Life Ins. Co.	634,100	128	Anderson-Clayton & Co.	1,732,400
*359	Al-Doro Products	5,300	103	Anheuser-Busch	2,436,400
14	Alberto Culver	19,946,600	*312	Architectural Alum. Mfrs. Assn.	85,800
*293	Allied Chemical	140,400	32	Armour and Co.	9,217,600
313	Allied Van Lines	84,000	38	Armstrong Cork Co.	7,409,100
186	Aluminium Ltd.	750,000	267	Arnold Schwinn & Co.	204,400
72	Aluminum Co. of Am.	4,148,700	160	Associated Prods., Inc.	1,123,300
*260	American Airlines	237,000	182	Ballantine, P. & Sons	784,100
45	American Cyanamid	6,252,300	145	Beech-Nut Life Savers	1,346,100
116	American Dairy	2,005,300	53	Beecham Group	5,773,400
180	Amer. Doll & Toy	814,600	281	Belmont Electronic	162,200
92	Amer. Gas Assn.	2,792,500	249	Benrus Watch	271,500
3	Amer. Home Products	45,057,300	303	Binney & Smith	115,000
329	Amer. Mach. & Foundry	50,400	158	Black & Decker Mfg.	1,159,200
233	American Med. Assn.	373,600	27	Block Drug Co.	12,115,700
69	American Motors	4,687,900	351	Book Enterprises	19,800
			70	Borden Co.	4,440,200
			259	Brach, E. J. & Sons	238,600
			194	Bradley Milton Co.	641,400
			*291	Braniff Airways	142,600
			2	Bristol-Myers	52,847,500
			13	Brown & Williamson	24,707,500
			224	Bruce, E. L. Co.	396,900
			188	Bulova Watch	712,200
			164	Burlington Industries	1,063,200
			235	Buxton Inc.	364,000
			114	Calgon Corp.	2,041,800
			102	California Packaging	2,437,400
			34	Campbell Soup Co.	8,644,900
			175	Canadian Breweries	847,400
			*321	Capitol Food Industries	69,600
			24	Carnation Co.	14,250,800
			46	Carter-Wallace	6,251,700
			327	Celanese Corp. of Am.	58,200
			173	Champion Spark Plug	860,100
			168	Chanel Inc.	988,000
			59	Chesebrough-Pond's	5,413,300
			209	Chicago Musical Instr. Co.	537,000

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION*

	1964	1965	% Change		1964	1965	% Change
Agriculture & farming	\$ 181,100	\$ 1,143,500	+ 531.4	Industrial materials	\$ 14,486,300	\$ 9,013,200	- 37.8
Apparel, footwear & accessories	12,707,200	18,207,500	+ 43.3	Insurance	19,105,200	15,201,700	- 20.4
Automotive, automotive accessories & equipment	96,515,100	99,132,100	+ 2.7	Jewelry, optical goods & cameras	16,265,000	20,318,300	+ 24.9
Beer, wine	15,408,400	20,366,300	+ 32.2	Office equipment, stationery & writing supplies	8,239,800	9,933,300	+ 20.6
Building materials, equipment & fixtures	12,098,000	12,036,400	- 0.5	Pets & pet supplies	16,886,100	21,233,400	+ 25.7
Confectionery & soft drinks	20,169,600	29,649,400	+ 47.0	Political	5,543,000	—	= 100.0
Consumer services	10,177,500	13,737,800	+ 35.0	Publishing & media	1,377,200	1,591,900	+ 15.6
Drugs & remedies	136,056,800	144,247,800	+ 6.0	Radio, TV sets, phonographs, musical instruments, accessories	8,916,600	13,859,700	+ 55.4
Entertainment & amusement	1,462,600	2,909,900	+ 99.0	Retail & direct-by-mail	200,200	39,000	- 80.5
Food & food products	189,307,700	205,119,300	+ 8.4	Smoking materials	146,828,100	145,427,300	- 1.0
Freight, industrial & agricultural development	11,200	179,800	+1505.4	Soaps, cleansers & polishes	103,247,700	112,010,500	+ 8.5
Gasoline, lubricants & other fuels	25,504,400	23,233,500	- 8.9	Sporting goods & toys	12,182,200	18,185,300	+ 49.3
Horticulture	653,800	1,272,800	+ 94.7	Toiletries & toilet goods	224,544,000	264,974,700	+ 18.0
Household equipment & supplies	40,038,300	44,027,400	+ 10.0	Travel, hotels & resorts	2,404,800	5,287,400	+ 119.9
Household furnishings	5,222,000	7,895,700	+ 51.2	Miscellaneous	149,800	84,900	- 43.3
				TOTAL:	\$1,145,889,700	\$1,260,319,800	+ 10.0

*Source: TVB/LNA-BAR Net Time & Program Costs



it's another world... since SESAC was founded in 1931. Today's mass communications requires a constant stream of freshly creative music. New writers, new composers and new publishers are providing SESAC licensees with an ever expanding contemporary repertory.

SESAC, one of the world's foremost music licensing organizations, eagerly continues on a course of acquisition and development of tomorrow's music today.

Past, present and future, SESAC's repertory maintains its versatility in every area of public performance.



NEW YORK: / 10 COLUMBUS CIRCLE • NEW YORK, NEW YORK 10019 • 212-586-3450
NASHVILLE: 806 16th AVENUE, SOUTH • NASHVILLE, TENNESSEE 37203 • 615-254-5703

*trademark

Rank		
12	Chrysler Corp.	\$24,916,000
189	Chun King Corp.	684,500
244	Chunky Chocolate Corp.	315,600
210	Ciba Corp.	535,800
169	Cities Service Co.	981,300
255	Cluett Peabody & Co.	252,000
311	Coats & Clark	88,800
79	Coca-Cola Co.	3,424,700
5	Colgate-Palmolive	39,934,000
354	Collegeville Flag & Mfg. Co.	15,100
33	Consolidated Cigar	8,918,600
122	Consolidated Foods	1,867,200
217	Continental Baking	455,800
*163	Continental Ins. Co.'s.	1,085,900
284	Continental National Group	156,300
*355	Cooper, Ben Inc.	12,900
68	Corn Products Co.	4,698,600
239	Corning Glass Works	338,500
298	Crown Zellerbach	129,400
*317	Dep Corp.	76,500
138	Disney, Walt Prods.	1,529,600
204	Dr. Pepper Co.	573,600
142	Dow Chemical	1,434,600
306	Dow Corning Corp.	105,000
253	Dow Jones and Co.	261,400
225	Duffy-Mott Co.	395,700
*357	Dunhill International	10,000
64	DuPont de Nemours	4,956,300
328	Dymo Industries	54,000
134	Eastern Air Lines	1,614,400
37	Eastman Kodak	7,629,800

Rank		
203	Easy Day Mfg.	\$ 578,700
326	Emenec Corp.	60,000
206	Encyclopaedia Britannica	554,800
99	Eversharp	2,540,400
181	Ex-Lax	794,900
277	F & F Labs	176,500
162	Factor, Max and Co.	1,096,600
63	Falstaff Brewing	5,161,600
318	Father John's Medicine	76,000
74	Firestone Tire & Rubber	3,737,100
172	Florida Citrus Comm.	882,500
314	Florida, State of	83,300
178	Florists Tel. Del. Assn.	827,800
15	Ford Motor Co.	18,873,500
199	Foster Milburn Co.	617,200
111	French, R. T. Co.	2,177,400
67	General Cigar Co.	4,727,500
40	General Electric	7,252,400
4	General Foods	39,990,300
334	General Ins. Co. of Amer.	44,200
17	General Mills	17,772,400
10	General Motors	28,327,500
*309	General Signal Corp.	95,900
215	Gen. Tel. & Electronics Corp.	484,300
214	General Time Corp.	494,100
268	Georgia Pacific Corp.	200,000
170	Gerber Products Co.	970,000
7	Gillette Co.	32,908,800
275	Glamorene Inc.	184,200
219	Glidden Co.	452,600
126	Gold Seal Co.	1,836,600

Rank		
146	Golden Grain Macaroni Co.	\$ 1,332,800
105	Goodrich, B. F.	2,389,500
65	Goodyear Tire & Rubber	4,760,900
335	Gorham Corp.	42,500
*353	Granny Goose Foods	16,700
97	Green Giant	2,551,600
*360	Grolier, Inc.	5,300
358	Gulf American Land Corp.	7,300
90	Gulf Oil Corp.	2,839,900
245	Haggar Co.	311,000
112	Hallmark Cards	2,162,100
264	Hartford Ins. Group	228,000
171	Hartz Mountain Prods.	956,300
213	Hassenfeld Brothers	511,100
154	Hazel Bishop	1,215,800
108	Heinz, H. J.	2,296,400
152	Helene Curtis Inds.	1,228,400
278	Hercules Powder Co.	172,800
153	Hertz Corp.	1,216,500
121	Heublein Inc.	1,889,900
273	Hills Brothers Coffee	188,300
125	Hoffmann-La Roche	1,844,400
230	Holiday Inns of Amer.	385,600
250	Honda Motor Co.	270,000
197	Honeywell Inc.	624,000
*279	Hughes Tool Co.	171,000
47	Hunt Foods & Indus., Inc.	6,141,900
258	Hupp Corp.	239,400
118	Institute of Life Ins.	1,946,000
*187	Intl. Bus. Machines	744,600
241	Intl. Harvester Co.	334,100
139	Intl. Minerals & Chemical	1,528,100
304	Intl. Silver Co.	113,400
*179	Investor-Owned Elec. Lt. & Power	824,400
299	Jaymar-Ruby	129,000
93	Jergens, Andrew Co.	2,698,500
147	John Hancock Mut. Life Ins.	1,324,400
58	Johnson and Johnson	5,414,700
19	Johnson, S. C. & Son	17,195,800
*263	Jupiter Corp.	230,700
140	Kaiser Industries	1,466,700
167	Kayser-Roth Corp.	1,036,900
18	Kellogg Co.	17,414,400
285	Kemper Group	156,100
101	Kendall Co.	2,457,500
117	Kimberly-Clark	2,000,400
248	King-Seelye Thermos	284,800
282	Kirsch Co.	160,100
*257	Koret of Calif.	247,500
*320	Krim-Ko Corp.	70,000
205	Lanvin-Charles of the Ritz	565,200
62	Lehn & Fink Prods.	5,189,800
8	Lever Brothers	30,044,300
269	Lewis-Howe Co.	198,300
113	Libby McNeill & Libby	2,127,000
297	Liberty Mut. Ins. Co.	132,000
20	Liggett & Myers	16,083,000
*227	Lone Star Brewing	391,600
25	Lorillard, P.	13,010,900
266	Manhattan Shirt Co.	210,100
272	Marathon Oil	191,600
131	Mars Inc.	1,657,600
165	Marx, Louis & Co.	1,052,900
*315	Masco Corp.	81,200
193	Masonite Corp.	648,000
202	Massey-Ferguson	579,500
52	Mattel Inc.	5,841,300
80	Maybelline Co.	3,367,300
*155	Mayer, Oscar & Co.	1,212,900
*325	McDonald's Corp.	63,000
207	McKesson & Robbins	549,300
150	Mead Johnson & Co.	1,300,400
44	Mennen Co.	6,648,300
236	Mentholatum Co.	358,900
161	Merck & Co.	1,118,900
308	Midland Pharmacal	97,500
*301	Milani Foods	123,100
21	Miles Labs	14,957,700
82	Miller Brewing	3,241,500
104	Minn. Mining & Mfg. Co.	2,414,500
292	Mirro Aluminum Co.	142,400
290	Mogen David Wine Corp.	145,300
240	Mohasco Industries	336,000
157	Monsanto Co.	1,188,000
78	Morton International	3,444,800
110	Motorola	2,202,500

A 'tall-and-strong' message to small fry

Arnold Bakers Inc., Greenwich, Conn., will begin a heavy spot TV bombardment in nine markets in the Northeast on April 18 for its new Giraffe high-protein bread. The new bread was introduced last fall and has been showing a steady increase in sales, according to company officials.

The new commercials will be shown in color. They run one minute and highlight the bread's appeal to children. A theme that runs through the commercial is that

youngsters can have the fun that giraffes have, but they also can eat the bread by that name "to help you go and grow tall and strong."

For sequences that highpoint the giraffe, the talents of puppeteers Bill and Cora Baird were employed. Special puppets and marionettes were created.

Appearing as the personality is Gloria Okon, Arnold's commercial spokeswoman. Norman, Craig & Kummel, New York, is the Arnold agency.



A fantasy sequence (left) suggests youngsters "be a giraffe right now! at the very top of the world," and



Gloria Okon asks the small fry: "Would you like to have the fun giraffes have?"

We take pride in announcing a major breakthrough in evaluating cumulative national radio audiences.

The results of this project, representing three years of developmental research, will be presented throughout the United States starting April 1, 1966.

NBC RADIO NETWORK 

Rank		
148	Mutual of Omaha Ins.	\$ 1,319,100
364	Nalleys Inc.	600
*294	National Airlines	138,000
29	National Biscuit Co.	10,013,800
191	National Brewing Co.	666,600
201	Nat'l Cotton Council/Amer.	580,600
26	Nat'l Dairy Prods. Corp.	12,740,300
156	Nat'l Grape Co-op Assn.	1,211,100
192	Nat'l Plastic Products Co.	649,800
*330	Nat'l Sugar Refining Co.	49,100
237	Nat'l Union Electric Corp.	350,700
39	Nestle Co.	7,265,700
98	North American Philips	2,548,400
41	Norwich Pharmacal	7,166,600
57	Noxema Chemical	5,585,300
100	Ocean Spray Cranberries	2,461,700
333	Ohio Art Co.	45,000
136	Olin Mathieson	1,549,500
*322	Olympia Brewing	65,000
*247	Ozite Corp.	289,000
132	Pabst Brewing	1,621,100
296	Parker Brothers	134,400
*348	Party-Tyme Products	22,600
363	Pearl Brewing	4,000
42	Pepsi Co. Inc.	7,107,900
143	Peter Paul	1,425,500
83	Pfizer Chas. & Co.	3,152,400
56	Phil. & Reading Corp.	5,697,100
11	Philip Morris	25,455,600
*336	Piedmont Shirt Co.	42,100
35	Pillsbury Co.	8,292,700
87	Plough	2,949,200
55	Polaroid Corp.	5,724,800
1	Procter & Gamble	85,710,000
289	Proctor-Silex	147,300
84	Prudential Ins. Co. of Amer.	3,107,400
346	Publix Shirt Corp.	26,000
324	Pure Foods Co.	63,400
76	Purex Corp.	3,660,800
31	Quaker Oats Co.	9,680,900
280	Quaker State Oil Ref. Corp.	165,000
*338	R.T.V. Sales	38,900
54	Radio Corp. of America	5,745,400
30	Ralston Purina	9,825,200
*341	Randolph Mfg. Co.	36,000
344	Rath Packing	32,000
211	Rayette-Faberge	529,500
*302	Raymond Research	115,100
184	Readers Digest Assn.	770,400
200	Remco Industries	614,800
127	Revlon Inc.	1,772,600
265	Rexall Drug & Chem.	216,500
66	Reynolds Metals Co.	4,745,200
6	Reynolds, R. J. Tobacco	33,584,000
71	Richardson-Merrell	4,258,200
*349	Richfield Oil Corp.	20,800
238	Robins, A. H. Co.	348,700
283	Rubbermaid Inc.	156,400
287	SCM Corp.	150,000
*339	S. and H. Mfg.	36,300
*316	Samsonite Corp.	77,600
*310	Sanford Ink Co.	90,100
130	Savings & Loan Foundation	1,678,300
242	Sawyers Inc.	322,500
305	Schaefer Brewing	106,800
307	Schaper Mfg. Co.	103,600
135	Schering Corp.	1,574,900
232	Schick Electric	384,100
88	Schlitz, Jos., Brewing	2,861,100
223	Schmidt, C. & Sons	398,800
251	Schoell Mfg. Co.	269,500
254	Scott, O. M. & Sons	260,600
77	Scott Paper Co.	3,458,000
218	Scripto Inc.	454,900
85	Sears, Roebuck & Co.	3,105,800
228	Seven-Up Co.	390,500
48	Shell Oil Co.	6,110,000
94	Sherwin-Williams	2,675,000
*342	Shields Inc.	34,000
60	Shulton Inc.	5,387,900
352	Sick's Rainier Brewing	17,700
*323	Silly Putty Marketing	64,400
166	Simmons Co.	1,048,500
243	Simplicity Pattern Co., Inc.	316,000

Source: TVB/LNA-BAN

Bumsteads sell for radio

The Johns-Manville Corp., New York, has hired Dagwood and Blondie Bumstead, comic characters from King Features Syndicate, to sell home products in a three-month spring campaign partly devoted to radio.

The idea centers on the proposition that if Dagwood can do it, so can the customer. So far local radio commercials of 30 and 60 seconds have been aired. Other radio stations are expected to join the selling that extends over some 50 markets. Agency is Cunningham & Walsh Inc., New York.

Rank		
129	Singer Co.	\$ 1,682,400
261	Skil Corp.	235,600
43	Smith Kline & French Labs	6,957,400
*286	Smucker, J. M. Co.	150,400
95	Socony Mobil Oil Co.	2,630,800
*361	Spencer Gifts Inc.	5,000
120	Sperry & Hutchinson	1,904,900
107	Sperry Rand	2,311,400
*350	Sta-Nu Corp.	20,000
61	Standard Brands	5,334,600
*276	Standard Intl. Corp.	178,600
212	Standard Oil Co. of Calif.	528,400
86	Standard Oil Co. of Ind.	3,071,100
109	Standard Oil Co. of N. J.	2,266,400
*319	Stanley Home Products	73,800
28	Stanley Warner Corp.	10,816,500
123	State Farm Ins. Cos.	1,854,000
16	Sterling Drug	17,985,500
274	Sterns Nurseries	184,400
*226	Strauss, Levi, & Co.	395,000
231	Stroh Brewery Co.	385,500
337	Studebaker Corp.	41,900
144	Sun Oil Co.	1,406,200
36	Sunbeam Corp.	8,101,700
356	Sunray DX Oil Co.	11,200
221	Sunshine Biscuits	416,400
*262	Swank Inc.	234,000
141	Sweets Co. of America	1,454,600
133	Swift and Co.	1,616,600
75	Texaco	3,698,600
208	Texize Chemicals	544,200
81	Textron	3,312,000
347	Timken Roller Bearing Co.	25,000
256	Travelers Insurance Co.	252,000
222	True Temper Corp.	413,600
149	20th Century-Fox Film Corp.	1,317,300
220	Underwood, William Co.	442,400
51	Union Carbide Corp.	5,894,800
332	Union Oil Co. of Calif.	46,900
137	United Air Lines	1,532,000
300	United Biscuit Co. of Amer.	123,800
151	United Fruit Co.	1,264,900
190	U.S. Borax & Chemical	683,800
176	U.S. Plywood Corp.	828,800
73	U.S. Rubber Co.	3,855,900
345	U.S. Steel Corp.	29,500
91	U.S. Time Corp.	2,814,000
*234	V-M Corp.	371,900
124	Volkswagenwert, A. G.	1,849,600
89	Wallace and Tiernan	2,842,000
23	Warner-Lambert Pharma.	14,293,400
195	Waterman-Bic Pen	635,700
331	Wembley Inc.	48,900
246	Westgate-Calif. Corp.	302,000
49	Westinghouse Electric	6,049,300
340	Wham-O Manufacturing Co.	36,200
183	Whirlpool Corp.	784,000

Rank		
295	White Motor Corp.	\$ 135,000
270	Wiedemann Geo., Brewing	196,800
115	Wilkinson Sword	2,022,800
22	Williams, J. B.	14,718,300
362	Winegard Co.	4,700
216	Wolverine Shoe & Tanning Corp.	475,000
185	Wrather Corp.	765,800
177	Wrigley William, Jr. Co.	828,300
229	Wynn Oil Co.	388,000
106	Xerox Corp.	2,331,000
174	Yardley of London	859,400
252	Young, W. F. Inc.	262,900
119	Zenith Radio Corp.	1,916,700
	Total	\$1,260,319,800

*asterisk used in the preceding list by Television Bureau of Advertising is to indicate the clients that were newcomers to network television during 1965.

Total number of such new advertisers was 47.

NAB opposes D.C. optometry bill

The National Association of Broadcasters is expected to file today (March 21) a statement against the passage of HR-12937, a bill requested by the optometry profession as a means to upgrade its public image in the District of Columbia.

The bill, in one brief section, would take away the license to operate of any optometrist who "advertised directly or indirectly the performance of optometric service or any part thereof, including the furnishing of ophthalmic or optical equipment, in any form, manner or way, or through any medium whether it be printed, audible, visible, electronic, or in any other fashion."

The restriction draws the ire of the NAB which suggests that rather than legislate on the matter, attempts be made to let the industry curtail the practices.

But a spokesman for the bill's author, Representative B. F. Sisk (D-Calif.), stated last week that the bill was being offered at the urging of the optometrists. He said that even though the industry association might not condone the practices, they would continue unless legislation were enacted.

Negroes protest talent agency policy

Two dozen Negro models from Chicago petitioned U. S. Attorney General Nicholas Katzenbach last week to protest racial discrimination in talent agency handling of requests by major TV advertisers for models in commercials. Individual complaints also have been filed with the Illinois Fair Employment



In March, Miami is the 24th TV market. In June and July, Miami becomes the 17th market.

Isn't that a nice way to spend the summer?

Miami refuses to be like most television markets. Viewing remains statistically unchanged winter to summer, and brings about a strange phenomenon: Miami leapfrogs over other, bigger markets — into 17th place among the nation's television markets.

And if you want to count our tourist population (which audience measurement surveys never do), Miami has an INCREASE in viewers in the summer. There are 41% *more* tourists in summer than in winter! But

the tourists remain a bonus... which stretches your advertising dollar even further.

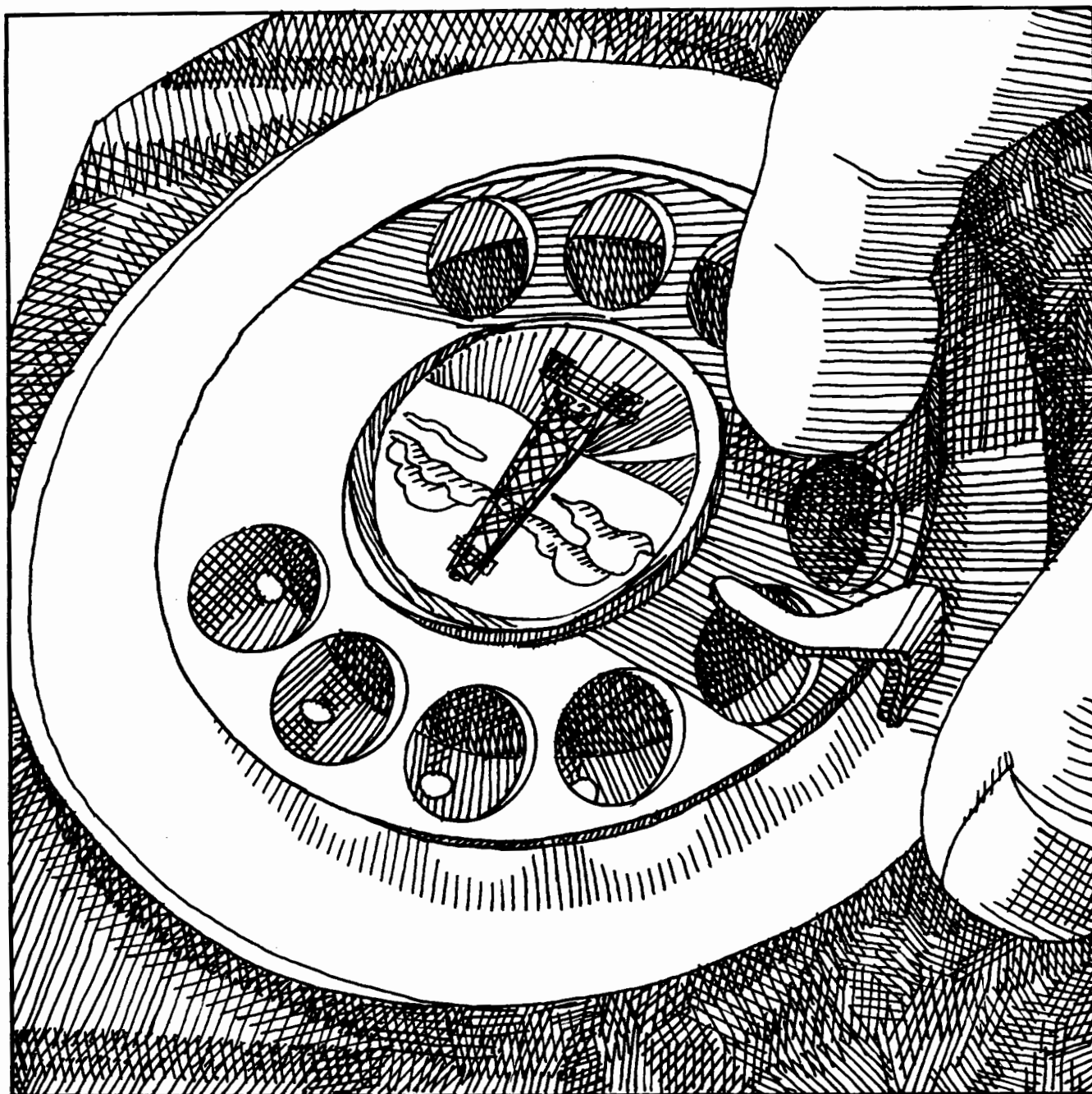
The upshot: there's no summer slump, neither in viewers nor in customers for your product. And that's where WTVJ comes in, with the only unduplicated network coverage from Palm Beach to Key West. Your PGW Colonel can give you full details.

(Sources are ARB Reports of March and June/July, 1965. Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

ONLY THE SUNSHINE
COVERS SOUTH FLORIDA
BETTER THAN



A Wometco Enterprises, Inc. station (CBS affiliate)



Dial-A-Story

What's your subject? Exotic fuels, food from oil, cleaner air and water, offshore drilling, computerized refineries, the ups and downs of gasoline prices, service station beautification, a wildcat in the Arctic, or a tiger here at home?

If you need background information or specific details on these or any parts of the big Energy story, call, teletype or write the nearest Humble Public Relations staff man.

Jay Rose	P. O. Box 2180, Houston 77001	CA 1-5864
Jay Spry	60 West 49th St., New York 10020	974-3620
Jim Grady	Hutchinson River Parkway, Pelham 10803	PE 8-4700 Ext. 265
Bill Farlie	P. O. Box 1288, Baltimore 21204	VA 5-5400 Ext. 430
Bill Brooks	1105 West 22nd St., Oak Brook, Ill. 60523	654-2600 Ext. 322
Steve Huston	2000 Classen Center N, Oklahoma City 73106	JA 8-2411 Ext. 449
Gus Kent	P. O. Box 60626, New Orleans 70160	527-3322
Arch Smith	P. O. Box 2180, Houston 77001	CA 1-5734
Jack Howard	P. O. Box 120, Denver 80201	534-1251 Ext. 267
D. I. Bolding	1800 Ave. of the Stars, Los Angeles 90067	879-2700 Ext. 223

HUMBLE OIL & REFINING COMPANY...AMERICA'S LEADING ENERGY COMPANY

Practices Commission.

The petition to the attorney general charges six Chicago talent agencies have violated the Civil Rights Act by failing to give the Negro models equal consideration when TV commercial auditions are scheduled. The group also claimed that the agencies violate the law when they keep information about the Negro models in segregated files.

The agencies named in the petition were A Plus Inc., Shirley Hamilton Inc., Talent Inc., Playboy Models, Patricia Stevens Inc., Models Bureau, Sabie Inc., and Patricia Vance Agency.

Representatives among the talent agencies explained they have endeavored to use Negro talent whenever possible but they are acting in behalf of advertisers or clients who usually specify their requirements even down to color of hair and eyes. The Negro models contended it is time for the advertisers to stand up and be counted. "They either want the Negro dollar for their product or they don't," they said.

Also in advertising . . .

Rexall's bonus ■ Rexall Drugs & Chemical Co., Los Angeles, announced last week that Bonus Gifts, its new division, will begin operation in June. Thrust of the operation will be an in-package coupon premium program redeemable in trading stamps or cash. In addition to placing coupons in packages, participating manufacturers will mail matching coupons to homes and advertise the bonus gift campaign via their regular advertising media. Bonus Gifts, on its own, will spend from \$12 million to \$15 million in advertising during its first year of operation. At this time there's no indication of what media will be used. Robert L. Haag Co., New York, is the agency.

New York TV study ■ WNEW-TV New York, made public last week results of a \$6,000 study of one-week and four-week unduplicated audiences reached by four specific WNEW-TV commercial schedules and by 50 others on the New York outlets of the three TV networks. A. C. Nielsen Co. compiled the data on reach, frequency and dispersion from its New York electronic Instantaneous measurements.

Rep. appointments . . .

■ KOCY-AM-FM Oklahoma City: Ve-nard, Torbet & McConnell, New York.

■ WLKW Providence, R. I.: Mort Bas-sett & Co., effective April 1.

■ KTHR Hood River, Ore.: Advertising Sales West, San Francisco.

BROADCASTING, MARCH 21, 1966

Option time for stations?

Adam Young wants period
that stations could
claim in prime time

An idea that would, according to the author, "open up more choices of programming and create a market for the independent television producer," has been presented to Congress.

Adam Young, president of Adam Young Inc., New York representative



Mr. Young
Suggests option turnabout

firm, in an appearance before the Small Business Subcommittee on Regulatory Agencies headed by John D. Dingell (D-Mich.), estimated last week that the plan "could do nothing but provide individual stations with more revenues either from local or national advertisers."

Mr. Young called the plan "station option time," a vague title by his own admission, but one that he feels is necessary.

How It Works ■ "This would be time," Mr. Young explained, "on which the stations had first call and could recapture on very short notice if it were being used by the network or anyone else and the basic understanding would be that this is the station's time to use as it sees fit." He added that theoretically the station would have the right to select maybe one prime-time hour nightly and that in this time period it

could program a first-run program of high quality. It would not receive the usual 30% of its prime-time rate for the time in network compensation, but would sell the time on its own and receive the regular prime-time rate.

Before Mr. Young could complete his explanation, Representative Arch Moore (R-W. Va.), ranking member of the full committee, found a soft spot.

"What would keep some enterprising person from organizing option time?", Mr. Moore inquired. "Nothing if the station cooperated," Mr. Young replied, adding that this was not the intent of the plan.

Representative Moore countered that the plan should not rely on intent. "You're fooling around with good old American ingenuity here," he said. If the time were organized, the station would not be the beneficiary, but the new organizer or the new selling agent could be the one who profited, he claimed.

Mr. Moore probed further. He asked what would keep all the stations in a market from securing the same time period as their "option time" and then programming exactly the same program in that time slot. If an advertiser bought all the stations, he would not have to worry that he was losing any of the audience to another program and the costs probably could be quite high for the blanket program, to be equally divided by the number of stations in the market.

"No," Mr. Young asserted, "I'm sure that wouldn't happen. The competing stations would not allow that to happen. They wouldn't cooperate."

Representative Moore insisted the stations' only interest was money, echoing a sentiment expressed to the subcommittee by producer Don McGuire (BROADCASTING, March 7).

Under questioning by subcommittee counsel Gregg Potvin, Mr. Young expressed doubts that a quality program, available at a relatively competitive cost, could be placed in enough markets to make a sensible deal. This, he maintained, was due to network dominance of prime time on network affiliates.

He said his plan would make sufficient prime time available to warrant film producers making available high-quality, first-run programs; allow advertisers to place shows on the stations and in the markets of their choice; allow the individual local station with major local or regional advertisers the use of top programming in prime time.

Mr. Young also said his proposed plan would open new sources of revenues to local stations at potentially higher income than it is now receiving from the networks; and provide the public with additional programming.

On the whole, Mr. Young said, "the networks and the station operators are

as responsible and as dedicated a group of men as you will find in any industry in the country. . . . There is little doubt in my mind that the networks and the individual station operators have always fulfilled their responsibility as they saw it."

Discussing other matters with the subcommittee, Mr. Young expressed doubt about the allegation that it is possible for advertisers to secure volume discounts in the neighborhood of 75% from the networks. He said that to his knowledge the usual maximum discount was 25% and that the same was true in dealing with individual stations.

Discounts, he explained, were created in the days when television time was sold on a buyer's market and that they were keyed to the basic law of supply and demand. But now, he said, the tables have turned. "It's now a seller's market and it has been for about the past year." Mr. Young believes that network discounts will gradually be phased out.

The subcommittee hearing resumes April 7 to hear testimony from the three TV networks and from the National Association of Broadcasters.

IBA awards doled out

**Alka-Seltzer takes TV;
radio takes radio, and
Freberg takes four**

A television commercial that combined a sequence of stomach pictures with a jazzy musical score to change Alka-Seltzer's image, and a radio spot that praised radio at the expense of television were picked as the best commercials of 1965 at the sixth International Broadcasting Awards competition in Hollywood last week. They were among the 19 radio and TV commercials honored at a dinner sponsored by the Hollywood Advertising Club.

The sweepstakes winner in television, which was also given the award for the live-action, 60-second classification, was "Stomach Montage," made for Miles

Laboratories by Tele-Video Productions, New York, through Jack Tinker & Partners. The radio sweepstakes award went to "Stretching the Imagination," made for Station Representatives Association Inc. by Freberg Ltd., Hollywood. This commercial also won in the humorous, three-minutes-or-less category.

In all, Freberg Ltd. came away with four IBA awards, three in radio and one in television. When Stan Freberg, president of the production company, went on stage to collect the last of his trophies, Bob Crane, master of ceremonies for the event and star of *Hogan's Heroes*, quipped: "Welcome folks, to the Stan Freberg Festival." Retorted Mr. Freberg, pointing to the metal spired trophies: "I'm collecting these so that I can make a mattress for a friend in New Delhi."

About his grand-prize winning radio spot, which tells how radio can stretch the listener's imagination even to the point of depicting a maraschino cherry being dropped in the middle of the Great Lakes, Mr. Freberg said: "The commercial hasn't helped radio to do especially better, but maraschino cherries are up 18%."

Of the 19 awards, seven were given in radio and 12 in television. They were chosen by 18 judges out of a group of 197 entries that had reached the finals of the competition.

In the TV field, six winning commercials were produced in New York, four in Hollywood and one each in England and Spain. In radio, four of the winning spots were produced in Hollywood and one each in New York, Cleveland and Boston.

Among the multiple winners, besides Freberg Ltd., were Doyle Dane Bernbach, with commercials created for Thom McAn and Bekins Van & Storage; Fuller & Smith & Ross, for Aluminum Company of America and Mellon National Bank & Trust; McCann-Erickson for Westinghouse Electric and the New York City Department of Safety, and BBDO, for Pepsi-Cola, Southern New England Telephone and U. S. Steel.

The complete list of winners by categories, giving commercial title, product, advertiser, agency and commercial producer follows.

TELEVISION

Live action, over 60 seconds: "Car Pool" air conditioning; Aluminum Company of America; Fuller & Smith & Ross, New York; Gerald Schnitzer, Hollywood.

Live action, 60 seconds: "Stomach Montage"; Alka-Seltzer; Miles Laboratories; Jack Tinker & Partners, New York; Tele-Video Productions, New York.

Live action, under 60 seconds: "Crushed Egg"; eggs; British Egg Marketing Board; Mather & Crowther Ltd., London; Signal Films Ltd, London.

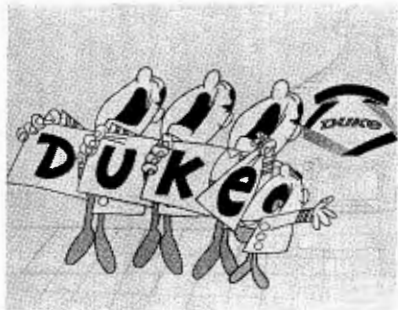
Animation, 60 seconds or over: "E Pluribus Mellon"; credit card; Mellon National Bank & Trust; Fuller & Smith & Ross, Pittsburgh; Freberg Ltd., in association with Jenkyns, Shean & Elliott.

Animation, under 60 seconds: "El Mundo

COMMERCIAL PREVIEW: Duke beer

Duquesne Brewing Co., Pittsburgh, is using radio and TV—and a new animated character in its commercials—to help boost sales of its Duke beer.

Plans for the new campaign were disclosed in New York. Lando Inc.,



Pittsburgh, Duquesne's agency, said that the major portion of the Duke ad budget will be allocated to broadcast.

Basic to the campaign is a series of TV spots combining animation and live action.

The new character, seen on TV and talked about on both radio and in TV, is a fat, happy barley berry. The jingle that will be used repeatedly on the airwaves has as its theme, "Duke's brewed with big, round barley, Charley." In TV, the animated

character cavorts in whimsical situations to dramatize the beer's story. An exaggerated visual of a live beer goblet in the commercial expands on a sustained jingle line that goes: "For flavor that's rich and rr—ou—ou—ound" as the barley berry orbits the glass.

A total of 10 spots will be used on TV for 13 weeks slotted for programs watched most by men in the under-44 age bracket. Heaviest emphasis will be placed in the Pittsburgh-Youngstown-Cleveland markets (including portions also of West Virginia). Radio spots will be placed in all Duke markets. The brewer has three beers (P.O.C. and Silver Top in addition to Duke) selling in an area that is spread from Philadelphia to Chicago.

The Lando group responsible for the new campaign: Bernice Preisser, vice president of the consumer advertising division; Jane Callomon, vice president and creative director, and Ken Peters, director of radio and TV. Pelican Films, New York, produced the commercials with recordings and musical arrangements by G & S Productions, New York. The Lando agency said the brewer spent more than \$2 million in advertising in both 1964 and 1965.

WE HAVE ONE BLACK & WHITE SHOW

in prime time, that is . . . otherwise our viewers will have to put up with local live color, color tape, color slides, color film — plus the terrific schedule of color shows from NBC. We've been leading in color for 12 years! But we do have that one black and white show. **Sorry about that!**

KVOO 2 TV 
TULSA

Represented by
Edward F. Kelly & Co., Inc.
The General Station Representative



Alka-Seltzer commercial
The magic touch

en sus Manos"; magazine; Triunfo, Regencia, Madrid; Movierecord-Estudios Moro, Madrid.

Combination animation & live action, any length: "Teaberry Shuffle!"; Clark's Teaberry gum; Leo Burnett Co., Hollywood; N. Lee Lacy/Associates, Hollywood.

Video tape any length, 60 seconds: "Tour of Show"; footwear; Thom McAn; Doyle Dane Bernbach, New York; Videotape Center, New York.

ID's 10 seconds or less: "Duellers"; restaurant; Gallaghers, de Garmo, New York; Elektra Films, New York.

Humorous, any length, any technique: "Stage Struck"; light bulbs; Westinghouse Electric Corp., McCann-Erickson, New York; PGL Productions, New York.

Public service, any length, any technique: "Forty-Nine People"; traffic safety; New York City Department of Safety; McCann-Erickson, New York; PGL Productions, New York.

Series, any length, any technique (three-way tie): "Come Alive 1965 Series"; Pepsi-Cola; Pepsi-Cola Co.; BBDO, New York; Pelican Productions, New York. "Tunnel; Crampers; Racing"; tires; Goodyear Tire & Rubber Co.; Young & Rubicam, Hollywood; Petersen Co./Hollywood Televidio/Europe. "Innovation Series"; steel, U. S. Steel Co.; BBDO, New York, On-Film; Pelican; MPO, New York.

RADIO

Open category, any length: "Harry"; moving & storage; Bekins Van & Storage; Doyle Dane Bernbach, Los Angeles; Chuck Blore Creative Services, Hollywood.

Musical, 60 seconds and over: "Who Listens to Radio"; radio; Station Representatives Association; direct; Freberg Ltd., Los Angeles.

Musical, under 60 seconds: "Mustang Birthday Claps"; Ford; Ford Dealer Association; J. Walter Thompson Co., New York.

Humorous: "Stretching the Imagination"; Station Representatives Association; direct; Freberg Ltd., Los Angeles.

Local, any length, any technique: "Smile all the Way to the Bank"; savings & loan; Glendale Federal Savings & Loan Association; Davis, Johnson, Mogul & Columbatto, Los Angeles; Alan Alch Inc., Los Angeles.

Public service, any length, any technique: "I Have a Son"; Boy Scout fund; Greater Cleveland Boy Scout Council; Wyse Inc., Cleveland; Cue Recordings Inc., New York.

Series, any length, any technique: "Racing for the Phone"; extension telephones; Southern New England Telephone; BBDO, Boston; Professional Sound Inc., Boston.

Business briefly . . .

Lever Brothers Co., through J. Walter Thompson, both New York, starts an extensive radio and television advertising drive April 1 for New Sunshine Rinso, currently being introduced nationally in an "op art" package.

Eastman Kodak Co., Rochester, N. Y., **RCA New York**, and **Ford Motor Co.**, Dearborn, Mich., all through J. Walter Thompson Co., New York, have renewed NBC-TV's *Walt Disney's Won-*

derful World of Color (Sunday 7:30-8:30 p.m. EST).

Cluett, Peabody & Co., and **The Travelers Insurance Co.**, through Young & Rubicam, all New York, will sponsor the first color broadcast of the 30th annual Masters Golf Tournament, live from Augusta (Ga.) National Golf Club on CBS-TV Saturday, April 9 (5-6 p.m. EST) and Sunday, April 10 (4-5:30 p.m. EST).

Institute of Life Insurance, through Foote, Cone & Belding, both New York, and **Armour & Co.**, through J. Walter Thompson Co., both Chicago, have signed to sponsor NBC News' special color program about political attitudes. *Testing: Right, Left or Center* on NBC-TV on April 20 (10-11 p.m. EST).

The American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, for its national introduction of Pall Mall filter tipped cigarettes will use network TV, spot TV in principal markets and continuing network and spot radio in all major markets.

General Foods Corp.'s Maxwell House Division, White Plains, N. Y., has started spot-TV and spot radio campaigns for its new Horizon coffee and freeze-dried Maxim concentrated instant coffee. Young & Rubicam, New York, will handle Horizon advertising in Washington; Baltimore; Harrisburg, Pa.; Richmond and Norfolk, both Virginia. Ogilvy & Mather, New York, is the agency for Maxim, which is entering Arizona markets in addition to existing areas in Indiana and New York state.

Hunt-Wesson Sales Co., division of Hunt Foods and Industries Inc., Fullerton, Calif., through Young & Rubicam Inc., Los Angeles, is readying a two-month, three-state radio and television spot campaign for its Snowdrift shortening brand. Advertiser, who in recent years has shown a tendency to drift away from broadcasting, will run an estimated 50 spots a week on an average two or three stations in New Orleans, Seattle and Tallahassee, Orlando and Jacksonville, all Florida. Campaign will start at the end of this month.

Shasta Beverages, division of Consolidated Foods Corp., San Francisco, through Hoefer, Dieterich & Brown Inc., same city, will start the spring season off with a TV spot campaign to introduce six new flavors. Promotion is scheduled to begin in mid-April and expected to run through Labor Day. Flights of 20 and 60-second color animated spots will be used in 20 western markets.

Frito-Lay Co., western division, through Young & Rubicam Inc., Los Angeles,

this month will begin a 10 week prime-time TV spot push for its Fritos corn chips product. Spots, all of 20-second length, will be shown in seven markets in California, two markets each in Nevada and Arizona and one market each in Oregon, Utah and Washington.

NBC Radio last week reported the following buys: **General Motors Corp.'s Oldsmobile Division**, through D. P. Brother & Co., both Detroit, in *Emphasis and News of the World* and **Chanel Inc.**, through Norman, Craig & Kummel Inc., both New York, in *Monitor*.

The Bell System, New York, and the **Plymouth Division of Chrysler Corp.**, Detroit, through N. W. Ayer & Son, Philadelphia and Detroit, have signed for full sponsorship of the final round of the \$75,000 Jacksonville (Fla.) Open Golf Tournament on March 27. Sports Networks Inc., will present the event on more than 140 TV stations from 4 p.m. to 5 p.m. (EST).

Sea & Ski Co., division of Botany Industries Inc., Milbrae, Calif., through Foote, Cone & Belding Inc., San Francisco, has bought participations on a total of 19 ABC-TV and NBC-TV spring and summer shows. It adds up to the biggest summer campaign in the sun lotion company's history. Promotion will run from May through August and include TV commercials for six skin tanning products.

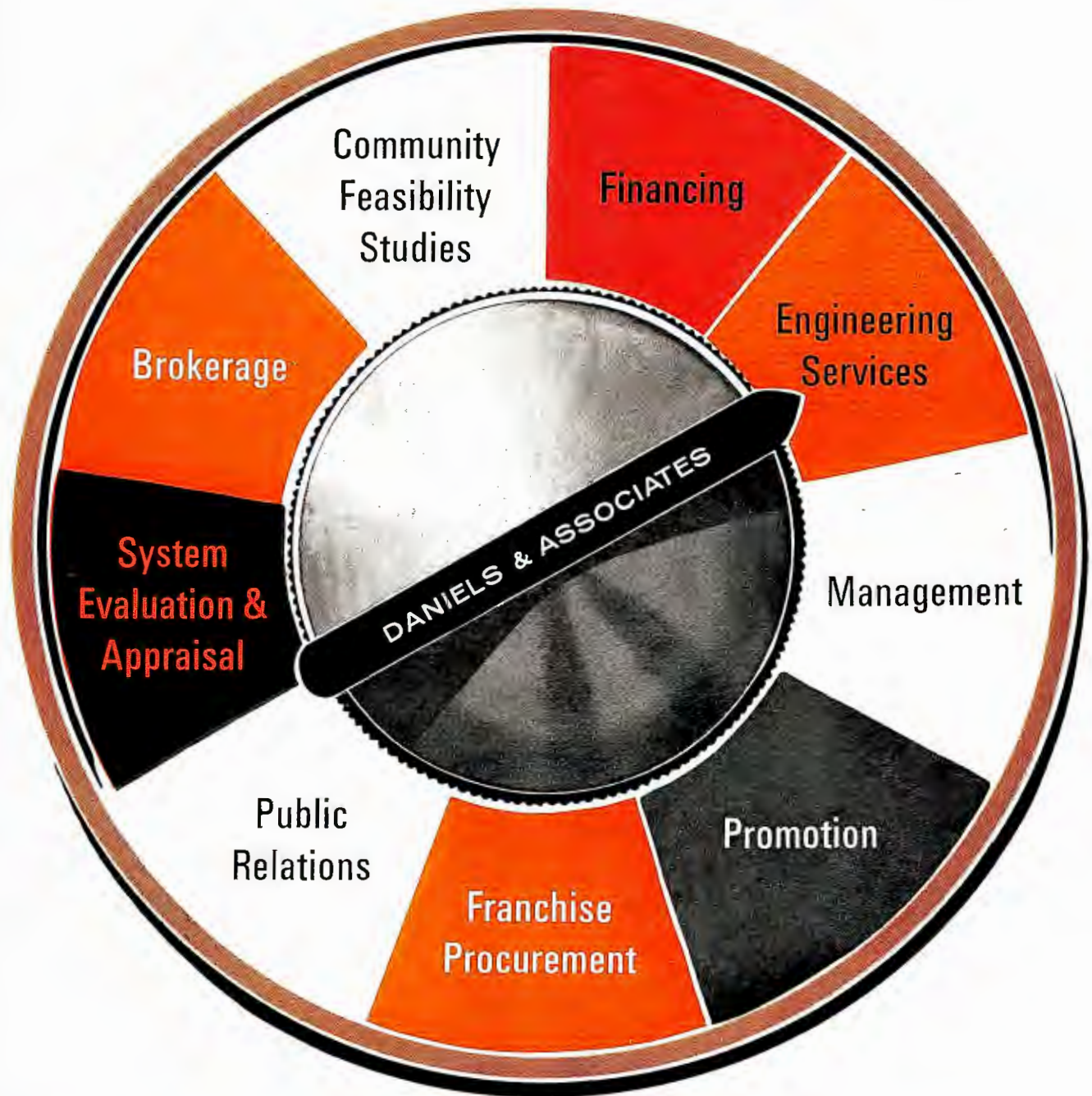
Mattel Inc., Hawthorne, Calif., through Carson/Roberts Inc., Los Angeles, some 10 years ago a \$500,000 annual TV advertiser, will spend more than \$12 million this year to promote its toy line. Advertising budget, Mattel's biggest, represents about 10% of the toy maker's more than \$100 million in annual sales. Network and spot TV will be used mostly to introduce Mattel's large number of new toy items.

Westclox Division of the General Time Corp., La Salle, Ill., will back its national "Twin Time" spring sales promotion with radio commercials in major markets and 26 one-minute commercials on NBC-TV's *Today* show during the week of the change to Daylight Saving Time (April 22).

United States Time Corp., through Warwick & Legler Inc., both New York, will advertise Timex watches on NBC-TV's *The Best on Record*, a color special about 1965 Grammy award winners, on May 16 (9-10 p.m. EDT). Timex sponsored similar programs in May 1965 and December 1963.

Parker Brothers Inc., Salem, Mass., a game producer, through Badger and Browning & Parcher Inc., Boston, has started using color TV as part of its 1966 campaign with heavy network and

CATV problems?



TUNE IN TO THE CATV consultants of experience

The Daniels Team—the nations CATV leaders and pioneers with the proven track record!

DANIELS & ASSOCIATES, Inc.

2930 EAST THIRD AVENUE • DENVER, COLORADO 80206 • AREA CODE (303) 388-5888

spot-TV and spot-radio schedules in major markets. Spot TV will be 90% in color. Advertising will extend through 175 markets.

Miami Margarine Co., through Ralph H. Jones Co., both Cincinnati, will introduce its line of margarine into the upper midwest market this month. Campaign calls for heavy concentration on six Minnesota radio and television stations.

Standard Household Products, Holyoke, Mass., is announcing today (March 21) the most extensive broadcast campaign in its history for Bon Ami products, Jet Spray window cleaners and Dust 'n Wax furniture polish. Schedule includes spot television (on 26 stations in 17 markets), spot radio (60 stations in 30 markets) and network radio (Arthur Godfrey on CBS; *Breakfast Club* on ABC). Bon Ami agency is Wilson, Haight and Welch, Hartford, Conn.

Yardley of London Inc., through Johnstone Inc., both New York, and **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett Co., Chicago, will co-sponsor NBC-TV's new comedy series, *The Monkees*, which starts Sept. 12 (Monday, 7:30-8 p.m. EST).

What agencies want when buying radio

To achieve successful and salable programing a local radio station should not try to be all things to all men but should seek community involvement by appealing to the particular interests of its market.

This was the advice of Lynn Diamond, broadcast coordinator, Young & Rubicam, New York, when she addressed station managers and program directors assembled for a two-day radio programing seminar held by McGovern-Guild, station representatives, in New York last week.

"When I consider a radio buy I don't care primarily about numbers in the rating charts, or a station's calling itself a rock 'n' roll or a good-music station," Miss Diamond said.

"I look for a station that tells me: 'This is the particular makeup of our community and here is how we deliver the market.'"

The seminar featured a panel discussion by advocates of five major radio programing formats.

Ed Nielson, program director, WJZZ

Newark, N. J., said his station's audience had quadrupled since his station went country and western on Sept. 15, 1965.

Panelist Jack Carnegie, station manager, KXYZ-AM-FM Houston, noted that his "good music" station recently commissioned a survey that indicated 80% of the consumer buying in his market is done by the 57% of the population making over \$5,000 a year.

Mr. Carnegie's programing philosophy holds that "trying to fight the rating numbers battle" wastes 43 cents of each advertising dollar.

Also participating were James A. Fuller, broadcast supervisor, Y&R, New York; Bert Levine, president, WROV Roanoke, Va.; Ralph Phillips, program director, WBAL-AM-FM Baltimore, and George Skinner, station manager, WNBC-AM-FM New York.

Pet Food goes to D-F-S

Rival Packing Co., division of Associated Products, Chicago, has assigned Dancer-Fitzgerald-Sample, New York, to handle \$1.5 million in Pet Food billings. Grey Advertising, which had announced its resignation of the business earlier, has been placing about 75% of Rival billings in spot television.



There are workshops...



Then, there are workshops!

Like our completely equipped plant for constructing sets, flats and other production needs. We're not in the building business... but we do believe in the most extensive facilities for fulfilling your requirements for television production, commercial or program.

CBS-Warners set movies-for-TV deal

Movies as an entertainment form were given a resounding endorsement last week by CBS-TV.

CBS and Warner Bros. Pictures became partners in a deal involving the production of six feature films. The pictures will be shown first in theaters, both domestic and foreign, before presentation on television.

CBS-TV will put up 50% of the production money. Warner Bros. will make the movies. Robert F. Lewine, Warners' top TV executive, will have responsibility for the actual picture-making. Perry Lafferty, CBS-TV's West Coast vice president in charge of programming, will act in tandem with him in supervising production.

The movies will range in cost up to \$1 million per picture. The network will not be able to show the features on television until two years after their theater release. In some instances it may be as long as three years before they are exposed to home television

viewers.

For its money CBS will receive rights to any series ideas that may evolve from these features. It's emphasized in the partnership that TV series spinoffs would be developed "with and for" CBS-TV.

No story properties for the production project have been secured. It's indicated, however, that the movie company's story department is mining the field for suitable properties to implement the initial goal of six features.

It has been known for several months (BROADCASTING, Dec. 20, 1965) that CBS-TV, looking for more movies to fill its prime time, was making a deal with Warner Bros. for two-hour features. Details of the negotiations kept changing as doubts about the feasibility of producing quality feature product specifically for television become more persistent. At one time it appeared certain that the network would be permitted to show the pictures immediately after they completed a foreign but not domestic theater run. In the end, apparently, CBS decided it liked the idea of having first TV crack at the movies more than it was willing to hold out for even partial overall exclusivity.

CBS contracts for 13 TEC features

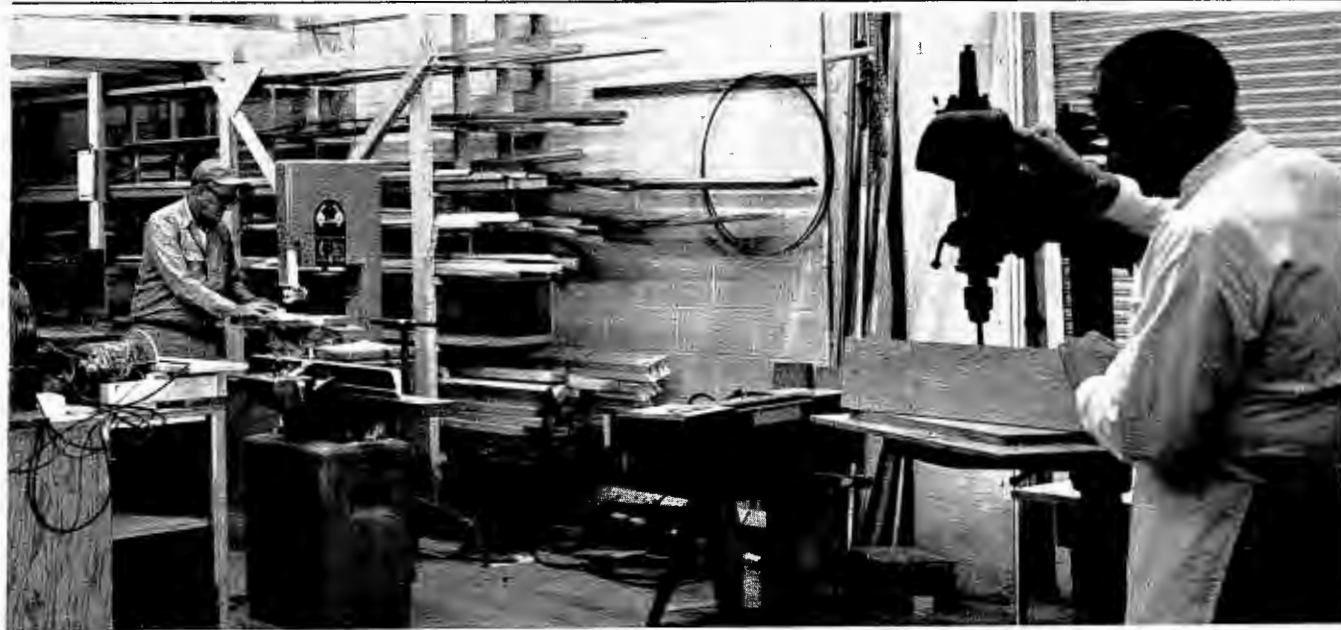
Reflecting the shortage of feature films for TV, the CBS-owned stations last week bought 13 color motion pictures from Television Enterprises Corp., Hollywood, while 11 of the films were still in production.

The purchase price was said to be approximately \$1 million for use of the features on WCBSTV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

The two features that already have been completed are "Destination Inner Space," with Scott Brady, Gary Merrill and Sheree North, and "Cyborg 2085," with Michael Rennie, Karen Steele and Wendell Corey. The others are in various stages of production.

The agreement calls for an 18-month clearance for theatrical release prior to the telecasting of the films. They will be released to TV on a staggered basis.

It's the first time the CBS group ever committed itself to a package that is still to be produced.



the **Quality** touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

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

Cox muses: If his views of TV programing prevailed . . .

What would be the climate in broadcasting if the views of FCC Commissioner Kenneth A. Cox could command the support of a majority of the commission? In the area of programing, at least, chilling.

There would be more exhortations to the broadcasters to improve their product. And there would be more hearings on programing matters.

The commissioner, who frequently scolds broadcasters for what he considers less than satisfactory programing efforts generally, expressed his views in an interview last week on WCBS New York.

"We of the commission" should "speak for the public when they can't speak for themselves," he said. He then expressed concern for members of the public he feels aren't getting the kind of programing they would like—"more serious drama and music," for instance. In public affairs, networks, he feels, "do a very good job, though maybe not as extensive as we might like."

Ratings, in his view, aren't a pre-



Commissioner Cox

things that are available to it."

Commission's Job ■ What should the commission do, then, to implement a policy of requiring broadcasters to serve the needs of all the people?

"If I were in the majority," Commissioner Cox said, the commission would hold hearings on renewal applications of stations that failed to carry any programs in certain categories and didn't seem to "have a sufficient regard for the views of its viewing audience." The hearings should be held in the station's home

cise instrument for determining whether the public interest is being served. "If accurate," he said, "they only prove what the audience actually does watch among the

community, so that members of the public could express their views.

Among other things, the commission, if he were in the majority, would want to look into whether stations were doing "enough" local live programing—and presenting it in prime time. This part of programing has long concerned him.

Minority View ■ But, as Commissioner Cox made clear, "I think I represent on these issues a minority on the commission. I think the majority of my colleagues are inclined to feel that there is very little we can, or perhaps should, do in this area."

He also left one thought for the networks' consideration. He said that although networks "are central to the basic television structure," the commission's authority, "basically," applies to the stations. But, he added, "I think we have authority to regulate networks." The commission's official position on this is reflected in the several requests it has made to Congress for legislation to provide it with that authority.

What the viewers think of TV

WBBM-TV FINDS OUT WITH ITS 'FEEDBACK' PROJECT

The majority of viewers who voted in the Feedback project of WBBM-TV Chicago that examined television as a medium, have said they would like more informational shows. But almost a majority said there is too much political coverage, according to the returns reported last week by the CBS-owned station.

The Feedback project concerned a one-hour special, *Television—Triumph, Treadmill or Trivia*, aired by WBBM-TV in prime time Feb. 28 and featuring several prominent industry representatives. Among these were FCC Commissioner Kenneth A. Cox, Leo Burnett Co.'s Leonard Matthews and Screen Gems' Jackie Cooper (BROADCASTING, March 7).

WBBM-TV said it received 10,623 completed ballots from viewers. They had been printed in local newspapers. Women voted 64% of the ballots. Of all returns 13% said they have a color-TV set, 56% said they have one set, either black and white or color, 33% two sets and 9% three or more.

Of the total vote, 59% said there should be more informational programs while 17% said they would like more entertainment shows and 24% felt the present balance is all right.

The returns also showed that 63%

prefer entertainment specials over the regular shows they replace while 72% said they prefer special current-events coverage over regular programs. However 49% felt that during a presidential campaign there is too much coverage (11% said there isn't enough and 39% said they get the right amount now).

Anti-Court Coverage ■ As for allowing television coverage in the courts, 56% voted against such access. On the other hand 80% felt TV coverage should be permitted in city council meetings and 77% felt TV should be allowed in Congress. (TV does cover the Chicago city council now). Editorials on controversial issues by stations were favored by 76%.

Asked if they would be willing to pay a small amount monthly to get the same programing as now but without commercials, 28% said yes and 71% no. Only 3% felt most present programing is excellent while 29% consider it good, 49% fair and 19% poor.

Asked who should be the final judge of what is shown on TV, 65% said the viewer, 12% network executives, 16% leading educators, 2% the advertisers and 3% government agencies. TV helps the education of children in the opinion of 72% while 25% said it hinders.

Asked about program credit lines

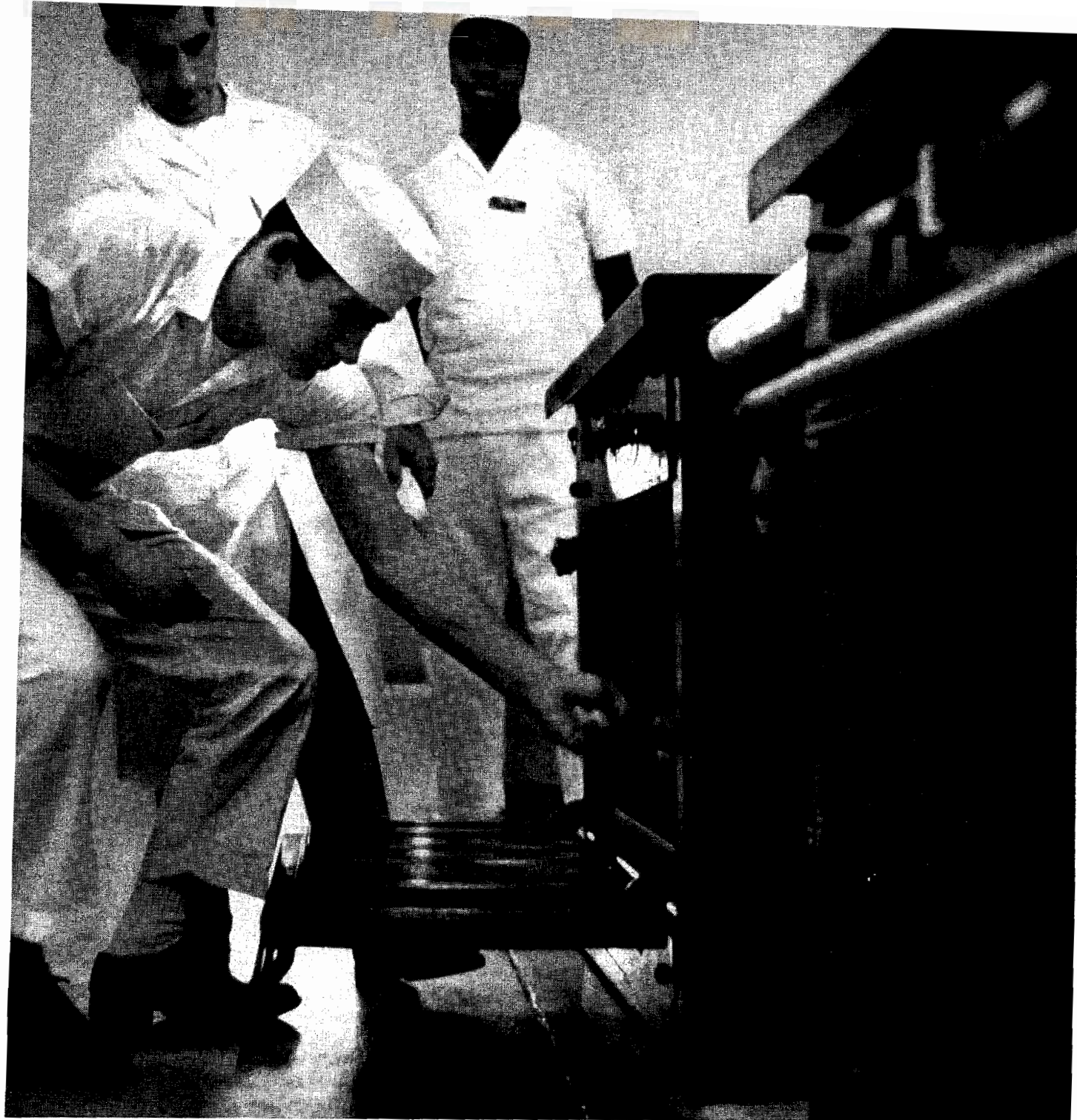
identifying producer, director, designer etc., 44% said they get the right amount now, 42% voted for less information and 13% said they would like more. As for end-of-program promos that give what is coming next, 43% said they would like less, 37% said it is about right now and 19% favor more.

Latest version of ABC-TV schedule

ABC Stage '66, new one-hour series that first seemed destined for a regular weekly berth on ABC-TV next season, then seemed more likely to be presented on an irregular basis, last week was definitely assigned the Wednesday 10-11 p.m. EST spot, starting Sept. 14.

Meanwhile, what appeared to be the 1966-67 prime-time lineup that ABC-TV will formally present to its affiliates in Chicago next weekend disclosed some other changes. It showed that the *Tammy Grimes Show* will be another new entry next season (Thursday, 8:30-9 p.m.), that the *Green Hornet* is a certainty (Friday, 7:30-8) and that the future of *Scope* as a continuing weekly prime-time news show is uncertain.

"The Many Worlds of Mike Nichols," comedian-producer-director, will be the opening show on *ABC Stage '66*, and network officials said it would incor-



ITT is teaching Mike Fontenot how to bake a cake.

When Mike's completed his cook's training he can take an advanced course leading to a successful career as a pastry chef.

A successful career—that's one big reason for the Kilmer Job Corps Center in New Jersey, operated for the U.S. Office of Economic Opportunity by Federal Electric Corporation (FEC), an ITT subsidiary.

Instruction is offered in over thirty

trades, ranging from pastry baking to automotive mechanics to offset printing. Eventually Kilmer will graduate 2,500 young men a year.

FEC is well qualified for the Kilmer project, having also trained thousands of men for highly technical jobs around the world. Some handle communications and instrumentation to track spacecraft and missiles. Others installed the largest com-

munications system in Europe for the U.S. Air Force. Still others operate and maintain the strategic Distant Early Warning (DEW) Line which stretches from Alaska to Greenland.

Service is FEC's business—from helping make war on unemployment to helping defend the Free World.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Judy's 'Star'

Seven Arts Associated, New York, currently is distributing "A Star is Born," a Warner Brothers film that stars Judy Garland, as part of its *Volume I Films of the 50's* feature package. The feature was produced by Warner Brothers and is licensed to Seven Arts. An earlier version of the film that had Janet Gaynor in the leading role appeared in the mid-30's. That motion picture, produced by the late David O. Selznick, is among 26 purchased by ABC-TV. Judy Garland was incorrectly identified as the star in the Selznick picture in an earlier report of the sale (BROADCASTING, March 14).

porate the talents of Mr. Nichols and Elaine May, his long-time partner in comedy; Elizabeth Taylor and Richard Burton, Julie Andrews, Sandy Dennis, George Segal, Alan Arkin and others.

Other presentations scheduled for *ABC Stage '66* were said to include "A Christmas Memory," by Truman Capote; "Dare I Weep, Dare I Mourn," an original play by John Lecarre, author of "The Spy who Came in from the Cold"; "The Canterville Ghost," an Oscar Wilde play with music; "The Kennedy Wit," based on the book of that name, plus recently discovered film, and "Rodgers and Hart Today," with Tony Bennett, Count Basie, Nancy Wilson and others.

Some Contribution ■ ABC-TV President Thomas W. Moore said that in *ABC Stage '66*, which is under the supervision of Hubbell Robinson, "we are setting an objective for ourselves—to present a series, each show of which will have some contribution to television.

"We are attempting to insure this by attracting to television talents from all the theatrical arts, many of whom have never before contributed to the medium. We may not reach our objective every week, but in the end we hope that this series will be looked back upon as a spearhead to a more creative future for all of television."

The ABC schedule for 1966-67:

Sunday: 7-8—*Voyage to the Bottom of the Sea*; 8-9—*FBI*; 9-11—*Sunday Movie*.

Monday: 7:30-8:30—*Iron Horse*; 8:30-9—*Rat Patrol*; 9-9:30—*Men Against Evil*; 9:30-10—*Peyton Place I*; 10-11—*Big Valley*.

Tuesday: 7:30-8:30—*Combat*; 8:30-9—*The Rounders*; 9-9:30—*The Pruitts of South Hampton*; 9:30-10—*Love on*

a Rooftop; 10-11—*The Fugitive*.

Wednesday: 7:30-8—*Batman I*; 8-9—*Them Monroes*; 9-9:30—*The Long Hunt of April Savage*; 9:30-10—*Peyton Place II*; 10-11—*ABC Stage '66*.

Thursday: 7:30-8—*Batman II*; 8-8:30—*F Troop*; 8:30-9—*The Tammy Grimes Show*; 9-9:30—*Bewitched*; 9:30-10—*That Girl*; 10-11—*Hawk*.

Friday: 7:30-8—*Green Hornet*; 8-9—*Time Tunnel*; 9-10—*Milton Berle Show*; 10-11—*12 O'Clock High*.

Saturday: 7:30-8:30—*Shane*; 8:30-9:30—*The Lawrence Welk Show*; 9:30-10:30—*Hollywood Palace*; 10:30-11—to be announced, possibly *Scope*.

Times standardized for Saturday baseball games

NBC Sports has disclosed the schedule for its first four weeks of major league baseball coverage and it is clear that baseball has taken steps to make television's job of presenting the weekly contests easier.

Each of the announced Saturday games will appear on the East Coast on NBC-TV at 2:15 p.m., meaning that contests originating on the West Coast will begin at 11:15 a.m. local time.

Last season ABC-TV, which carried national Saturday afternoon games, experienced numerous scheduling difficulties stemming from a reported refusal of ball clubs to adjust their schedules to accommodate the network.

Only four games have been set so far, carrying the Saturday schedule through May 7, so that games of maximum interest can be selected after the two pennant races begin to take shape.

The four games: April 16, New York Yankees vs. Baltimore Orioles, from Baltimore; April 23, Minnesota Twins vs. California Angels, from Anaheim, Calif.; April 30, St. Louis Cardinals vs. San Francisco Giants, from San Francisco; May 7, Los Angeles Dodgers vs. Cincinnati Reds, from Cincinnati. All games will be colorcast.

Under baseball's agreement with NBC-TV the only major league cities not receiving the network telecasts will be those represented by the two clubs involved in the national games. These two cities will receive a second or back-up game. No back-up games were announced.

New program distributor

Parkside Productions Inc., New York, has been formed as a TV program distributor by H. I. Bucher, president. Headquarters have been established at 303 Park Avenue South, New York. Telephone is GRamercy 3-7822.

Mr. Bucher, formerly an executive

with Independent Television Corp. and ABC, said his initial package is a group of six European-made action-adventure features, some of them in color. He is negotiating for others. The films recently completed worldwide theatrical distribution.

RKO buys \$1 million worth of cartoons

RKO General Broadcasting has bought 1,965 six-and-one-half minute color segments of *Marvel* comics cartoon characters for use on its five stations. The agreement, announced last week, calls for an expenditure of \$1 million by the RKO unit.

Jerome Bess, vice president of RKO General Broadcasting, said arrangements for the cartoons were completed with Steve Krantz, president of Krantz Films Inc., New York. The cartoon characters include "Captain America," "Sub-Mariner," "The Incredible Hulk," "The Mighty Thor" and "Iron Man." They will be used by WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston, CKLW-TV Windsor, Ont.-Detroit and WHBQ-TV Memphis.

Made-for-TV movies set for ABC in '66-67

ABC-TV has only one night of movies scheduled for its 1966-67 prime-time season. Last week it found out the titles of some of the pictures it will show. All to be produced by Metro-Goldwyn-Mayer, the features are "The Scorpio Letters," "Texas," "The Dangerous Days of Kiowa Jones," "Welcome to Hard Times," "52 Miles to Terror" and "Down to Laredo."

These six films were promised to ABC by MGM in a deal negotiated last year. It's still uncertain, however, whether they will be released first to television or shown theatrically. Originally the production company was to make six feature films specifically for showing on the TV network. Now there seems to be some option involved that will allow theatrical release of some of the pictures before they go to television. Reportedly budgets for the films range from \$700,000 to \$1.2 million.

The size of the budget may, in each case, determine the initial release route the movie will take. If it's felt that production costs cannot be recouped without paying theaters first, television probably will have to wait its turn.

The first of the two-hour pictures to be made for ABC-TV will be "The Dangerous Days of Kiowa Jones." Robert Horton, who had the title role in the

*"Everything
nourishes
what is strong
already."*

*Jane Austen
(1775-1817)
English Novelist*

The strength of G-L stations in their various markets is nourished by a sound management philosophy. This philosophy recognizes that today's public has both the desire for and an appreciation of excellence in television programming.

**GRIFFIN-
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



Does Irish congressman hold a TV record?

"Yessiree, sonny, auld Iron Mike Feighan, s'fars I know, has the longevity record for teevee shows. I believe he's ahead of that young whippersnapper Ed Sullivan by a whole year."

But who is Mr. Feighan? And where in the world has he managed to be on television for 19 years?

Mr. Feighan is the representative from the 20th district in Ohio. The district is located in Cleveland, and he has represented that district in Congress for the past 24 years.

And he has had a running TV show in that city ever since March 17, 1947, when he first jumped in front of the cameras of WEWS-TV like a leprechaun. He's had a radio program since March 17, 1945, over WERE and it, too, is still running.

The programs, though, are only once-a-year shots. They come on the day when all Americans claim to be at least a little bit Irish—St. Patrick's Day.

In his broadcasts, Representative

Feighan points out the important roles the Irish have played in the development of the U. S. He reminds his constituents of the story of St. Patrick and explores some of the folklore that goes with the occasion.

The programs, run in prime time, are now put on tape for replay over the stations. But when the project first started Mr. Feighan appeared live.

He tapes a five-minute program for WEWS-TV and a 10-minute episode for WERE.

According to his staff, it is not unusual to receive several hundred letters about the broadcasts from his heavily Irish-populated constituency.

The television and radio programs, although different in content, are publicized during the day by the stations, and the actual broadcasts are accompanied by Irish music both before and after the short speech.

In case anyone is wondering, Michael A. Feighan is an Irishman from the word go.

Films for an additional film (not a "Tarzan" feature) to be released to the network after its theatrical play in the U.S. (a "Tarzan" series by Banner will appear on NBC-TV next season.)

Erosion of news rights scored by SDX head

Confrontation. That's what's needed in the battle between newsmen and judges and lawyers to open up courtrooms to the reporters of the press and radio and TV and to bottle up the growing gag being imposed by judges and lawyers on publicity regarding a trial.

The call to arms was made by Ray Spangler, *Redwood City* (Calif.) *Tribune*, president of Sigma Delta Chi at the SDX dinner Friday (March 18) during journalism week at the University of North Carolina.

After citing some examples in his state of unjustified bars against both press and radio-TV newsmen, Mr. Spangler said that SDX proposes to ask the California Judicial Council to revise its recent gag on pretrial publicity. If that fails, SDX will seek legislation in the California legislature "to force our way into the courts."

And finally, Mr. Spangler said: "We must make a frontal attack on Canon 35 and stack it up against the First Amendment."

"How is it," he asked, "that if Congress cannot pass a law abridging the freedom of the press, that the bar association of any state, the judge of any court . . . can toss out the press on its ear?"

And, in Cincinnati, speaking to the city bar association and the local chapter of the state bar association, Don Herman, news director of WKYC of that city, warned against any signed agreement between lawyers and newsmen "in which the news media sign away a little bit of their constitutionally guaranteed freedom."

Codes or guidelines to minimize possible prejudicial content in news coverage "must always remain voluntary," he said.

KCBS inaugurates instant-poll program

Do gentlemen really prefer blondes? KCBS, the CBS-owned radio station in San Francisco is prepared to instantly poll its listening audience for the answer to the question.

The station has unveiled a program service of its own design. Called "Insta-Poll," it's actually a busy-signal counter that meters the number of telephone

recently cancelled MGM-TV series *A Man Called Shenandoah* on ABC-TV, will star in the western movie.

CBS-TV and NBC-TV, which have announced two nights of movies each next season, have separate movies-for-TV deals of their own worked out with other Hollywood studios. NBC has been dealing with Universal and CBS with both Universal and Warner Bros.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WMRO Aurora, Ill.; KBOM Bismark, N. D.; KYCN Wheatland, Wyo.; KBRB Leadville, Colo., and KGFX Pierre, S. D.

The Joe Pyne Show (Hartwest Pro-

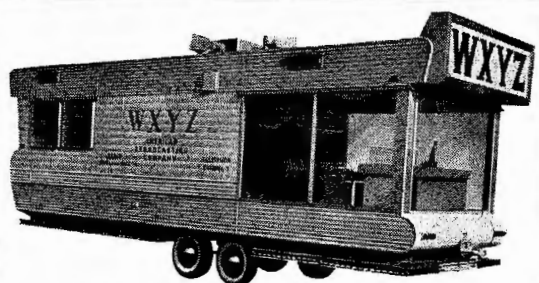
ductions): WNXT Portsmouth, Ohio; WNOX Knoxville, Tenn.; WIBW Topeka, Kan.; WPTH(FM) Fort Wayne, Ind., and KSO Des Moines, Iowa.

CBS-TV gets 'Tarzan' films

CBS-TV has acquired four "Tarzan" features under an agreement with Banner Films. The release dates for the TV presentations are one in 1969, two in 1970 and one in 1971.

The features are titled "Tarzan's Three Challenges," "Tarzan and the Valley of Gold," "Tarzan and the Great River" and "Tarzan and the Jungle Boy." CBS-TV said another agreement was made with Banner

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calls replying to a question. Each evening, a new question concerning current events or a controversial issue is posed to the KCBS audience. Questions are phrased in such a way that they will elicit a yes or no answer.

After the question is stated, listeners are invited to call with their vote. Several minutes are allotted to affirmative votes; then, after a pause, another equal time period measures negative calls. A running total is kept of the number of calls replying yes and no. Results of the poll are announced at the closing of the program (Monday through Friday, 11:15 to 11:30 p.m.) and again the next morning.

Program notes . . .

Raising the Iron curtain ■ NBC-TV will present *The Russian Square Revolution*, a color documentary about the Soviet athletic system, on May 22 (6:30-7:30 p.m. EST).

Underway ■ Registration has begun for the National Association of Broadcasters' six radio program clinics. The sessions, scheduled for May and June, will cover: country and western music, top 40 music, "beautiful" music, sports, public service programming, news opera-



**TIMES HAVE CHANGED...
...so has our sound**

WAAC

** Terre Haute has changed its listening habits . . . and WAAC did it with

5 Hours of News

4 Hours of Listener Participation

3 Hours of Mature Music

TOTAL LISTENERS

*PULSE: March 1965

9:00 A.M. - 6:00 P.M.

	WAAC	A	B
* 9 A.M. - 12 Noon	5910	5370	1910
* 12 Noon - 3 P.M.	4599	3100	1500
* 3 P.M. - 6 P.M.	3180	4550	...
per average			
1/4 hour	4530	4340	1620

Teens and children included

* ** TERRE HAUTE, INDIANA

4 County Metro Area

*** - Not Reported

LBJ, the TV director

How President Johnson has adjusted his statements and comments on significant news so they fit into the format of TV and radio evening news roundups, was described by Bob Pierpoint, CBS Radio, in a broadcast March 12.

Because TV and radio time is so expensive, the networks cannot give the President full networks except in the most serious national crisis. Mr. Pierpoint explained. The President, therefore, has begun to tailor his statements so that the networks can use his remarks within the framework of the evening news programs. He is using this technique, Mr. Pierpoint said, in making comments on messages to Congress. The messages themselves, are on a wide range of national needs and are long and complicated. The President, however, records a brief commentary on each message, using the White House TV facility for this purpose.

Not only has the President been trying to keep his messages down to 90 seconds (about 125 words), but he works hard also at getting his image right, often directing the cameramen, the operators of the prompter and other technicians, Mr. Pierpoint stated.

tions in large and small markets, promotion ideas and FM programming. The clinics open May 9-10 in Portland, Ore., and move for two-day meetings to Houston; St. Louis; Minneapolis; Tarrytown, N. Y., and Fort Lauderdale, Fla.

Four Star to UA ■ After a long association with Four Star Television as a writer and producer, Aaron Spelling moved his production company over to United Artists Television last week. He's made a two-year exclusive partnership deal for creation and production of both TV series and theatrical features. Mr. Spelling, however, retains his ownership interest and royalties in six series he helped create at Four Star. They are *Johnny Ringo*, *The Lloyd Bridges Show*, *Dante's Inferno*, *Honey West*, *Burke's Law* and *The Smothers Brothers Show*.

Versatile atom ■ Argonne National Laboratory, Argonne, Ill., has produced a new series of a dozen public service radio programs on the future uses of the atom. Each show runs nine-and-one-half minutes with subjects ranging from space to medicine.

Much ado about 'Trivia' ■ Radio-TV personalities Bob Elliott and Ray Gould-

ing are planning a half-hour TV "funny" game show entitled *Trivia*, based on the recently published Dell book version written by two Columbia University students. Goulding-Elliott-Greybar Productions Inc., New York, will package the program as two-team competition, with Bob and Ray adlibbing as captains. Agency for the property is Artists Agency Corp.

'Ages of Man' ■ Sir John Gielgud's *Ages of Man* will be rebroadcast as a two-part special on the CBS-TV network Fridays, June 3 and 10 (10-11 p.m. EST).

El torro, ole! ■ Spanish International Network, New York, has started syndicating its half-hour taped program, *Bullfights from Mexico*, on a national scale. Narrated in English, the series now appears in New York, Los Angeles, Chicago, Philadelphia, Phoenix, San Antonio and Corpus Christi, both Texas. It will be carried in Washington in April.

Daily horoscope ■ King Features Syndicate has a new entry in radio program syndication, *Starscope*, an astrological series described as containing "horoscopes with a light touch." The package will have five-minute and one-minute versions, with a show for every day of the year. King Features entered radio last summer with *Here's Heloise*, now on more than 100 stations.

Sinatra replay reset ■ A retecast of *Frank Sinatra—A Man and His Music*, first seen on NBC on Nov. 24, 1965, is scheduled for May 15 (Sunday, 10-11 p.m. EDT). Earlier the special, sponsored by Anheuser-Busch Inc., St. Louis, through D'Arcy Advertising, that city, had been slated for a May 22 showing.

More Negroes ■ Spurred by charges of discrimination, Hollywood, in recent months, has been finding more and better jobs for Negro performers. Charles Boren, head of the Association of Motion Pictures and Television Film Producers, last week said that in the quarter ended Jan. 31, there were 239 Negroes hired by the Hollywood studios. In this same last quarter, of the 34 pilot series in television films photographed, 618 actors were employed, including 26 Negroes, six of whom are in starring roles. Of the 4,358 actors employed in TV shows already on the air, there were 131 Negroes in the casts, 51 of whom were in star or feature roles.

Desilu meets ■ Desilu Sales Inc. plans for setting up autonomous operations in each major area of foreign distribution are expected to be revealed during a three-day sales conference to be held starting today (March 21) at Desilu-Gower Studios, Hollywood. Among those attending the sales meeting will



Photographed by Max Yavno. It is in KRLA's "Sounds of the West" collection.

Have You Noticed What a Bang You Get Out of the West Today

Here

The American Western,
photographed with its own sound
of clippity, clippity, clippity, clop
k-a-c-h-u-n-g, k-a-ch-i-n-g
ugh, they got me.

and Hear

KRLA,
the sort of sound that makes you
want to turn up the volume,
turn off the freeway
and ride your horsepower
into the setting sun.

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Networks get complaints on Gemini coverage

The television networks chose to stay with coverage of the emergency splashdown of the Gemini 8 spacecraft last week and were rewarded with thousands of angry telephone calls from viewers who were missing their favorite programs.

Cancellation of major portions of prime-time schedules cost three networks approximately \$3 million. It could not be ascertained how much, if any, of this amount could be recouped through advertisers' willingness to extend commitments beyond expiration dates or use commercial periods in other parts of schedules.

NBC said its New York headquarters received almost 5,000 calls from viewers who wanted to know why *The Virginian* and *The Bob Hope Show* particularly were not on the air as scheduled. A spokesman said some of the NBC's affiliated stations reported they had heard from disappointed viewers but no count had been kept. He stressed that management of the stations approved the network's special coverage. But, he said, the network had not received

one complimentary message from a viewer.

CBS-TV said it had received more than 300 telephone calls in New York. Several programs were mentioned by callers but the large proportion voiced disappointment and anger that *Lost in Space* had been preempted.

A few calls praised the network's special broadcast, an official said.

More than a thousand calls were received in New York by ABC-TV, according to an official. Most of the calls protested that *Batman* (7:30-8 p.m.) had been interrupted three times for a total of 11½ minutes. One man telephoned from Detroit to say seven youngsters in his home were upset over *Batman* interruptions.

CBS-TV began all-out coverage of the emergency at 7:22 p.m., followed by NBC-TV at 7:41 p.m. and ABC-TV at 8 p.m.

Based on national Arbitron ratings, 86% of U.S. homes that were tuned in between 8-11 p.m. watched network coverage of the emergency space developments. This compares

with an average 94% of tuned-in homes that watch the three networks during the same time period during a representative Wednesday.

Both ABC-TV and CBS-TV said they had received no affiliate reaction to their special coverage but that they believed some telephone calls of protest had gone to local outlets.

Networks continued with their emergency coverage until approximately 1 a.m.

Earlier in the day, TV and radio networks covered the two launchings, starting shortly before 10 a.m. and ending at noon. They broadcast the rendezvous and docking of Gemini with Agena at 5:30 p.m. and provided special reports intermittently throughout the day.

Network outlets in Chicago scored high in the number of phone calls too. Both ABC and NBC there reported many "sick" protests, including curses, from those who didn't seem to care whether the astronauts got down alive or not. NBC registered over 700 calls while ABC reported about 400. CBS said it got many calls but most were polite although a minority were "unreasonable."

be Desilu President Lucille Ball and company sales representatives from the United Kingdom, Canada, Australia and the Far East.

Million-dollar music man ■ CBS-TV has purchased "The Music Man" and another feature, "The Portrait of a Mobster" from Warner Bros. in a package priced at more than \$1 million. "The Music Man," released in 1962 and starring Robert Preston and Shirley Jones, was bought for two showings on the network and will be telecast for the first time on the Thursday night feature film series on next season's premiere program.

More TV features ■ A trio of movies was bought last week by Television Enterprises Corp., Beverly Hills, Calif., syndicator, for distribution to television. The deal was made with Emerson Films, Los Angeles, which distributed them theatrically. The features will be added to TEC's next group of movies to be released to stations starting in June. Titles include "Run Home, Slow," "Rebel in the Ring," and "The Atomic Brain."

TV rights acquired ■ Filmvideo Releasing Corp., New York, has acquired the worldwide television rights to the literary works of the French author-historian Victor Alexandrov, which

include such books as "Journey Through Chaos," "The Eichmann Story" and "The Kremlin." Mr. Alexandrov and Maurice H. Zouary, Filmvideo's president, will offer for TV syndication a weekly series of half-hour historical documentaries.

Classic TV series ■ Film Agency Inc., New York, plans to distribute *The World's Greatest Adventure Classics*, a TV adventure series, to stations in this country. Series, produced by Henry Deutschmeister's Franco-London Films, Paris, features such stories as "Robinson Crusoe," "Don Quixote" and "Treasure Island."

Saudek for Hurok for CBS ■ CBS-TV has announced plans for a 90-minute color special *S. Hurok Presents* for next season. Top musical artists will take part in the taping (New York, London and Los Angeles) with Robert Saudek Associates producing in association with the network. Emphasis will be on the impresario's efforts to improve cultural relations of the U. S. with other countries.

Life of Christ ■ NBC News' religious program unit is on a two-month tour of the Middle East and Europe to produce a program on the life of Christ for presentation as an NBC-TV color special next year. The program is being produced in cooperation with the South-

ern Baptist Convention's Radio and Television Commission.

Development ■ MGM-TV has signed Stirling Silliphant's Pingree Productions Inc., and Andrew J. Fenady Associates, independent producing firm, to develop and produce new television pilots and feature properties with TV series potential.

Joint venture ■ Selmur Productions, ABC-TV subsidiary that produces *Combat*, is considering a joint venture involving TV production with a prominent Italian movie company. Hugo Lodrini, head of television for Carlo Ponti Productions, arrived in Hollywood for discussion of specific projects with Selmur President Selig J. Seligman.

Sughrue sets up film firm

The formation of John J. Sughrue & Co., New York, to produce television and motion picture films was announced last week. The company has established headquarters at 330 Madison Avenue, New York.

John J. Sughrue was associated with NBC for 13 years as a television producer and was responsible for more than 500 productions, including the

Put your hand in your pocket, m'friend

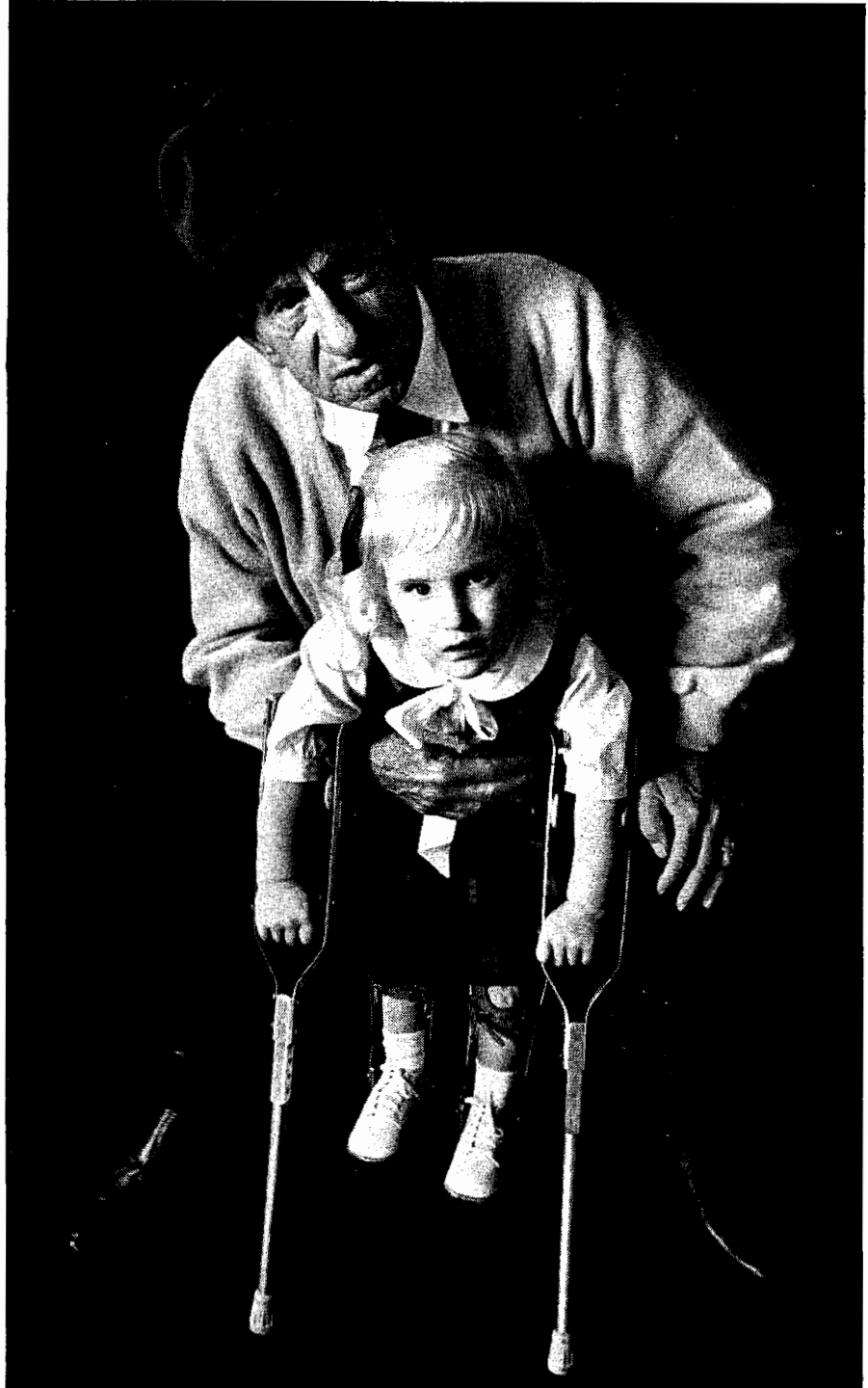
Leigh Anne, 4, was born with spinal bifida—partly paralyzed from the waist down. She is learning to walk and care for herself at the Easter Seal Center in Villa Park, Illinois.

This is a fine little girl. Full of love and hope, and so spunky she almost breaks your heart. The world needs people like her. But right now she needs people like you. People who believe in helping people. Her therapy and special training cost more than her folks can afford. The Easter Seals you use pay the difference. So put your hand in your pocket, m'friend. Your share is about \$2.

I thank you.

Jimmy Durante

The Easter Seals you use enable the Easter Seal Society, at more than a thousand clinics and centers, to help people fight against the effects of these crippling disorders: crippling accidents, poliomyelitis, strokes, cerebral palsy, multiple sclerosis, muscular dystrophy, arthritis, birth deformities, speech defects and many others. If you know of someone who needs this kind of help, send them to your local Easter Seal Chapter. It's listed in your phone book.



Jimmy Durante is National Chairman of the 1966 Easter Seal Fund Appeal

Easter Seal Fund Appeal

ADDRESS: EASTER SEALS, C/O POSTMASTER, YOUR CITY, YOUR PERSONAL ZIP CODE

award-winning program, *The Louvre*. The company is preparing various specials for consideration by the networks for the 1966-67 season. It also plans to become active in the production of industrial and institutional films.

Mutual starts daily public-opinion polls

Mutual Broadcasting System will begin broadcasting today (March 21) daily reports on American public opinion on significant issues a few days following national sampling of the country.

The results of national surveys to be undertaken for Mutual by Sindlinger & Co. will be broadcast on a special newscast called *The American Consensus* (Monday-Friday, 6:35-6:40 p.m. and 8:05-8:10 p.m.). Information will be released immediately to other media as a public service. George Hamilton Combs will be in charge of analyzing and reporting the data.

Robert F. Hurleigh, MBS president, said clearances on the program already have been received from 349 affiliated stations, including eight of the top-10 markets.

A low rating for RTNDA fairness survey

The Radio-Television News Directors Association's plea for information from stations "whose news or documentary program has been compromised" by the FCC's 1963 fairness-doctrine primer, or by the equal-time provisions for political candidates in Section 315 of the Communications Act has gone unheeded.



Mr. Gamble

"So far we only have one reply," Robert Gamble, national president of RTNDA and news director of WFBM-AM-FM-TV Indianapolis, has reported.

RTNDA, he said, may have to take another approach to get more widespread support.

One suggestion by Mr. Gamble would be that RTNDA ask a hypothetical question, such as: "What restraint would *strict* enforcement of the provisions of the primer have on your news and documentary programming?"

He feels that this may be needed because "the implied FCC power to regulate is there even though the commission hasn't used it as much as it could."

He feels that there will be many

more replies before June, when RTNDA appears before the Senate Communications Subcommittee in its investigation of the effectiveness of the fairness doctrine and the equal-time statutes.

Mr. Gamble will testify at the hearing accompanied by Washington communications attorney W. Theodore Pierson, counsel for the association.

Mr. Gamble is acting on the results of a meeting with Senator Vance Hartke (D-Ind.), member of the Communications Subcommittee, and other Washington officials when the RTNDA was asked to prepare testimony for the hearing (BROADCASTING, Feb. 21).

"Our case against the restrictive features of the fairness doctrine and the equal-time provisions of Section 315 will depend on the documentation provided by our members," Mr. Gamble said.

All CBS stations go for talk and more talk

The news-talk-information format on CBS-owned radio stations now accounts for 80% of the programming between 6 a.m. and midnight, Monday through Friday.

CBS Radio has reported that its owned stations are the only radio group with all stations geared to the news-talk-information format.

With the switch to all-talk on Bob Menefee's morning show, 6-10 a.m. (EST) on WCAU Philadelphia, the group now lists three stations which do not play any recorded music during the prime hours—WCAU, KMO St. Louis and WEEI Boston.

The *Arthur Godfrey* and *Art Linkletter* shows are carried across the board at 10-11:30 a.m. local time and then all stations schedule talk programs until 11 p.m. with only a few exceptions.

News is broadcast hourly by all stations and half-hourly during the mornings. Five of the outlets cap their programming with *Music 'til Dawn*, and two, WCAU and KMOX, continue talk into the night.

Other CBS-owned radio stations are WCBS New York, KNX Los Angeles, WBBM Chicago and KCBS San Francisco.

Fredericks to diversify

Carlton Fredericks, whose radio programs on nutrition have been a feature on WOR New York since 1957, is leaving the station on April 1. He said last week that he intends to diversify his activities to include freelance TV as well as radio.

Mr. Fredericks has conducted programs in New York for more than 20 years.

House passes tough uniform time bill

If the Senate can agree with the House on the passage of a tough bill on time uniformity during the summer months, the broadcast media should have fewer problems with program scheduling and in reaching the selected target audience at the specified time.

Chairman Harley O. Staggers (D-W. Va.) of the House Commerce Committee marched to the floor of that body with his bill on daylight savings time, initiated the debate on the measure, and shot down five amendments that would curtail the effectiveness of the bill en route to a landslide passage 292 to 93.

The bill was then vacated and the weaker Senate bill (S-1404) passed last year was amended to include all the provisions of the House bill, HR-6785.

The bill as passed requires that every state observe daylight saving unless the legislature of that state passes a bill calling for year-round observance of standard time prior to 1967.

Included also is a provision that makes it mandatory for an entire state to observe the chosen time, either daylight or standard, throughout its jurisdiction so that there will be no isolated towns or counties with their own time standard.

The House bill is far tougher than the Senate version, in which localities were given options on adopting one time or the other. The Senate bill had no final date attached in case a state or local government changed its mind.

But Senate majority leader Mike Mansfield (D-Mont.) was optimistic that the Senate would pass the bill, or at least a version of it. "I should think the Senate will give it every possible consideration because it would rectify a very unsatisfactory situation throughout the country and save a lot of embarrassment," he said.

He also lauded the clause in the House bill that requires uniform time throughout a state. He said that this specification was excellent."

The House bill requires that all states except those passing counter legislative measures will begin daylight time at 2 a.m. on the last Sunday in April and return to standard time at 2 a.m. on the last Sunday in October.

The bill provides that all of the zones will be set with allowances to coincide with state boundaries to be made by the Interstate Commerce Commission, and that the bill will become effective April 1, 1967, except in those states that pass counter measures.

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Color tones up syndication sales picture

NEW UHF'S STRENGTHEN MARKET; FEATURES SOUGHT; SPECIALS ACCEPTED

The syndication industry is intensifying its efforts to fill local TV station demand for color programming and for feature films as the routes to improved profitability in 1966.

Color and motion pictures were the twin dominant themes emerging from discussions by BROADCASTING last week with leading program suppliers on the prospects for TV syndications this year.

Without minimizing the various problems that continue to plague their industry, syndicators sounded a cheerful note, citing such factors as the developing UHF market, the yen for color programs by stations, and the substantial acceptance of special entertainment programs and documentaries.

Sales Surge ■ Syndication sales have been growing slowly but surely in recent years. Though precise financial information is not available, authoritative estimates are that domestic and international sales in 1966 will rise to \$220 million, as compared with \$200 million in 1965. (A recent report by the management consultant firm of Arthur D. Little placed total syndication sales in 1964 at \$196 million, but certain specialists felt this figure was on the high side for that year.)

Among trends noted by distributor and station group operators questioned by BROADCASTING were the following:

- The thrust toward building up a supply of feature films for station use is quickening. TV networks, more than ever before, are depleting major studios' already reduced inventories. This has spurred syndicators and several major station group owners to accelerate their own programs of acquisition and co-production of features, especially in color, both in the U. S. and abroad. Significantly, Development Program Associates, composed of leading stations, will concentrate on feature projects in the future.

- Station groups are moving more forcibly into production for their own needs and for syndication. This includes co-production of features by Westinghouse and RKO General as well as other programming fare by these companies and other station operators, such as WGN Inc., Time-Life, Triangle and Metromedia.

- Though some syndicators contend that it's the show that counts (and CBS Films has issued a presentation titled *The Play's The Thing*), color is shaping up as a vital ingredient, often the de-

ciding element in selecting or rejecting a program. Station buyers acknowledge they are color-oriented but insist that a poor show will not be purchased simply because it's in color or an outstanding series or feature turned down if it's in black and white.

- New syndicated programming, overwhelmingly in color, will consist of

the *Blondie* movies from King Features TV. On the wane are the teen-age discotheque shows, popular over the past two years.

- The off-network series, once a mainstay of syndication but on the decline in recent years, shows scant signs of rebounding on a substantial scale. Nine such series were released at this time last year. Again nine off-networks to date have been released by syndicators up to the time of TFE/NAB and several others are under consideration.

New off-network programs definitely set for marketing are *The Munsters* and *Mr. Ed* from MCA-TV; *Rawhide* and *The Alvin Show* from CBS Films; *My Friend Flicka* (in color) from 20th Century-Fox TV; *The Patty Duke Show* and *My Mother The Car* from United Artists; *Burke's Law* from Four Star International and *No Time for Sergeants* from Warner Brothers TV.

There is a possibility that other series will be released by NAB convention time; reports center around *Perry Mason* from CBS Films; *Broken Arrow* from Fox and *Mr. Roberts* from Warners.

Despite the generally favorable prognosis for syndication 1966, distributors saw several dark spots. They pointed to a scarcity of available time slots because of extensive network programming, though they conceded that stations are pre-empting for specials. They grumbled about low prices that stations often demand. But they were most vocal about residual payments to unions, claiming that such costs often are the main stumbling block toward placing some off-network series into release.

Basis of Residuals ■ Residual payments to performers, under union regulations, it was stressed, are based on the initial sales of a series, which can cause a hardship if a program fails to gain acceptance in a comfortable number of markets. Distributors contended that a more equitable formula would center around the number and size of markets in which series are sold, so that residual costs would be keyed to the sales achievements. Under the present system, they added, the risk is too steep.

For some outstanding series the residual cost is prohibitive because actors, writers and directors have separate agreements for payment well above union scales.

A corollary to the residual problem

TFE '66 schedule

The 1966 Television Film Exhibit opens March 27 on the fifth floor of Chicago's Conrad Hilton hotel. TFE '66 has 21 TV film distributors displaying. Hours are 9:30 a.m.-7 p.m. daily, through March 30. A cocktail party and reception at 4-7 p.m. will be held March 27 in the International Ballroom of the hotel. Si Zentner and orchestra will provide music. It will be open to TV executives by invitation.

Donald Klauber, Seven Arts Associated, is chairman of the TFE '66 Executive Committee that also has Wynn Nathan of Comet Films, and Pierre Weis of United Artists TV. Working committeemen: Gene Plotnik, King Features, promotion; Herb Lazarus, 20th Century-Fox TV, entertainment; Richard Carlton of Trans-Lux and Alan Silverbach of 20th Century, exhibit-space; Harvey Chertok, Seven Arts, business affairs.

entertainment specials, sports, cartoons, game programs, travel and outdoor shows and documentaries. They will be primarily in the low- and medium-budget areas. One mass-appeal, action-adventure first-run series produced in the U. S. will be Official Films' *Stagecoach to Seven*.

- The most distinctive new programming trend in syndication appears to be so-called "camp" properties resulting from the popularity of ABC-TV's *The Batman*. Example: cliff-hanger two-reelers from ABC Films (*Buck Rogers* and *Flash Gordon*); Screen Gems (*Frank Merriwell* and *Adventures of Rex and Rinty*); various old-time movie serials from Hollywood TV Service that have been fashioned into features;

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is that many of the off-network series still on the shelves of distributors are in black and white. The value of such programs is expected to diminish over the next few years as the movement toward color accelerates, and it seems imperative that they be released soon, if ever.

Not in the problem category but in the we'll believe-it-when-it-happens department is the announced movement into feature film-making by station groups and distributors. Some major syndicators and station buyers consider these projects as "so much talk" and unlikely to materialize on a meaningful scale.

A summary of activities and comment from leading TV film distributors follows:

Broader Outlooks ■ Hal Golden, president of ABC Films, reported that his company is becoming global in outlook, developing projects in various parts of the world as well as the U. S. ABC Films is already involved in producing a feature in partnership with MPO Videotronics and intends to expand this activity, Mr. Golden said, with films directed initially to theaters and then to TV.

ABC Films is involved currently in an animation series in Japan, which will be American-directed, and has several other projects overseas.

Mr. Golden said the company recently acquired a group of half-hour football programs and the *Midwestern Hayride* series, which have been carried on various Avco TV stations. ABC Films has placed a group of *Buck Rogers* two-reelers into syndication and hopes to develop other TV product and/or a feature based on this character.

Mr. Golden said he expects sales at ABC Films, up considerably since he became president last fall, to continue at a high level.

James C. Stern, vice president and general sales manager of Allied Artists Television, regarded color as playing a "very big role." Yet he cautioned that, important as color may be, a film's basic entertainment value must be considered the prime requirement for success. He reported that Allied is releasing *The Star In Action* feature package of 27 films, six of which are in color. He viewed as a bright spot the growing acceptance of foreign films on TV.

American-International Productions Television will release a number of new packages in 1966, centering largely on feature films. They will include *Cinema 20*, a group of 20 recent films acquired from Landau-Unger Productions; *Amazing Adventures '67*, a 26-film series, 24 in color, and a 10-film

package entitled *Dominant 10*.

AIP also will syndicate five 90-minute color documentaries, ranging in subject from savage Tibetan tribes to microbes and all co-produced with European film makers. *Holiday Fables*, a series of six children's programs (five in color), is another new AIP offering.

"Feature films are the mainstay of syndication," Stanley Dudelson, AIP's vice president in charge of distribution commented. "Half-hour independent syndicated programs are dead, and so are syndicated daytime programs."

Color Commitment ■ Cardinal Programs is thoroughly committed to color programing, especially of the adventure-travel variety. This commitment, according to Executive Vice President Edward C. Simmel, is beginning to bear fruit.

"Many stations," he explained, "are stripping color travel adventure in late afternoon time slots preceding the early evening news. Results show," he continued, "that these stations are getting a predominately adult audience."

Better times are coming for the syndicator, the sales executive indicated. The scarcity of feature films is an indicator. "Since a station can't become just a TV movie house," he said, "we feel there still will be a market for our type of fare."

All but one of Cardinal Programs' major adventure-travel series—*Faces and Places*, *Adventure Calls* and *Quest for Adventure*—are completed. The *Hawaii Calls* series, being produced in cooperation with Field Communications Corp. and Paradise Productions, is currently being completed in Hawaii. Cardinal Programs is also offering a first-run hour special called "Ken Murray's Hollywood Without Makeup" consisting of films of Hollywood and movie stars taken during the heyday of the motion picture business. "Andy Devine's Philippine Adventure," an hour color special produced by Art Linkletter Enterprises, is a forerunner of a series of such shows that Cardinal-Linkletter will make.

James T. Victory, vice president, domestic sales, CBS Films, pointed out that although color seems important to stations, entertainment value is even more important. He said CBS Films has compiled a presentation for use by its salesmen comparing the rating effectiveness of syndicated color shows versus black-and-white ones in color homes in various local markets. The conclusion, Mr. Victory said, was that the program itself was the principal yardstick of success and not color, even in color homes.

CBS Films, he noted, is in the enviable position of offering to stations

this year the long-running *Rawhide* (104 segments) as well as the *Alvin* animated series. Top-rated off-network series such as *Rawhide* and *Twilight Zone*, which were offered last year, stand the best chance of attracting large station lineups as well as top prices, according to Mr. Victory.

Mr. Victory said he was watching with interest the various ventures in producing features primarily for TV by various groups but felt such projects still have a long way to go to prove themselves as sources of continuing product.

Color Costs Worthwhile ■ Brightest spot on the syndication horizon this year is color, according to Wynn Nathan, vice president and TV director of Comet Film Distributors. With the vast majority of stations moving into color on a large scale, Mr. Nathan stated, the extra production costs involved in tint can be recouped.

He doesn't consider the movement into feature co-production by station groups as significant at this time. He feels, too, that there is potential today for a revival of first-run syndication properties but is less sanguine about off-network series.

His company will be offering to stations a new *Comet Rainbow Feature Package*, consisting of 15 full-length films, 12 of which are in color.

The report from Desilu Sales Inc. is upbeat. According to Vice President and General Manager Richard Dinsmore, domestically the brightest areas for syndication are "in the success local stations are having with feature films, specials and children's programing." "Happily," he said, "foreign sales have been holding up steadily."

On the other side of the coin, the major problem of today is the same one that has plagued syndicators for the last two years. "This is," Mr. Dinsmore contended, "the decrease in time availabilities for off-network programs, due in large measure to expansion in news telecasts and airing of features in prime time."

The Desilu official notes two major developments of significance to his company. Desilu's package of 114 hours of *The Untouchables* series had had a "pronounced upsurge" both in sales and programing, Mr. Dinsmore claimed. Also foreign-made feature films are winning greater acceptance.

Desilu Sales is introducing two new packages at TFE-NAB this year. They are *Desilu's Magic 15*, consisting of 15 feature releases, with nine in color and *Trick & Treat*, 130 five-minute episodes featuring The Magic Hands group performing magic tricks with explanations of how it's done.

Cy Kaplan, vice president for television sales at Embassy Pictures, which

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is largely a feature film syndicator, has high hopes that time slots will be cleared for features on the basis of local client satisfaction and station profits.

Mr. Kaplan said the full impact of UHF stations on syndication will not be felt this year, but that "they should be a great source of sales in three or four years." He was bullish about Embassy's catalogue of adventure features this year.

Prospects Good ■ Manny Reiner, executive vice president, Four Star International, called the outlook for 1966 at his company "highly favorable." The approach at Four Star is to spread its efforts through sale of off-network properties, one-hour entertainment specials and game shows, and the company is also moving more strongly into the feature film area.

Mr. Reiner left for Europe recently with Tom McDermott, president of Four Star, and one of the principal items on their agenda was to acquire features and attempt to arrange for co-production agreements on films for theatrical and TV release in the U. S. Mr. Reiner added that Four Star is developing two new programs in color—a weekly half-hour and a daily strip

—that would have adult audience appeal.

Last September, Larry Harmon Pictures Corp. started producing a new half-hour *Bozo, the Clown* series in color to be shown live over WHDH-TV Boston. Now the company is offering 130 of these shows for syndication.

In addition, though not a new product, the company is exhibiting 156 five and a half minute *Bozo* cartoons. They are available in either color or black and white.

The big news at Hollywood Television Service is "Century '66 Features," which general manager David Bloom thinks is "a first in our industry." Each of the features in the package were adapted this year from movie serials first shown by Republic Pictures in pre-television days (Hollywood Television Service is a division of Republic Corp.). As example, four hours of Clyde Beatty episodes have been condensed into a 100 minute feature film.

"These 26 features," explains Mr. Bloom, "are concentrated reincarnations of the most excitingly suspenseful serials ever made."

"In addition to the standard feature programming," Mr. Bloom says, "Cen-

tury '66' may be programed as topical 'high camp' or thematically."

Features from Abroad ■ Independent Television Corp., cognizant of the feature film shortage and demand, intends to co-produce features in Britain shortly, according to Abe Mandell, ITC president. It is important, however, that American values be a staple of such product, he cautioned.

ITC, which is a U. S. subsidiary of Britain's Associated Television, continues in the enviable role of being able to release programming that is first-run in the U. S. following exposure in Britain and Commonwealth nations, Mr. Mandell acknowledged. For 1966, ITC will issue the *Mr. Piper* half-hour series and the one-hour *Seaway* programs, both in color. Though top-rated black and white programming will continue to be sold, there is no question that new syndicated product from now on in must be in color, Mr. Mandell asserted.

The single distinctive trend in syndication today is the powerful emergence of feature films, according to Al Brodax, director of TV for King Features, who puts it even more strongly by saying:

"Let's face it, syndication today is feature-film distribution. The demand for features is clear and will continue for a long time."

He noted that King Features began as cartoon specialists but said this area currently is in "a squeeze." The company recently acquired 28 *Blondie* features as the first step in its expansion move into movie distribution to TV and from here on in, according to Mr. Brodax, it will have to turn to feature film production for TV. He voiced skepticism over station groups moving into features production, reasoning they never have played an important role in this area but can make a contribution by providing a demand.

Keith Godfrey, vice president and director of sales for MCA-TV, is optimistic over his company's prospects because of the flow of strong off-network series it will offer and its supply of major studio feature films from Universal and Paramount. MCA-TV will rely on such former network offerings as *Alfred Hitchcock*, *The Munsters* and *Mr. Ed*, which have large numbers of segments available.

Features continue in heavy demand, Mr. Godfrey observed. Universal post-'50 and post-'60 films are earning top dollars and even the Paramount pre-1948 pictures are selling briskly with stations choosing features on a selective basis for their individual needs from a library of more than 700 motion pictures. He said MCA-TV is already involved in producing features for the networks and is exploring the potential of film-making for local sta-

Contact WSM's Robert E. Cooper

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during NAB

tion use.

"The big push in 1966 is color in volume," predicts John A. Ettlinger, president, Medallion TV Enterprises. The demand for color is so great, especially with pressure from heavy network commitments, he says, that "color video tape, properly produced, will be a lifesaver in syndication during the next 24 months." This will give the laboratories time to catch up with the demand.

Medallion TV Enterprises is offering *TV Keno*, what it calls, "the first syndicated game show in full color." The video taped series does not use telephones. The game is computer controlled. So far 130 programs have been produced, enough for 26 weeks of five day strips.

The Plus Factors ■ Ed Montanus, director of syndication for MGM-TV, cited the growing importance of color and the company's diversified supply of off-network programs and feature films as plus factors in sales prospects for 1966.

With features and color the glamor items this year, MGM-TV is in a strong position because of its large availability of features, many of them in color, according to Mr. Montanus. He noted that the most recent film package, "MGM Six," has 36 films, all in color.

Morris Rittenberg, president of NBC Films, sees the increased use and supply of foreign-produced series and feature films as bright signs in the syndication market today. Mr. Rittenberg feels the first-run action adventure series will continue at a disadvantage to off-network and offshore properties.

NBS Films' new offerings: a package of 10 recent NBC color documentaries; a feature package of 75 films, mostly in color, more than 70 foreign made; and *Kimba*, a half-hour color cartoon series on a generous lion, co-produced in Japan. NBC Films is also displaying *Forest Ranger*, a half-hour children's color adventure show, first offered for syndication last November.

Official Films views 1966 with high expectations and has mapped out a production program including a first-run series, specialized programs and feature films, according to Howard B. Koerner, vice president, operations. Color will be a key factor in Official's production and acquisition activities, he said.

Official's first-run series is *Stagecoach to Seven*, a half-hour color series currently in production in Hollywood. Official is pursuing feature film acquisitions and has put together a package of 28 films, many in color, from various European producers. Don Goetz, OF's production vice president, is discussing co-production deals of

features in the U. S. and abroad, Mr. Koerner reported.

Elliot Abrams, vice president in charge of sales at Walter Reade-Sterling TV Division, described feature films as "the most compelling rating product on TV." During 1966 Reade-Sterling will place on the market 30 new color features in *The Rainbow Package*, ranging from science fiction to art films. Also scheduled for later release are first-run films under the tentative title *Cinema 200*.

The backlog at Reade-Sterling includes over 200 unreleased titles, such as *Billy Liar* with Julie Christie, *Seduced and Abandoned* and *Time of Indifference* with Rod Steiger and Shelly Winters. Its released features exceed 300, with 20% in color.

New Starter ■ An official of RKO General Productions, which is making its debut this year as a producer-syndicator, had high hopes for the company. He said: "I think we know what stations want."

A considerable amount of the programming will be produced by personnel of the RKO General Stations, he said. An ambitious undertaking is the sports production to be carried out in cooperation with Madison Square Garden, with some of the programming telecast live and the rest on tape on a delayed

basis. RKO General Productions hopes to have 12 features, all in color, by the end of 1966. They are being co-produced in Europe with supervision by U. S. personnel. Four features already have been received in New York.

Dan Goodman, vice president and director of syndication for Screen Gems, pointed out that features continue to be kingpin sales material in syndication and said SG is obtaining such films from both U. S. and foreign sources as well as from its parent company, Columbia Pictures. He thought the expansion in UHF this year and next will help boost the sales of all types of syndicated material. He termed color a "key requirement" of many stations but stressed that the product must be of value.

He was optimistic about SG's prospects for 1966, citing the large number of features available from the company and its success with many of its syndicated series and specialized programming, including *Soupy Sales*.

Seven Arts Television, which has been building up programming rapidly since it began operations less than a year ago, has acquired two additional series not heretofore announced. They are *Marine Boy*, 26 half-hours of an underwater action series in animation color, and *Night Train*, 26 one-hour

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Robert W. Rich, executive vice president of Seven Arts TV, reported the company has made progress with some of its recent series, *Gypsy Rose Lee Show*, *Oh My Word!* and *The Disco-phonie Scene*, and will continue to expand in specialized programming, largely in color. He said Seven Arts TV has been discussing a first-run, action-adventure series to be produced abroad, but has no commitment.

Seven Arts Associated, which handles the sales of feature films, is releasing another volume of films during TFE, according to Don Klauber, executive vice president, and is continuing its search for outstanding features both here and abroad. He noted that Seven Arts Associated still has more than 300 features not yet released to TV and this supply places the company in a highly advantageous position for 1966.

"I have never known a time in the TV business when the industry was as much up in the air about what programming it wants or what it thinks the public would like," said Walter Schwimmer, head of his own Chicago packaging firm. "The field is wide open for new thinking and someone willing to take a calculated risk," he said.

Trans-Lux Television Corp. plans two innovations this year: co-production of up to 10 theatrical features for subsequent TV exposure, and a new division for live local TV game shows.

According to Richard Carlton, vice president and general sales manager, the feature film project will start with "modest budgets" of from \$250,000 to \$400,000.

With two projects already started, Trans-Lux's game show division expects to package and license six live half-hour shows by the end of 1966. All of the work will be produced locally and sold mostly for daytime programming.

Trans-Lux's emphasis on children's shows, he indicated, has leveled off since 1964; and both off-network and first-run shows have also stabilized.

Something Different ■ Though feature films appear to be the mainstay of most syndicators, Triangle Program Sales feels its future is in a different type of programming. Triangle's 1966 TV entries are concentrated in the sports and travel fields. The firm is also putting a major sales effort behind *Step This Way*, a weekly series of half-hour taped black-and-white dance programs with Gretchen Wyler as hostess and co-produced with the Colgate-Palmolive Co., New York.

Other Triangle properties to be released this year, all in color, include

Auto Racing Highlights '65, a half-hour documentary; *American Challenge*, a one-hour documentary on American racing cars (to be released in July), and special programs on parachute championships, power boat races and other auto racing events. This fall, Triangle will also syndicate *America the Beautiful*, a series of 65 half-hours on leading historical and tourist attractions.

Clyde Spitzner, Triangle's general manager for radio and TV sales, feels that "the field is wide open for half-hour syndicated programs."

TV III, new to the syndication field, is going all out to promote three new color products. Two are of the wrap-around programming variety, with the other designed for a conventional half hour time slot.

Stations are being offered 156 seven-minute episodes of *The New Three*

Movie reminders

Los Angeles stations have a distinct advantage in their accessibility to the Hollywood stars and directors who have been concerned with feature films now on television. KABC-TV, for example, is adding a little zest to its promotion of its local multi-million dollar movie package by filming on-the-air promotions with "Quo Vadis" director Mervyn Leroy heralding the showing of this movie on the ABC-TV owned-and-operated station. In addition, actor Ed Begley promotes the feature for which he won an academy award, "Sweet Bird of Youth."

Stooges in animation and live action, 195 five-minute cartoon episodes of *Captain Fathom* and 39 half-hour programs of *Passport to Travel*. The last named has well known travel expert Hal Sawyer as narrator, while animation for *Captain Fathom* was produced by way of a new technique called SuperAnivision.

Alan Silverbach, vice president in charge of syndicated sales, 20th Century-Fox Television, agrees that color is the thing in this season's market.

Accordingly, Mr. Silverbach's two foremost properties for TFE are in color: *Jim Thomas Outdoors*, a first-run hunting and fishing series in 52 half-hour episodes, and *Big Bands*, 26 half-hour programs.

Mr. Silverbach believes a syndicator's best chances are with children's and all-family shows, which sidestep the shortage of time for such shows as adult westerns.

Pierre Weis, vice president and general manager of syndication for United Artists Television, said the company will start syndicating two network shows this year: ABC-TV's *Patty Duke Show* in 104 episodes, and NBC-TV's *My Mother the Car* in 30 color episodes.

Mr. Weis predicted a good year for UA-TV especially with the success of the *Bat Masterson* and *Sea Hunt* shows. Business will be helped greatly by the growth of UHF stations, he indicated. UA-TV currently runs 45 series with eight of them in color.

A spokesman for Warner Brothers TV reported it was finding business "better than ever" with its supply of features, cartoons, half-hour and hour series. Its only new offering timed for the NAB convention is the *No Time For Sergeants* off-network property.

He said Warner hopes to become more active in specials, particularly those aimed at children. The company has had many offers to co-produce features especially with TV in mind but has not made a firm decision. He was one of several syndicators to deplore the high residual costs for off-network properties.

Les Arries, president of WBC Productions, whose TV product is syndicated by WBC Program Sales, calls the outlook for the future extremely bright with the company's live-on-tape programming supply of considerable proportions. WBC has made progress with its daily first-run properties, *The Merv Griffin Show* and *The Mike Douglas Show* and is moving into the feature film area, Mr. Arries noted.

The company has acquired a group of "carry on . . ." series of British features and recently announced plans to coproduce 30 features in color over a period of three years (BROADCASTING, Feb. 28).

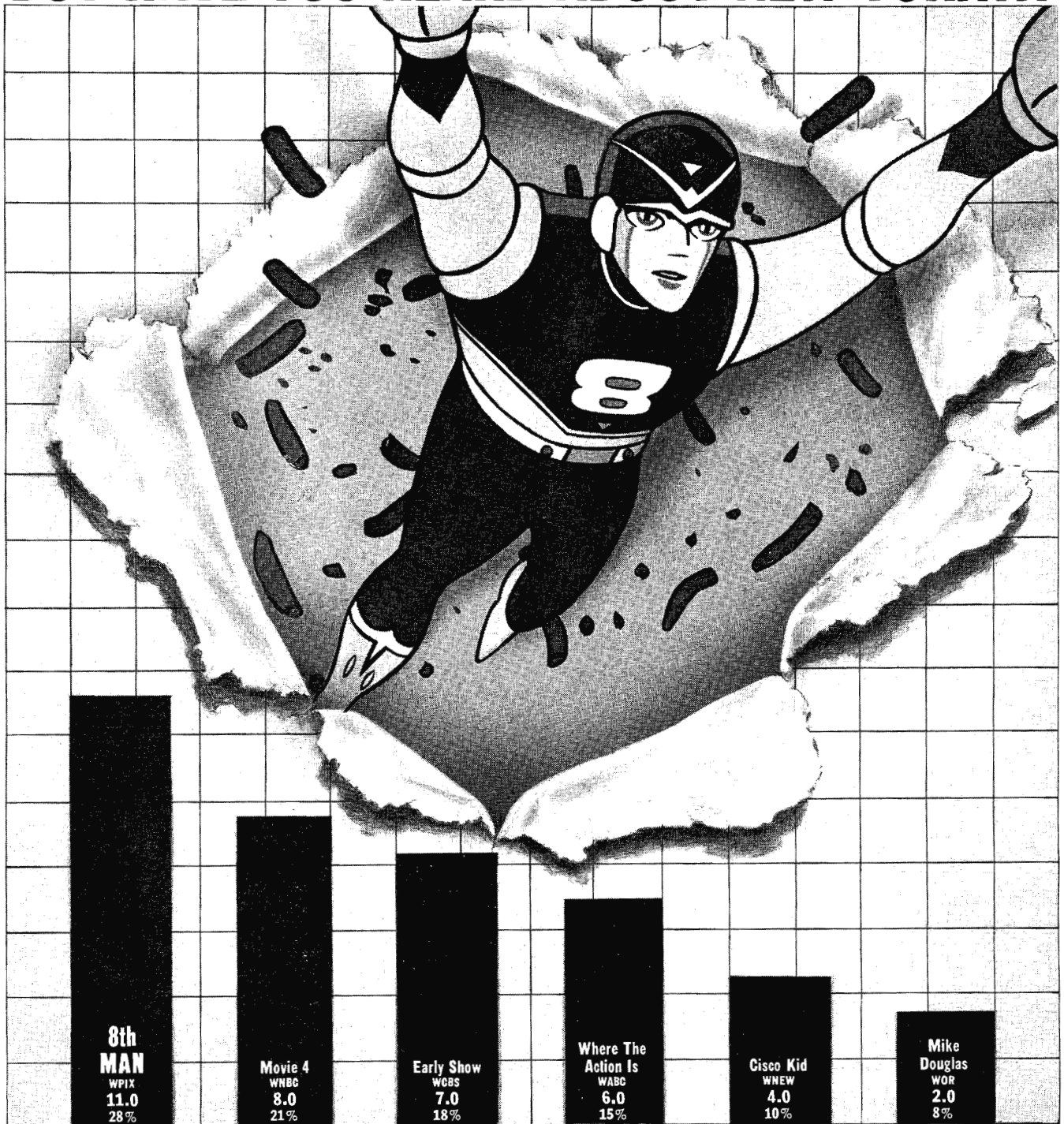
The growing importance of UHF and the accent on color are developments to be watched carefully by syndicators over the next year, Mr. Arries said. He noted that distributors are still faced with a perennial problem: the lack of time periods on network affiliates.

Walter Kingsley, vice president in charge of sales for Wolper Television Sales, reported that 1966 will be the year of "a business-like expansion" of the company into productions outside the documentary area, with which Wolper has become synonymous. Now owned by Metromedia, Wolper gradually will diversify the nature of its product with the first move of this kind represented by the Laurel and Hardy cartoons in color, Mr. Kingsley noted.

He said Wolper would continue its news documentaries and would produce other program action-adventure specials.

He said color will be a prime ingredient of Wolper Programs.

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The data used herein are estimates from the ARB report of January 1966 for New York. Any figures cited or quoted are estimates only, or are based on estimates and are not accurate to any precise mathematical degree.

Program distributors and their Chicago locations

The 1966 NAB Convention has attracted the majority of the major syndicators and film distributors. Major exhibitors are listed here with their locations. An * indicates TFE members.

ABC FILMS INC.

Conrad Hilton, Suite 2319

Headquarters: 1330 Avenue of the Americas, New York.



Mr. Golden

Personnel: Hal Golden, president; Jack V. Arbib, executive vice president-domestic; Thomas J. McManus, executive vice president - foreign; Phil Harmon, director of advertising & promotion; Jerry Smith, eastern division sales manager; Howard Lloyd,

vice president in charge of western division; Chuck Atkins, account executive-southern division; Arthur Gross, director of sales, central division; Tom Ryan, central division manager; Joe Tirinato, account executive-central division; Nathaniel Kwit, assistant to the president; Virginia Graham, star of *Girl Talk*.

Films available, number of episodes in parentheses:

Flash Gordon and Buck Rogers (53)

Girl Talk (daily)

8th Man (52)

20 Grand (170)

Harvey Cartoons (170)

Wendy & Me (34)

The Rebel (76)

New Breed (36)

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

Breaking Point (30)

Swinging World of Sammy Davis Jr. (1)

ALLIED ARTISTS TELEVISION CORP.*

Conrad Hilton, Suite 521A-523A

Headquarters: 165 West 46 Street, New York.



Mr. Stern

Personnel: James C. Stern, vice president & general sales manager; Karl von Schallern, central division sales manager, Roy George, southwestern division sales manager.

Films available, number of episodes in parentheses:

Cavalcade of the 60's Group IV

(27)

Cavalcade of the 60's Group III (17)

Cavalcade of the 60's Group II (32)

Cavalcade of the 60's Group I (40)

7 Bob Hope Features (7)

Exploitable (14)

Science Fiction (19)

Bowery Boys (48)

Bomba the Jungle Boy (13)

11 Charlie Chans (11)

Dial "AA" for Action Features (31)

Post 50's (13)

Post 45's (6)

105 Action Features (105)

145 Westerns (145)

AMERICAN INTERNATIONAL TELEVISION INC.*

Conrad Hilton, Suite 528A-530A

Headquarters: 165 West 46th Street, New York.



Mr. Dudelson

Personnel: Stanley E. Dudelson, vice president in charge of distribution; Frank O'Driscoll, midwestern division salesman; Hal Brown, western division salesman; Ben Colman, eastern division salesman; Ruth Pologe, eastern director of advertising & publi-

city.

Films available, number of episodes in parentheses:

Cinema 20 (20), *Dominant Ten*

(10), *Amazing Adventures-1967* (26),

Holiday Story Book of Fables (5), *Real*

Life Adventures (5), *Amazing '66*

(20), *Top Secret Adventures* (20).

Thrillers from Another World No. 1

(20), *Sinbad, Jr.* (130), *Epicolor '64*

(40), *Epicolor '65* (20), *Amazing '65*

(20), *Adventure '66* (20), *Alakazam*

the Great (1), *Thrillers from Another*

World No. 2 (6).

GEORGE BAGNAL AND ASSOCIATES

Hilton Hotel, Suite unassigned

Headquarters: 8827 West Olympic Boulevard, Beverly Hills, California.

Personnel: Les Anthony.

Programs available:

It's a Small World

Clutch Cargo

Space Angel

BUENA VISTA (Walt Disney)

Conrad Hilton, Suite 1139A-1140A

Personnel: Barr Sheets, Phil Sammeth, Tom Destasio.

Films available, number of episodes in parentheses:

Mickey Mouse Club (290)

Zorro (78)

CARDINAL PROGRAMS

Executive House, Suite unassigned

Headquarters: 9229 Sunset Boulevard, Hollywood.

Personnel: Ed Simmell and George Dietrich.

Films available, number of episodes in parentheses:

Faces and Places (26), *Adventure*

Calls (26), *Hawaii Calls* (26), *Quest*

for Adventure (20), *Ken Murray's*

Hollywood without Makeup (1), *Andy*

Devine's Philippine Adventure (1),

Nature's Window (130), *Explore the*

World with Don & Julie (65), *Artie*

Wayne Travel Show (26).

CBS FILMS INC.

Conrad Hilton, Suite 2325

Headquarters: 51 West 52d Street, New York.



Mr. Digges

Personnel: Sam Cook Digges, administrative vice-president; James T. Victory, vice president, domestic sales; Henry T. Gillespie, midwestern division manager; Edward Hewitt, western division manager; James McCormick, south-

western division manager; Jack Waldrep, southeastern division manager; Robert Kolb, William Stynes, Robert T. Donnelly, William Andrews, account executives.

Films available, number of episodes in parentheses:

Rawhide (144), *The Alvin Show*

(104), *Twilight Zone* (150), *Marshal*

Dillon (156), *Have Gun Will Travel*

(156), *America* (65), *The Astronut*

(109).

COMET FILM DISTRIBUTORS INC.*

Conrad Hilton, Suite 509A

Headquarters: 120 East 56th Street, New York.



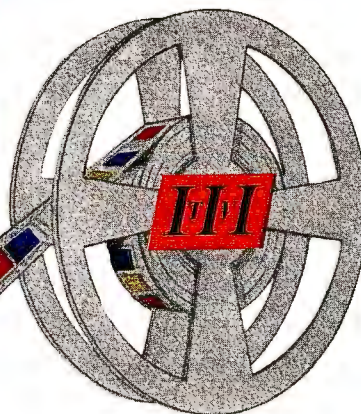
Mr. Nathan

Personnel: Harold Roth, president; Sam Fleishman, vice president, treasurer; Wynn Nathan, vice president, director of TV. (In association with Peter M. Robeck & Co.)

Films available, number of episodes in parentheses:

Comet Rainbow feature package #1 (15)

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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS continued

DESILU SALES INC.*

Conrad Hilton, Suite 557-560

Headquarters: 780 North Gower, Los Angeles.



Mr. Dinsmore

Personnel: Richard Dinsmore, vice president and general manager; Dick Woollen, director of sales and programs; Jack Dube, eastern sales manager; Bob Neece, midwestern sales manager; Buzz Hassett; southeastern sales manager; Garth Olmstead,

northwestern sales manager; Jerry Franken, press-promotion.

Films available, number of episodes in parentheses:

Desilu's Magic Fifteen (15)
Desilu's Tornado Twenty (20)
Desilu's Thunderbolt Ten (10)
Desilu's Group Three (15)
Desilu's Group Two (12)
Desilu's Group One (15)
Three for the Money
Trick and Treat (130)
Young Man from Boston
The Nutcracker
Journey of a Lifetime
The Untouchables (114)
The Texan (78)
Fractured Flickers (26)
Desilu Playhouse (48)
Guestward Ho! (38)
Harrigan & Son (34)
Jazz Scene, U.S.A. (26)
Junior All-Stars (50)
Window on the World
Universe

EMBASSY PICTURES

Sheraton Blackstone, Chicago Room

Headquarters: 1301 Avenue of the Americas, New York.

Personnel: C. Kaplan, vice president for TV sales; Dick Romaine, western sales manager; Charles Britt, southern sales manager; Richard Perin, account executive; Arnold Friedman, advertising and promotion manager for TV.

Films available, number of episodes in parentheses:

Kickoff Catalogue Features (35)
Top Time Features (50)
Sons of Hercules Features (13)
Adventure 26 Features (26)
The Secret Conclave (1)
Scotland Yard (39)
Invitation to Murder Features (14)
Dodo—The Kid from Outer Space (75)

FOUR STAR INTERNATIONAL

Conrad Hilton, Suite 512-513

Headquarters: 555 Madison Avenue, New York.



Mr. McDermott

Personnel: Tom McDermott, president; George Elber, executive vice president; Manny Reiner, executive vice president; Ken Joseph, vice president, domestic sales; Burt Rosen, vice president, programming; Dick Colbert, western division sales manager;

Albert Goustin, director of special projects; Alton Whitehouse, southern division sales manager; Charles Keys, sales representative; William Stout, sales representative; Tony Thomopoulos, director of administration.

Films available, number of episodes in parentheses:

Burke's Law (81)
Something Special (10)
Winchell-Mahoney Show (260)
The Rouges (30)
P.D.Q. (195)
Hollywood 'A Go Go (52)
The Westerners (125)
McKeever and the Colonel (26)
Ensign O'Toole (32)
The Dick Powell Theater (60)
Richard Diamond (26)
The Rifleman (168)
Zane Grey Theater (145)
The Detectives (67)
Stagecoach West (38)
Theater 1 (60)
Expose (35)
The Law and Mr. Jones (45)
The Tom Ewell Show (32)
Feature Film Groups

SANDY FRANK PROGRAM SALES INC.

Conrad Hilton, Suite 2022A-23A

Headquarters: 44 East 67th Street, New York.



Mr. Frank

Personnel: Sandy Frank, president; Jon Kaufman, secretary and general counsel.

Films available, number of episodes in parentheses:

You Asked for It (104)
American West (78)
Rod Rocket (130)

LARRY HARMON PICTURES CORP.*

Conrad Hilton, Suite 556

Headquarters: 649 North Bronson Avenue, Hollywood.



Mr. Harmon

Personnel: Larry Harmon, president; Robert O. Gertz, vice president; Gustave Nathan, northeast region; Murray O. Slater, commercial spots; Elmer C. Bieser, southwest region; Frank Stone, southern region.

Films available, number of episodes

in parentheses:

Bozo's Big Top (130)
Bozo the Clown (156)

HARTWEST TELEVISION INC.*

Conrad Hilton, Suite 560A-561A

Headquarters: The Warwick, 65 West 54th Street, New York.



Mr. Jaffe

Personnel: Saul Jaffe, president; Joe S. Peebles, director of sales; Ross Charles, regional sales director; Jim Kerr, sales representative; Ned Land, sales representative.

Films available, number of episodes in parentheses:

The Joe Pyne

Show (52)

HOLLYWOOD TELEVISION SERVICE*

Conrad Hilton, Suite 500

Headquarters: 4025 Radford Avenue, North Hollywood.



Mr. Bloom

Personnel: David Bloom, general manager; Ken Weldon, central division manager; Tom J. Corradine, western division manager; C. E. Feltner Jr., southern division manager; John Dallas, southern representative; Don Fisher, southern representative;

Herb S. Mathers, general manager, Sovereign Films, Canada; Stan Hanson, sales manager, Sovereign Films, Canada.

Films available, number of episodes in parentheses:

26 "Century 66 Features" (26)
Post 50 Saturn Features (30)
Post 50 Constellation Features (140)
The Mighty Forty (40)

Century '66



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- Released to T.V.: 1966
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- Designed for Standard Feature programming or . . .
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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS *continued*

Shock Features (5)
Mystery Features (33)
Comedy Features (26)
Special Features (137)
One Hour Features (65)
Stories of the Century (39)
Frontier Doctor (39)
Stryker of Scotland Yard (12)
Commando Cody—Sky Marshall of the Universe (12)
John Wayne Westerns (15)
Roy Rogers-Gene Autry Library (67)
 Roy Rogers, 56 Gene Autry)
Roy Rogers Features of the 50's (14)
Action Theatre of the 50's (60)
Red Ryder and Little Beaver (23)
Outdoor Action Westerns (150)
The "Little Story Show" (5)
Storytoon Express (30)

INDEPENDENT TELEVISION CORP.*

Conrad Hilton, Suite 501

Headquarters: 555 Madison Avenue, New York.



Mr. Mandell

Personnel: Abe Mandell, president; Irving Klein, vice president, administration; Alvin E. Unger, vice president, syndication; Cy Kaplan, vice president, special projects; Hal Danson, eastern division manager; Frank Sheehan, western division

manager; Barry Bernard, southern division manager; Bill Guenther, midwest division manager.

Films available, number of episodes in parentheses:

Gideon . . . C.I.D. (26)
Seaway (30)
Thunderbirds (32)
Lena (2)
Mr. Piper (39)
21 Features (21)
Exploitable 13 (13)
Stingray (39)
Fireball X15 (39)
Supercar (39)
Jungle 10 (10)
Intrigue 10 (10)
8 for Action (8)
Brave Stallion (114)
International Circus (3)
Jo Stafford Show (8)
Man of the World (20)
Espionage (24)
Danger Man (39)
Sir Francis Drake (26)
Ramar of the Jungle (52)
Gale Storm Show (125)
Susie (104)
Whiplash (34)

KING FEATURES*

Conrad Hilton, Suite 505A

Headquarters: 235 East 45th Street, New York.



Mr. Brodax

Personnel: Al Brodax, director of TV; Gene Plotnik, director of creative services; Ted Rosenberg, director TV sales, East; Maurie Gresham, director of TV sales, West; Joe Dowling, business manager.

Films available, number of episodes

in parentheses:

The Blondie Features (28)
Popeye Cartoons (220)
Beeile Bailey, Barney Google & Snuffy Smith, Crazy Kat (150)

M. & A. ALEXANDER PRODUCTIONS* (division of NTA)

Conrad Hilton, Suite 519A-520A

Personnel: Peter Rodgers, president; Burt Alexander, assistant to the president; Art Greenfield, western division sales representative; Marv Gray, south-western division sales representative; Joseph Moscato, northeastern division sales representative; John Louis, south-eastern division sales representative; Noah Jacobs, New York division sales representative; Alan Harris, Charles Whipple, sales representatives.

Films available, number of episodes in parentheses:

Color Features (36)
Features (280)
Science Fiction (15)
Westerns (44)
Plant Patrol (39)
Byline, Steve Wilson (39)
Fireside Theatre (107)
Renfrew of the Royal Mounted (13)
Q. T. Hush (100)
Christie Comedy (100)
Holiday Programs

MARCUS ASSOCIATES INC.

Ascot House, Suite unassigned

Headquarters: 3134 Euclid Avenue, Cleveland.

F. E. Weidman, vice president.

Video tapes available, number of episodes in parentheses:

The Bishop Sheen Program (65)
The Cutting Edge (52).

MCA TV LTD.

Conrad Hilton, Suite 2400

Headquarters: 598 Madison Avenue, New York.



Mr. Friedland

Personnel: Lou Friedland, vice president and director of syndication; Keith Godfrey, vice president and director of sales; DeArv Barton, Jim Stirton, Bob Greenberg, Fred Harner, John Von Herberg, Layton Bailey, vice presidents; Sheldon

Saltman, director of advertising and promotion; Jack Van Maes, research director; Carl Runge, Carl Russell, Dick Cook, Jack Robertson and Phil Conway, account executives.

Films available, number of episodes in parentheses:

Arrest and Trial (30)
Checkmate (70)
Leave It to Beaver (234)
Love That Bob (173)
The Lloyd Thaxton Show
The Tall Man (75)
Thriller (67)
Wide Country (28)
Alfred Hitchcock (361)
Mr. Ed (143)
The Munsters (70)
Universal Post-1950 Features (102)
Paramount Pre-1948 Features (700)

MEDALLION TELEVISION ENTERPRISES INC.*

Conrad Hilton, Suite 550A

Headquarters: Six Thousand Sunset Blvd., Hollywood.



Mr. Ettlinger

Personnel: John A. Ettlinger, president; Marilyn M. Ettlinger, executive vice president; Robert C. DeVinny, national sales manager; Bruce Collier, southern sales manager; Robert A. Forrest, vice president-program development.

Films available,

number of episodes in parentheses:

TV Keno (130)
20/20 for Better Vision (20)
Creeping Terrors (32)
Batjac (6)
Korda Classics (13)
Medallion Package (47)
H.T.V. Package (68)
Star Route (26)
Kingdom of the Sea (41)
High Road to Danger (38)
Wonders of the World (39)
Medallion Cartoons (130)
Wrestling Stars of the Sixties (26)
Treasures in Faith (45)
View the Clue (26)
Surfing World (39)
Crack in the Wall

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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS *continued*

MGM-TV

Conrad Hilton, Suite 190A

Headquarters: 1540 Broadway, New York.

Personnel: John B. Burns, vice president in charge of sales; Edward A. Montanus, director of syndicated sales; Arthur P. Zeiger, director of business affairs; Herman Keld, director of marketing; Keith Culverhouse, promotion director; David Segal, assistant to Mr. Culverhouse; Arthur Perles, press chief; George Hankoff, sales representative, New York; Ben Wickham, sales representative, New York; Louis Israel, sales service manager, New York; Michael J. Gould, central division, Chicago manager; Robert J. Horen, sales representative, Chicago; Charles A. Alsup, western division, Culver City (Calif.) manager; Donal W. Joannes, assistant to Mr. Alsup; James A. Thomson, southern division, Atlanta sales manager, and Paul B. Mowrey, sales representative, New York.



Mr. Burns

Films available, number of episodes in parentheses:

The Islanders (24)
Asphalt Jungle (13)
Cain's Hundred (30)
Sam Benedict (28)
The Lieutenant (29)
The Eleventh Hour (62)
Northwest Passage (26)
The Thin Man (72)
National Velvet (58)
Zero One (39)
The Bonnie Prudden Show (65)
Christmas in the Holy Land (1)
MGM/61 (28)
MGM/62 (29)
MGM/63 (29)
MGM/64 (35)
MGM/5 (31)
MGM/6 (90)
Our Gang (52)
MGM Cartoons (135)
Pete Smith Specialties (101)
Passing Parade (69)
Crime Does Not Pay (48)

MID-AMERICA VIDEO TAPE PRODUCTIONS, DIV. OF CONTINENTAL BROADCASTING

Conrad Hilton, Suite 922A

Headquarters: 2501 Bradley Place, Chicago.

Personnel: Brad Eidman, Harry Mil-

ler and Dale Juhlin.

Video tapes available, number of episodes in parentheses:

An Evening with (26)
Barn Dance (52)
Great Music (78)

NBC FILMS

Ambassador East, Suite Unassigned

Headquarters: 30 Rockefeller Plaza, New York.



Mr. Graham

Personnel: George A. Graham Jr., president, NBC Enterprises; Morris Rittenberg, director, NBC Domestic Enterprises; Jacques Lieben-guth, vice president, sales, NBC Films; Mort Slak-off, manager, sales planning, NBC Films.

Films available, number of episodes in parentheses:

Astro Boy I & II (104)
Best of Groucho (250)
Blue Angels (39)
Boots & Saddles (39)
Cameo Theatre (26)
Car 54 (60)
Continental Classroom (160)
Crazy Legs (1)

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Herb Mendelsohn, Vice-President & General Mgr. Straus Broadcasting, WJGA, N.Y.



Jack Stapp, President, Tree Publishing Company, Inc., Dial Records, Inc.

On Monday, March 28th, 1966, at the Upper Tower of the Conrad Hilton Hotel, Mr. John Sullivan, Mr. Herb Mendelsohn and Mr. Jack Stapp will participate in MARK CENTURY CORPORATION'S FIFTH ANNUAL PROGRAMMING SEMINAR. The topic will be, "3 FACES OF RADIO."

John Sullivan — "What Is Middle of the Road?"

Herb Mendelsohn — "The Good Guys Will Get You"

Jack Stapp — "Country — Western . . . the Modern Approach"

MARK CENTURY subscribers are cordially invited to join us for breakfast in the Upper Tower at 8:30 A.M. R.S.V.P. . . . please.

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Cordially, *Marvin A. Kempner*

Marvin A. Kempner

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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS *continued*

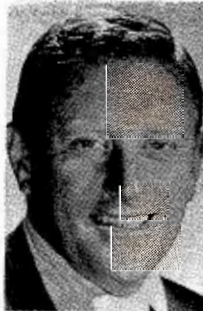
Captured (26)
Danger Is My Business (39)
Deputy (39)
87th Precinct (30)
Falcon (39)
Famous Fantasies (3)
Feature Films (80)
Cinemagreats I & II
Victory at Sea Feature Flight (39)
Forest Rangers (104)
Funny Manns (130)
Great Gildersleeve (39)
Hennesey (96)
Homer Bell (39)
Hopalong Cassidy A (26)
Hopalong Cassidy B (26)
Hopalong Cassidy (34)
It's a Great Life (78)
Jim Backus Show (39)
Lawless Years (52)
Life of Riley
 1-146 (146),
 147-217 (71)
Laramie (124)
Loretta Young (250)
Medic (59)
News Documentaries (10)
Not for Hire (39)
Outlaws (50)
Panic (31)
People Are Funny (150)
Philip Marlowe (26)
Pony Express (39)
Profiles in Courage (26)
Royal Canadian M.P. (39)
Richard Boone (25)
Silent Service I & II (78)
Steve Donovan (39)
Union Pacific (39)
Victory at Sea (26)
Victory at Sea (1)
Acapulco 60/61 (8)
Adventures of Pow Wow (52)
Americans 60/61 (17)
Andy Williams (26)
Atom Ant (20)
Bill Dana 63/64 (26)
Bill Dana 64/65 (16)
Bonanza:
 Series 1—59/60 (32)
 Series 2—60/61 (34)
 Series 3—61/62 (34)
 Series 4—62/63 (34)
 Series 5—63/64 (34)
 Series 6—64/65 (34)
 Series 7—65/66 (33)
Californians (69)
Celebrity Golf 60/61 (26)
Citizen Soldier (39)
Continental Classroom American Govt. 61/62 (160)
Convoy (13)
Crazy Legs (1)
Deputy (76)

NATIONAL TELEFILM ASSOCIATES INC.*

Conrad Hilton, Suite 515A-517A-519A-

520A

Headquarters: 8530 Wilshire Blvd., Beverly Hills, Calif.



Mr. Tabakin

Personnel: Berne Tabakin, president; Peter Rodgers, senior vice president; Burt Alexander, director of advertising, promotion & publicity; Noah Jacobs, New York division manager; Joseph Moscato, northeastern division manager; John Louis, southeastern division manager; Marv Gray, southwestern division manager; Art Greenfield, western division manager; Alan Harris, sales representative; Charles Whipple, sales representative.

Films available, number of episodes in parentheses:

NTA Color Features (78)
20th Century-Fox Features (465)
Majesta Color (5)
Science Fiction (39)
Top Rank (25)
Shirley Temple (18)
Big Six (6)
Storybook Magic (7)
Famous Films I (115)
Famous Films II (47)
Westerns (92)
Cartoons (550)
Man from Cochise (156)
Sheriff of Cochise (78)
U. S. Marshall (78)
Crime Reporter (78)
Third Man (77)
How to Marry a Millionaire (52)
Man Without a Gun (52)
Official Detective (39)
Walter Winchel (39)
Assignment Underwater (39)
Grand Jury (39)
This Is Alice (39)
Schlitz Playhouse (26)
Adventures of William Tell (39)
African Patrol (39)
Quality Theatre-Lilli Palmer (36)
20th Century-Fox Hours (49)
Repertory Theatre (13)
Open End (39)
Peril 13 (13)
Profile (69)
One Night Stand (13)
Alex in Wonderland (26)
Henry Morgan and Company (16)
Conciliator (39)
Sports Colossus (2)
Man's Heritage

OFFICIAL FILMS*

Conrad Hilton, Suite 509-561

Headquarters: 724 Fifth Avenue, New

York.



Mr. Lerner

Personnel: Louis C. Lerner, president and chairman of the board; Howard B. Koerner, vice president-operations; Robert Bles, vice president - productions; Don Getz, vice president - international; James P. Miller, secretary and treasurer; Al Lanken, Sid Cohen, Bill Hooper, sales executives; Frank Miller, administrative assistant, operations & international; Robert Marcella, promotion and publicity.

Films available, number of episodes in parentheses:

#1 Official Preferred Stagecoach to Seven
It's a Matter of Law Biography I and II (65)
Across the Seven Seas (39)
Survival! (38)
Battle Line (38)
Decoy
Cartoons (41)
Almanac (377)
Greatest Headlines of the Century (260)
Sportfolio (260)
Peter Gunn (114)
Mr. Lucky
Yancy Derringer (34)
Wire Service (39)
The Adventures of Robin Hood (143)
Star Performance (153)
Invisible Man (28)
Foreign Intrigue (156)
Sir Lancelot

OFF-NETWORK PRODUCTIONS INC.

Conrad Hilton, Suite Unassigned

Personnel: Charles Grinker, Mert Koplin, Jerry Marvin, Bea Adler.

USA-1000 film package of 1000 short subjects, black and white, and color, covering the American sports and social scenes from 1893.

PRIME T.V. FILMS Inc.

Sherman Hotel, Suite Unassigned

Headquarters: 120 West 57th Street, New York.

Personnel: Alec Campbell Jr., president.

Films available, number of episodes in parentheses:

Charlie Chaplin Comedy Theater (26)

WALTER READE-STERLING INC.*

Conrad Hilton, Suite 532A

Headquarters: 241 East 34th Street, New York.

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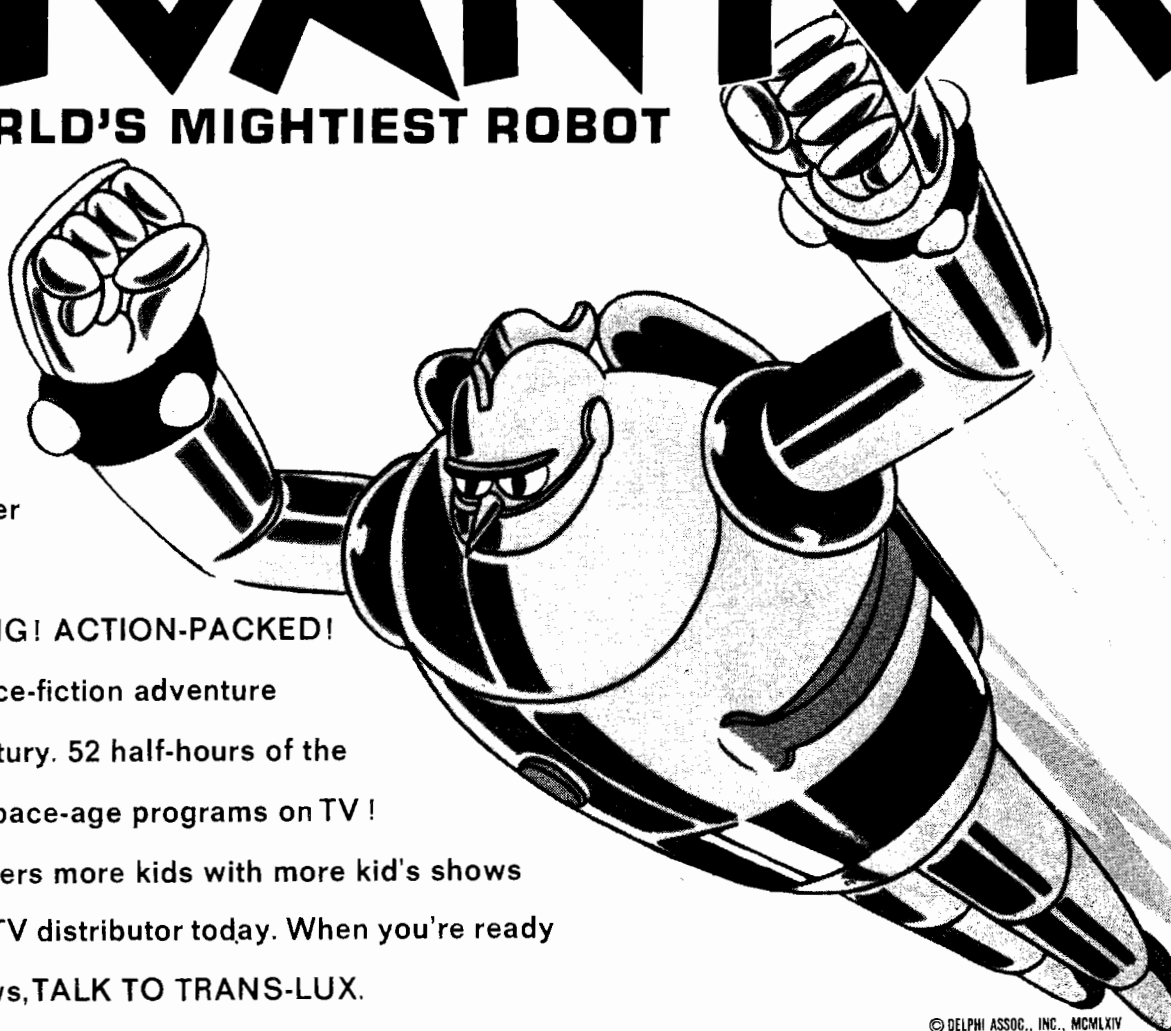
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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS *continued*



Mr. Reade

Personnel: Walter Reade, Jr., president; Elliot Abrams, vice president in charge of TV sales; Alan Gleitsman, vice president, West Coast office; Murray Oken, director, eastern sales; Bernice Coe, account executive; Stan Levine, director, advertising & promotion; Mary Winters, operations manager.

Films available, number of episodes in parentheses:

Cinema 100 (24), *Cinema 90* (26), *Cinema 70* (64), *Cinema 88* (53), *Cinema 98* (98), *Reprise #1*, *Special of the Week* (15), *Silents Please* (39), *Abbott & Costello* (52), *Time Out for Sports* (52), *Capt. Sailorbird Cartoons* (100-plus).

RKO GENERAL PRODUCTIONS

Conrad Hilton, Suite Unassigned

Headquarters: 1440 Broadway, N. Y.



Mr. Leder

Personnel: Robert J. Leder, executive vice president; Al Sussman, vice president and director of sales; David Yarnell, director of eastern program development; Wally Sherwin, director of western program development; Martin S. Fliesler, director of special projects; Sid Bakal, director of public relations.

Films available, number of episodes in parentheses:

**Hollywood Backstage* (13)
**Surf's Up* (13)
Aero Classic (1)
Feature Film Package (15)
Shirley Temple Story Book (13)
*Production continuing

PETER M. ROBECK & CO.

Conrad Hilton, Suite 509A

Headquarters: 230 Park Avenue, New York.

Personnel: Peter Robeck, president; Joe Greene, vice president; Otto A. Ohland, vice president; Peter Green (BBC-TV). (In association with Comet Film Distributors.)

Programs of the BBC in the U. S.

WALTER SCHWIMMER INC.

Palmer House, Suite Unassigned

Headquarters: 40 North Michigan Avenue, Chicago.

Personnel: Walter Schwimmer, president; Art Pickens, executive VP; Howard Christensen, director of sales; Ted Swift, Wade Crosby, Walt Miller.

Films available, number of episodes in parentheses:

Cisco Kid (156); *Let's Go to the Races* (26); *Sports Package* (623); *Championship Bowling* (26).

SCREEN GEMS INC.

Conrad Hilton, Suite 535A-537A

Headquarters: 711 Fifth Avenue, N. Y.



Mr. Hyams

Personnel: Jerome Hyams, executive vice president and general manager; Dan Goodman, director of syndicated sales; Don Bryan, southern sales manager; William Hart, eastern sales manager; Frank Parton, southwestern sales manager; Robert Newgard, western sales manager; Paul Weiss, midwestern sales manager; Dick Campbell, southwestern sales representative; Willie Wilson, midwestern sales representative; Marvin Korman, director of advertising and public relations; Jerry Kaufer, advertising manager; Sid Weiner, administrative assistant to the vice president.

Films available, number of episodes in parentheses:

Columbia and Universal International Features (410-plus), *Dennis the Menace* (146), *Soupy Sales* (260), *Rin Tin Tin* (52), *Decision: The Conflicts of Harry S. Truman* (26), *Route 66* (116), *Naked City* (138), *The Three Stooges* (190), *Winston Churchill: The Valiant Years* (26), *Ruff and Reddy Cartoons* (156), *"X" Features* (15), *Hanna-Barbera Cartoons: Touche, Wally, Lippy* (156).

SEVEN ARTS ASSOCIATED CORP.*

Conrad Hilton, Suite 539A-542A-544A

Headquarters: 200 Park Avenue, New York.



Mr. Klauber

Personnel: Donald Klauber, executive vice president and general sales manager; Herbert G. Richek, vice president & director of theatrical & television film services; Lloyd Krause, vice president for sales, eastern division; Jack Heim, eastern division account executive; Robert Hoffman, vice presi-

dent for sales, midwestern division; S. Allen Ash, midwestern division account executive; George Mitchell, vice president for sales, western division; Alden Adolph, western division account executive; Dave Hunt, vice president for southern division; Al Shore, southern division account executive; Leonard Hammer, director station representative and national sales; Harvey Chertok, director of advertising, promotion and publicity.

Films available, number of episodes in parentheses:

Films of the 50's—Volume 1 (33)
Films of the 50's—Volume 2 (41)
Films of the 50's—Volume 3 (41)
Films of the 50's—Volume 4 (40)
Films of the 50's—Volume 5 (53)
Films of the 50's—Volume 7 (50)
Films of the 50's—Volume 8 (42)
Films of the 50's—Volume 9, Part 1 (54)
Films of the 50's—Volume 9, Part 2 (54)
Films of the 50's—Volume 9, Part 3 (53)
Films of the 50's—Volume 9, Part 4 (54)
Films of the 50's and 60's—Volume 10 (41)
Special Features (19)
Films of the 50's and 60's—Volume 11 (52)

SEVEN ARTS TELEVISION CORP.*

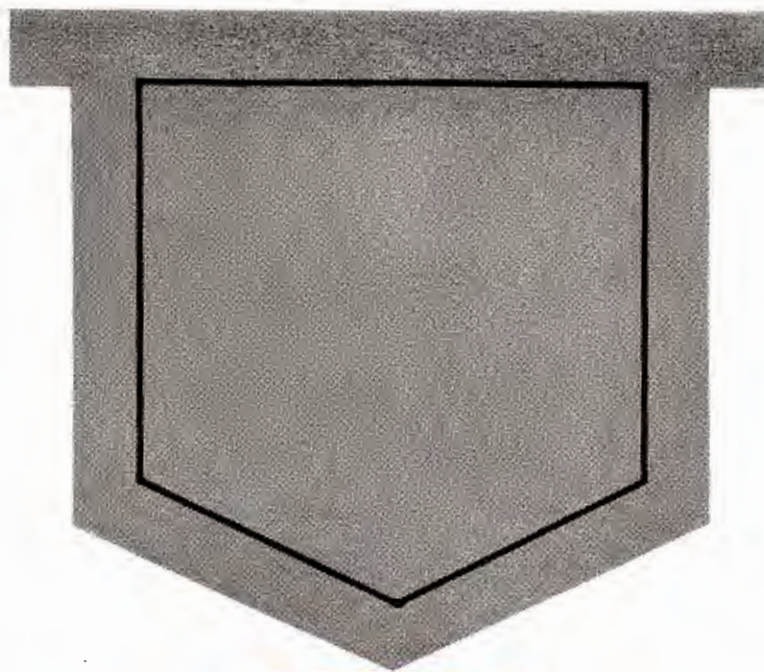
Conrad Hilton, Suite 539A-542A-544A



Mr. Rich

Personnel: W. Robert Rich, executive vice president & general manager; Herbert G. Richek, vice president & director of theatrical & television film services; Thomas D. Tannenbaum, vice president, program; dent, programs; rector, New York programs; Peter M. Affe, director of eastern sales; Harvey R. Reinstein, director of southern sales; Othur V. Oliver, director of midwestern sales; David Engles, director of southwestern sales; Alex Horwitz, director of West Coast sales; Roger Carlin, director of European & Far Eastern sales; Vincente Ramos, director of Latin American sales; Robert B. Jones, director of national sales; Charles D. Reeves, director of network sales; James S. Carbery, director of program acquisitions; Harvey Chertok, director of advertising, sales promotion & publicity; Martha Torge, assistant director, advertising sales promotion & publicity; Sam Kunitzky, director of Canadian sales.

Films available, number of episodes in parentheses:



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PROGRAM DISTRIBUTORS AND THEIR LOCATIONS *continued*

Gypsy Rose Lee Show
Oh, My Word (26)
Discophonic Scene (13)
The Nutcracker
Man in Space (6)
Boston Symphony Orchestra, first series (13)
Boston Symphony Orchestra, second series (13)
En France (26)
Laffs (65)
Churchill, the Man
Mahalia Jackson Sings the Story of Christmas
Out of the Inkwell (100)
Looney Tunes Cartoons (191)

STORER PROGRAMS INC.

Conrad Hilton, Suite 1005A
 Personnel: Terry Lee, Henry J. Davis, Jon Oscher.
 Films available:
Littlest Hobo (60)
Don Hunt Animal Series (130)
Divorce Court (130)

JOHN J. SUGHRUE CO.

Oxford House, Suite Unassigned
 Personnel: L. Van Bellingham and W. Murray.

TELEDYNAMICS

Conrad Hilton, Suite unassigned
 Headquarters: 729 Seventh Avenue, New York.
 Personnel: Irwin Pizor, president; Anthony Azzato, executive vice president.
 Films available, number of episodes in parentheses:
Dynamic 11 Package (30)
Jungle Group (6)
War Group (8)
12 One-Hour Documentary Specials (12)
Islands in the Sun (52)
Holiday (52)
Wanderlust (52)
True Adventure (78)
Treasure (39)
Vagabond (39)
Long John Silver (26)

TELE FEATURES INC.

Conrad Hilton, Suite 1233A-34A
 Personnel: Albert L. Odeal, president.
 Films available, number of episodes in parentheses:
Adventures of Tin-Tin (7 features; 102 cartoons)
Courageous Cat Cartoons (130)

TELESYND DIVISION OF WRATHER CORP.

Ambassador East, Suite unassigned

Personnel: Hardie Frieberg.
 Films available, number of episodes in parentheses:
Timmy and Lassie (156)
The Lone Ranger (166)
Lassie (156)
The Lone Ranger and The Lost City of Gold features (2)

TELEVISION AFFILIATES CORP.

Conrad Hilton, Suite 556A
 Headquarters: 625 Madison Avenue, New York.
 Personnel: Joseph Schackner.
 Distributes public service—documentary programs produced by stations.

TRANS-LUX TELEVISION CORP.*

Conrad Hilton, Suite 557A TAC-556A
 Headquarters: 625 Madison Avenue, New York.



Mr. Brandt

Personnel: Richard Brandt, president; Richard Carlton, vice president, general manager; Leo Brody, director of syndicated sales; Rudi C. Witschi, sales manager, eastern hemisphere; Arthur L. Manheimer, western division sales manager; Warren Rosenberg, eastern division sales manager; Roslyn Karan, coordinator. Encyclopaedia Britannica Films Library; Joseph Schackner, operations manager, TAC; Albert Boyars, director of creative services.

Films available, number of episodes in parentheses:
Gigantor (52)
Classics Illustrated (195)
The Mighty Mister Titan (100)
Mack and Myer for Hire (200)
The Mighty Hercules (130)
Felix the Cat (260)
Hollywood Guest Shot (26)
Encyclopaedia Britannica Films Library (850-plus)
It's a Wonderful World (39)
American Civil War (13)
Magic Room (39)
Top Draw (16)
Junior Science (39)
Animal Parade (39)

TRIANGLE PROGRAM SALES

Conrad Hilton, Suite 2300
 Headquarters: 320 Park Avenue, New York.
 Personnel: Roger W. Clipp, vice president and general manager; John D.

Scheuer, executive manager for radio; Clyde R. Spitzer, general sales manager; Edward H. Benedict, director of national sales; Charles Caddy, west coast sales manager; Dan A. Darling, Peter H. Engel, William McClenahan, William G. Mulvey, John Norton, sales representatives; Tom Jones, program director; David J. Bennett, director, FM operations; Robert A. Bernstein, director, public relations; H. P. (Bud) Vaden, director, promotion and advertising; Edward H. Sheaffer, director, broadcast standards; Kenneth



Mr. Clipp

W. Stowman, director, sales development; Ralph Goldstein, director of films and Henry E. Rhea, director of engineering.

Films available, number of episodes in parentheses:

Auto Racing (10)
Colorful World of Music (65)
Exercise with Gloria (130)
Eyewitness (4)
High and Wild (52)
Jump to Glory (1)
The Longest Tunnel (1)
The Myth and the Menace (5)
New Hope Auto Show (1)
Podrecca's Piccoli Theater (1)
Step This Way (26)
Tell Me, Dr. Brothers (169)
These Are Americans (5)
This Is America (13)
United States Parachute Championships (1)
Wonderful Age of Play (13)
The Wonder of Birds (13)
 Radio Programs Available:
Anniversaries In Sound (33)
Audio Program Service (daily)
Auto Racing (5)
Keiter Contacts (daily)
Racing Weekly (weekly)
30 Hours of Christmas (1)
Twelve Hours of New Year's (1)
Window on Washington (daily and weekly)
ABC Radio's Syndication Production (various)

TV III

Ambassador East, Suite unassigned
 Headquarters: 1017 North Cole, Hollywood.

Personnel: Lee Orgel, Jerry Lee, Skip Steloff, Bill Brooks.

Films available, number of episodes in parentheses:

Captain Fathom (195)
Passport to Travel (39)
The New Three Stooges (156)

TWENTIETH CENTURY-FOX TELEVISION INC.*

Conrad Hilton, Suite 512A

Headquarters: 444 West 56th Street, New York.



Mr. Self

Personnel: William Self, executive vice president; Alan M. Silverbach, vice president in charge of syndicated sales; David Gerber, vice president, national sales; Crenshaw Bonner, southern division sales manager; William L. Clark, eastern division sales manager; Howard Anderson, western division sales manager; John P. Rohrs, central division sales manager; Herbert Lazarus, manager, sales coordination; Joseph Fusco Jr., director of sales promotion.

Films available, number of episodes in parentheses:

The Big Bands (26), *Jim Thomas "Outdoors"* (52), *Broken Arrow* (72), *Dobie Gillis* (147), *Adventures in Paradise* (91), *Hong Kong* (26), *Five Fingers* (16), *Follow the Sun* (30), *Bus Stop* (25), *Crusade in Europe* (26), *Anatomy of Crime* (1), *War to End All Wars* (1).

UNITED ARTISTS TELEVISION INC.

Conrad Hilton, Suite 505

Headquarters: 555 Madison Avenue, New York.



Mr. Rifkin

Personnel: J. M. (Bud) Rifkin, executive vice president, sales; Pierre Weis, vice president & general manager, syndication division; Richard Lawrence, vice president & sales manager, syndication division; Jim Weathers, western manager, syndication division; Leon Bernard, Jim Ricks, Ray Dorsey, Daryl Laub, account executives; Melville Bernstein, director of sales promotion & advertising; David Gordon, director of public relations; Jack McLaughlin, film program service manager; Joseph Ceslik, manager-ratings and research.

Films available, number of episodes in parentheses:

Sea Hunt (155), *Highway Patrol* (156), *Bat Masterson* (108), *Ann Sothorn Show* (93), *Tombstone Territory* (91), *Hollywood and the Stars* (31), *Phil Silvers Show* (30), *Outer Limits* (49), *Stoney Burke* (32), *East*

Side, West Side (26), *Human Jungle* (26), *Great Events of Our Time* (12), *Ripcord* (76), *Science Fiction Theatre* (78), *Everglades* (38), *Lee Marvin Presents-Lawbreaker* (32), *Keyhole* (38), *Favorite Story* (78).

UNITED ARTISTS ASSOCIATED*

Conrad Hilton, Suite 505

Headquarters: 555 Madison Avenue, New York.



Mr. Ezzes

Personnel: Erwin H. Ezzes, executive vice president; Martin J. Robinson, vice president & sales manager; Amos Baron, director, western division (Los Angeles); George Gilbert, sales manager, eastern division (New York); Sully Ginsler, director, central division (Chicago); Paul C. Kalvin, director, eastern division (New York); Fred A. Watkins, director, southwest division (Dallas); Jerome Wechsler, sales manager, central division (Chicago); Frank Kowcenuk, general manager, UAA Canada.

Films available, number of episodes in parentheses:

UA Showcase 3 (35), *UA Showcase 2* (40), *UA Showcase for the Sixties* (31), *UA A-Okay's* (28), *UA Box Office* (23), *UA 55* (55), *Top 27* (27), *Award 36* (36), *Lucky 5* (5), *Science-Fiction* (61), *7 Premiere Reissues* (7), *Warner Brothers Feature Library* (751), *RKO Feature Library* (720), *Warner Brothers Cartoons* (327), *Popeye Cartoons* (234), *The Tales of Wizard of Oz* (130), *The New Adventures of Pinocchio* (130), *Lopert 54* (54).

WARNER BROTHERS TELEVISION DIVISION*

Conrad Hilton, Suite 524-526A

Headquarters: 666 Fifth Avenue, New York.



Mr. Kotler

Personnel: Joseph Kotler, vice president; John W. Davidson, southeastern district manager; Edgar J. Donaldson, northeastern district manager; Carl Miller, western district manager; William G. Seiler, southwestern district manager; Gordon A. Hellmann, director of marketing and research; Howard Mendelson, program information manager; Benjamin DeAugusta, sales service manager.

Films available, number of episodes in parentheses:

Mister Roberts (26), *No Time For Sergeants* (34), *Colt .45* (67), *Lawman* (156), *Room for One More* (26), *77 Sunset Strip* (149), *Hawaiian Eye* (134), *Maverick* (124), *Cheyenne* (107), *Surfside 6* (74), *Sugarfoot* (69), *Bronco* (68), *The Roaring 20's* (45), *Bourbon Street Beat* (39), *The Gallant Men* (26), *The Dakotas* (19), *Warner Bros. Cartoons-Series '64* (100), *Warner Bros. One* (25).

WBC PROGRAM SALES

Conrad Hilton, Suite 2500-1

Headquarters: 122 East 42nd Street, New York.



Mr. Arries

Personnel: Les Arries Jr., president; Jack Rhodes, general sales manager; Milt Shefter, manager advertising and sales promotion; Larry Spangler, district sales manager and Chris Remington, district sales manager.

Films available, number of episodes in parentheses:

The Mike Douglas Show (daily)
The Merv Griffin Show (daily)
The Advocate (1)
Carry On . . . (12)
The Meaning of Communism (25)
Children's Holiday Spectaculars (13)
Marked for Glory (1)
Fair Adventure: Readings from Shakespeare (56)
Paintings in the White House: A Close-Up (1)

WOLPER TELEVISION SALES INC.*

Conrad Hilton, Suite 553A

Headquarters: 555 Madison Avenue, New York.



Mr. Wolper

Personnel: David L. Wolper, president; Walter Kingsley, vice president in charge of sales; Julian Ludwig, vice president; Jack G. Garrison, central division sales manager.

Films available, number of episodes in parentheses:

Laurel & Hardy (156)
Wolper Specials (8)
Untamed World (32)
March of Time (8)
Men in Crisis (32)



The 44th will set another NAB record

EXHIBIT SPACE JUMPS FROM 38,400 TO 50,000 SQUARE FEET THIS YEAR

Some new marks will be set in Chicago next week when the 44th annual National Association of Broadcasters convention opens at the Conrad Hilton Hotel.

Not only will more broadcasters gather than ever before but they will attend more meetings, official and unofficial, and they will see more kinds of equipment that will take up the most floor space ever at an industry meeting.

Already oversubscribed for luncheons and sleeping quarters, the convention will attract more than 4,200 official delegates and probably another 2,000 or 3,000 personnel who will be on hand to man the equipment exhibits and hospitality suites.

The total registration is sure to be a record, exceeding the 4,175 at last year's Washington session. The 115 exhibitors are an all-time high. The 50,000 square feet of exhibit space far outdistances the 38,400 square feet taken up at the Washington show. The Television Film Exhibit '66 will have 22 members this year, an increase of five from the 17 distributors that took part in 1965.

But some things remain the same. As it was in 1965, community antenna television will be a major topic of interest to many convention participants. But CATV, as such, does not appear on the NAB's formal agenda.

However, the sudden surge in color programming and the interest in color shown by broadcasters, syndicators, equipment firms and the like will be amply covered in a major TV meeting Monday afternoon (March 28) on "Color Conference '66." The nature of the program and the large number of delegates who want to learn as much as possible in the time allowed has pushed the session right out of the Conrad Hilton's door and down Michigan Avenue to

the Great Hall of the Pick-Congress.

One agenda item missing this year will be the traditional FCC panel, featuring the seven commissioners. It may have been the remark of former Representative Oren Harris (D-Ark.) that he didn't favor commissioners of regulatory agencies fielding questions from a massed group of regulatees that spelled doom for that particular part of the program. In any case the panel, which had been a fixture in the Wednesday afternoon closing slot, will not be on this year's program. In its place is a legal panel.

FCC Well Represented ■ However, the commissioners will be present. Chairman E. William Henry will make his annual speech at the second-day luncheon. And Commissioners Kenneth Cox, Robert Bartley, Robert Lee and Rosel Hyde have been fitted in various radio and TV sessions. Commissioner Lee Loevinger is at an international conference in Geneva and Commissioner James Wadsworth will be unable to attend.

Until a few years ago the NAB held a big banquet as part of the convention. Then NAB decided to make it a large reception instead.

This year the reception has passed from view, but a dinner is back on the agenda. The Broadcast Pioneers annual banquet has been slotted in Tuesday night, and some 1,200 tickets, at \$15 each, were sold before the Pioneers even announced that the entertainment for the evening would be furnished through the Texaco Co., sponsor of the Metropolitan Opera for 26 years.

The convention will open with the annual FM Day agenda and TV Assembly on Sunday, March 27. The management and engineering delegates (of the concurrent Broadcast Engineering Conference) will be in joint session Monday morning for the presentation of the 1966 Distinguished Service Award to Sol Taishoff of BROADCASTING and Television Magazines.

NAB President Vincent Wasilewski will make his annual report to the membership at the Monday luncheon and General Maxwell D. Taylor, former head of the joint chiefs of staff and former ambassador to South Vietnam,

Official agenda, other events . . . page 94

Technical papers, agenda page 98

Major displays at exhibits . . . page 116

'Where to find it' directory . . . page 140

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

BROADCASTING, MARCH 21, 1966



ANOTHER NAB RECORD *Continued*

will speak at the Wednesday luncheon.

Election of six TV board members will take place Wednesday morning. Three board members are eligible for re-election. The other three seats belong to: Mike Shapiro, WFAA-TV Dallas, TV board chairman, who has served two terms; Dwight Martin, WDSU-TV New Orleans, who will not seek re-election, and the seat left vacant when Gordon Gray resigned from WKTV(TV) Utica, N. Y.

The board members eligible for re-election to a second two-year term are: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board vice chairman; John T. Murphy, Avco Broadcasting Corp., Cincinnati, and Joseph H. Sinclair, Outlet Co. Stations, Providence, R. I.

At least seven broadcasters are said to be in the running for the TV board: Willard Walbridge, KTRK-TV Houston; Kenneth Giddens, WKRG-TV Mobile, Ala.; Roger Clipp, Triangle Stations, Philadelphia; Eldon Campbell, WFBM-TV Indianapolis; Arch Madsen, KSL-TV Salt Lake City; Gene Wilkin, WGAN-TV Portland, Me., and George Whitney, KFMB-TV San Diego.

Co-chairmen of the 1966 convention are Grover C. Cobb, KVGB Great Bend, Kan., vice chairman of the radio board, and Mr. Ferguson. Other committee members are Edward Allen Jr., WDOZ Sturgeon Bay, Wis.; George W. Armstrong, WHB Kansas City, Mo.; Richard Dudley, WSAU Wausau, Wis.; Frank Gaither, WSB Atlanta; Julian F. Haas, KAGH Crossett, Ark.; Harold R. Krelstein, WMPS-FM Memphis; Carl E. Lee, WKZO-TV Kalamazoo, Mich.; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Mr. Murphy; Loyd C. Sigmon, Golden West Broadcasters, Los Angeles, and Charles H. Tower, Corinthian Broadcasting Corp., New York.

Since the convention brings so many industry executives to one place at one time the specialized groups within broadcasting schedule their sessions to coincide with the convention. This year more than 20 associations, groups and firms will hold meetings, seminars, breakfasts, receptions and dinners between Friday, March 25 and Thursday, March 31.

Included in the special nonconvention events will be: the National Association of FM Broadcasters convention; the Association for Professional Broadcasting Education convention; meetings, receptions and banquets for the ABC, CBS and NBC affiliates.

Also, meetings of the All-Channel Broadcasting Committee; the Association of Maximum Service Telecasters; the Association on Broadcasting Standards; The Daytime Broadcasters Association; the Society of Broadcast Engineers; and the Clear-Channel Broadcasting Service.

Breakfasts are scheduled by TV Stations Inc., United Press International and the Society of Television Pioneers. The Harvard Business Seminar will hold a smoker.

In addition several seminars are scheduled: the Broadcast Advertising Club of Chicago will have a CATV session; Bill Gavin will hold a radio program conference; Mark Century will have its annual programing session, and Visual Electronics Corp. will run its annual post-NAB seminar.

ON TAP AT THE CONVENTION

Official agenda for the 44th annual National Association of Broadcasters convention, March 27-30, at the Conrad Hilton hotel, Chicago, follows. Listed separately are unofficial and related meetings and activities (see page 96). The engineering conference agenda begins on page 98 and equipment exhibits on page 116. All events take place in the Conrad Hilton unless otherwise noted.

Registration ■ Saturday, March 26—9 a.m.-5 p.m. Sunday, March 27—8 a.m.-6 p.m. Monday, March 28—8 a.m.-6 p.m. Tuesday, March 29—9 a.m.-5 p.m. Wednesday, March 30—9 a.m.-5 p.m. Lower Lobby.

Exhibit Hours ■ Sunday, March 27—10 a.m.-7 p.m. Monday, March 28—9 a.m.-9 p.m. Tuesday, March 29—9 a.m.-7 p.m. Wednesday, March 30—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls.

SUNDAY, March 27

NAB FM Day Program ■ 2:30-5 p.m., Waldorf Room.

Presiding, Everett L. Dillard, WASH (FM) Washington, chairman NAB FM Committee. *The Changed Scene*: Sherril Taylor, NAB vice president for radio.

Big Sales in Your Own Backyard: Moderator, Ben Strouse, WWDC(FM) Washington. Panelists: Arch Reagin, Eckerd Drug Stores, Largo, Fla., and A. V. Witbeck Household Appliances, Detroit.

Remarks: Commissioner Robert E. Lee, FCC.

Make Money Now with FM: Moderator, David J. Bennett, Triangle Stations, Philadelphia. Panelists: David Polinger, WTFM(FM) New York and Harold Tanner, WLDN(FM) Detroit.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, March 27.]

Television Assembly ■ 3:15-5 p.m. Crystal Ballroom, Sheraton-Blackstone.

Challenges: Operating the unaffiliated television station: Moderator, William Carlisle, NAB vice president for station services. Panelists: Jerry Bassett, KCFT-TV Concord, Calif.; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif.; Arthur M. Dorfner, D. H. Overmyer Communications Corp., New York; Sterling C. (Red) Quinlan, Field Communications Inc., Chicago, and Leonard B. Stevens, WPHL-TV Philadelphia.

MONDAY, March 28

General Assembly (Management and Engineering Conferences) ■ 10:30 a.m.-12 noon. Grand Ballroom.

Presiding, Grover C. Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman. *Music*, WGN Orchestra

under Robert Trendler. *Invocation*, The Right Rev. Gerald Francis Burrill, Bishop of the Episcopal Diocese of Chicago.

Presentation of NAB Distinguished Service Award to Sol Taishoff, editor and publisher of BROADCASTING and Television magazines, by Vincent Wasilewski, NAB president. *Address*, Mr. Taishoff.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman. *Invocation*, The Rev. Dow Kirkpatrick, president of the Church Federation of Greater Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, Vincent Wasilewski, NAB president.

Television Assembly ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Color Conference '66: *Presiding*, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman, vice chairman of NAB TV board. *Moderator*, Charles H. Tower, Corinthian Broadcasting Corp., New York.

The Electronics of Color: John Wentworth, RCA, Camden, N. J.

How to Buy Color Equipment: Questions, John Wilner, Hearst Stations, Baltimore and Robert Flanders, Time-Life Stations, Indianapolis. Answers, Thomas E. Davis, Ampex Corp., Redwood City, Calif.; Harry E. Smith, General Electric Co., Syracuse, N. Y.; John Auld, North American Philips Co., New York, and Charles H. Colledge, RCA, Camden, N. J.

How to Program for Color: Remarks, Carlton Winckler, CBS-TV, New York and Milton Altman, NBC-TV, Burbank, Calif. *How to Promote Color*: Casey Cohlman, WFAA-TV Dallas, president of Broadcasters Promotion Association. *How to Sell Color*: Norman E. (Pete) Cash, president, Television Bureau of Advertising.

Radio Assembly ■ 2:30-5:30 p.m. Grand Ballroom.

Presiding, Jack W. Lee, WSAZ Huntington, W. Va., chairman of NAB radio board. *Report of Radio Board Chairman*, Mr. Lee. *Remarks*, Earl Nightingale, Nightingale-Conant, Chicago.

The Challenges of Self Regulation: Introduction, Lee Fondren, KLZ Denver, chairman NAB radio code board. Remarks, Howard Bell, NAB Code Authority director.

Sounds of '66: Country and Western Music, Jerry Glaser, Country Music Association, Nashville; Talk and Information, Robert Hyland, KMOX St. Louis; All-News, James Lightfoot, Westinghouse Broadcasting Co., New York; Small Market Radio, John Hurlbut, WVMC Mount Carmel, Ill.; Middle-of-the-Road, Elmo Ellis, WSB Atlanta; FM Separation, John Sullivan, Metromedia Inc., New York, and Modern Music, Walter A. Schwartz, WABC New York.

TUESDAY, March 29

Radio Assembly ■ 9:30 a.m.-12 noon, Grand Ballroom.

Presiding, Grover C. Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman, vice chairman of NAB radio board.

Annual Radio Advertising Bureau Presentation: Miles David, president, and Robert Alter, executive vice president.

The New Sound of Radio Commercials: Moderator, Hastings Baker, Station Representatives Association, New York. Panelists: Mel Blanc, Mel Blanc Associates Inc., Hollywood, and Steve Frankfurt, Young & Rubicam, New York.

All-Radio Methodology Study Committee Report: Dr. Morris Gottlieb, vice president, Audits and Surveys, New York, and other members of ARMS committee.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Grover Cobb, KVGB Great Bend, Kan., 1966 convention co-chairman. *Invocation*, Rabbi Benzion C. Kaganoff, president of Chicago Board of Rabbis.

Introduction of the Speaker, Vincent Wasilewski, NAB president. *Address*: The Honorable E. William Henry, FCC chairman.

No Afternoon Sessions (There is no program in this period so that delegates may visit the exhibits and hospitality quarters.)

Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

WEDNESDAY, March 30

NAB Labor Clinic ■ 8:30-9:45 a.m., Williford Room.

[**Closed Session.** Admission to this session will be by special tickets. Tickets may be picked up by managerial personnel of member stations and networks at the credentials desk in the Lower Lobby.]

Moderator, William L. Walker, NAB director of broadcast management. Panelists: Frederick D. Custer, KPOL Los Angeles; Kenneth H. James, KETV(TV) Omaha; Manning Slater, KRAK Sacramento, Calif.; Tony Moe, WKOW-AM-TV Madison, Wis., and Mark E. Georgeou, NAB labor counsel.

Television Assembly ■ 10 a.m.-12 noon, Waldorf Room.

Presiding, Mike Shapiro, WFAA-TV Dallas, chairman of NAB TV board. *NAB TV Board Elections*.

A Report from the Television Information Office: Introduction, Willard E. Walbridge, KTRK-TV Houston, chairman of TIO committee. Remarks, Roy Danish, director of TIO.

The Challenges of Self-Regulation: Introduction, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman of NAB TV code board. Remarks, Howard Bell, NAB Code Authority director.

TV Board Election Results.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom.

Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., 1966 convention co-chairman. *Invocation*, The Most Rev. John Patrick Cody, Archbishop of Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, General Maxwell D. Taylor, U.S.A. (Ret.).

General Assembly (Management and Engineering Conferences) ■ 2:30-5 p.m., Grand Ballroom.

Presiding, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors.

Broadcasting and the Law (panel discussion): Opening Remarks, Commissioner Rosel H. Hyde, FCC. Moderator, Douglas A. Anello, NAB general counsel. Panelists: Commissioner Kenneth A. Cox, FCC, and following Washington communications attorneys: Robert M. Booth Jr., Marcus Cohn, William J. Dempsey, R. Russell Eagan, W. Theodore Pierson and Thomas H. Wall.

Special Convention Meetings

(Not a part of the official NAB program.)
(All rooms are in the Conrad Hilton unless otherwise noted.)

FRIDAY, March 25

9 a.m.—**National Association of FM Broadcasters** registration. Waldorf Room.

9 a.m.-5 p.m.—**Broadcast Advertising Club of Chicago** seminar on "CATV" and Its Marketing Implications for Advertisers." Sheraton-Chicago.

9:30 a.m.-12 noon—**National Association of FM Broadcasters** program seminar. Waldorf Room.

10 a.m.-12 noon—**Association for Professional Broadcasting Education** committee meeting. Room 10.

12:30 p.m.—**National Association of FM Broadcasters** luncheon. Boulevard Room.

2-5 p.m.—**Association for Professional Broadcasting Education** board meeting. Room 413.

2:30 p.m.—**National Association of FM Broadcasters** membership meeting. Waldorf Room.

6-7:30 p.m.—**National Association of FM Broadcasters** reception. Williford Room.

SATURDAY, March 26

All day—**Bill Gavin** radio program conference. Sheraton-Chicago.

9 a.m.-12 noon—**Association for Professional Broadcasting Education** board meeting. Room 413.

9:30 a.m.-12 noon—**National Association of FM Broad-**

casters audience and sales promotion seminar. Waldorf Room.

10 a.m.—**All-Channel Broadcasting Committee** meeting. Room 418.

12:30 p.m.—**National Association of FM Broadcasters** luncheon. Boulevard Room.

1 p.m.—**Association of Maximum Service Telecasters** technical committee meeting. Sheraton-Blackstone.

2:30 p.m.—**National Association of FM Broadcasters** sales seminar. Waldorf Room.

3-5 p.m.—**Association for Professional Broadcasting Education** membership meeting. WGN Studios.

4 p.m.—**ABC-TV Affiliates** presentation. International Ballroom.

5 p.m.—**Association on Broadcasting Standards** board meeting and dinner. Rooms 412 and 413.

5-9 p.m.—**ABC Radio Affiliates** open house. Suite 1806A.

6-7:30 p.m.—**National Association of FM Broadcasters** reception. Williford Room.

5:30 p.m.—**ABC-TV Affiliates** reception. International Ballroom.

6:30 p.m.—**Association of Maximum Service Telecasters** board meeting. Sheraton-Blackstone.

7 p.m.—**Visual Electronics Corp.** reception and dinner.

8-10 p.m.—**Association for Professional Broadcasting Education** business meeting. Bel Air Room.

8 p.m.—**ABC-TV Affiliates** dinner. Grand Ballroom.

SUNDAY, March 27

All day—**Bill Gavin** radio program conference. Sheraton-Chicago.

8:30 a.m.—**Association of Maximum Service Telecasters** continental breakfast. Bel Air Room.

9 a.m.-4p.m.—**Association for Professional Broadcasting Education** membership meeting. Williford A.

9:30 a.m.—**Association of Maximum Service Telecasters** membership meeting. Beverly Room.

9:30 a.m.—**National Association of FM Broadcasters** presentation on classical programing. Waldorf Room.

10 a.m.—First annual **National Association of Broadcasters** convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Lower Chapel, St. Mary's Church, Wabash and 9th Streets.

10:30 a.m.—**National Association of FM Broadcasters** automation seminar. Waldorf Room.

12 noon.—**Daytime Broadcasters Association** membership meeting. Williford C.

12 noon-2 p.m.—**Association for Professional Broadcasting Education** reception and luncheon. Grand Ballroom Assembly.



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1 p.m.—**Association of Maximum Service Telecasters** board luncheon and meeting. Bel Air Room.

1 p.m.—**Association on Broadcasting Standards** board meeting. Beverly Room.

1:30 p.m.—**ABC Radio Affiliates** business meeting. Williford B.

2:30 p.m.—**Society of Broadcast Engineers** membership meeting. Williford C.

3:30 p.m.—**CBS-TV Affiliates** meeting (private) to discuss new affiliation contract forms with CBS-TV network officials. Studio 1, WBBM-TV, 630 North McClurg Court.

4 p.m.—**Television Film Exhibit** annual reception. International Ballroom.

4 p.m.—**Clear-Channel Broadcasting Service** membership meeting. Lower Tower.

4 p.m.—**Association on Broadcasting Standards** membership meeting. Beverly Room

6 p.m.—**NBC Radio and TV Affiliates** reception. Gold Room, Pick-Congress.

7:30—**NBC Radio and TV Affiliates** dinner. Great Hall, Pick-Congress.

6 p.m.—**ABC Radio Affiliates** reception (black tie). Grand Ballroom, Drake hotel.

6:30 p.m. **CBS-TV Affiliates** reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

8 p.m.—**ABC Radio Affiliates** dinner and dance (black tie). Gold Coast Room, Drake hotel.

MONDAY, March 28

8 a.m.—**TV Stations Inc.** annual membership breakfast meeting. Mayfair Room, Sheraton-Blackstone.

8:30 a.m.—**Mark Century** breakfast and programing seminar. Upper Tower.

5 p.m.—**Recording Industry Promotion Association** reception. Conrad Hilton.

TUESDAY, March 29

7:30-8:45 a.m.—**United Press International** first annual breakfast meeting. International Ballroom.

8 a.m.—**Society of Television Pioneers** annual breakfast. Lower Tower.

5 p.m.—**Harvard Business Seminar** smoker. Bel Air Room.

THURSDAY, March 31

9 a.m.-5 p.m.—**Visual Electronics Corp.** post NAB seminar. Tower Suite.

Four panels feature engineers meet

TOP SPEAKERS AT CHICAGO SESSION; MEYERS TO RECEIVE AWARD

Four panel sessions and presentation of the National Association of Broadcasters Engineering Achievement Award will highlight the 20th annual Broadcast Engineering Conference in Chicago next week. The BEC runs concurrently with the NAB convention, March 27-30.

The engineering and management delegates will meet in combined session Monday, March 28, for the opening assembly, and Wednesday, March 30, for the closing legal panel on "Broadcasting and the Law."

Principal Speakers ■ Luncheon speakers for the BEC are Georges Hansen, director of the Technical Center, European Broadcasting Union, Brussels (Monday); John Chancellor, director, broadcasting service, U. S. Information Agency (Tuesday), and Dr. Joseph V. Charyk, president, Communications Satellite Corp. (Wednesday).

At the Wednesday luncheon Carl J. Meyers, senior vice president and director of engineering, WGN Continental Broadcasting Co., Chicago, will receive the engineering award from George W. Bartlett, NAB vice president for engi-

neering.

An Emergency Broadcasting System panel on Monday will be moderated by Clure H. Owen, ABC, New York. Panelists will be: Arthur F. Barriault, National Industry Advisory Committee; Joseph F. Keating, Mutual; Thomas O'Brien, ABC Radio News; Thomas H. Phelan, NBC, and Davidson M. Vorhes, CBS Radio.

Two panel sessions are scheduled Tuesday morning: a color camera panel at the TV session and an automation panel at the radio session.

The color panel will be moderated by Benjamin Wolfe, Westinghouse Broadcasting Co., New York. Panelists will be: Dale Buzan, Sarkes Tarzian Inc.; R. T. Cavanagh, North American Philips Co.; Dr. H. N. Kozanowski, RCA; Norman N. Parker-Smith, Marconi Co. Ltd., and R. E. Putnam, General Electric Co.

Wilson Raney, Cowles Broadcasting Service, Memphis, will moderate the automation panel. Participants in that session will be: Ross H. Beville, Broadcast Electronics; James H. Butts, Mul-

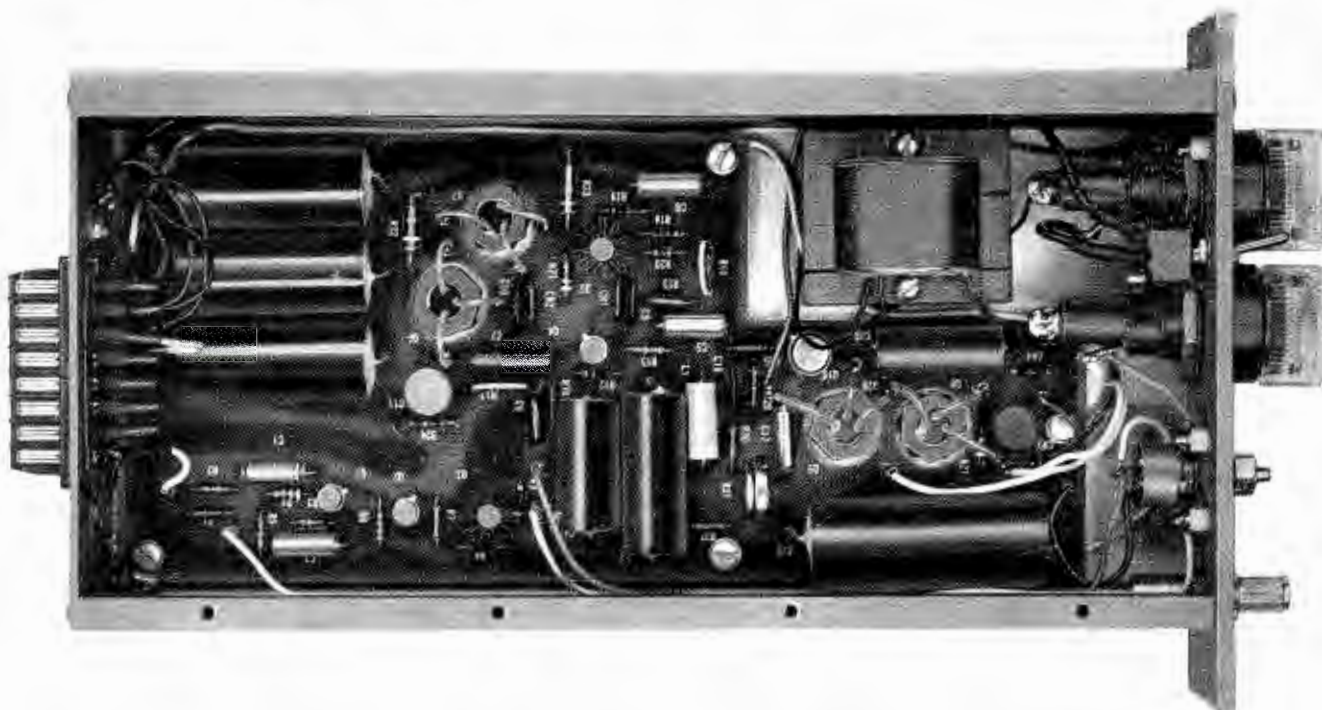
lins Broadcasting Co., Denver; Don W. Clark, Continental Electronics Manufacturing Co.; Lee Facto, International Good Music; Eldon Kanago, KICD Spencer, Iowa, and Allan T. Powley, WMAL-AM-FM-TV Washington.

The Wednesday-morning FCC technical panel will be moderated by Leslie S. Learned, Mutual, New York. Panelists, all FCC staff executives, will be: Hart S. Cowperthwait, rules and standards division; Ralph H. Garrett, new and changed facilities branch; Otis T. Hanson, existing aural facilities branch; Wallace E. Johnson, Broadcast Bureau; Harold L. Kassens, broadcast facilities division; Harold G. Kelley, TV applications branch, and Curtis B. Plummer, Field Engineering Bureau.

The BEC will open in joint session Monday with NAB president Vincent Wasilewski making a brief speech. The report of the Engineering Advisory Committee and reports of interest to radio and TV engineers are also scheduled for that session.

On Tuesday morning the delegates will split into separate radio and TV

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Sideband Analyzer. A low-cost, solid-state TV sideband analyzer which is very compact and operates on all VHF channels. This device is ideal for both the broadcaster and the CATV operator.

AGC Amplifier. A solid-state modular TV AGC amplifier with self-contained power supply.

Sync Delay Unit. A solid-state modular device which allows sync to be delayed up to 91 μ SEC. Adjustable in .1 μ SEC increments with front panel controls!

Video and Pulse DA's. Solid-state modular DA's with built-in power supply. These are the amplifiers the broadcaster has been waiting for.

Along with these, we will also demonstrate our BU-1029A Balanced Universal Amplifier — the inexpensive hum-cancelling device you've been hearing so much about — and our TX-4A Solid-State Audio/Video Modulator, TX-1B Audio/Video Modulator and the RX-4A Solid-State TV Tuner.

Don't miss us. We'll be in booth 211 at the NAB convention, Chicago Hilton Hotel, March 27 thru 30.

If you won't be able to attend the NAB convention, write or call today for complete information on our new products.

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WTMJ



WILLIAM S. DUTTERA
NBC

sessions to hear papers and panels, and meet again in joint session Wednesday for additional papers and the FCC technical panel.

Tuesday afternoon is left open so delegates can visit the equipment exhibits in the Conrad Hilton, and the hospitality suites in several hotels.

Chairman of the Engineering Conference Committee is Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C. Other members are: James W. Cooper, WFAA Dallas; William S. Duttera, NBC, New York; J. B. Epperson, Scripps-Howard Broadcasting, Cleveland; Philip B. Laeser, WTMJ-AM-FM-TV Milwaukee; Leslie S. Learned, Mutual, New York; James D. Parker, CBS-TV, New York; Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Clure H. Owen, ABC, New York, and Benjamin Wolfe, Westinghouse Broadcasting Co., New York.

The full BEC program with summaries of technical papers follows: (With the exception of the Monday afternoon session and the Tuesday morning radio session, all Engineering Conference meetings and luncheons will be held in the Conrad Hilton.)

Monday, March 28

10:30 a.m.-noon — General Assembly, Grand Ballroom.

12:30 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: BENJAMIN WOLFE, *vice president for engineering, Westinghouse Broadcasting Co.*

Invocation: THE REVEREND EDWARD D. WROBLESKI, C.S.P., *associate director, Communications Centre, Archdiocese of Chicago.*

Speaker: GEORGES HANSEN, *director of the Technical Center, European Broadcasting Union (EBU), Brussels.*

2:30 p.m.—Technical Session (Radio and TV), Crystal Ballroom, Sheraton-Blackstone.

Presiding: PHILIP B. LAESER, *manager of engineering, WTMJ Radio & Television.*

Coordinator: WILLIAM S. DUTTERA, *di-*

rector, allocations engineering, NBC.

2:30-2:40 p.m.

Opening of the conference. VINCENT T. WASILEWSKI, *NAB president.*

2:40-3:05 p.m.

"Researches in Loudness Measurement," by BENJAMIN B. BAUER, *vice president for acoustics and magnetics, CBS Laboratories.*

More than 30 years ago Fletcher and Munson wrote a paper on "Loudness—Its Definition, Measurement, and Calculation," that was expected by many to close the subject. But the controversy about loudness continues unabated. We know now that the "equal loudness" contours of Fletcher and Munson are not applicable under many common listening conditions. Another factor is that loudness is multidimensional, having aspects of intensity, pitch, volume, duration, timber, etc., and different people react differently to these qualities. The members of a team of listeners asked to adjust two dissimilar sounds to equal loudness will differ in the attenuator settings by several db, thus demonstrating that any one person cannot be expected to adjust loudness to the satisfaction of all others.

The measurements of loudness to conform with the judgment of the average listener is an equally difficult problem. It is not enough to adjust the frequency response of a meter to a suitable equal loudness contour: Two equally loud sounds widely separated on the pitch scale and presented together on such meter show 3 db greater reading and sound twice as loud as

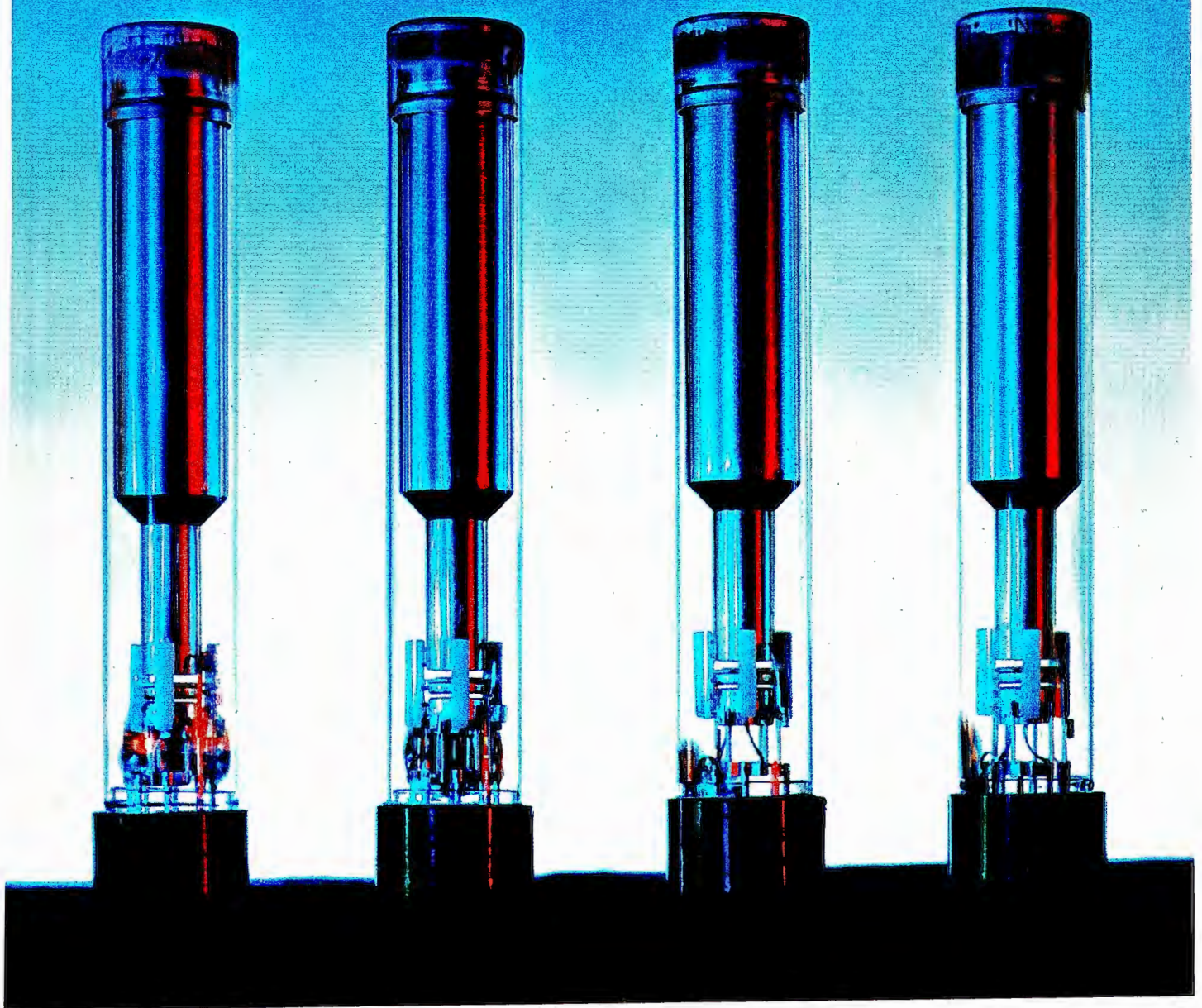


BENJAMIN B. BAUER
CBS

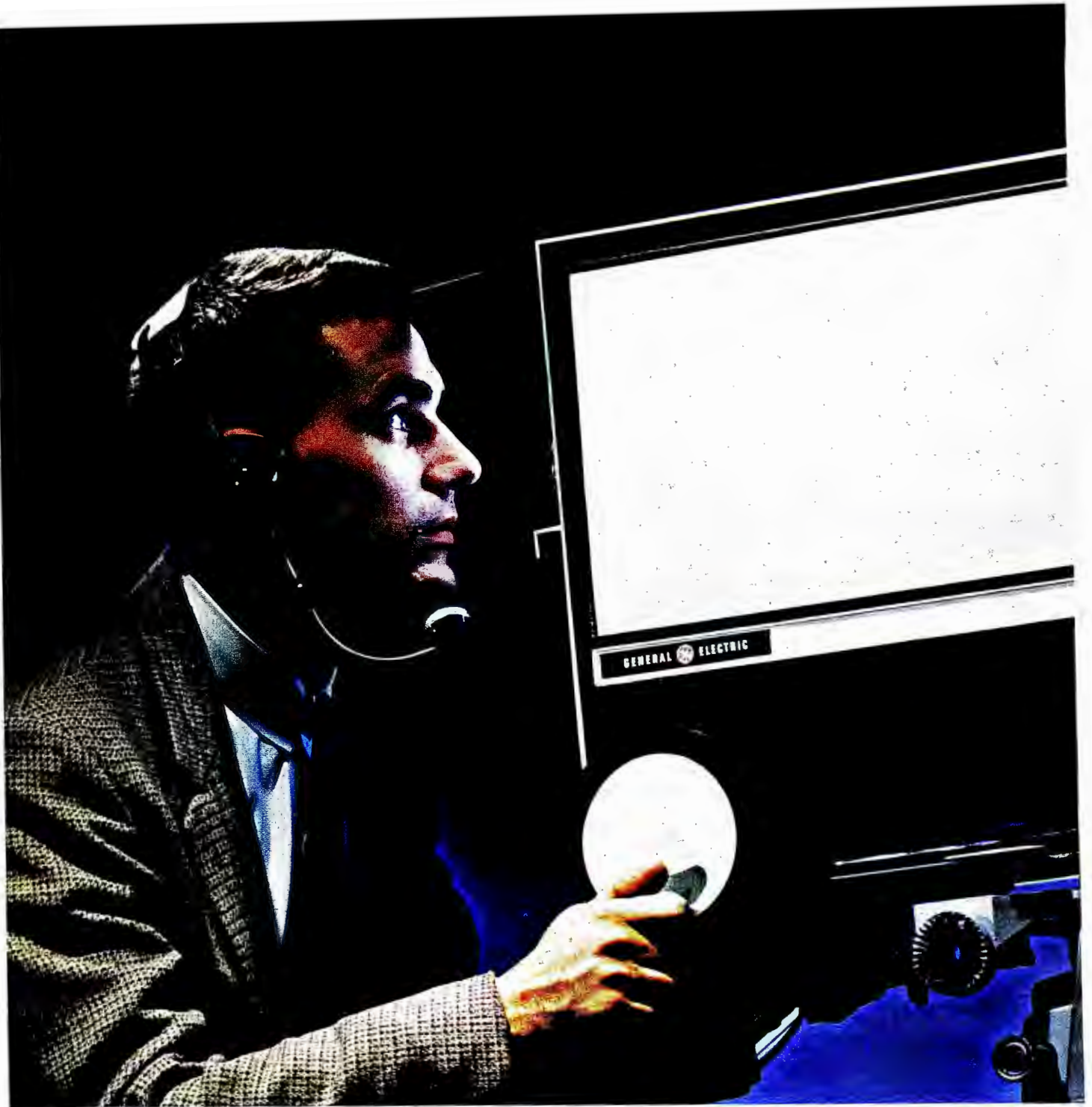


CLYDE M. HUNT
Post-Newsweek

BROADCASTING, MARCH 21, 1966



**These 4 identical type tubes
are about to change the size, weight and color fidelity
in television cameras**



G. E.'s new PE-250 gives a color fidelity unmatched

Four lead oxide Plumbicons*, in the new PE-250, give you the highest color fidelity in television today.

You also get a separate luminance channel for optimum black and white performance. And exceptionally high signal-to-noise ratio for a more quiet picture.

A precision type optical bench for all channels, and specially designed relay optics for the color channels to provide

maximum stability. A removable 10 to 1 continuous zoom lens is *built into* the camera. And you can even get range extenders if you need them.

The all solid-state and plug-in modular construction are integral parts of the new design.

And the camera is light and mobile—weighing less than 150 lbs., *fully* equipped.

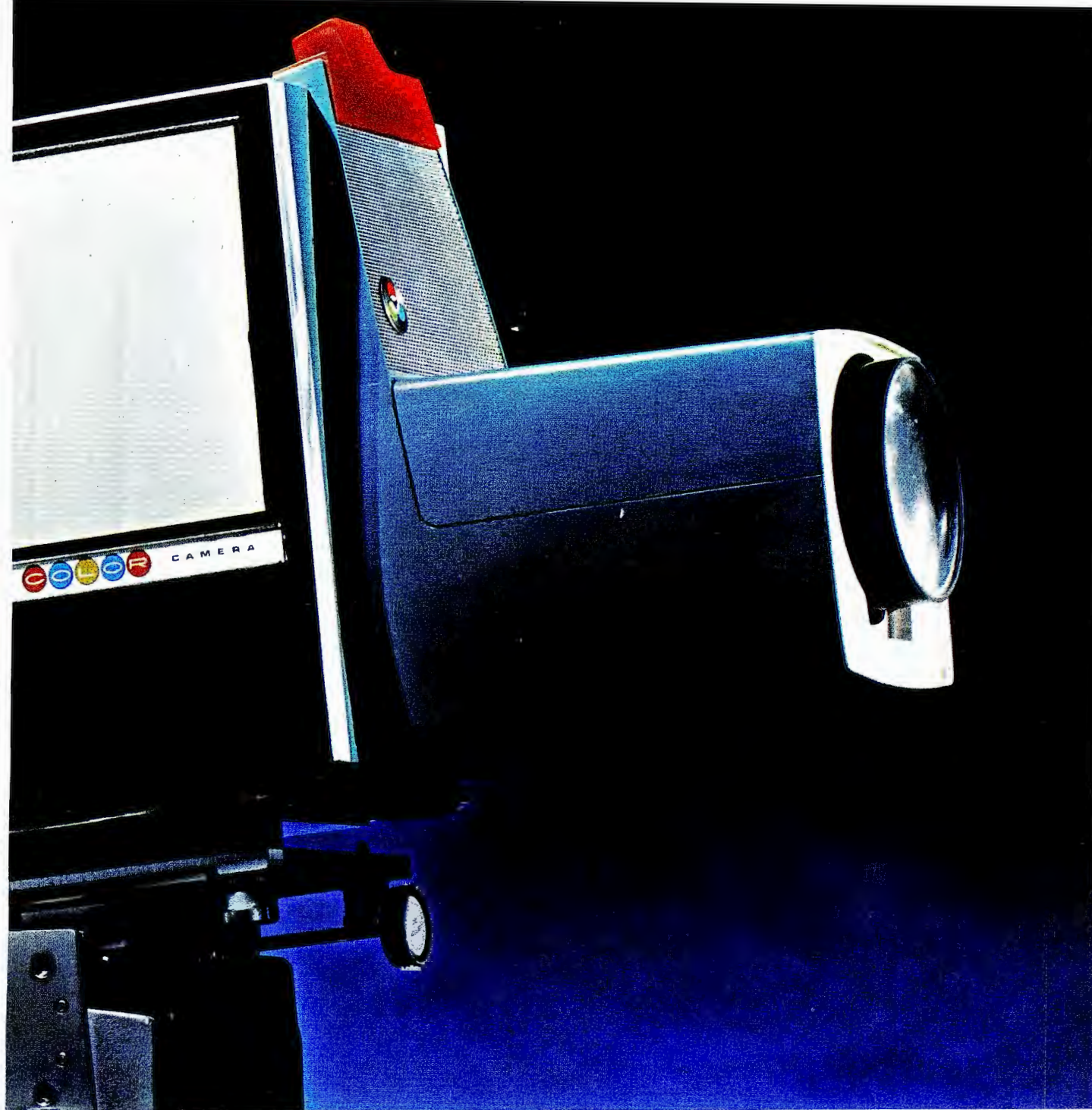
Look at the diagram—the light path

to the Plumbicons is simple but precise. This is a key factor in the camera's amazing performance.

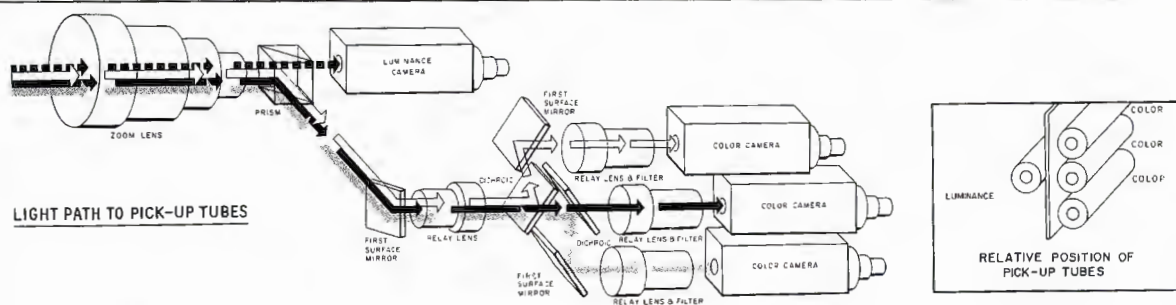
These important new features make General Electric's new PE-250 the best live color camera in television.

But you don't need a zoom lens to see that. Just write General Electric, Visual Communications Products, 7-31 Electronics Park, Syracuse, New York

*Registered Trademark of North American Philips Company, Inc.



in television—and weighs less than 150 lbs.





G. E. also introduces a new 2nd generation 4-V color film system.

The best color film camera on the market is now better than ever.

General Electric has redesigned television's most widely accepted color film camera, the famous PE-24—replacing it with the new PE-240.

Four similar pick-up tubes give you the highest color fidelity in TV.

And a new separate mesh luminance channel gives optimum registration and resolution performance. The automatic exposure and automatic contrast control (black level and exposure) are important new features in the PE-240 design.

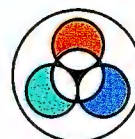
All 4 cameras include precision optical bench and precision adjustments.

And the plug-in modular sub-assemblies give you easy accessibility—*without* disabling the system.

Built-in calibration signals and differential monitoring are also provided.

Write to General Electric, Visual Communications Products, 7-315, Electronics Park, Syracuse, New York.

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NIAC



JOSEPH F. KEATING
MBS



THOMAS O'BRIEN
ABC



THOMAS H. PHELAN
NBC



DAVIDSON M. VORHES
CBS

either one alone; but to double the loudness of a single sound, the power must be increased by some 10 db.

The studies at CBS Laboratories related to the measurement of loudness will be described and demonstrated. It is pointed out, however, that in addition to its sensory aspects, loudness has perceptual aspects involving the psychological and cultural conditioning of the individual, which are within the province of the arts rather than the science, and which no system of objective measurements can be expected to assess with precision.

3:10-3:20 p.m.

NAB Engineering Advisory Committee report by CLYDE M. HUNT, *vice president for engineering, Post-Newsweek Stations; chairman, NAB Engineering Advisory Committee.*

The NAB Engineering Advisory Committee has been confronted with many technical problems dealing with such diversified subjects as TV remote control and standardization, technical staffing, AM, FM and TV allocations, unbalanced audio levels, tall towers and satellite communications. The committee is charged with recommending a course of action to be followed by the Association and this report will cover the most important aspects of these recommendations.

3:25-4:10 p.m.

Emergency Broadcasting System Panel. Moderator: CLURE H. OWEN, *manager of allocations, ABC.*

Panelists: ARTHUR F. BARRIAULT,

Washington representative, *National Industry Advisory Committee; JOSEPH F. KEATING, vice president, programs & operations, MBS; THOMAS O'BRIEN, vice president & director of radio news, ABC; THOMAS H. PHELAN, manager, technical facilities & maintenance, NBC; DAVIDSON M. VORHES, vice president, operations & engineering, CBS Radio.*

The FCC has been evaluating and updating both the concept and rules associated with EBS. Some of these changes have resulted in some degree of misunderstanding and confusion. This panel of experts will speak on this subject and answer questions.

4:15-4:40 p.m.

"The One-Man Portable Television Recording Camera," by WILLIAM H. BUTLER, *general sales manager, Westel Co.*

A TV station's ability to produce revenue is directly proportionate to its ability to attract and hold its viewer audience by entertaining or informing. While attractiveness is in large measure determined by the timeliness and quality of its program content, programs that have the greatest time value are often of events away from the studio, therefore difficult and expensive to obtain.

Stations have attempted remote coverage with mobile video taping facilities and film cameras, both of which have severe technical and economic limitations.

This paper defines the economic and

technical benefits that could result by reduction of the time required between event and broadcasting. It describes the need for a highly portable, self-contained, battery-powered camera which, in lieu of film, records on magnetic tape in a form which is directly replayable on studio equipment with audio and video broadcast quality reproduction without further processing.

4:45-5:15 p.m.

"Modern Equipment for Measuring TV Transmission Systems," by DR. HERBERT MANGOLD, *Rohde & Schwarz (West Munich).*

This paper deals with a number of new equipments for measurement of transmission systems. The following will be described:

A new video noise meter, permitting the measurement of noise on video circuits in the presence of large sync signals.

A new group-delay measuring system for video frequencies, unmodulated and video-modulated carriers up to 1000 MHz.

The Videoskop, a novel swept-frequency display unit, permitting the measurement of video frequency response from 20 kHz to 50MHz in the presence of sync and blanking components.

New equipment for measuring and monitoring of TV-transmitters and receivers.

Tuesday, March 29

9 a.m. — Radio Technical Session,



WILLIAM H. BUTLER
Westel Co.



HERBERT MANGOLD
Rohde & Schwarz



J. B. EPPERSON
Scripps-Howard



LESLIE S. LEARNED
MBS



W. M. FUJII
Ampex



ROBERT MORRIS
ABC



FRED L. ZELLNER JR.
ABC



W. J. KABRICK
Gates



ROBERT T. BARTLEY
FCC



WILSON RANEY
Cowles



ROSS H. BEVILLE
Broadcast Electronics



JAMES H. BUTTS
Mullins

Crystal Ballroom, Sheraton-Blackstone.

Presiding: J. B. EPPERSON, *engineering vice president, Scripps-Howard Broadcasting Co.*

Coordinator: LESLIE S. LEARNED, *director of engineering, MBS.*

9-9:25 a.m.

"A New Concept for Radio Broadcasting of Commercials," by W. M. FUJII, *Ampex Corp.*

This paper describes the design considerations, features, specifications, field test, and applications of a unique sound recorder/reproducer. It is intended for short duration recording and reproduction up to 3 minutes, 45 seconds, for airing commercials and pop tunes. It uses a flexible magnetic sheet that is cued automatically and provides instant start and automatic stop.

The basic design philosophy will be reviewed, as well as the four basic elements of the system—recording medium, mechanical drive, electronics and head. Performance data and system specification also will be presented. Its application and advantages will be discussed.

9:30-9:55 a.m.

"ABC Transmitter Control System," by ROBERT M. MORRIS, *staff consultant, engineering department, ABC*, and FRED L. ZELLNER JR., *director of engineering operations-Radio, ABC.*

Dramatic strides in electronics attending the introduction and full growth of remote control systems have been ac-

companied by far-reaching effects in broadcasting, where daily ABC has been controlling their radio transmitting plants by remote control and telemetering various operating parameters to their studio locations with accuracy and reliability undreamed of a few years back.

The ABC transmitter control system is a composite system using commercially available units. It is designed for maximum reliability by preprogramming automatic control to provide the log required by the FCC and also provides automatic emergency switching of lines and transmitters for continuity of service in the event of equipment failure.

This system uses tone switching, tone telemetry, and digital logging of operating parameters with solid state circuitry and techniques for maximum reliability and an overall system accuracy of 0.5%.

10-10:25 a.m.

"Units of Measurement in Equipment Performance," by W. J. KABRICK, *advance development engineer, Gates Radio Co.*

This paper is designed to define the meaning and inter-relationship of equivalent input noise, absolute noise, signal to noise, and other terms which due to inconsistent usage may be misinterpreted. It will also illustrate the application of these terms and the proper interpretation of them in relation to equipment specifications.

10:30-10:55 a.m.

"FM Broadcasting," by COMMISSIONER ROBERT T. BARTLEY, *FCC.*

11 a.m.-noon—Automation Panel.

Moderator: WILSON RANEY, *chief engineer, Cowles Broadcasting Co., Memphis.*

Panelists: ROSS H. BEVILLE, *president, Broadcast Electronics, Silver Spring, Md.*; JAMES H. BUTTS, *director of programming & engineering, Mullins Broadcasting Co., Denver*; DON W. CLARK, *western regional manager, Continental Electronics Manufacturing Co., Dallas*; LEE FACTO, *vice president station relations, International Good Music, Bellingham, Wash.*; ELDON KANAGO, *chief engineer, KICD Spencer, Iowa*; ALLAN T. POWLEY, *chief engineer, WMAL-AM-FM-TV, Washington.*

New FCC rules and regulations, the search for better production tools, and a pressing need for the efficient utilization of existing manpower has accelerated interest in this subject. A panel of experts representing broadcasters and manufacturers has been assembled to discuss this very provocative subject and answer questions from the audience.

8:45 a.m.—TV Technical Session, Waldorf Room.

Presiding: RUSSELL B. POPE, *director of engineering, Golden Empire Broadcasting Co., Chico, Calif.*

Coordinator: JAMES W. COOPER, *director of engineering, WFAA-AM-FM-TV Dallas.*

8:45-9:10 a.m.

"Design Philosophy of Operational and Setup Facilities in TV Cameras," by



DON W. CLARK
Continental



LEE FACTO
IGM



ELDON KANAGO
KICD



ALLAN T. POWLEY
WMAL-AM-FM-TV



RUSSELL B. POPE
Golden Empire



JAMES W. COOPER
WFAA-AM-FM-TV

National attention on automatic broadcasting will center in Booth 201 at NAB Convention!



Automatic Tape Control's convention exhibit will be a gathering point for all broadcasters regardless of station size. Here will be demonstrated all the ATC equipment that provides broadcasters with an almost unlimited flexibility in station automation.

In operation will be:

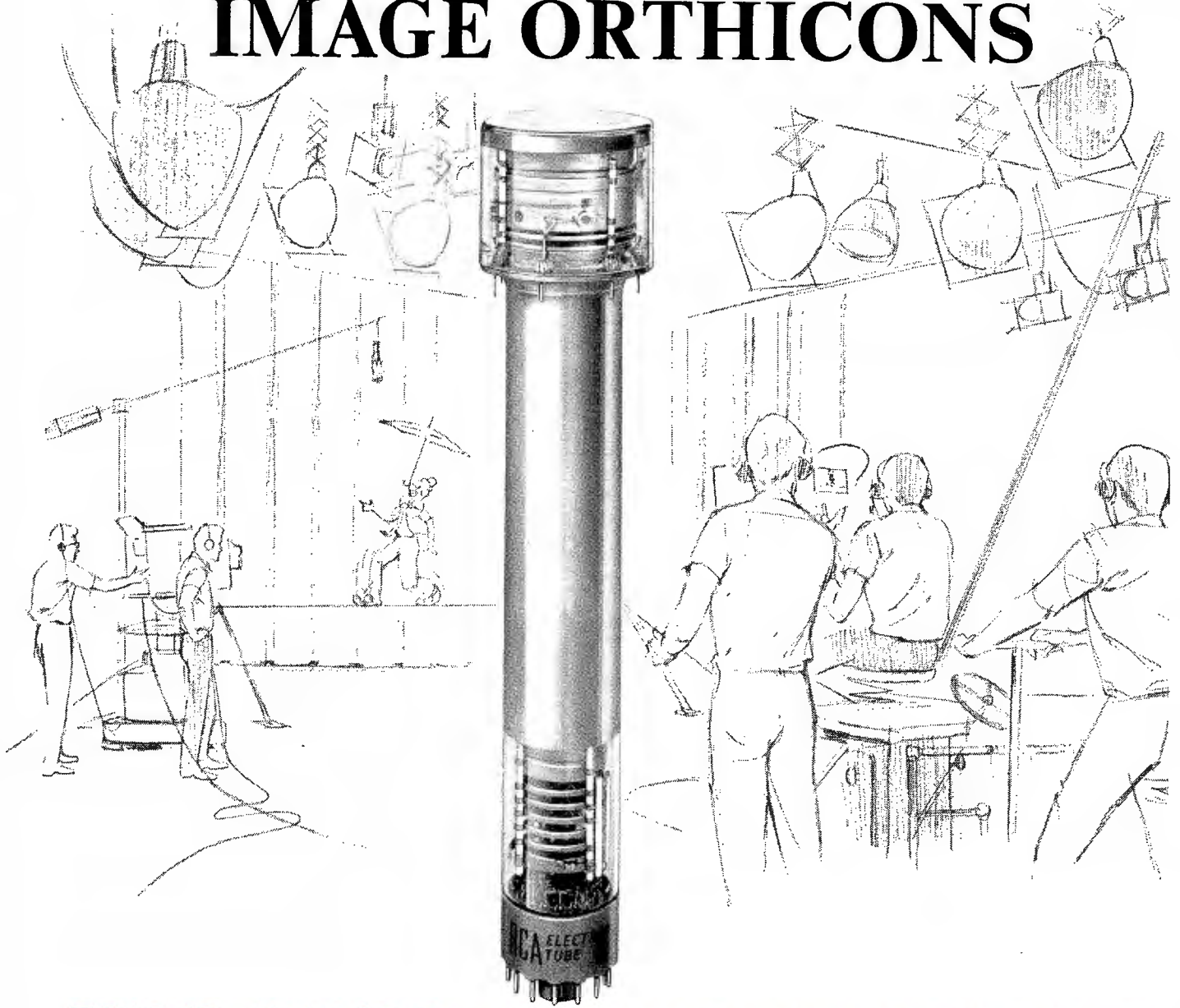
- ☐ Punch card automation programmer and logger.
- ☐ Tape memory automation programmer and logger.
- ☐ Time/sequence automation programmer and logger.
- ☐ Standard Criterion tape cartridge equipment.
- ☐ ATC-55 multiple cartridge handler.
- ☐ The unique ATC automatic program logging equipment.
- ☐ Remote control panel which automatically indicates elapsed time in production recording.
- ☐ New efficient method of traffic control and program schedule preparation.

We extend a warm welcome to all broadcasters to visit Booth 201.

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7513/S-4513/S For Superior Quality Studio Color

**4415/S-4416/S For Uniform Color
at Black-and-White Lighting Levels**

8092A/S For Unequalled Remote Color Pickup

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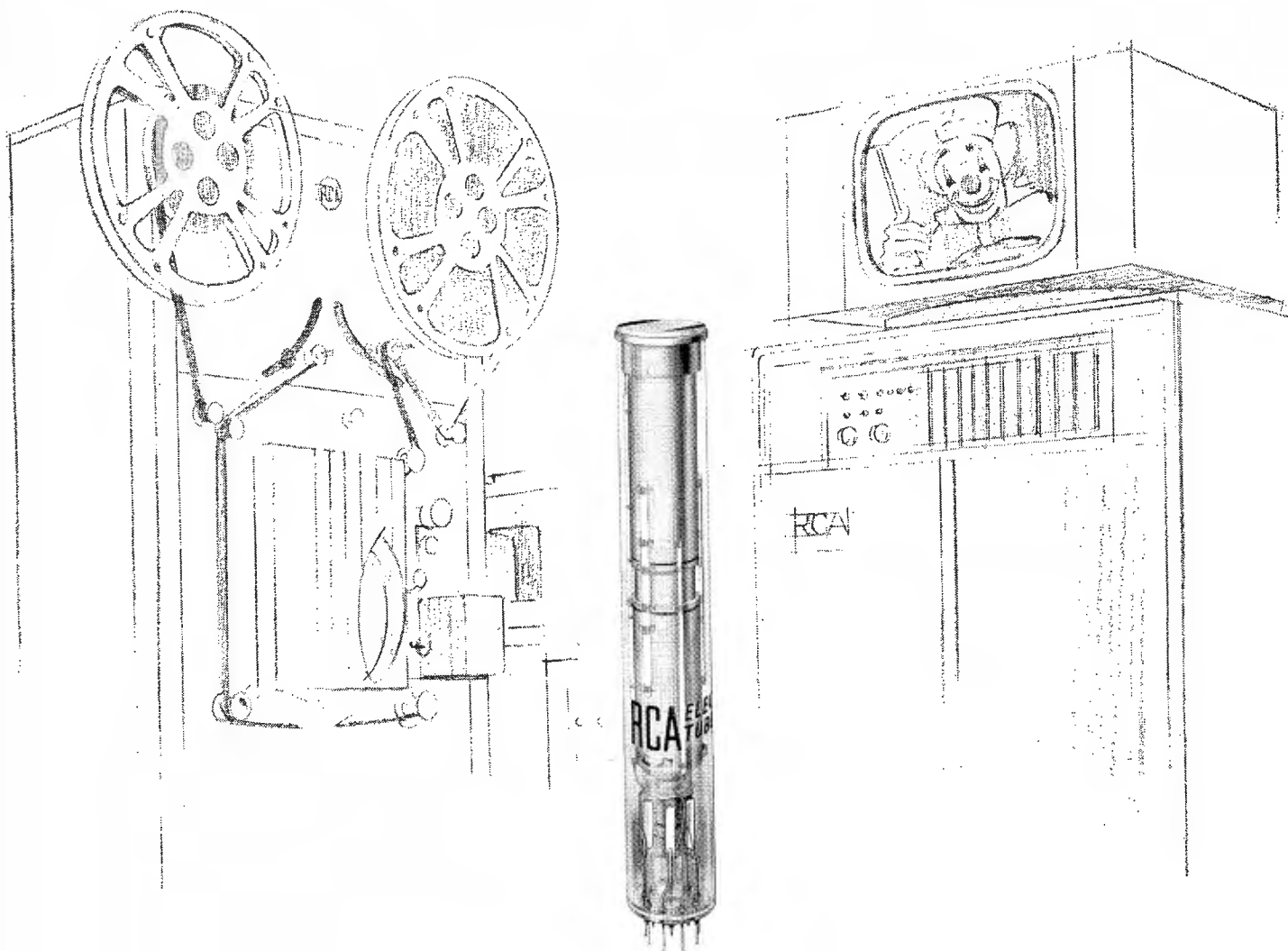
For complete technical information, ask for RCA's new Camera Tube catalog, CAM-600B. RCA Electronic Components and Devices, Harrison, N.J.

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RCA **color** capability **VIDICONS**



**7735B For Exceptional Sensitivity
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Compact, Color Camera Systems**

8480 or 8480/V1 For Finer Broadcast Color Film Pickup

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Broadcasting Magazine
Television Magazine
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N. L. HOBSON
RCA



JOHN R. WHITTAKER
CBS-TV



HUGH H. MARTIN
GE



FRANK J. HANEY
ABC

N. L. HOBSON, *manager, TV camera equipment engineering, RCA.*

This paper will cover the logic that has led to the inclusion of the various automatic and semi-automatic circuits that are employed in TK-22, TK-27 and TK-42 cameras to expedite the pre-operational setup of the camera chains. Also to be discussed will be test signal systems used to provide means for quickly establishing that a system (in-plant or network) is operationally up to standard.

9:15-9:40 a.m.

"Color Film for Television," by JOHN R. WHITTAKER, *photographic engineer, CBS-TV.*

Various methods or techniques of 16mm color film print production will be discussed and demonstrated. Methods of print production will be related to cost and quality.

9:45-10:10 a.m.

"Automatically Controlling the Performance of a Color Film Camera," by HUGH H. MARTIN, *engineering consultant, General Electric Co.*

Due to the rapid advances in the use of color film equipment, considerable attention has been given to removing the requirement of constant operator attention to compensate film and slide material variations both in degree of exposure and contrast. The mechanism for controlling video level together with attach time considerations are covered to optimize the picture. In addition, further picture enhancement by controlling contrast is described.



JOHN M. WANER
SMPTE



RICHARD STREETER
CBS-TV



ROBERT COBLER
CBS-TV



DALE BUZAN
Sarkes Tarzian

10:15-10:40 a.m.

"Operation of the 4-V Film Camera to Reduce Luminance Errors," by FRANK J. HANEY, *manager, audio/video systems, ABC.*

Films played through a 4-Vidicon film camera did not yield the same color fidelity as when played through a 3-Vidicon film camera. Generally, the discrepancy was toward reduced saturation on the 4-V system. Measurements confirmed these observations and indicated the 4-V principle does not adhere to the luminance equation called for by National Television Systems Committee. By proper selection of luminance channel spectral response filter and luminance channel operating level, there is closer conformity to NTSC specifications and it is believed satisfactory subjective performance is achieved.

10:45-10:55 a.m.

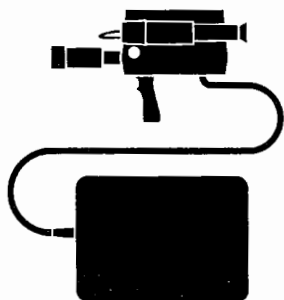
"SMPTE Color Television Subjective Reference Test Films," by JOHN M. WANER, *board of governors, Society of Motion Picture and Television Engineers.*

This presentation describes the background and developments occurring in preparation of the SMPTE recommended practice for subjective color balance for color films for color television in 35mm and 16mm motion pictures and slides. The 16mm motion picture version will be shown.

11-11:25 a.m.

"CBS Experience With Plumbicon

Two new video recording breakthroughs at NAB



New WESTEL* 20-pound, battery-powered television recorder with integrated 7-pound camera, tapes 30-minute air-ready programs without reloading. Makes any man on foot a self-contained, self-powered video news cruiser.



New WESTEL studio television recording system unequivocally meets all broadcast standards at $\frac{1}{10}$ the size and weight, and $\frac{1}{4}$ the cost of any television recorder that matches its performance.

See WESTEL at NAB

*TM



R. T. CAVANAUGH
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H. K. KOZNOWSKI
RCA



N. N. PARKER-SMITH
Marconi Co.



R. E. PUTNAM
GE



JAMES D. PARKER
CBS-TV



JOHN CHANCELLOR
USIA

Color Cameras," by RICHARD STREET-ER, senior project engineer, CBS-TV, and ROBERT COBLER, manager of maintenance & TVR, CBS-TV.

This paper covers the results of an investigation by CBS into the applicability of a color camera using 3-Plumbicon pickup tubes to meet network broadcasting requirements. The integration of such a camera into a television studio and the experience gained from day-to-day on-air use is discussed. Emphasis is placed on operator requirements, set-up procedures and studio practices.

11:30-12:15 p.m.—Color Camera Panel.

Moderator: BENJAMIN WOLFE, vice president for engineering, Westinghouse Broadcasting Co.

Panelists: DALE BUZAN, manager, TV studio equipment design, Sarkes Tarzian Inc.; R. T. CAVANAGH, consultant to North American Philips Co.; DR. H. N. KOZANOWSKI, manager, TV advance development, RCA; NORMAN N. PARKER-SMITH, studio development manager, Marconi Co. Ltd.; R. E. PUTMAN, manager, audio/video development engineering, General Electric Co.

The panel consists of leading authorities on the subject of color cameras and represent prime suppliers of this equipment. The panelists will, in addition to discussing their philosophy on camera design, goals and products, answer questions.

12:30 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: JAMES D. PARKER, director, transmission engineering, CBS-TV.

Invocation: RABBI HERMAN E. SCHAALMAN, chairman, The Broadcasting Commission of the Chicago Board of Rabbis.

Speaker: JOHN CHANCELLOR, director, Broadcasting Service, United States Information Agency.

(No sessions scheduled after luncheon so that delegates will be free to visit exhibits and hospitality quarters.)

Wednesday, March 30

9 a.m.—Technical Session (Radio and TV) Grand Ballroom.

Presiding: CLURE OWEN, manager of allocations, ABC.

Coordinator: RUSSELL B. POPE, director of engineering, Golden Empire Broadcasting Co., Chico, Calif.

9-9:25 a.m.

"An Automated Switching Center," by ROBERT D. POST, project engineer, NBC.

This paper describes the implementation of facilities that permit the union of a simplified manual control of multiple broadcast plant facilities and an automatic control system with memory in depth.

9:30-9:55 a.m.

"Techniques for Multiple Generation Color Video Tapes — Today and

Tomorrow," by CHARLES H. COLEMAN, senior staff engineer, Ampex Corp.

Paper will point out that successful dubbing of color Videotape recordings to several generations requires that individual sources of color errors in each generation be held to an absolute minimum. The principal types of color errors that must be closely controlled are those that affect the saturation, hue, chroma signal/noise ratio, and color time delay in the reproduced picture. Techniques that have been developed in recent years for minimizing these errors are briefly reviewed and the newest techniques are described. Taken in sum, these allow color dubbing with a degree of success approaching that obtained in monochrome.

10-10:25 a.m.

"Remote Operation of a High-Power Television Station," by D. R. MUSSON, leader UHF transmitter engineering, RCA, and L. S. LAPPIN, senior system engineer, Gibbsboro engineering facility, RCA.

This paper will cover the design considerations that are important in the development of high-power television transmitters for remote control operation. A typical remote control installation will be reviewed to illustrate how operational control and remote instrumentation is achieved.

10:35-10:55 a.m.

"CBS Stop-Action Magnetic Video Tape



ROBERT D. POST
NBC



CHARLES H. COLEMAN
Ampex



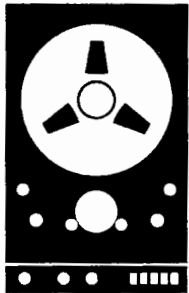
D. R. MUSSON
RCA



L. S. LAPPIN
RCA



ADRIAN ETTLINGER
CBS-TV



See the new CONISCAN* video recording breakthrough that makes possible for the first time a true broadcast standard television recorder with the ultimate simplification of a single recording head. Meets or exceeds all FCC regulations for both long and short term time base stability.

See WESTEL at NAB



Seven FCC executives in Wednesday session are seated (l-r): Harold L. Kassens, broadcast facilities division; Curtis B. Plummer, Field Engineering Bureau; Wallace E. Johnson, Broadcast Bureau, and Hart S. Cowper-

thwait, rules and standards division. Standing (l-r): Harold G. Kelley, TV applications branch; Otis T. Hanson, existing aural facilities branch, and Ralph H. Garrett, new and changed facilities branch.

Disk Recorder," by ADRIAN ETTLINGER, associate director, technical development, CBS-TV.

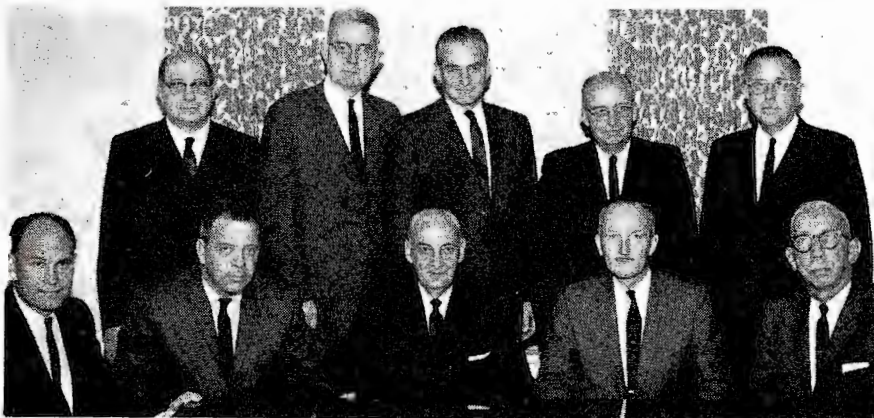
During its 1965 National Football League coverage, CBS made extensive use of stop action effect. Used during recorded replays of sports action, the visual effect of a "frozen" still-frame may be created at will, held for any desired interval, then followed by a resumption of the continuous action. The effect is achieved by a video disc recorder manufactured by MVR Inc., which incorporates a channel capable of 20 seconds of continuous recording, com-

bined with an additional single frame storage channel. The unit incorporates appropriate video switching logic to provide smooth transitions between the modes of operation, and to insure transmission of a standard composite video and synchronizing signal.

11 a.m.-noon—FCC Technical Panel.

Moderator: LESLIE S. LEARNED, director of engineering, MBS.

FCC Panelists: HART S. COWPERTHWAIT, chief, Rules & Standards Division; RALPH H. GARRETT, chief, New and Changed Facilities Branch;



Members of the NAB Engineering Conference Committee are seated (l-r): Russell B. Pope, Golden Empire Broadcasting Co., Chico, Calif.; Vincent Wasilewski, NAB president; Thomas E. Howard, chairman, Jefferson Standard Broadcasting Co., Charlotte, N. C.; George W. Bartlett, NAB vice president for engineering; and William S. Duttera, NBC, New York; Standing (l-r): Benjamin Wolfe, West-

inghouse Broadcasting Co., New York; Robert Morris, ABC, New York (representing Clure Owen); James D. Parker, CBS-TV, New York; Philip B. Laeser, WTMJ-AM-FM-TV Milwaukee, and J. B. Epperson, Scripps-Howard Broadcasting, Cleveland.

Absent when picture was taken were James W. Cooper, WFAA-TV Dallas and Leslie S. Learned, Mutual, New York.

OTIS T. HANSON, chief, Existing Aural Facilities Branch; WALLACE E. JOHNSON, assistant chief, Broadcast Bureau; HAROLD L. KASSENS, assistant chief, Broadcast Facilities Division; HAROLD G. KELLEY, supervisory engineer, TV Applications Branch; CURTIS B. PLUMMER, chief, Field Engineering Bureau.

The FCC technical panel was scheduled for the first in 1964, and has been such an outstanding success that it is again included on the agenda. The panel has been expanded to now include representatives from rules and standards, broadcast, and field Bureaus. The panel will answer technical questions.

12:30 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: THOMAS E. HOWARD, vice president for engineering, Jefferson Standard Broadcasting Co.; chairman, Broadcasting Engineering Conference Committee.

Invocation: THE REV. GUY CHESTER JONES, pastor, First Methodist Church, Chicago.

Presentation of Engineering Achieve-



THOMAS HOWARD
Jefferson Standard

JOSEPH V. CHARYK
CSC

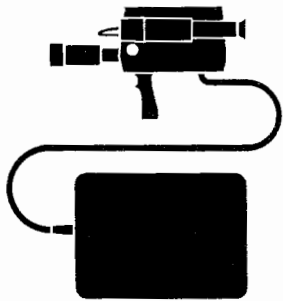
ment Award to: CARL J. MEYERS, senior vice president and director of engineering, WGN Continental Broadcasting Co., Chicago, by GEORGE W. BARTLETT, vice president for engineering, NAB.

Speaker: DR. JOSEPH V. CHARYK, president, Communications Satellite Corp.

2:30-5:00 p.m. — General Assembly, Grand Ballroom.

More time for comments

The FCC has again extended the deadline for filing comments on its proposed new field strength (propagation) curves for FM and TV stations. The new deadline is May 31 for comments and June 10 for replies. Under the new rules the commission would take advantage of exact measurements, especially in the UHF television band, instead of relying on statistically derived field strength curves.



See the new 20-pound WESTEL* television recorder with integrated 7-pound camera at NAB. Battery-powered, self-contained, it permits one man on foot to tape 30 minutes of air-ready, lip-sync news, documentary programming, or on-location commercial spots without reloading. Lighter, simpler and cheaper to operate than 16mm sound-on-film cameras.

See WESTEL at NAB



CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the Continental Room, and East, North and West Exhibit Halls of the Conrad Hilton in Chicago. Following are descriptions of the principal products to be on display. The exhibit space designated is in the Conrad Hilton. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry service firms are listed on following pages, including personnel attending the convention, hotel and suite numbers. These listings are based on information available as BROADCASTING went to press.

A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory on page 140.

ADDRESSOGRAPH MULTIGRAPH CORP.

Space 238-W

The Multilith offset 85 for log book page production, the Multilith offset 1250 for promotional pieces and the Bruning 2000 electrostatic copier for general office copying will be demonstrated.

Personnel: Paul Morgan and Garwin Dawley.

ADVANCE INDUSTRIES

Space 421-N

A complete line of guyed and self-supporting towers for TV, microwave, community antenna television and FM will be shown. Also, microwave passive reflectors, repeaters and on display will be preassembled electronic equipment buildings.

Personnel: L. J. Tokarczyk, G. S.

Chesen and R. T. Wensel.

ALBION OPTICAL CO.

Space 251-W

On display will be Varotal variable

NAB crew at convention

The National Association of Broadcasters has mobilized a 40-man, and woman, crew to handle the details of next week's 44th annual NAB convention in Chicago. Thirty-four of the personnel, led by NAB President Vincent Wasilewski, will be from the Washington headquarters, five will be field representatives, and one will be from New York.

NAB's executive offices for the convention will be located on the third floor of the Conrad Hilton (see directory, page 140).

Staffers in attendance will be: Jim Hulbert, Harold Niven, Betty Dalzell, Mary Lee Schiffer, Florence Mitchell, Everett Revercomb, Ella Nelson, Adaline Macloskie, Don Pearce, Clara Ross, Bud Courson, Bill Clowes.

Also, Douglas Anello, Howard Bell, Charles Stone, Jerry Lansner, Joe Gitlitz, Sherril Taylor, Chris Visser, Pete Friend, Bill Carlisle, Tish Duve, Al King, Bill Walker, Mark Georgeou, James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Hamilton Wodde.

Also, George Bartlett, Shirley Ostmann, Paul Comstock, Hollis Seavey, John Couric, Milt Magruder, Bob Hallahan, Bill Mansfield and Howard Mandel.

Staff attorney Gordon Coffman will keep the Washington offices open.

focal length lenses for image orthicon, Plumbicon or vidicon color cameras; servo-control systems for Varotal lenses; fixed focus Vitidal and Ortol lenses for television.

Personnel: James F. Tennyson, Harold Leeming, Roy M. Leavesley, Warren Wipson, Tim Schofield, Gordon Cook, Brian Armitage, Dexter Plummer and Gus Dato.

ALFORD MANUFACTURING CO.

Space 208-W

A complete line of VHF, UHF and FM broadcast antennas, dipoles, duplexers, coaxial switches, vestigial side-band filters, hybrids, transfer panels, power dividers, and RF measuring instruments will be on display.

Personnel: Harold H. Leach and Fred Abel.

ALTEC LANSING CORP.

Space 206-W

New products to be displayed include the Altec 9704A gain set to measure the loss and gain of audio amplifiers (\$995); the 20-w solid-state monitor amplifier and a new series of condenser microphones with cardioid and omnidirectional patterns; operated on AC or battery power. Among the mikes is the 677A lavalier dynamic, 1 3/8-inches long and 7/8-inch top diameter. Also to be shown are rotary precision switches and color-coded knobs.

Personnel: H. S. Morris, A. C. Davis, W. H. Hazlett, D. B. Davis, R. P. Crogh and E. W. Stone.

AMECO INC.

Space 312-C

Solid-state head-end and line amplifiers, and customer taps will be on display. Also available will be information on financing, design, engineering, construction and maintenance of CATV systems.

Personnel: Bruce Merrill, Arlo Woolery, Sherril Dunn, Dick Yearick and Don Hoffman.

AMERICAN ELECTRONIC LABORATORIES INC.

Space 313-C

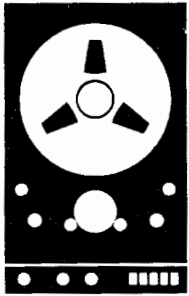
On display will be transmitters, test equipment, custom phasers. New equipment will include a prototype solid-state CATV amplifier and two-1 kw transmitters; the AM-1 KA and FM-1 KA, both featuring one-button operation and automatic recycle.

Personnel: R. Jose, J. D. Maxenchs, D. Gorman and R. Jordan.

AMERICAN PAMCOR INC.

Space 111-E

Audio and video switching and con-



Color television recording with new CONISCAN* video recording system eliminates problems of color banding inherent in every multi-head video recording system. Color perfect reproduction without costly and critical head-matching requirements. Simplified, low-cost electronic editing capability is another plus feature.

See WESTEL at NAB

trol systems, computerized automatic programmers, logic devices and memory systems will be on display. Also to be shown are a line of solderless coaxial fittings for CATV, and a line of multiple circuit and coaxial connectors for broadcast gear.

Personnel: S. Dillman, Mario Conti, E. Dowling, E. Crowley, G. Squires, R. Carlisle and W. Prentice.

AMPEX CORP.

Space 108-E

New products on display will include the VR-1000 HB and VR-2000 high-band color video-tape recorders, the Marconi Mark VII four-Plumbicon live color camera and the AG-300 solid-state audio tape recorder.

Other equipment featured will be: studio and closed-circuit videotape recorders, the Marconi Mark V monochrome camera, the 322V studio vidicon camera and 321 and 323 closed-circuit vidicon cameras, the AG-350 solid-state audio tape recorder, the AG-100 Cue-Matic audio recorder and the AV/770 portable audio recorder.

Personnel: Thomas E. Davis, Charles P. Ginsburg, Robert R. Owen, Robert G. Hill, Richard Larkin, Jack V. Miller, Paul Byrne, Lawrence Weiland, Leon A. Wortman, Donald Kleffman, Robert Day, Joe Roizen, Paul Welcome, Dean Johnston and Carter G. Elliott.

ANDREW CORP.

Space 244-W

Products on display will include heliax flexible coaxial cables for AM-FM and TV; VHF UHF coaxial switches and matrices, automatic pressurization equipment and antenna positioners for studio-transmitter link systems.

Personnel: Dr. Victor J. Andrew, Robert P. Lamons, Robert C. Bickel, Edward J. Dwyer, Clarence Novy, Harry McKee, Robert E. Green, Joseph J. Sedik, Donville S. Fairchild and Ernest A. Heitsch.

ARRIFLEX CORP. OF AMERICA

Space 318-C

The 16 BL, a compact, light-weight, self-blipped 16 mm professional motion picture camera, possibly in a magnetic striped-film version as well as the double system unit, will be exhibited along with the new Siemens 2000 16/16 sound projector with synchronous motor. A Siemens 2000 with a TV shutter may also be shown.

Personnel: Victor James, Glenn Elliott and Lou Polonec.

AUDIO DEVICES INC.

Space 232-W

Continuous loop cartridges, magnetic

Meyers engineer of year

Carl J. Meyers, senior vice president and director of engineering of WGN Continental Broadcasting Co.,



Mr. Meyers

Chicago, will be the recipient of the 1966 Engineering Achievement Award of the National Association of Broadcasters. He will receive the award at the Wednesday (March 30) luncheon of the Broadcast Engineering Conference, which is held concurrently with the NAB convention in Chicago.

Mr. Meyers, a 40-year veteran with the WGN organization, has been in broadcasting for more than 50 years. He joined WGN in 1925 and became chief engineer later that year. The 64-year-old award winner was selected for his pioneering and experimentation in color telecasting.

Mr. Meyers is the eighth recipient of the engineering award. Previous winners were: Edward W. Allen Jr., FCC (1965); John H. Dewitt, WSM Inc., Nashville; Dr. George R. Town, Iowa State University; former FCC Commissioner T. A. M. Craven; John T. Wilner, Hearst Corp., Baltimore; Raymond F. Guy, retired NBC engineer, and Ralph N. Harmon, Westinghouse Broadcasting Co.

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sound recording tape and recording discs will be on display.

Personnel: Bud Freifeld, George Fouser and Jules Sack.

AUTOMATIC TAPE CONTROL

Space 201-W

Personnel: R. S. Johnson, Vernon A. Nolte, Timothy R. Ives, Dave Wolfenden, Elmo Franklin, Andy Rector, Ted Bailey, Jack Jenkins, Jerry Collins, Lee Sharp and Don Newbert.

BALL BROTHERS RESEARCH CORP.

Space 214-W

In addition to demonstrating special

effects generators, two new products will be shown: The Mark VIII automatic gain control video amplifier and the Mark IX video-pulse distribution amplifier, both modular constructed.

Personnel: G. W. Baker, F. P. Dolder, Wade Douglass, R. J. Jansen, R. C. Mercure, M. A. Reisbeck and R. S. Wise.

BAUER ELECTRONICS CORP.

Space 222-W

New products to be shown for the first time are: Model 605 7500/5000-w FM transmitter selling for \$10,500; the model 910D dual-channel audio console with eight mixing channels and 30 inputs; the model 910S stereo audio console with eight stereo mixing channels and 24 inputs; the model 912 and 912S audio consoles, junior versions of the 910 and 910S with five mixing channels and 17 inputs, and the model 440B Log Arm automatic transmitter logging system.

Personnel: Paul Gregg, Chester Carr, Fritz Bauer, Gordon McFadden, Jess Swicegood, Glenn Webster, Herb Arms, Bob Platt, John Brooks, A. C. McMillan, Gordon Keyworth, Dick Burden, Ken Anderson, Chester Davis, Aubrey Felder, Chester Faison, Henry Broughall, Howard Hayes, Don Bradley and George Wilson.

BECKMAN & WHITLEY INC.

Space 401-N

The CM16, a new, self-blipped portable 16-mm sound camera, weighing 15 pounds; the new 200D modular power pack, and the M16 three-channel amplifier will be on display.

Personnel: Larry Teeple, Don Tucker, Les Brown, Henry Grossman and Gene Peterson.

BORG-WARNER CORP.

Space 217-W

On exhibit will be the Emcor I and II series as well as solid bearings and ball-bearing slides.

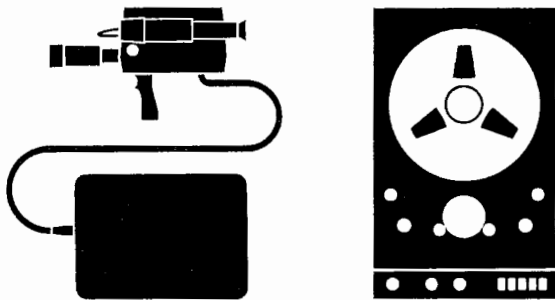
Personnel: H. N. Bowen Jr., J. G. Jaworski, R. A. Dahlberg, G. R. Deifel, J. M. Lorek, R. E. Usavage, D. C. Jones, B. A. Lucas Jr. and R. W. Zielinski.

BOSTON INSULATED WIRE & CABLE CO.

Space 240-W

A full line of television camera cables and pin connectors, and various custom assemblies will be exhibited.

Personnel: J. C. Burley, Alfred Garshick, Noel Gaiser, Alden C. Davis and Edward McCusker.



Video recording costs cut 30% to 60% with new CONISCAN* recording system. WESTEL* studio recorder and recording camera use only 10 square inches of tape per second of full-broadcast-standard recording, compared to 30 square inches for any other recorder of equal performance. Time, cost and complexity of maintenance similarly reduced.

See WESTEL at NAB

BROADCAST ELECTRONICS INC.

Space 303-C

A variety of new and improved equipment will be exhibited including a solid-state audio distribution amplifier, a solid-state remote amplifier, the Spotmaster Super Band 400A cartridge systems and a second-generation Spotmaster 10 Spot, multicartridge playback unit. Other equipment on display will be a tape cartridge winder, tape cartridge storage racks and equalized turntable preamplifier.

Personnel: Ross Beville, Jack Nelf, Ben Strouse and Don Smith.

CBS LABORATORIES DIVISION OF CBS INC.

Space 236-W

Two new productions to be exhibited are a wide-range program monitor and a new FM version of the Volumax. Also to be shown are the Audimax III, automatic level control and the regular Volumax.

Personnel: Alexander J. Autote, Barton C. Conant, Jerome Goldman, George Smith, Emil Torick and Bruce Reininger.

CCA ELECTRONICS CORP.

Space 237-W

A complete line of dual reliable AM and FM transmitters will be shown.

Personnel: Bernard Wise, Juan Chianbrando, Mario Angelaccio, Robert Sidwell, Fred Chassey, John McClamrock and Harold Rainey.

CENTURY LIGHTING INC.

Space 116-E

A lekolite die-cast spotlight for quartz for high-intensity light needs, a focusing flood for quartz for soft illumination and a fresnel for quartz will be shown.

Personnel: Edward F. Kook, Fred M. Wolff, Rollo G. Williams, Louis Erhardt, Charles Barkley, James Nuckolls, Earl Koehler, Gordon Pearson, Stanford Wolf, Marvin Wolf, Warren Anderson and Gordon Stofor.

CHRONO-LOG CORP.

Space 103-E

The step station break automation system will be exhibited. A new feature of the system is the automatic selection of cut, wipe, fade and other transitions. Also on display will be digital clock systems.

Personnel: Saul Meyer and Glenn Webster.

CLEVELAND ELECTRONICS INC.

Space 115-E

On display will be new Plumbicon

deflection assembly for color operations. Other items on exhibit will include a complete line of vidicon, image orthicon and Plumbicon deflection components, and transformers.

Personnel: P. J. George, S. Z. Steven, R. J. Tanczos, P. K. Goethe, G. W. Diehl, P. P. Reiger, R. C. Lind, J. C. Riffe, J. H. Helsel, R. C. Wagner, B. F. Guthrie, M. D. Robboy, K. E. Maxwell, W. G. Brouillette and R. A. Stahl.

COHU ELECTRONICS INC.

Space 311-C

A half-dozen new products will be on display: Vertical interval video switchers, sync generators, genlock, color standard, distribution amplifiers, and vidicon color camera.

Personnel: E. T. Clare, H. E. Crow Jr., R. S. Hiatt, E. J. Manzo, R. H. Boullo and S. S. Sievers.

COLLINS RADIO CO.

Space 209-W

On display will be the 212S-1 solid-state stereo speech input console with a noiseless photoconductive control for switching; the 820E F-1, an AM transmitter with solid-state devices in low-level audio and driver; the 900C-1, a fully transistorized FM stereo modulation monitor.

Also on display will be the 20V-3 1 kw AM transmitter, the 830D-1A 1-kw FM transmitter, the 830F-1A 10-kw FM transmitter and the 81M single cabinet phasor.

Personnel: John McElroy, Theil Sharpe, Carl Rollert, John Haerle, Jerrell Henry, Jim Littlejohn, Lin Leggett, Charles Walters, Jim Speck, John Stanbery, Ray Evans, A. Prose Walker, Ken Blake, Harold Olson, Rolland Looper, Carlton Peterson, Bill Monroe, Joe Johnson, Les Edmonds, M. Sanchez and Phil Wharton.

COLORTAN INDUSTRIES

Space 117-E

On display will be quartz-iodine lighting equipment and accessories, mounting equipment, power distribution equipment, solid-state lighting control systems and crah dolly.

Personnel: Herbert A. Hollander, George Gill, Joseph Tawil, Bill Gleaves and Carl J. Bokmuller.

CONRAC DIVISION GIANNINI CONTROLS CORP.

Space 107-E

Transistorized monochrome and color monitors will be exhibited.

Personnel: W. J. Moreland, R. M. Alston, J. G. Jones, A. W. Severdia, William Ems, Charles Odom and T. H. Ford.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

Space 200-W

On display will be full-size and small Prologs, automatic programing and logging equipment for mono and stereo. Also to be shown is a 50-kw AM transmitter.

Personnel: James O. Weldon, R. J. Flynn, T. B. Moseley, M. W. Bullock, Vernon Collins, Tom Butler, Don Clark, Dennis McGuire, W. D. Mitchell, Henry Tackett, George Krutilek, Joe Sainton, Ray Tucker, Larry Kendall, Don Sudbrink, E. A. Ankele and Dick Floyd.

CUMMINS ENGINE CO.

Space 227-W

On exhibit will be the NH-220-GS, a 125-kw generator set for standby power and the PJ-4, a 25-kw generator set for standby and mobile power.

Personnel: R. D. Jonson, J. W. Fritz, J. Strathmann, J. A. Hutchings, S. J. Benton, R. E. Pollert, B. C. Bottum and J. L. Keyes.

DAGE-BELL CORP.

Space 308-C

Television equipment and systems will be on display.

Personnel: Dale Schonmeyer, Frank Leins, Carl Hayworth, George Bemis, Oral Evans, Bernie Keach and John Horvath.

DRESSER-IDECO CO.

Space 205-W

Information on self-supporting, can-debra and other styles of towers in heights ranging up to 2,000 feet will be displayed.

Personnel: George A. Andree, Robert Q. Sload, John F. McVey, J. Roger Hayden, James F. Smith, Thomas W. Singell, Orville E. Pelkey, Patrick B. Irwin, Robert McKinney and Paul M. Kingcade.

DYNAIR ELECTRONICS INC.

Space 211-W

Seven new solid-state items will be introduced: the AG-7394A automatic gain control amplifier; the DA-5864A video distribution amplifier; the PD-5841A and PD-5843A pulse distribution amplifiers; the SA-5842A sync adder; the SD-7393A sync delay amplifier, and the TS-100A TV sideband analyzer. Also on display will be video distribution and pulse distribution amplifiers, closed-circuit TV transmitters, closed-circuit TV modulator, solid-state TV tuner and balanced universal amplifier.

Personnel: E. G. Gramman, Robert Vendeland, William D. Killion, George

ANGENIEUX LENS, ZOOMAR CONTROL & G. E.'S NEW LIVE COLOR CAMERA

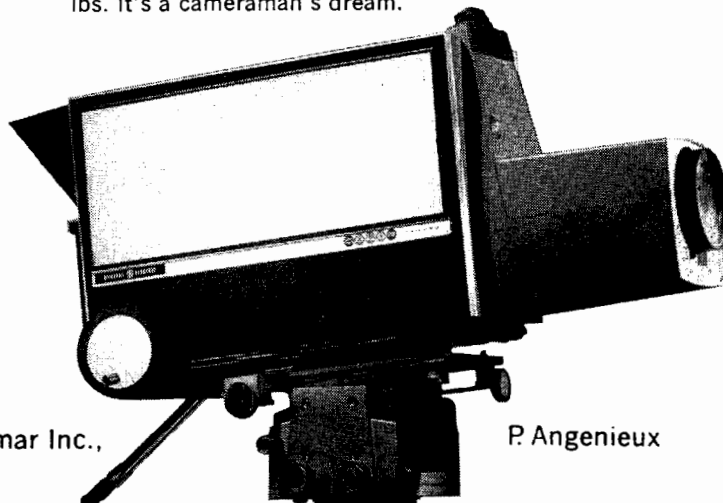
They add up to the simplest camera operation possible.

The Angenieux 10 to 1 zoom lens is designed to accommodate range extenders—fast. No need to remove the lens when adding them.

The Zoomar control for zoom and focus is a simple mechanical design using rotating shafts. It gives increased stability and trouble-free operation.

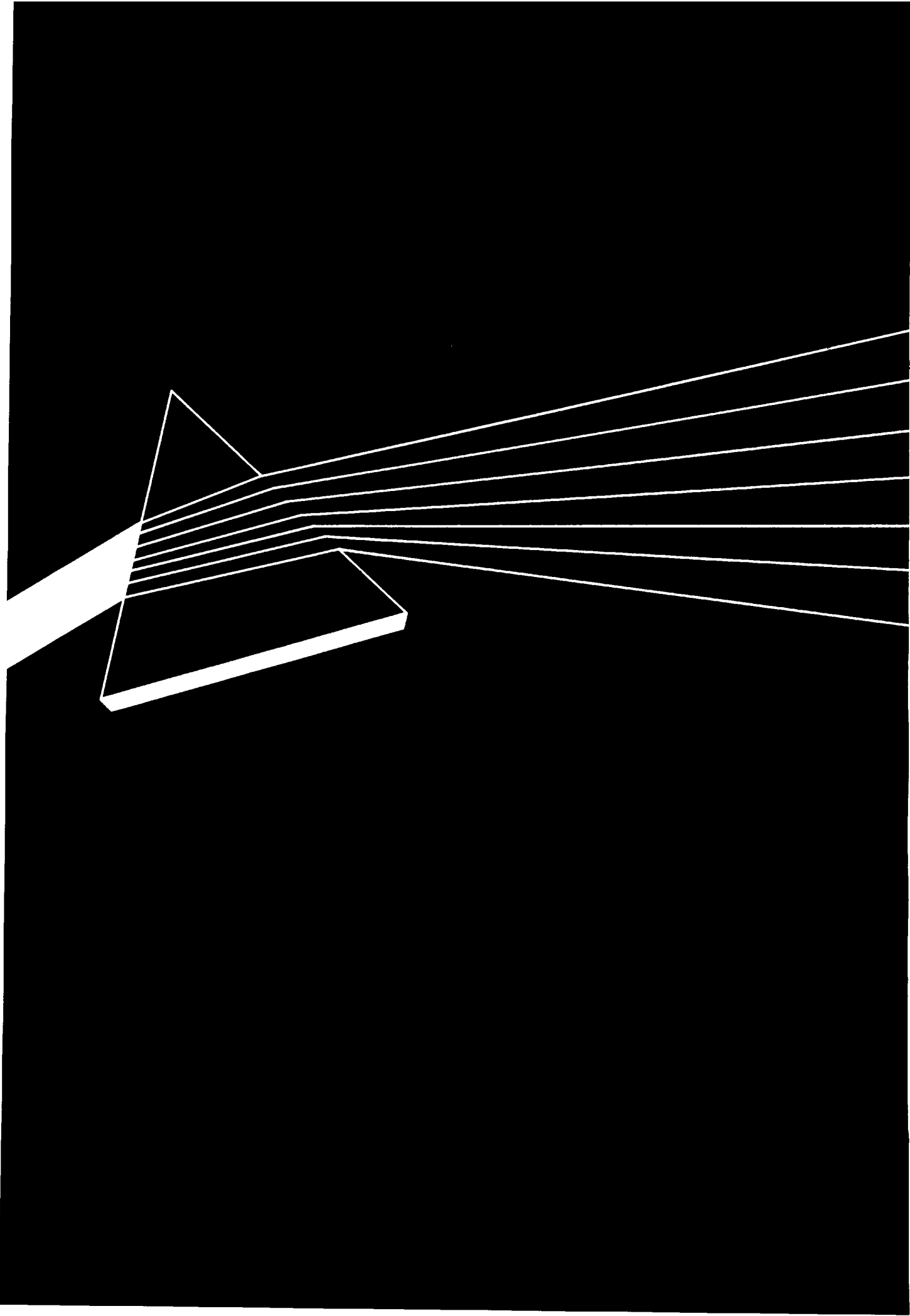
The new G-E PE-250 live color camera has both features. Plus—lightweight and easy mobility.

The entire package weighs less than 150 lbs. It's a cameraman's dream.



Television Zoomar, Zoomar Inc.,

P. Angenieux



COLOR TV TAKES A GIANT LEAP FORWARD WITH THE REVOLUTIONARY NEW...



Polychrome Camera

Sarkes Tarzian, Inc. brought a fresh outlook to the problems of color television. We were free to explore all possibilities. We had no commitment—economical or philosophical—to an existing system, with its inherent faults.

We had no hesitation to innovate, where innovation was called for. Likewise, where we found a proven concept, we adopted it.

Results? The revolutionary, full-color Polychrome Camera system—the only color system offering a choice of tubes.

Here is color television previously unknown. Here is color performance to still the remaining skeptics. Here is rare purity of color . . . rigid stability . . . delicate detail.

And while our engineers were at it, they designed out heaviness and awkward appearance—giving the Polychrome Camera a trim, eye-pleasing silhouette in a unique magnesium housing. Like its monochrome predecessors, Tarzian's Polychrome Camera systems feature 100% transistorized circuitry.

The first Polychrome Camera systems are scheduled for June delivery.



Symbol of Excellence in Electronics

W. Bates, Dwain A. Keller, Bob Jacobs, Myron D. Bingham, Bill Kruse and Julian Hansen.

EASTMAN KODAK CO.

Space 231-W

On display will be motion picture audio/visual products and services.

Personnel: R. E. Connor, R. M. Corbin, R. O. Gale, E. P. Genock, R. H. McPherson, J. A. Pistor, E. M. Stifle, A. TerLouw, C. R. Troutner and G. H. Tubbs.

ELECTRONICS, MISSILES & COMMUNICATIONS INC.

Space 323-C

On display will be VHF and UHF translators, UHF transmitters, 2500-mc instructional TV transmitters and converters.

Personnel: Robert Romero, Garr Johnson, Steve Koppelman and John P. Gallagher.

ENTRON INC.

Space 320-C

Featured will be three new in-a-line units for CATV: an all band solid-state terminating distribution amplifier with a regulated power supply and four distribution line outputs, a multiple-tap directional coupler with variable attenuation and a solid-state repeater amplifier with automatic level control. Other solid-state equipment and high gain-high output tubes will also be on display.

Personnel: Edward Whitney, George Kanen, James Carter, William Sailor and Walter Baxter.

FAIRCHILD RECORDING EQUIPMENT CORP.

Space 314-C

On display will be a complete line of audio control devices including the Conax, the Dynalizer and the Bass-X. Also to be shown is the Reverbertron reverberation system.

Personnel: Donald J. Plunkett, George Alexandrovich, Keith Morris and Edwin Everitt.

FILMLINE CORP.

Space 118-E

The FE-50 and FE-30 Ektachrome (ME-4) color processors will be shown. The new models provide extended developing time and allow ASA indexes of 250 at 50 FPM. They also allow a 30-second changeover from standard to extended development time at 50 FPM.

Personnel: Edward B. Krause, John Koteas and John J. Grady.

FORT WORTH TOWER CO.

Space 315-C

Featured will be microwave and CATV towers, passive reflectors and equipment buildings, and photos of station installations.

Personnel: T. W. Moore.

GATES RADIO CO.

Space 221-W

New equipment to be shown in operation will include the Vanguard II, 1 kw, one tube, AM transmitter; the Stereo Statesman audio console, and the Producer and Diplomat production centers.

Also on display will be the Vanguard I AM transmitter, 5 kw and 50 kw AM transmitters; 1 kw, 3 kw, 5 kw, 10 kw and 20 kw FM transmitters; the solid-state Statesman consoles; four completely transistorized remote amplifiers, the Dynamote 70 (four channel), Attache 70 (three channel), Courier 70 (two channel) and Unimote (single channel), and the Cartritone II tape cartridge equipment.

Personnel: P. S. Gates, L. J. Cervone, N. L. Jochen, Eugene Edwards, E. S. Gagnon, L. T. Pfister, Gerald Reese, James Barry, Neil Arveschoug, Joe Cole, Howard Dempsey, Lewis Denes, London England, Joe Engle, Robert Hallenbeck, William Moats, Clarence Morgan, Tom Schoonover, Ed Shuey, Richard Spruill, Paul Timpe, Stan Whitman, Urlin Whitman, Ed Wilder, Joe Woods, Robert Simmen, Walton Ayer, Everett King, Tom O'Hara, Joe Guerrero, Arnie Clapp, John Murphy and Bob Gauthier.

GENERAL ELECTRIC CO.

Space 102-E

One of the new products on display will be the GE PE-250 four-Plumbicon live color studio camera with all solid-state circuits and plug-in modular construction.

The theme for the GE exhibit is color TV, built around the slogan, "The real live one in '66."

Other new products to be shown are the PE-240 film color camera, the TV-112 transistorized color encoder, the BC-35 audio console in either of four or eight-channel models, the TT-530 VHF 30 kw TV transmitter and the TE-21 two-unit closed-circuit camera.

Also on display will be the PE-26 3-inch portable monochrome camera, the PE-27 monochrome film camera, film multiplexers, film and slide projectors, the BC-31 audio console, a complete line of transistorized audio equipment, transmitter remote control equipment, the TT-59 50 kw UHF transmitter, camera pickup tubes and

helical and Zig-Zag panel antennas for UHF and VHF.

Personnel: J. W. Alsop, A. C. Angus, M. E. Arnold, J. L. Bailey, R. A. Bass, G. C. Berry, F. J. Bias, R. N. Blair, J. E. Blake, W. G. Blois, P. Bock, R. T. Bogh, D. F. Booth, H. Boreiko, T. F. Bost, P. G. Bowers, J. D. Brooks, P. D. Brooks, M. H. Buehler, D. Buller, R. J. Burke, J. R. Cady, R. W. Carfi, L. J. Carter, T. H. Castle, M. S. Ceterski, E. T. Chance, R. D. Christerson, R. E. Christie, H. Chrysler, R. W. Cochran, R. C. Cole, J. S. Collins, J. M. Comer, M. H. Diehl, D. Doolittle, J. H. Douglas, M. R. Duncan, W. G. Eagle, F. M. Eames, T. M. Egbert, O. Ellenberger, L. Esnaola, G. S. Evans, R. E. Fisk, P. H. Fletcher, C. T. Floyd, W. R. Fraser, N. Fried, C. F. Ganter, W. F. Goetter, F. Gonzalez H., S. R. Gordon, H. W. Granberry, R. Groves, A. Gula, M. M. Haertig, D. B. Hagen, W. A. Halbig, H. Hannam, J. Iler, M. Johnson, T. M. Jordon, G. J. Kazacos, J. D. Kearney, C. I. Kring, R. E. Lauterbach, E. Levine, A. P. Long, J. P. MacDonnell, J. L. MacNair, A. W. Malang, V. P. Marlin, R. G. Marmiroli, H. H. Martin, I. A. Mayson, J. Meagher, G. H. Metcalf, J. Meyerholz, F. Miller, L. V. Morris, H. W. Morse, D. A. Muir, L. F. Page, J. H. Painter, W. P. Pelrine, R. D. Peterson, E. H. Platt, A. F. Pronesti, R. E. Putman, W. M. Ramey, B. Ransom, B. M. Read, D. G. Reik, P. Reilly, G. H. Rode, D. W. Rohrs, V. H. Russell, F. A. Sachs, I. T. Saldi, H. D. Schiller, J. L. Seiber, W. L. Shepard, R. A. Sickler, F. A. Smith, H. E. Smith, O. R. Smith, R. M. Smith, E. H. Sondek, C. E. Spence, J. P. Stack, J. W. Stonig, L. M. Storey, G. H. Stratton, A. J. Strumar, J. G. Swift, R. A. Thompson, W. E. Ticen, G. S. Tillman, J. T. Tillman Jr., R. C. Torgersen, W. T. Tumber, H. S. Walker, J. Wall, H. Wallace, L. M. Waller, J. P. Watson, J. F. Watter, S. White, V. Wiebusch, J. F. Wiggin, R. C. Wilson, G. C. Wolters, W. A. Woods and R. E. Zetter.

GRASS VALLEY GROUP INC.

Space 109-E

Audio and video line and terminal equipment will be on display.

Personnel: Donald G. C. Hare, William L. Rorden, Stephen G. C. Hare and Hazel S. Hare.

HANCOCK TELECONTROL CORP.

Space 403-N

Unicon, an automatic television program controller capable of coordinating all operations of TV master control, will be shown. The unit automatically selects, controls and mixes video and audio sources as determined by an internally stored real time program.

Personnel: William E. Bacon, Jerry

The soundest sound in AM is the new Gates Vanguard II Transmitter

Every listener applauds the superb sound quality produced by Gates Vanguard II because it truly rivals FM transmitters in audio performance.

Typical response is ± 1 db. from 20-16,000 cycles with typical distortion in the range of 1% or less.

Only one power amplifier tube. All other circuitry completely solid state. Fewer components to go wrong. More reliability. And less expensive to maintain. Write for complete information.

The soundest sound in AM is the new sound of Gates.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.

A subsidiary of Harris-Intertype Corporation



**Vanguard II:
Solid state plus one tube does it better!**

See the Vanguard II operating at Gates' extensive exhibit, West Hall, 1966 NAB Convention.

S. Goldfeld, George J. Michel Jr. and Felio G. Osto.

HARWALD CO.

Space 225-W

On display will be the Mark IV S/S, a new solid-state automatic film inspection unit. Also on display will be the Protect-O-Film cleaning machine, the Mark IX model Q automatic film inspection and editing machine, the Splice-O-Film film splicer and the Mark IV-B Auto-Thread.

Personnel: Robert Grunwald, Richard Wallace, Bill Stelcher, Ron Podlesak, Tom Thompson and Ray L. Short Jr.

HEWLETT-PACKARD

Space 418-N

A new solid-state waveform oscilloscope, the 191A, featuring a new cathode ray tube, will be shown. Also on display will be other oscilloscopes, an electronic counter, a counter prescaler, a frequency converter, a multi-function meter, a portable test set and a function generator.

Personnel: Jim Brockmeier, John Deans, Ralph Reiser and Don Watson.

HOUSTON FEARLESS CORP.

Space 110-E

Two newly developed colorfilm processing systems, the 60 FPM color Labmaster and the 30 FPM Colormaster, will be shown. Both are designed for Ektachrome or Anscochrome processing. The Colormaster can be purchased for black and white processing and be converted to color later. Also on display will be a complete line of television camera support equipment.

Personnel: Bert I. Rosenberg, Wade H. Weaver, Gale A. Hildreth, John D. Penny and W. von Eckartsberg.

INTERNATIONAL GOOD MUSIC INC.

Space 224-W

A new Actan memory drum plug-in switcher and a new model 620-5 audio control with three music transports, carousel and cartridge playback unit will be displayed. The Actan increases the series 500 capacity from two music channels to as many as eight and provides up to 60 different steps of sequential control. The model 510-4 control unit also will be exhibited.

Personnel: Rogan Jones Jr., Lee Facto, Danny Coulthurst, Robert Popke, Joe Curcio and Tim Waide.

JAMPRO ANTENNA CO.

Space 305-C

On display will be a UHF zig-zag antenna, a 2500 mc educational TV antenna and dual-polarized FM an-

tennas.

Personnel: Peter Onnigian, Larry Seese and Floyd Overhauser.

JERROLD ELECTRONICS CORP.

Space 322-C

On display will be complete CATV headend and distribution equipment featuring Channel Commander, Starline and 440 microwave series.

Personnel: Robert Beisswenger, Lee Zemnick, Jerry Hastings, Joel Smith, Elmer Metz, Art May, Vic Nicholson, Mel Gray, Frank Martin, John Dieckman, Edward Dart, Jim Shanley, Bill Robinson, Howard Lomax, David Baltisky, Vroman Riley, Gene McKelvey, Doug Vining, Al Kushner, Selman Kremer and Samuel Blakeman.

Oral history recordings

Reminiscences of the early days will be recorded during the National Association of Broadcasters convention in Chicago, March 27-30. Pioneers of the industry are being invited to tell their stories for inclusion in the Oral History project of the Broadcast Pioneers in association with Columbia University.

Joseph Baudino, Westinghouse Broadcasting Co., Pioneers president, said interviews will be conducted March 28-30 in Rooms 521 and 522 of the Conrad Hilton from 9 a.m. to 12 noon and 1:30 to 5:30 p.m. WGN Chicago will provide the engineering facilities.

JOHNSON ELECTRONICS INC.

Space 242-W

On display will be SCA transistor multiplex tuners, receivers and amplifiers.

Personnel: Ralph L. Weber, Clyde Redwine, Wayne Wainwright and W. B. Pray.

KAISER-COX CORP.

Space 409-13N

The new Phoenician series of CATV equipment, with plug-in modular construction and universal-type fittings will be featured. Information on customer financing and turnkey construction will also be available.

Personnel: Donald Wyckoff, Duane Crist, Al Cummings, Gary Langseth, Gay Kleykamp, Jean Welch, Edith Johnson, Charles Pratt and H. E. Stahm.

KALART CO.

Space 416-N

On display will be the Tele-Beam, a large-screen TV projector; the Craig Pro editor/viewer and the Kalart/Victor Duolite STV-18 16mm projector, which can be used in conjunction with a TV camera for direct pickup.

Personnel: Harvey Cook and Richard Zeitler.

KLIEGL BROS.

Space 100-E

A new line of quartz-iodine studio lighting that has been used in conversion to color will be on display.

Personnel: Herbert R. Moore, Robert W. Bullock, David A. Dever, Jerry Marks, Seth Galbraith and George Howards.

KRS INSTRUMENTS

Space 215-W

On exhibit will be a complete line of reversible continuous-loop cartridge tape recorders for automated programming, separate FM broadcasting and audio automation. Among them the SB6AR1, a 6-Stack broadcaster; the SB6AR6, a 6-Stack broadcaster with all six decks reversible; the SB1RPF, a 1-Stack broadcaster for cartridge production. Also to be shown are cartridge accessories.

Personnel: James S. Johnson, O. R. Price, J. E. Niebuhr, George Knackstedt, William Anderson, Art Junkins, Don Otten, Tom Guerin, Keith Coughenower, Phil Alderton, and Pat Cassertari.

LENKURT ELECTRIC CO.

Space 404-N

To be shown are the 76TV microwave system for long-distance color or monochrome transmission and the 75A microwave radio relay system using heterodyne repeaters for long-haul routes.

Personnel: Charles Behrendt, Bill Bockhacker, Don Herdine, Bill Green, Jay Naugle, Jim Teslik, Bob Verlander and Barry Volante.

MACARTA INC.

Space 212-W

Automatic tape equipment, Carousels and consoles will be shown.

Personnel: G. D. Andrews, Gren Andrews, William E. Moulic, Carl Martin, Del Blomstrom and Victor Blacketer.

MARTI ELECTRONICS

Space 252-W

A new line of audio amplifiers and preamps, power supplies and accessories will be on display. Also to be shown

This is the new FM Volumax.
It prevents FM overmodulation without distortion.
It eliminates SCA crosstalk.
It solves your pre-emphasis problem.

It is yours absolutely free.
 (for 30 days)



Overmodulation. An FM station engineer's headache. Use a clipper and you get distortion. Use a common limiter and you get pumping. You could reduce modulation levels. But that's not the answer.

So CBS Laboratories developed something new. A solid state FM limiting device that replaces common limiters and clippers. And it is unconditionally guaranteed to pre-

vent FM overmodulation and SCA crosstalk *without distortion*.

Hard to believe it does everything we say? Just send this page and your station letterhead. We'll send you the FM Volumax free. (For MPX stations we'll send the stereo model.)

Use it 30 days. After that, send it back if you can part with it. We'll even pay the freight. Or keep it for

only \$695. Double that if you want the stereo model.

AM broadcasters were quick to respond to our free 30-day Audimax and Volumax offer. Now with the new FM Volumax we can make you the same offer. Be the first on your band.

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

are 950 mc aural STL and intercity relay equipment for AM, FM and FM stereo; transmitter remote control and telemetering equipment; 150 mc and 450 mc remote pickup and automatic relay equipment, and subcarrier generators and receivers.

Personnel: George W. Marti, Jo C. Marti and Robert E. Richards.

McMARTIN INDUSTRIES INC.

Space 235-W

On display will be a variety of monitors: FM stereo, frequency and modulation and SCA multiplex; a variety of receivers: FM stereo rebroadcast, FM multiplex, STL, fixed-frequency FM and TV audio; RF amplifiers; selective programmer and audio amplifiers.

Personnel: Ray B. McMartin, Leonard E. Hedlund, Duane Haverty, Gary Smith, Gary Heimsoth, Charles King, Ed Lebeda, Pat Quinn, Jack Carter, Bud Moulthrop, Bruce Jacobs, Bob Fissell, Jim Hall, Carl Clark, Bill Kelly, Joe Schmitz, H. F. Winkeler, Ken Wyborny, Lloyd Phillips, Robert Milsch, Charles Milsch, Jack Moore, Richard Clause, Ron Hartesma, Pete Seay, Jack Mandabach, Neal Hunter, Harry Paston, Bill Kenne, Joel Joseph, P. D. Thompson, Jim Howard, A. W. Greenson, Joe Clancy, John Govreau, Mort Liebman, Art Cohen, A. B. Clapp, R. F. Hill, R. J. Gauthier, Arthur Singer, Alvin Schwartz, Ernest Vicino and Fernando Perez.

MELCOR ELECTRONICS CORP.

Space 422-N

A variety of solid-state audio equipment will be shown, including preamp/program amplifier, program/monitor amplifier, 50 w monitor amplifiers, compressor amplifier, phono/tape preamp, and regulated power supply.

Personnel: Julius Brick, Ralph Gittleman, Frank Frielingsdorf, Alfred Zuckerman, Eli Passan, Jerry Allyn and David Hill.

MEMOREX CORP.

Space 319-C

A new video-tape, Type 77V, featuring low-drop-out characteristics, freedom from head clogging and reduced head wear, will be displayed.

Personnel: E. Seaman, E. Wildanger, E. Leman, E. Conti, G. Miller, J. Kelly, D. Connolly, V. Kuellmer, L. Lindsey, J. Cantrell, B. McGilaway, W. Patsuris, G. Kulper, R. Geiser, J. Bellah, J. Heitel, C. Krueger and A. Domine.

MICROWAVE ASSOCIATES INC.

Space 111A-E

Five new products on display will be:

the MA-2A 2w and MA-7A ½ w, both solid-state STL, intercity or TV pickup relays; the FRV 7001 ¼ w solid-state heterodyne TV relay for intercity multi-hop and STL; tunnel diode low noise RF receiver preamps and low-noise solid-state AFC TV relay receivers for use with klystron relay transmitters.

Personnel: Erik Stromsted, Henry McMurtry, I. T. Corbell, Dr. Lawrence Gould, Mike Mulcay, Michael Fields, Harrison Faulkner and Dana W. Atchley.

MIDWESTERN INSTRUMENTS

Space 317-C

Two new products, the Telex Sere-nata headset and the auto cuer accessory system will be exhibited with the Magnecord 1021, 1021R, 1022, 1022R, and 1028 audio tape recorders.

Personnel: James Dow and Paul R. Bunker.

D. B. MILLIKEN CO.

Space 421-N

On display will be the DBM-64A kinescope recording camera.

Personnel: T. H. Truesdell.

3M CO.

Space 248-W

The new Scotch brand 399 color video tape, which can take up to 2,000 passes, will be shown along with a full line of audio tapes and a new model professional mastering recorder.

Personnel: Robert E. McCumber and Tom Nelson.

MIRATEL ELECTRONICS INC.

Space 219-W

A variety of solid-state video monitors will be shown. The broadcast monitors run from 8-inches to 17-inches and the general purpose monitors from 8-inches to 23-inches.

Personnel: B. John Klindworth, William S. Sadler, Robert H. Hansen, George Pamlenyi and William J. Toeller.

MOSELEY ASSOCIATES INC.

Space 223-W

On display will be a new solid-state RF amplifier, RFA-1, designed to drive remotely located AM modulation and frequency monitors. Also to be shown will be the WRC-10T solid-state remote control system, the PBR-21 all silicon solid-state remote unit, studio-transmitter links for AM-FM mono or stereo TV, the SCG-3 stereo generator, the LPE-10W direct FM exciter and the SCG-4 direct FM subcarrier generator.

Personnel: John A. Moseley, Howard M. Ham and Jim Tonne.

MVR CORP.

Space 414-N

On display will be the new VDR-210CF instant replay and stop-action Videodisc TV disk recorder.

Personnel: K. R. Machein, F. Gonzalez Jr. and R. J. Ryan.

NORTH AMERICAN PHILIPS CO. PROFESSIONAL PRODUCTS DIV.

Space 310-C

On display will be microphones, closed-circuit TV and video-tape recorders and 16mm telecine projector.

Personnel: R. A. Vachon, J. D. Scanlon, A. A. Brakhan, M. H. Cook, W. J. Spencer, E. D. Baars and G. A. Garnes.

NORTH AMERICAN PHILIPS CO.

Space 304-C

A new three-channel Plumbicon color camera, the PC-70, which features a smaller console and completely transistorized circuitry, will be shown. Also on display will be Norelco's PC-60 three-Plumbicon color camera and the PM-50 monochrome camera.

Personnel: Robert T. Cavanagh, John S. Auld, Robert L. Diamond, Richard Tingley, Donald Pounds, Thomas Ray, Michael Fisher, Walter Wolthers, Gino Nappé and Richard R. Close.

NORTRONICS CO.

Space 233-W

Magnetic tape heads and accessories for OEM and replacement will be shown.

Personnel: Joseph Dundovic, Thor Johnson, Roger Czerniak, Paul Lund, Miles Effron, Tony Gentile, Donald Puls and Ted Liberkowski.

PERFECTION MUSIC INC.

Space 415-N

Equipment dealing with good music and automated stereo operations will be featured.

Personnel: G. W. (Bill) Sandefur, Virginia Sandefur and Ray C. Pincher.

Q-TV INC.

Space 112-E

Products to be shown include Q prompts, videotypewriters and deluxe crawls, and a horizontal tape dispatcher.

Personnel: George Andros, Sam Elgort, Al Eisenberg, Stan Train and Jim Henderson.

QUICK-SET INC.

Space 309-C

A new dolly for outside use and a pedestal for studio use will be shown along with the Samson, Hercules and Gibraltar lines of tripods, dollies, pan-



Meet Madame Modiste celebrated seamstress of Livonia, Mich.

She's never worked for Pauline Trigere or Bergdorf Goodman. Yet her professional skills help keep you in the height of fashion . . . if you own a General Motors car. She's a seamstress at a GM Fisher Body plant, one of three thousand whose deft needlecraft turns rolls of upholstery materials into smart, superbly fitted seat coverings—more than seven million times a year.

These talented "couturières" work with cloth, vinyl fabrics, and soft, genuine leathers in the process of creating the designs you see in General Motors cars. The inviting interiors they produce unite with some 170 car models from which today's highly selective car buyer may choose.

General Motors car interiors are fashioned and selected by trained specialists of taste and discernment. But their abilities would be wasted without the practiced hand of the expert seamstress. She is one of the people who keep GM in the automotive styling forefront.



General Motors Is People...making better things for you

heads, cradle units and trolleys.

Personnel: A. J. Briglia, Ed Schultz and P. C. Mooney.

RCA

Space 101-E

Continuing the "new look" theme, a mass display of color originating equipment will be shown with the TK-42 four-channel live color camera as the central feature. Also in the operating exhibit will be the TK-27 four-tube color film system and several units in the color television tape line.

Also to be shown will be a complete studio control system, and new and higher-powered FM, VHF and UHF transmitters. Other items include AM, FM, TV and closed-circuit monitoring and test equipment, TV gear, antenna systems, transmission line, tower lighting and accessories, microwave relay equipment and station automation equipment.

Personnel: C. H. Colledge, T. J. Barlow, J. C. Cassidy, Al L. Hammer-schmidt, A. F. Inglis, A. M. Miller, W. E. Morrison, J. P. Taylor, E. C. Tracy, W. B. Varnum, P. Bergquist, G. W. Bricker, E. J. Dudley, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, H. H. Klerx, E. N. Luddy, D. S. Newborg, D. Pratt, J. P. Shipley, M. A. Trainer, N. R. VanderDussen, D. P. Allen, J. N. Barclay, D. Borchert, M. M. Corbett, D. A. Crawford, H. W. Dover, W. G. Eberhart, M. Ellison, R. S. Emch, B. E. Fincher, E. Frost, D. Freeman, R. Giles, J. A. Gimbel, R. F. Goodspeed, W. Happel, R. Harding, E. H. Herlihy, E. H. Hoff, W. I. McCord, O. J. McReynolds, V. S. Mattison, R. Mele, T. B. Mullooney, R. J. Newman, J. L. Nickels, A. W. Power, C. E. Raasch, J. R. Sims, J. Smith, C. F. Tarver, R. Varda, O. Wagner, P. G. Walters Jr., R. M. Williams and W. C. Wiseman.

RCA ELECTRONIC COMPONENTS AND DEVICES

Space 101-E

Image orthicons, vidicons, power tubes, microphones and silicon rectifiers will be shown.

Personnel: F. X. Banko, D. M. Branigan, R. M. Cahill, G. C. Carne, P. Duncan, W. T. Dyal, E. A. Dymacek, D. W. Epstein, R. O. Etheridge, J. A. Haines, H. Hambleton, V. C. Houk, J. T. Houlahan, P. Houston, J. E. Kelley, J. J. Kelley, H. Kozicki, R. E. Lawrence, R. J. Liska, R. Lord, G. A. Lucian, S. J. Martin, M. C. Mowrey, R. A. Nelson, J. H. Owens, M. Petrisek, R. T. Rihn, W. E. Rohland, G. E. Ryan, H. Weisberg, W. W. Winters and T. Yingst.

RAYTHEON CO.

Space 106-E

On display will be solid-state micro-

wave radio equipment and systems for studio-to-transmitter links, intercity relays and ETV systems, system engineering, path surveys, hardware, installation and maintenance services. The new items to be shown are the KTR II, 1 w remodulating radios, the KTR III, 5 w hetrodyne repeaters, dual link II, 1 w automatic hot standby STL portable microwave equipment and complete turnkey systems.

Also on exhibit will be clamper amplifiers, and broadcast tetrodes for AM, FM and TV.

Personnel: Hugh P. Bannon, Jack E. Banister, George A. Hinckley, John S. Barber, Philip R. Cass, Robert F. Kanney, Robert Keller, Daryl M. Hatfield, John M. Cheval, Sam Harrell, Gene Love, Rodney E. Nelson, David S. Frankel, Edward H. Gilbert and Kenneth G. Weaver.

REEVES SOUNDCRAFT DIVISION, REEVES INDUSTRIES INC.

Space 204-W

A variety of new products will be shown: A line of high-band color video tape for quadruplex equipment and for use in critical monochrome applications; a line of helical scan video tape for slant-scan recorders and a line of Gold Label Microloc recording discs. Also to be shown will be tape recording accessories, audio tapes, magnetic film and Magna Striping and Micro-Plate monochrome video tape.

Personnel: John S. Kane, Robert E. Snare, Roger N. Langmaid, William H. Woglom, George P. Petctin, Richard J. Quaid, George F. Johnston, I. Cecil Asfour and Rex F. May.

RIKER INDUSTRIES INC.

Space 103-E

A new studio switcher and an automated master control switcher will be shown. Also on display will be a portable special effects switcher, a new encoded color bar generator and a colorizer, test equipment, video and pulse distribution amplifiers, color processing amplifiers and the Mincom dropout compensator.

Personnel: H. Charles Riker, Sidney B. McCollum, Bernard V. Munzelle, Robert I. Webb, Charles Abney, Robert E. Lynch, S. S. Krinsky, Erwin Lane, David Lawi, Glenn Webster and Arthur Freilich.

ROHDE & SCHWARZ SALES CO.

Space 239-W

A video transmitter test assembly, type UMVF, will be exhibited.

Personnel: Rudolf Feldt, Carroll E. Barlow, Dr. H. Mangold, M. Goebel and David Levy.

ROHN SYSTEMS INC.

Space 229-W

Featured will be a new line of angle towers, basically used in the microwave field, and currently being manufactured in 36-inch and 48-inch face sizes.

Personnel: Dwight Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, William Hall, Al Repsumer, Robert Kennedy, Robert McNeme, James Hunter, Bud Blaksley and David Fehr.

RUST CORP. OF AMERICA

Space 245-W

Autolog systems for TV, AM or FM installations will be displayed. Also at the show will be a new series of AP alarm panels for continuous supervisory monitoring of parameters, a dial-operated monitor switching system, remote control equipment and samplers for all types of stations, and FM stereo transmitters.

Personnel: S. Fulchino, J. Wyman, B. Dunbar, A. Cestaro, J. Beck and J. Andre.

SCHAFER ELECTRONICS

Space 210-W

On display will be a new stereo model 800 program control system complete with transistorized Ampexes, an SA-100 random access spot locator, and an automatic network switcher. There will also be a new model 500 remote control system and new automatic program logging equipment.

Personnel: Paul C. Schafer, James W. Harford, Dallas Barnard and Milt Kray.

SENNHEISER ELECTRONIC CORP.

Space 423-N

On display will be several different microphones and the Radio and TV Microport wireless microphone system.

Personnel: Horst Ankermann.

SHIBADEN CORP. OF AMERICA

Space 226-W

On display will be two-10 and three-10 color cameras and the VRM 416 video-tape recorder.

Personnel: N. Shigezaki, S. Sonobe, Y. Hirano, Y. Karato and K. Kiyohara.

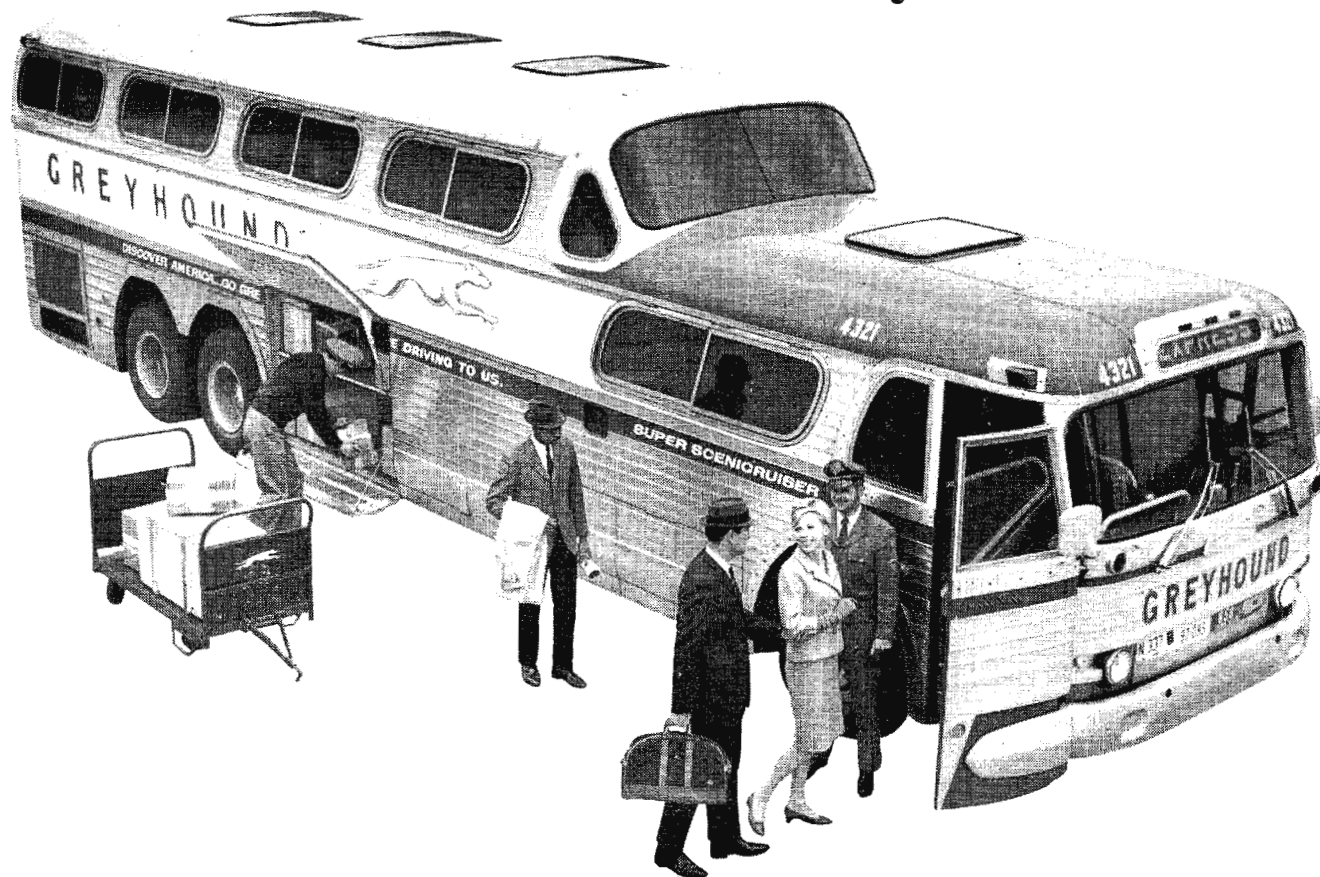
SHURE BROS. INC.

Space 213-W

On display will be microphones and accessories, broadcast phono cartridges, tone arms, preamps and equalizers.

Personnel: R. W. Carr, V. F. Machin, L. Gunter, J. H. Kogen, C. R. Anderson, J. E. Corbin and W. C. Campion.

A million miles a day!



Your packages go wherever Greyhound goes when you ship by Greyhound Package Express

Greyhound goes over a million miles a day, over more than 100,000 miles of routes, serving more than twenty-five thousand cities, towns and villages throughout the U.S.A. Your shipments go wherever Greyhound goes, aboard regular Greyhound buses, when you

specify Greyhound Package Express. Ship anytime at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. Schedules are fast and frequent. Your shipments get there faster, (often in a matter of hours) because they get moving sooner. Save time!

Save money! Save trouble! Ship C.O.D., Collect, Prepaid, or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-C, 140 S. Dearborn St., Chicago, Ill. 60603.

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	\$1.35	\$1.55	\$1.80
ATLANTA—BIRMINGHAM	11	3 hrs. 30 mins.	1.85	2.10	2.45
CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	1.80	2.05	2.40
SEATTLE—PORTLAND	19	3 hrs. 35 mins.	1.70	2.00	2.25

*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.

SONY CORP.

Space 114-E

The exhibit will include the BV-120 professional broadcast video recorder with the electronic editor and the EM-2N portable professional audio recorder.

Personnel: C. Steinheimer, K. Nees, R. Raymond, H. Johnson, D. Matheny, J. Mitchell and H. Berlin.

SPARTA ELECTRONIC CORP.

Space 246-W

The new A-20 audio console, a completely transistorized unit with eight channels and 22 inputs will be shown as an addition to the A-15 four-channel console and the AS-150 four-channel stereo console. Also new will be the all-transistorized RA-5 two channel, three input, battery powered remote amplifier mixer.

A new stereo 600 series, a completely transistorized cartridge system, and a new line of turntable cabinets and console desks will be shown, as will Vega Electronics Corp.'s microphones, F-14 receivers and compressor-limiters.

Personnel: Bill Overhauser, Jack Lawson, Ray Kohfeld, Jess Swicegood, Glenn Webster, Herb Arms and Harry Brouhall.

SPENCER-KENNEDY LABORATORIES INC.

Space 417-N

On display will be a line of solid-state RF transmission equipment and accessories for CATV, ETV and industrial applications.

Personnel: Charles H. Wright, George Green, Hy Triller, Dr. Jacob Shekel, Richard Cullinane and William Lasky.

STANDARD ELECTRONICS CORP.

Space 307-C

A new solid-state TV transmitter and a single-cabinet TV transmitter driver will be shown. The driver, solid-state up to the final power output stage, is available for channels 7 through 13. Also to be shown are a 25 kw-rated visual amplifier, FM transmitters and associated gear for FM and TV.

Personnel: Bill Zillger, Arno Zillger, Erwin Taper, John Maczko and Betty Zillger.

SUMMIT ENGINEERING

Space 324-C

The Videograph, a new unit to evaluate magnetic tape for video recording use will be introduced. Also on display will be accessories for use in video recording.

Personnel: Ted Barger, John Wood, John Gallagher, Ted Pike and Don Meier.

SYLVANIA ELECTRIC PRODUCTS INC.

Space 402-N

A mobile television production unit and associated studio cameras and control equipment will be shown.

Personnel: T. A. Combellick, N. Rabiecki Jr., E. Maltzman, L. Frankwitz, R. Priske, R. Pilcher, S. J. Stratis, R. W. Louth.

TAPE-ATHON CORP.

Space 241-W

Studio recorders, automated audio program systems, and magnetic tape playback equipment will be featured.

Personnel: George M. Anthony, Thomas L. Aye and Edward N. Severn.

TELECASTER ELECTRONICS

Space 230-W

The new 700 series tape cartridge decks in mono or stereo will be on display. The transistorized series features remote control of all functions. Also to be shown is the A-100 three-channel remote amplifier.

Personnel: Paul L. Shore and James C. Woodworth.

SARKES TARZIAN INC.

Space 104-E

A four-channel live color camera, which can use any available tube for chrominance channels, and a new four-videicon color film system, both fully transistorized, will be introduced. The live camera uses a Plumbicon or image orthicon in the luminance channel and comes with a 10:1 zoom lens. The film chain uses a 1½-inch vidicon in the luminance channel and 1-inch vidicons in the chrominance channel.

Also on display will be the Tascom, a traffic availabilities computer, and the APT-1000B programing computer, which is capable of handling an entire day's programing.

Personnel: Biagio Presti, Russ Ide, Neff Cox Jr., Richard T. Swan, Dale Buzan, Harold Rabinowitz, John Guthrie, Morrell E. Beavers, Oliver Bjerke, Nubar Donoyan, Richard J. Dougherty, Gordon Peters, Jack Roden and Joe Ryan.

TEKTRONIX INC.

Space 202-W

Equipment on display will include video waveform monitors, vectorscope for color TV phase measurements, oscilloscope trace-recording camera, TV test equipment, generators, amplifiers and scopemobiles.

Personnel: Fred Hart, Ray Hare, Bob LeBrun, Stan Foss, Ed Vaughan, Ted Brandt, Dick Herdman, Keith Williams, Charles Rhodes, Doug Dickie, Ron

Olson, Berten Kate, Phil Crosby, Blaine Smith, Ralph Show, John Kobbe, Wim Velsink, Bill Polits, Mike Park, Frank Consalvo, Don Hoffman, Paul Lund, Steve Kerman, Cliff Briesenick, Bob Meehan, Bob Seaberg, Ed Yore, Stan Kouba, Jim Alexander, George Lodge, Andy Visser, Jim Jacobs, Ralph Ebert, Edith Nordby, Carol Temple, Dean Hill, Grace Berryhill, Pat Lanias, Ruth Christiansen, Hazel Brown, Hildegard Richardson and Anita Grace.

TELE-CAM INC.

Space 420-N

On display will be combination motion picture-television camera equipment.

Personnel: Robert R. Ferber, Warren R. Smith, Donald A. Trimmer, F. K. Ross, E. Toth and Lillian Smith.

TELEMET CO.

Space 247-W

Among the new items to be shown will be a color processing amplifier, a shunt feedback clamper amplifier and an electronic pointer. Also on display will be transistorized special-effects generators, a video transmission test signal generator, sync generator, sync lock, video distribution amplifiers, pulse distribution amplifiers, equalizer amplifiers, multiburst generators, staircase ramp generator, sync tip clamper amplifier, color standard, color bar generator, color video monitor, color encoder, and differential phase and gain receiver.

Personnel: J. Horiwitz, E. King, S. Gunston, J. Guerrero, D. E. Chapman, J. DeWall, A. Kwartiroff, R. Paniagua, M. Tchinnis, J. Kirleis and S. Hamer.

TELEQUIP CORP.

Space 103-E

Multiplexor, solid-state sync generator, solid-state switcher fader and Norelco closed-circuit TV will be on display.

Personnel: J. J. Camarda, H. L. Ryder, D. Laughrin and J. Kessler.

TELESYNC CORP.

Space 218-W

Three new products will be shown: The visual tape transport projector with a new Telesync crawl system; a new 3¼ x 4 rear screen projector with solid-state remote control, and a ¾-inch videotyper for use with synchronous prompting system.

Personnel: Bob Swanson, Joe Henkel, Lyn Shubert, Trig Lund, Al Sloman and Larry Weirich.

TELEVISION ZOOMAR CO.

Space 105-E

The new Angenieux-Zoomar 11-pound 10:1 zoom lens, model 10x40,

priced at \$4,900, will be introduced. Also on display will be Evershed Power-Optics Ltd.'s Autocam equipment for remote control of TV cameras.

Personnel: Dr. Frank G. Back, Jack Pegler, Bill Pegler, Walter Steuer, Pierre Angenieux, J. H. Askew, Arthur Chalinor and Jack Littler.

TOWNSEND ASSOCIATES INC.

Space 243-W

High-power klystron UHF transmitters, 1 kw UHF translator amplifier and unitized high-voltage power supplies will be shown.

Personnel: George R. Townsend, David Baldyga, Robert Bromley, Ralph

Jay, Edward Gendron, Richard Kirsche, Robert Bessette, Arthur King, Donald Peters and Alan Slater.

TROMPETER ELECTRONICS INC.

Space 406-N

On exhibit will be patching and switching systems in coax, twinax and triax, connectors and cables.

Personnel: Ed Trompeter and Nils G. Strid.

UNITED PRESS INTERNATIONAL

Space 249-W

The new Tele-Slide color library developed exclusively for television will be shown for the first time. The service

features 250 35mm color slides with a free one-year updating service. Also on display will be the TV newsfilm service and new UPI Audio automation equipment. UPI Audio, the broadcast newswire and Unifax newpicture service will be in operation.

Personnel: Mims Thomason, Frank Tremaine, Roger Tatarian, Wayne Sargent, Burt Reinhardt, Thomas E. Cunningham, W. C. McDowell, Peter S. Willett, Richard E. Fales, Dale M. Johns, Robert E. Page, Dean C. Miller, Jack Harenberg, Norman A. Cafarell, Rhea T. Eskew, Richard A. Litfin, William C. Payette and H. Calvin Thornton.



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U. S. ARMY

Space 419-N

Samples of the color TV series, *The Big Picture*, and two radio series, *The Army Hour* and *Worldwide*, will be exhibited.

Personnel: Major Willard Jansen and Major Phil Gilchrist.

U. S. NAVY

Space 228-W

Samples of naval audio-visual materials will be shown.

Personnel: Captain Picket Lumpkin, Commander R. L. Bufkins, Commander B. D. Varner, Lieutenant Commander J. M. Hession, Lieutenant Commander H. E. Padgett, Lieutenant D. J. Cullen and Lieutenant D. F. Dvornik.

UTILITY TOWER CO.

Space 234-W

Standard tower sections for all types of AM-FM-TV-microwave towers, Microreflector microwave reflector, utility base insulators for AM towers and a new leg-splice insulator, #4800, for sectionalizing AM towers will be on display.

Personnel: Clete Nelson, Bud Duvall, Nate Sholar, Joe Nelson, Jerry Bennett and Dutch Giroux.

VARIAN ASSOCIATES

Space 408-12-N

On display will be a new 1 kw super linear tetrode, the Eimac 4 CX 1500B, Eimac and Varian brand power klystrons for UHF-TV and vapor-phased cooled tubes for broadcast transmission.

Personnel: George Badger, Jack Quinn, Larry Caldwell, Harry Breese, Jack Moore, Robert Palmer, Robert Landon and Emmett Brownell.

VIDEO-MEDICAL ELECTRONICS CORP.

Space 407-N

The Fernseh Co. wireless camera with remote sync features and other video equipment will be on display.

Personnel: John L. Blake and P. I. Prentiss.

VIKING INDUSTRIES INC.

Space 316-C

CATV equipment, including the Gold Line amplifiers, and video services, the Weatherama time-weather channel, and the News-A-Rama UPI-Viking news unit will be on display.

Personnel: Arthur Baum, Robert Baum, Ted Baum, Ben Preece, Bob Cowart, Kerwin McMahon, Allen Lipp, Don Dworkin, Bill Dietderich, Ray Davis, William Bodenstein and Dean Shaffer.

VISUAL ELECTRONICS CORP.

Space 301-03-C

Among the new items to be shown are: the Norelco PC-70 Plumbicon color camera; the V/A 100G Allen master color high-band video-tape recorder; the English Electric Valve Elcon 4415/4416E tubes for color and EEV vidicon tubes for color; a solid-state switching system; the McCurdy PE2400 portable audio console; new Spotmaster cartridge units; a new 5 kw AM transmitter with a modulator large enough for a 10 kw transmitter; a 20 kw FM transmitter with a grounded grid output stage driven by a grounded grid driver stage; a 250 w FM transmitter with space within the unit to install a stereo generator; a solid-state direct FM exciter with 10 w output; AKG/Norelco microphones, and Round Hill CS-10 wireless cueing system.

Other items on display will include: the Mark 10 zoom lens IO camera; the Norelco PM 50 monochrome camera; the EEV 4½-inch tube; the Vat pre-select switcher for video, audio and transitions; a pulse assignment switcher; the Visual 6000 TV automation system; the V1200 audio automation system and Favag H-120 master clock system.

Personnel: James B. Tharpe, Charles E. Spicer, George H. Wagner, Nelson D. Pagani, James A. Phillips, Robert G. Striker, Leo L. Darrigo, Charles R. Rich, John P. Gallagher, Richard Gottardi, Morris A. Mayers, Jess Rafsky, Alfred A. Manegus, Robert B. Bollen, Richard A. Koplitz, Lewis C. Radford, Wayne Marcy, A. W. Greeson, James Howard, P. D. Thompson, Alfred M. Kallman, Robert Kuhl, Linton D. Hargreaves, Chester Siegrist, Felix D. Bonvouloir, Lyle O. Keys, Robert C. Bacon, Sam N. Kichas, Richard White, Philip R. Hurlbut, Edward S. Clammer, Hendrik J. Antonisse, C. R. Webster, Hal McKeon, Milton Erickson, Franklin Haber, Richard D. Betts, Clarence Boice, Al G. Sturm, George Hurst, Robert C. Brooks, Rocco Reale, Donald Quinlan, Bob Becker and Andrew Blanck.

VITAL INDUSTRIES

Space 203-W

A variety of amplifiers will be on exhibit.

Personnel: William Boehme, Otto E. Goetz and John Frost.

VITRO ELECTRONICS

Space 207-W

A new solid-state field intensity meter for AM use, the FIM-135 employing optional crystal operation, will be introduced. Also on display will be a new line of stainless steel jacks and plugs, phase monitors for directional antenna

systems, HF and VHF field intensity meters, spectrum display monitors, and FM rebroadcast receivers.

Personnel: Carl Finley, John Birch and Bob Pallace.

WARD ELECTRONIC INDUSTRIES

Space 220-W

Six new solid-state items will be introduced: an audio distribution amplifier, a transmitter color phase equalizer and low-pass video filter, a TV transmitter demodulator, an audio preamp, an audio monitor amplifier and an audio program preamp. Also to be shown are a vertical-interval switching system and a master control-station break switching system.

Personnel: G. K. Butenhoff, R. J. Rainey, M. W. Davies, E. Venturato, Ken Davies, John Ross and Peter Macfarlane.

WESTEL CO.

Space 113-E

TV tape recorders and cameras, including a portable camera, will be on display.

Personnel: Alfred W. Bolts Jr., Robert L. King, William E. Seaman, William H. Butler, Alex R. Maxey, Alan G. Grace, John Streets, Theodore C. Pickett, David Castillo, M. F. Barkouki, Don J. Cochran and Guido Salcedo.

WILKINSON ELECTRONICS INC.

Space 321-C

A new \$995 TM-1A solid-state field intensity meter, weighing less than 12 pounds including rechargeable batteries, will be introduced. Also on display will be direct replacement silicon rectifiers for mercury vapor tubes, AM frequency monitors, AM modulation monitors, stereo generators, FM exciters and limiting amplifiers.

Personnel: G. P. Wilkinson, C. C. Wilkinson, L. T. Wilkinson, L. L. Wilkinson, Paul Moffitt and William Johnson.

Radio programs

COMMERCIAL RECORDING CORP.

Conrad Hilton, Suite 1300

Personnel: John J. Coyle, Jack Murphy, Herbert Berman and Henry Onorati.

MARK CENTURY CORP.

Conrad Hilton, Suite 2139-40

Personnel: Milton Herson, Marvin Kempner, Fred Winton, Frank Beck, Ellis Agee, Sy Geier, Bernard Edelman, Gene Daniels, Jeff Berman.

CHARLES MICHELSON INC.

Conrad Hilton, Suite 733A-734A

Personnel: Charles Michelson and Robert Michelson.

TRUCKS MEAN BUSINESS
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PAMS INC.

Conrad Hilton, Suite 918A-919A

Personnel: Jim West, Bill Meeks, Frank Bloebbaum, W. T. Arnold, Dan Alexander, Gary Edens, Darrell Grundy, Walter Wineke.

PEPPER SOUND STUDIOS INC.

Conrad Hilton, Suite 700

Personnel: William Tanner, Wilson Northcross, Michael Alger, Ralph Stachon, Stan Richards and Henry Tanner.

Research services

AMERICAN RESEARCH BUREAU

Conrad Hilton, Suite 605

Personnel: George Dick, Rod Erickson, Herbert Kaufman, C. A. Kellner, Ralph Crutchfield, William Shafer, Gene Thompson, Robert Owens, John Griffin, Philip Mazur, Roger Hoeck, Marvin Mond, Clay Braun, William McGlenaghan and Alain Tessier.

BROADCAST ADVERTISERS REPORTS

Knickerbocker Hotel, Suite unassigned

Personnel: Robert Morris.

MEDIA STATISTICS INC.

Conrad Hilton, Suite 2139A-2140A

Personnel: James W. Seiler, Jack L. Gross, Dick Lane, John Landreth, Pete Perkins, Mike Heimberg.

A. C. NIELSEN CO.

Conrad Hilton, Suite 1000

Personnel: George Blechta, William R. Wyatt, William S. Hamill, William Ryan, Gene Woolpert, Howard Coleman, Andrew Faller, all New York; John Churchill, Laurence Frerk, Ben Wilson, Gene McClure, Roy Anderson, William Miller, George Baillie, all Chicago; James Shoemaker, Los Angeles; Joseph Matthews, San Francisco.

THE PULSE INC.

Conrad Hilton, Suite 2320

Personnel: George Sternberg, Richard Roslow, Lawrence Roslow, all New York; Paul Gillett, Chicago; Allen Klein, Los Angeles.

SINDLINGER & CO.

Conrad Hilton, Suite unassigned

Personnel: Albert E. Sindlinger and Thomas A. Taylor.

Station brokers

BLACKBURN & CO.

Pick-Congress, Suite unassigned

Personnel: James W. Blackburn, Jack V. Harvey, Joseph M. Sitrick, Colin M. Selph, C. Bennett Larson, Hub Jackson, William B. Ryan, H. W.

(Dutch) Cassill, Eugene Carr, John G. Williams and Clifford B. Marshall.

CHAPMAN & CO.

Pick-Congress, Suite unassigned

Personnel: Paul H. Chapman, J. William Chapman, G. Paul Crowder, Keith W. Horton and Earl Nolting.

R. C. CRISLER & CO.

Pick-Congress, Suite unassigned

Personnel: Richard C. Crisler, Paul E. Wagner, Alex Howard and Edwin G. Richter.

HAMILTON-LANDIS & ASSOCIATES

Conrad Hilton, Suite 711A

Personnel: Ray V. Hamilton, John F. Hardesty, H. DeWitt Landis, John F. Meagher, Barry Winton, George Moore, C. O. Kendrick, Richard A. Shaheen and Lloyd Hawkins.

HOGAN-FELDMANN INC.

Essex Inn, Suite 1511

Personnel: Arthur Hogan and Jack Feldmann.

PHILIP L. KELSER & ASSOCIATES

Unassigned

Personnel: Phil Kelser.

LARUE MEDIA BROKERS INC.

Ascot House, Suite 902-04

Personnel: Hugh Ben LaRue and Robert Kauzlaric.

HOWARD E. STARK

Pick Congress Hotel, Suite unassigned

Personnel: Howard E. Stark.

JACK N. STOLL & ASSOCIATES

Pick-Congress, Suite unassigned

Personnel: Jack Stoll, Bruce Stoll and Jack Hanley.

EDWIN TORNBURG & CO.

Pick Congress, Suite unassigned

Personnel: Edwin Tornberg, Edward Wetter and Douglas Kahle.

Station reps

ABC-TV SPOT SALES

Continental Plaza, Governor's Suite

Personnel: James Conley, Fred Nettere, Martin Pollins, Arthur DeCoster, Robert Sullivan, Charles Barrickman, Richard Hasbrook, Theodore F. Shaker, Philip Mayer, David Johnson, Walter M. Stein, Symon D. Cowles, Charles DeBare, Richard Beesemyer, Barry Geoghegan, Richard A. O'Leary, John McMahon, John E. Campbell, Donald Keck, James Riddell, Elton A. Rule, James Osborn, David Sacks, Russ Coughlan.

ADVERTISING TIME SALES

Conrad Hilton, Suite 600

Personnel: Thomas B. Campbell,

Art Elliott, Marshall Keeling, John Murphy, George Harding, Bob Hetherington and Bob Brockman.

AM RADIO SALES

Water Tower Inn, Suite unassigned

Personnel: Marvin L. Shapiro, Jerry Glynn, Robert McCarthy and Robert Dickey.

AVERY-KNODEL

Sheraton-Blackstone, Suite 407-08-10

Personnel: J. W. Knodel, Robert J. Kizer, David N. Simmons, Don F. McCarty, Robert G. Patt, Roger H. O'Sullivan, F. Robert Kalthoff, Marvin Harms, Vernon Heeren, George Babick, Gale Blocki, Denman F. Jacobson, Gene Jones and Wallis S. Ivy Jr.

MORT BASSETT & CO.

Essex Inn, Suite unassigned

Personnel: Mort Bassett.

ELISABETH M. BECKJORDEN

Continental Plaza, Suite unassigned

Personnel: Elisabeth M. Beckjorden.

CHARLES BERNARD CO. (COUNTRY MUSIC NETWORK)

Conrad Hilton, Suite unassigned

Personnel: Charles Bernard.

JOHN BLAIR & CO.

Sheraton-Blackstone, Suite unassigned

Personnel: John Blair, Frank Martin, Jack Fritz, Jim Theiss, Bob Hemm, Tom Harrison, Ed Whitely, Mel Goldberg, Harry Smart, Don Saraceno, Arthur Stringer, Monte Everett, Stu Cochran Jr. and John Boden.

BROADCAST COMMUNICATIONS GROUP

Continental Hotel, Suite unassigned

Personnel: Peter Lasker, Thomas Nunan, Thomas Comerford, Ralph Glazier, Jack Kennedy and Todd Gaulocher.

BROADCAST TIME SALES

Water Tower Inn, Suite unassigned

Personnel: Carl Schuele.

CBS RADIO SPOT SALES

Conrad Hilton, Suite 1823A

Personnel: Maurie Webster, George Arnold, Robert DiMattina, James K. Francis, Norman Ginsburg and Ed O'Berst.

CBS-TV STATIONS NATIONAL SALES

Drake Hotel, Suite unassigned

Personnel: Ted O'Connell, Richard Loftus, Robert Perez, Al Miranda and Robert Davis.

HENRY I. CHRISTAL CO.

Conrad Hilton, Suite 1306

Personnel: Henry I. Christal, Irvin Gross, Philbin S. Flanagan and Perre Megroz.

ROGER COLEMAN*Croydon Hotel, Suite unassigned*

Personnel: Roger Coleman.

ROBERT E. EASTMAN & CO.*Executive House, Suite 3411*

Personnel: Robert E. Eastman, Joseph Cuff, Frank Boyle, Lee Lahey, Carol Gilbert, Peter Schulte, Michael Disney, Bruce Houston and Walter Baedell.

FM GROUP SALES*Conrad Hilton, Suite unassigned*

Personnel: James Morrow and Chuck Kline.

GILL-PERNA INC.*Conrad Hilton, Suite 1800*

Personnel: Helen Gill, John Perna Jr., Robert Wencel, Harvey Levin, Bill Mason and Dan Bowen.

HERBERT E. GROSKIN & CO.*Ascot House, Suite unassigned*

Personnel: Herbert E. Groskin and D. F. Sabia.

HARRINGTON, RIGHTER & PARSONS*Sheraton-Blackstone, Suite 708-09-10*

Personnel: John E. Harrington Jr., Volney Righter, James O. Parsons, Jr., Robert Gilbertson, John Dickinson, Kevin O'Sullivan, John J. Walters, Richard Gardner, Lon Nelles, Cris Rashbaum, Peter Childs, Edward Theobald, Don Stuart and Jay Haller.

GEORGE P. HOLLINGBERY CO.*Conrad Hilton, Suite 1600*

Personnel: George P. Hollingbery, F. Edward Spencer, Harry Wise, Fred Hague, Roy S. Edwards, Warren Nelson, Walter Zahrt and Philip Corper.

HAL HOLMAN CO.*Conrad Hilton, Suite 2423A*

Personnel: Ken Fleming, Bill Murray and Van Bellingham.

BERNARD HOWARD & CO.*Executive House, Suite unassigned*

Personnel: Bernard Howard, Jack Davis, Arthur Miller and Patrick Norman.

H-R REPRESENTATIVES*Continental Plaza, Suite unassigned*

Personnel: Frank M. Headley, Edward P. Shurick, James M. Alspaugh, Jack White, Avery Gibson, Marty Goldberg, Mel Grossman, Dwight S. Reed, Grant M. Smith, William Hune-feld, Don Howe, Hank Balla, Charles Ferguson, Jack Shaver, Larry Zeman, Jud Cassidy, Peter Farrelly and Ralph Atlass.

THE KATZ AGENCY INC.*Executive House, Suite 3803*

Personnel: Eugene Katz, Edward Codel, Scott Donahue, Morris Kellner, Daniel Denenyolz, Michael Membrado, Walter Nilson, James Greenwald, Oliver Blackwell, Martin Beck, Sal Agovino, Edward A. W. Smith, Alan Axtell, Joseph Hogan, Victor Ferrante, Thomas Hetherington, Thomas Roche, Cal Coleman, Robert Rohde, Ted Curry, Shawn McGreevy, Kenneth Pierce, George Pulos, James Rogers, William Lee, John Roberts, Glenn Kummerow, Warren Beardow, Layton Miller, Geno Cioe, Thomas Rice, Roland King, Thomas Kniest, Richard Epp and Robert Huth.

JACK MASLA & CO.*Executive House, Suite unassigned*

Personnel: Jack Masla, Allan Klam-er, Jack Mulholland, John Finley, Bud Pearse, Gene Gray, Dave Carpenter and Lee O'Connell.

McGAVERN-GUILD CO.*Executive House, Suite 3311*

Personnel: Daren F. McGavren, Ralph Guild, Edward Argow, Walter Lake and Ray Watson.

THE MEEKER CO.*Conrad Hilton, Suite 1700*

Personnel: Robert D. C. Meeker, Robert L. Dudley, Charles E. Standard, Jack Hardingham, Martin Mills, Herb Hahn, Carl Jewett, Len Sable, Fred Bauman, Charles Compton, Howard Wheeler, James Monroe, Harold Soderland and Audrey Tanzer.

**METRO RADIO SALES,
DIV. METROMEDIA INC.***Continental Plaza, Suite unassigned*

Personnel: H. D. Neuwirth, W. S. Dallmann, Harry Durando, Elaine Pappas, Alan Bell, Glenn Gilbert, Kevin Cox, Jack King, Robert Williamson, Bruce Johnson and Tom Marks.

**METRO TV SALES,
DIV. METROMEDIA INC.***Executive House, Suite unassigned*

Personnel: John Sias, Thomas Tilson and Skip French.

NATIONAL TELEVISION SALES INC.*Executive House, Suite unassigned*

Personnel: Oliver Treyz, Jack Mohler, Tom Judge and Frank Browne.

NBC SPOT SALES*Conrad Hilton, Suite unassigned*

Personnel: Richard H. Close.

PETERS, GRIFFIN, WOODWARD*Sheraton-Blackstone, Suite 705*

Personnel: H. Preston Peters, Lloyd Griffin, Jones Scovern, Lon King,

George Castleman, John Thayer, Don Frost, Bob Muth, T. D. Van Erk, Bill Walters, Walcott Ranck, John Butler, Bill Bryan, Ray Hunter, Chuck Kinney, James Kissman, James Mackin, William J. Tynan, John A. Cory, Dennis K. Gillespie, John E. McGowan, William H. Shaw, Paul A. Wischmeyer, Bill J. Scharton, Louis J. Hummel, Kenneth L. Brown, John D. King, Robert E. Swanson, Arthur W. Bagge, Sidney Carter and John K. Markey.

EDWARD PETRY & CO.*Conrad Hilton, Suite 1400*

Personnel: Martin Nierman, Ben Holmes, E. C. (Ted) Page, Alfred Masini, M. B. (Mike) James, Robert J. Lareau, Robert Coppinger, Louis A. Smith, Keith Lewis, Forrest (Frosty) Blair), Joseph Sierer, William Cartwright, Bruce Mayer, Samuel Hall, Robert Schuessler and Lloyd McGovern.

VIC PIANO ASSOCIATES*Conrad Hilton, Suite unassigned*

Personnel: Vic Piano and Claude Piano.

**PRESTIGE REPRESENTATION
ORGANIZATION***Executive House, Suite unassigned*

Personnel: Sam Brownstein, Bill Humphries and Jack Erickson.

PAUL H. RAYMER CO.*Executive House, Suite unassigned*

Personnel: Paul H. Raymer, Robert Baal, Stuart Kelly, Keith Andre, Robert Richmond, Robert Rains, Mahlon Edmondson and William Lasher.

**RKO GENERAL BROADCASTING
NATIONAL SALES***Continental Plaza, Suite unassigned*

Personnel: Donald J. Quinn, George Jeneson, Bill Lemanski and Lew Witz.

SAVALLI/GATES INC.*Essex Inn, Suite unassigned*

Personnel: Joseph Savalli, Bill Wilson, Ken Schaefer and Ed Sherinian.

STONE REPRESENTATIVES INC.*Conrad Hilton, Suite 800*

Personnel: Peggy Stone, Charles O'Mally, Saul Frischling, Seymour Thomas and Robert Jensen.

STORER TELEVISION SALES*Executive House, Suite 3812*

Personnel: John D. Kelly, Frank Barron, Peter Storer, Jim Goldsmith, Bill Mason, Charles Lieber, James Dunham, Marty McAdams and Andy Potos.

**TELEVISION ADVERTISING
REPRESENTATIVES INC.***Water Tower Inn, Suite unassigned*

Personnel: Robert M. McGrady,

James M. King, Benjamin Margolis, William B. Condon and Robert M. Williams.

VENARD, TORBET & MCCONNELL

Conrad Hilton, Suite 2100

Personnel: Lloyd George Venard, Alan L. Torbet, James V. McConnell, Howdee Meyers, Bob Allen, Steve Rintoul, Dave Ring, Dan Ruffo and Jere Carmody.

GRANT WEBB & CO.

Conrad Hilton, Suite 2000

Personnel: Grant Webb, Greg Macafee and Bill Dahlsten.

WEED RADIO & TELEVISION

Allerton Hotel, Suite unassigned

Personnel: J. J. Weed and C. C. Weed.

ADAM YOUNG INC.

Sheraton-Blackstone, English Room

Personnel: Adam Young, James F. O'Grady Jr., Arthur W. Scott Jr., Robert A. Burke, R. John Stella, Roderick A. Guerdan, Guilford R. Dye and Herbert F. Scharff.

Networks

ABC RADIO

Conrad Hilton, Suite (1806A-04A)

Personnel: Robert R. Pauley, Elmer Lower, Theodore M. Douglas Jr., John A. Thayer, Earl Mullin, Thom O'Brien, Jack Mann, Marvin Grieve, Leonard H. Goldenson, Simon B. Siegel, Harold S. Geneen (ITT), Hart Perry (ITT).

ABC-TV

Conrad Hilton, Suite 2306

Leonard H. Goldenson, Simon B. Siegel, Alfred Schneider, Everett H. Erlick, James Hagerty, Herbert Hahn, Thomas W. Moore, Stephen C. Riddleberger, Leonard Goldberg, Edgar J. Scherick, Edwin Vane, Leonard Maskin, Theodore Fetter, Irv Wilson, Don Boyle, Rowe Giesen, Harve Bennett, James Duffy, Frederick Pierce, Marshall Karp, Henry Hede, Jake Keever, Bill Firman, Anthony Rocco, Warren Boorum, Jerry Solomon, John Tiedemann, Ron Pollock, Bob Silberberg.

Elmer Lower, Robert Goldman, John Madigan, Peter Jennings, Herbert Dorfman, John O. Gilbert, Robert L. Coe, Donald S. Shaw Jr., Milton Carney, James Zafiros, Joseph Merkle, Joseph Cox, Carmine Patti, Nat Cavalluzzi, Charles Leasure, Court McLeod, Joseph Giaquinto, Mario Cucinotta, Richard Wexo, Steve Katz, William Sythes, Edward Bleier, Don Foley, Michael J. Foster, Jerry Zucker, Steve Strassberg, Sid Mesibov, John T. Curry, Bill Edwards, Phil Bernstein, Andre Gebstaedt, Joel Cohen, Mari Yanofsky, Jack Ansell Jr., Leo Pillot, George

Hoover, Irv Brodsky, Elliott Ames, Randy Grochoske, Mortimer Weinbach, Martin Rubenstein, Donal Flynn, Jordan Davis, Martin Remnitz, Paul Sonkin, Seymour Amlen, Sheldon Jacobs, Steve Rosenthal.

Roone Arledge, Barry Frank, Mrs. Eleanor Riger, Ned Steckel, Chris Schenkel, Julius Barnathan, Verne Pointer, Frederick Schuhmann, Merle Worster, Frederick Zellner, George Milne, Norman Grant, Max Berry, Joe DeBonis, Tom Flynn, Frank Haney, Philip Levens, Clure Owen, John Herbert Riedel, John Serafin, Sammie Aed, David Eschelbacher, George Sebastian, Henry Dabrowski, Bernard Koval, Robert Morris, William Fowler, Russell Harbaugh, Paul Dudeck, Charles Kocher, Harry Jacobs, Richard Parks, Glen Akins, Theodore Grenier, Arthur Sterman, Charles Buzzard, William Gilmore, William Nolan, Peter Otto, George Corrin, Hal Johnson, Michael Boland, Miss Edith Johnson, Edward Hamilton, Alfred Beckman.

CBS RADIO

Conrad Hilton, Suite 1806

Arthur Hull Hayes, James M. Seward, George J. Arkedis, W. Thomas Dawson, George M. Perkins, Walter P. Rozett, William A. Schudt Jr., Davidson M. Vorhes, Alvin Balkin, William D. Greene, Richard Hess, Gerald F. Maulsby, Norman Ober, Arthur G. Peck, Ogden Prestholdt and Erich H. Salline.

CBS RADIO STATIONS

Conrad Hilton, Suite 1806

Personnel: Fred Ruegg, John O. Downey, Jules Dundes, Ralph W. Goshen, Robert F. Hyland, E. H. Shomo, Robert P. Sutton, and Donald J. Trager.

CBS-TV

Conrad Hilton, Suite 2305A

Personnel: John A. Schneider, John Reynolds, William Lodge, Carl Ward, Jack Cowden, Tom Dawson, William Tankersley, Don Sipes, Salvatore Iannucci, Gordon Hayes, Charles Steinberg, James Kane, Harry Feeney, George Bristol, Alex Kennedy, Richard O'Brien, Albert Dwyer, Don Clancy, Bob Wood, Ed Scovill, Dave Williams, Ed Hall, Leonard Denooyer, Ed Saxe, Robert F. Jamieson.

CBS TV STATIONS

Drake Hotel, Suite unassigned

Personnel: Merle Jones, Craig Lawrence, Frank Shakespeare, Richard Forsling, Hal Hough, Harvey Struthers, Ted O'Connell, Bryce Bryant, Clark George, Ed Kenefick, Gene Wilkey, Robert Wood, Howard Kany, Frank Beazley, Ray Beindorf, Robert Cochran, Jerry Danford, Charles McAbee, Richard Loftus, Robert Perez, Al Miranda,

Robert Davis, Tom Swafford, Joe Stern, Robert Gross, Ed Miller, Al Pierce, Wally Wesley and Joe DeBragga.

KEYSTONE BROADCASTING SYSTEM

Conrad Hilton 805

Personnel: Sidney Wolf, Noel Rhys, Charles Hammarstrom, Harry Albrecht, Chris Hetherington and Christine Fahy.

MARKET ONE NETWORK

Essex Inn, Suite 1501

Personnel: Sidney K. Halpern and Jerry Victor.

MUTUAL BROADCASTING SYSTEM

Conrad Hilton, Suite 1604-06-A

Personnel: Robert F. Hurleigh, Charles W. Godwin, Edward Boyd, Glenn Jackson, Joseph Keating, Stephen McCormick, Raymond Smith, Robert McCumber.

NBC RADIO, NBC-TV

Sheraton-Blackstone, suite unassigned

Personnel: Walter D. Scott, Julian Goodman, David C. Adams, Thomas W. Sarnoff, George Fuchs, Tom Knode, Don Mercer, Harry Bannister, Joe Berhalter, Tony Cervini, Sheldon Hickox, Bill Kelly, Bud Laing, Ray O'Connell, Paul Rittenhouse, Don Durgin, Mort Werner, Dave Tebet, William Trevarthen, Angus Robinson, Cy Wagner, Steve Flynn, Art Johnson, Mort Dillon, Charles Corcoran, Stephen B. Labunski, Robert Wogan, Marion Stephenson, Michael Laurence, Ludwig Simmel, William R. McAndrew, Reuven Frank, Donald Meaney, Russell Tornabene, Raymond W. Welpott, Theodore H. Walworth, Arthur Watson, Stephen Rooney, Joseph Goodfellow, Thomas McCray, Robert Lemon, Richard Close, Robert E. Small, William Rubens, George Lenfest, Robert Howard, Mark Olds, Wilfred Prather, George Graham, Morris Rittenberg, Gerald Adler, Thomas E. Ervin, Robert D. Kasmire, Sydney H. Eiges, Peter Kenney, M. S. (Bud) Rukeyser, Ernest Lee Jahncke, Paul Klein, Gene Walsh.

SPORTS NETWORK INC.

Pick-Congress, Suite unassigned

Personnel: Richard Bailey Sr., Ray Sharp, Charles Voco, Ralph MacFarland, Robert Martin, Jack Tobin, Philip Valastro, Richard Bailey Jr., William Hyland, Joseph Blythe, Louis MacDonald, Vic Grenier and Charles Shellenberger.

Other exhibitors

ASSOCIATED PRESS

Sheraton-Blackstone, Sheraton Room

Personnel: Wes Gallagher, Robert Eunson, Roy Steinfert, Fred L. Strozier, Thomas P. Coleman, Gerald B. Trapp, John Aspinwall, Andy Anderson, Ken Clark, Paul Clifford, Jim Firmin, Jerry



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of Rocky Mountain fever vaccine, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained

to respond to the most difficult situations. Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving vaccine is aboard a plane headed west. Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



Gill, Bob Hull, Dave Manning, Bill McFarland, Bill Phillips, Bob Shipley, Dave Shurman, Jim Smith, Ed Staats, Frank Stearns, Tom Stuetzer, Bob Sundy, John White, Dorman Cordell, Thomas Dygard and Ed Tunstall.

LEO BURNETT CO.

Conrad Hilton, Suite 1500

Personnel: Don Amos, Dave Arnold, Seymour Banks, Lincoln Bumba, Dick Coons, Bill Eckert, Ken Lane, Mark Munn, Bill Oberholtzer and Hal Tilson.

PROMOTIONAL SERVICES INC.

Essex Inn, Suite 1501

Personnel: Sidney K. Halpern, John Mark, Jack Isaac and Peggy Keefer.

RADIO ADVERTISING BUREAU

Conrad Hilton, Suite 1705A, 1705, 1706A

Personnel: Miles David, Robert H. Alter, M. E. Fidler, Jack Ackerman, Allen Eisenberg, Don Anderson, Lew Birchfield, Jack Burke and Rod MacDonald.

SESAC

Conrad Hilton, Suite 900

Personnel: Alice H. Prager, S. B.

Candilora, W. F. Myers, Bob Thompson, Sidney Guber, Norman Odium, Joseph Quinn, Charles Scully, Earl Brewer, Ed Cooney, Harold Fitzgerald, Ken Ovendon, Earl Pollock, Glenn Ramsey, Ray Van Hooser, Vic Vickrey, Frank Watkins.

THE SOFTNESS GROUP

Water Tower Inn, Suite unassigned

Personnel: Donald Softness.

TELEVISION BUREAU OF ADVERTISING

Conrad Hilton, Suite 1605-06

Personnel: Norman E. Cash, George Huntington, William Macrae, Murray Gross and Walter Vetter.

TELEVISION INFORMATION OFFICE

Conrad Hilton, Suite 706

Personnel: Roy Danish, Carl Burkland, Hank Levinson, Bert Briller.

TV STATIONS INC.

Conrad Hilton, Suite 1924A

Personnel: Herb Jacobs, Don Menchel, Dick Cignarelli, Andy Jaeger, Grace Jacobs and Vivian Chackin.

North American Philips Co.	Space 304-C
Nortronics Co.	Space 233-W
Perfection Music Inc.	Space 415-N
Q-TV Inc.	Space 112-E
Quick-Set Inc.	Space 309-C
RCA	Space 101-E
RCA Electronic Components & Devices	Space 101-E
Raytheon Co.	Space 106-E
Reeves Soundcraft	Space 204-W
Riker Industries Inc.	Space 103-E
Rohde & Schwartz Sales Co.	Space 239-W
Rohn Systems Inc.	Space 229-W
Rust Corp. of America	Space 245-W
Schafer Electronics	Space 210-W
Sennheiser Electronic Corp.	Space 423-N
Shibaden Corp. of America	Space 226-W
Shure Brothers Inc.	Space 213-W
Sony Corp. of America	Space 114-E
Sparta Electronic Corp.	Space 246-W
Spencer-Kennedy Labs	Space 417-N
Standard Electronics Corp.	Space 307-C
Summit Engineering	Space 324-C
Sylvania Electric Products Inc.	Space 402-N
Tape-a-Thon Corp.	Space 241-W
Tapecaster Electronics	Space 230-W
Sarkes Tarzian Inc.	Space 104-E
Tektronix Inc.	Space 202-W
Tele-Cam Inc.	Space 420-N
Telemet Co.	Space 247-W
Telequip Corp.	Space 103-E
Telesync Corp.	Space 218-W
Television Zoomar Co.	Space 105-E
Townsend Associates Inc.	Space 243-W
Trompeter Electronics Inc.	Space 406-N
United Press International	Space 249-W
U. S. Army	Space 419-N
U. S. Navy	Space 228-W
Utility Tower Co.	Space 234-W
Varian Associates	Space 408-12-N
Video-Medical Electronics Corp.	Space 407-N
Viking Industries Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries	Space 203-W
Vitro Electronics	Space 207-W
Ward Electronic Industries	Space 220-W
Westel Co.	Space 113-E
Wilkinson Electronics Inc.	Space 321-C

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program	Room 4
Harold Niven, assistant to the president	
Engineering Conference	Room 1
George W. Bartlett, vice president	
Convention Exhibits—	
Exhibit Office—Lower Level	
Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk	Lower Lobby
Donald Pearce, assistant treasurer	
Convention News and Public Relations	Room 3
John M. Couric, vice president for public relations. Milton Magruder, publications manager	
Newsroom	Astoria Room

NAB STAFF OFFICES

Radio	Room 2
Sherril Taylor, vice president	
Station services	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Hamilton Woodle, field representatives	
Broadcast management	Room 4
William I. Walker, director	
Government affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas A. Anello, general counsel	
Research	Room 2
Howard Mandel, vice president	

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies and Continental Room of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 17 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp.	Space 238-W
Advance Industries	Space 421-N
Albion Optical Co.	Space 251-W
Alford Manufacturing Co.	Space 208-W
Altec Lansing Corp.	Space 206-W
Ameco Inc.	Space 312-C
American Electronic Laboratories Inc.	Space 313-C
American Pamcor Inc.	Space 111-E
Ampex Corp.	Space 108-E
Andrew Corp.	Space 244-W
Arriflex Corp. of America	Space 318-C
Audio Devices Inc.	Space 232-W
Automatic Tape Control	Space 201-W
Ball Brothers Research Corp.	Space 214-W
Bauer Electronics Corp.	Space 222-W
Beckman & Whitely Inc.	Space 401-N
Borg-Warner Corp.	Space 217-W
Boston Insulated Wire & Cable	Space 240-W
Broadcast Electronics Inc.	Space 303-C
CBS Laboratories	Space 236-W
CCA Electronics Corp.	Space 237-W
Century Lighting Inc.	Space 116-E
Chrono-Log Corp.	Space 103-E
Cleveland Electronics Inc.	Space 115-E
Cohu Electronics Inc.	Space 311-C
Collins Radio Co.	Space 209-W
ColorTran Industries	Space 117-E
Conrac Division, Gianinni	Space 107-E

Continental Electronics Manufacturing Co.	Space 200-W
Cummins Engine Co.	Space 227-W
Dage-Bell Corp.	Space 308-C
Dresser-Ideco Co.	Space 205-W
Dynair Electronics Inc.	Space 211-W
Eastman Kodak Co.	Space 231-W
Electronics, Missiles & Communications Inc.	Space 323-C
Entron Inc.	Space 320-C
Fairchild Recording Equipment	Space 314-C
Filmline Corp.	Space 118-E
Fort Worth Tower Co.	Space 315-C
Gates Radio Co.	Space 221-W
General Electric	Space 102-E
Grass Valley Group Inc.	Space 109-E
Hancock Telecontrol Corp.	Space 403-N
Harwald Co.	Space 225-W
Hewlett-Packard	Space 418-N
Houston Fearless Corp.	Space 110-E
International Good Music Inc.	Space 224-W
Jampro Antenna Co.	Space 305-C
Jerrold Electronics Corp.	Space 322-C
Johnson Electronics Inc.	Space 242-W
Kaiser-Cox Corp.	Space 409-13-N
Kaart Co.	Space 416-N
Kliegl Bros.	Space 100-E
KRS Instruments	Space 215-W
Lenkurt Electric Co.	Space 404-N
MaCarta Inc.	Space 212-W
Marti Electronics	Space 252-W
McMartin Industries Inc.	Space 235-W
Melcor Electronics Corp.	Space 422-N
Memorex Corp.	Space 319-C
Microwave Associates Inc.	Space 111A-E
Midwestern Instruments Inc.	Space 317-C
D. B. Milliken Co.	Space 424-N
3M Co.	Space 248-W
Miratel Electronics Inc.	Space 219-W
Moseley Associates Inc.	Space 223-W
MVR Corp.	Space 414-N
North American Philips Co. Professional Products Div.	Space 310-C

Edward Petry & Co.	1400
Vic Piano Associates	Unassigned
Prestige Representation	Executive House
Organization	Executive House
Paul H. Raymer Co.	Executive House
Recording Industry Promotion Assn.	Unassigned
RKO General National Sales	Continental Plaza
Savalli/Gates	Essex Inn
Stone Representatives Inc.	800
Storer Television Sales	Executive House 3812
Television Advertising Representatives	
.....	Water Tower Inn
Venard, Torbet & McConnell	2100
Grant Webb & Co.	2000
Weed Radio & Television Corp.	Allerton Hotel
Adam Young Co.	Sh-B English Room

STATION BROKERS

Blackburn & Co.	Pick-Congress
Chapman & Co.	Pick-Congress
R. C. Crisler & Co.	Pick-Congress
Wilt Gunzendorfer & Associates	Conrad Hilton
Hamilton-Landis & Associates	711A
Hogan-Feldmann	Essex Inn
Philip L. Kelsner & Associates	Unassigned
Larue & Associates Inc.	Ascot House
Howard Stark	Pick-Congress
Jack N. Stoll & Associates	Pick-Congress

Edwin Tornberg & Co.	Pick-Congress
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NETWORKS

ABC Radio	1806A-04A
ABC Radio Stations	1806A-04A
ABC-TV	2306
ABC-TV Stations	2306
CBS Radio	1806
CBS Radio Stations	1806
CBS-TV	2305A
CBS-TV Stations	Drake Hotel
Keystone Broadcasting System	806
Market 1 Network (QXR)	Essex Inn 1501
Mutual Broadcasting System	1606A-04A
NBC Radio	Sh-B
NBC-TV	Sh-B
Sports Network Inc.	Pick-Congress

RESEARCH ORGANIZATIONS

American Research Bureau	605
Broadcast Advertisers	
Reports	Knickerbocker Hotel
Media Statistics Inc.	2140A
A. C. Neilsen Co.	1000
The Pulse Inc.	2320
Sindlinger & Co.	Unassigned

MISCELLANEOUS

Advertising Age	906A
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Advertising News of New York	Unassigned
Associated Press	Sh-B Sheraton Room
Billboard	2519A
Broadcast Engineering	1306A
Broadcasting Magazine	706A
Broadcast Management/Engineering	1106A
Leo Burnett	1500
Media/Scope	1334A
NAFMB	839
Printer's Ink	1334A
Promotional Services Inc.	1501
Radio Advertising Bureau	1706A
Radio-Television Daily	906
Society of Broadcast Engineers	1235A
Softness Group	Water Tower Inn
Sponsor	2406
Standard Rate & Data Service	905A
Telefilm Magazine	Unassigned
Television Age	1106
Television Bureau of Advertising	1605-06
Television Information Office	706
Television Digest	1706
Television Magazine	706A
TV Stations Inc.	1924A
Timebuyer Magazine	2340
United Press International	1406
Variety	806A

Seminars study problems of FM

Programing, promotion, sales, research and automation on agenda

Seminars on programing, promotion, sales, research and automation, and presentation of the Armstrong Memorial Research Foundation Awards will highlight the seventh annual convention of the National Association of FM Broadcasters at the Conrad Hilton hotel, Chicago, March 25-27.

The opening morning (Friday) agenda will take up "The Programing Challenge," moderated by Alex Smallens Jr., WABC-FM New York. Panelists, discussing successful FM formats, will be: Nelson Goldberg, WYDD(FM) Pittsburgh on "Fine Arts"; Dick Paisley, WPBS(FM) Philadelphia on "Pop-Personality"; Harvey Wittenberg, WLS-FM Chicago on "Sports"; Ted Niarhos, WDBN(FM) Cleveland on "Pop-Background", and David Bennett, Triangle Stations, Philadelphia on "Multistation Programing."

Ralph Blumberg, WCBS-TV newsman, and former owner of WBOX Bogalusa, La., will be luncheon speaker Friday.

On the Saturday morning agenda are audience-promotion and research panels. The audience promotion session will be moderated by David Polinger, WTFM(FM) New York. Panelists include: Ellis E. Erdman, C&U Broadcasting Corp., Ithaca, N. Y.; Durwood J. Tucker, WRR-FM Dallas; Harry Edel-

man, KCFM(FM) St. Louis; George Gray, WBSM-FM New Bedford, Mass., and H. Taylor (Bud) Vaden, Triangle Stations, Philadelphia.

On the research panel will be: Jack Gross, Media Statistics Inc., New York; Allen Klein, The Pulse Inc., Los Angeles; Jack Masla, Jack Masla & Co., New York, and Gary Gielow, KPEN(FM) San Francisco.

The Saturday afternoon sales seminar will be moderated by Lynn A. Christian, WPIX-FM New York. Panelists on the "Local and Regional FM Sales Challenge" will be: Gertrude Bunchez, Century Broadcasting Co., St. Louis; Reudi Neubauer, WEFM(FM) Chicago, and Garrett Allan, WFMX(FM) Statesville, N. C.

Panelists on the "FM/AM Sales Staffing Challenge" will be: Elmo Ellis, WSB-FM Atlanta; George Thorpe, WVCG-FM Coral Gables, Fla., and Jerry Holley, WIBW-FM Topeka, Kan.

Panelists on the "National FM Sales Challenge" will be: Sherril Taylor, vice president for radio, National Association of Broadcasters; Miles David, president, Radio Advertising Bureau; Abe

J. Voron, WQAL(FM) Philadelphia, board chairman, NAFMB; Donald W. Frost, vice president and director of radio, Peters, Griffin, Woodward Inc., New York, and James Schulke, president, Quality Media Inc., New York.

The Sunday morning program will open with a presentation of taped symphonic programs, moderated by Richard L. Kaye, WCRB-FM Waltham, Mass. Panelists will include representatives of leading symphony groups.

An automation panel will be held Sunday, moderated by Stan Hamilton, chairman of the 1966 NAFMB convention. Panelists will be: Robert F. Whitely, WMAL-FM Washington; Paul C. Schafer, Schafer Electronics; Donald W. Clark, Continental Electronics; Ralph Mark, WEOK-FM Poughkeepsie, N. Y.; Rogan Jones, International Good Music Inc., and Charles Inman, Musipac Inc.

Also on the Sunday morning agenda are presentation of the Armstrong awards, and a report by Harvey Harkaway. Standard Rate and Data Service.

The Sunday afternoon FM Day programs is handled by the NAB.



Joel Thrope,
Vice-President — General Mgr.
WAKY, Louisville, Ky.

— a division of LIN BROADCASTING CORPORATION is a new subscriber to RADIO A LA CARTE.

Joel states —

"It's a pleasure to have a modern programing and sales service refreshingly added to monthly. It's also nice to note our other LIN stations, WMAK, Nashville, KAAY, Little Rock and KEEL, Shreveport have found RADIO A LA CARTE a must in day to day usage."

Why not contact your
Mark Century man
in
Suite 2139-2140



Conrad Hilton
Hotel.

Mark Century Corporation Warwick Hotel 65 West 54th St., New York, N.Y. 10019 212-Pl 2-3035

CBS-TV affiliates get a choice

They can elect to stay with the present compensation system or sign new contract offered by network

CBS-TV affiliates got a look at their new network affiliation contracts last week, and with it they got a choice: They can switch over at any time they think it will be to their financial advantage to do so.

The new form, developed by the network in cooperation with an affiliates economics committee, was described by CBS-TV officials as greatly simplified and designed to yield station compensation totaling about what the current contracts produce—a figure believed to be around \$85 million a year.

But it was impossible, they said, to devise a formula that would give every station exactly what it gets now. Some would get slightly more under the new contract, others slightly less.

The new formula, however, freezes at an average of 3% a premium factor that has been going steadily down. This is the so-called "K" factor that repre-

sents premium charges such as those derived from half-hour and quarter-hour sales (BROADCASTING, Feb. 7).

Declining Figure ■ At one time the K factor was as high as 1.16, representing a 16% premium, but with diminishing sales of half-hour and quarter-hour sponsorships it has declined, and the network has estimated that by this fall it will be no more than 1.03 and that by next June the premium will have disappeared entirely and the K factor will be at 1.

In freezing the K factor at 1.03, or 3% premium, in the new contract, CBS is offering each affiliate a choice of staying with its old contract and a continuously diminishing K factor, or switching to the new one where the K factor is a constant 1.03. Those who stay on the old contract will be paid at a K factor of 1.03 until September, then at 1.02 to the end of the year, then at 1.01 till next June, when the factor becomes 1.

Depending upon their individual situations, network officials said, some stations will find they will receive more compensation by switching to the new form soon, others will find it pays them to wait a while. But they predicted that virtually all affiliates would find it to their advantage to switch over by fairly early next year.

Starting in September, according to William B. Lodge, vice president for affiliate relations and engineering, stations still on the old contract will be given, along with their compensation checks, a statement indicating what the payments would have been under the new contract.

Higher Compensation ■ It was estimated that CBS-TV's total outlay in station compensation will be about \$2.5 million a year higher under the new contracts than under the old one when the K factor reaches 1.

A meeting of affiliates and network officials to discuss the new forms and clarify the changes has been set for next Sunday (March 27) in Chicago, just before the start of the National Association of Broadcasters convention. The meeting will be held in Studio 1 of CBS-owned WBBM-TV Chicago.

In addition to the money factors, the new contract incorporates a number of other changes, many of them described as formalizing existing practices.

One major change forbids affiliates to

permit CBS-TV programs to be carried on community-antenna systems without CBS permission. This is in line with CBS's contention that CATV must get a copyright owner's consent before carrying his material.

If a CBS-TV affiliate owns a CATV system, he still must get CBS permission before putting CBS-TV programs on that system. But if he does carry CBS-TV programs on his own system without permission he will not, under the contract, be held to have violated the terms of the affiliation agreement itself.

Network officials said he would, however, still be subject to suit for copyright infringement. The purpose of exempting him from cancellation of the affiliation contract in such cases, they said, was to avoid imposing upon an affiliate who is a CATV operator penalties more severe than he would be subject to if he were not an affiliate.

The CATV provision is an addition to existing bans on rebroadcast and other program uses where CBS consent is required.

Other changes include:

- The period in which an affiliate may, in general, accept a regularly scheduled network offering has been extended from 72 hours to two weeks.

- The network reserves the right to make presidential speeches and coverage of other matters "of immediate national concern" available to stations not affiliated with CBS-TV. Officials said this section recognizes that there may be times when "national interest" makes it desirable to have a program carried by many stations, whether affiliated or not.

- The contract provides for case-by-case negotiation of station compensation for sports programs and special events, such as political conventions and elections, presidential inaugurations, space shoots and pageants. Officials said this "merely puts existing practice into writing."

- The network agrees to indemnify affiliates against claims arising out of the broadcast of a CBS-TV program, also said to reflect existing practice.

- CBS-TV may elect not to feed a sustaining program to an affiliate in whose community it does not want the program broadcast. Officials said this was designed to cover instances such as "two or three" that has occurred in the past. In one cited as an example CBS-TV withheld a program on bookies from stations in Boston, Providence, R. I., and Hartford, Conn., because in those areas there were pending court cases whose juries might be said to have been influenced by the program.

Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

EMPLOYERS REINSURANCE CORPORATION

21 West 10th., KANSAS CITY, MO.

NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery
CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.

Please. Let's have equal time for truth.

Today, people are suspect of retail automobile advertising.

Even though 99% is legitimate. (Maybe you think it's too hard sell. Maybe you think some of it is schlock. But it *is* honest.)

Only one percent of all retail automobile advertising is misleading or dishonest. Yet, that one percent lessens the believability of all advertisers, making advertising in all media less effective.

The National Automobile Dealers Association is an organization representing the majority of new car dealers across America who are trying to clean up the "couldn't-care-less" element in automobile retail advertising. We need your help. Perhaps an example of everyday tactics will make that necessity clear. Frequently in retail automobile sections one will see an ad that says, "as low as \$999 Full Price." The words, "as low as" are infinitesimal seven point type. The words, "\$999 Full Price" are big bold type. This is not illegal. But the obvious wordsmithing makes people feel deceived.

And this is only one form of deceptive advertising that must be slowed down if the American

consumer is going to respect and believe in what is being advertised.

We have prepared a booklet, "Standards and Practices for Advertising and Selling Automobiles." It was created by the National Automobile Dealers Association and the Better Business Bureaus, International.

We would like you to have it.

It happens to be the truth.

Send me "Recommended Standards of Practice for Advertising and Selling Automobiles."

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CITY _____

STATE _____

ZIP _____

Mail to:

**NATIONAL AUTOMOBILE
DEALERS ASSOCIATION**

2000 "K" Street, N.W., Washington, D.C. 20006



FCC well represented at NAB convention

Led by Chairman E. William Henry, 33 members of the FCC will be in Chicago next week to attend the National Association of Broadcasters Convention.

Those attending include: Commissioners Rosel Hyde, Robert T. Bartley, Robert E. Lee and Kenneth A. Cox. (Commissioner Lee Loevinger is attending the International Telecommunications Conference in Geneva and Commissioner James Wadsworth will be unable to attend.)

Also, John Cushman, Arthur

Stambler, C. Phyll Horne, Robert Weston, George Smith, William North, Tom Fisher, Dan Jacobson, Louise Florencourt, John Taff.

Also, James B. Sheridan, Curtis B. Plummer, Henry Geller, Max D. Paglin, James D. Cunningham, James O. Juntilla, Wallace Johnson, Harold Kassens, Harold Kelley.

Also, Ralph Garrett, Otis Hanson, Hart Cowperthwait, Robert Rawson, Martin Levy, Ashbrook Bryant, Arthur Schatzow, Tom Fitzpatrick and William Ray.

Code Authority	Room 4
Howard H. Bell, director	
Charles M. Stone, manager radio code	
Jerome G. Lansner, manager TV code,	
Washington	
Jonah Giltitz, assistant to director	
State association liaison	Room 4
Alvin King, director	
EQUIPMENT HOSPITALITY SUITES	
(See also Equipment Exhibitors)	
Albion Optical Co.	823A
Ameco Inc.	1240
American Electronic	
Laboratories Inc.	834A
American Pamcor Inc.	1240A
AT&T	2106A-04A
Ampex Corp.	605A
Automatic Tape Control Inc.	172A
Beckman & Whitely Inc.	839
Collins Radio Co.	1924
Continental Electronics Manufacturing Co.	719A
Delta Electronics Inc.	1039A
Dresser-Ideco Co.	1036A
Dynair Electronics Inc.	836A
Fort Worth Tower Co.	823
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite
Grass Valley Group Inc.	Essex Inn
Hancock Telecontrol Corp.	1436A
Jerrold Electronics Corp.	2024
Kaiser-Cox Corp.	Essex Inn
Kline Iron & Steel Co.	1324
Lenkurt Electric Co.	1119
MaCarta Inc.	940A
McMartin Industries Inc.	Essex Inn
Memorex Corp.	1136A
3M Co.	1524

MVR Corp.	Avenue Motel
North American Philips Co.	1123A
RCA	South Imperial Suite
Reeves Industries Inc.	1018
Rohde & Schwarz Sales Co.	819
Rohn Systems Inc.	919
Rust Corp. of America	1900
Sarkes Tarzian Inc.	1824
Schafer Electronics	1906
Sparta Electronic Corp.	819A
Spencer-Kennedy Laboratories	Ascot House
Stainless Inc.	1506
Standard Electronics Corp.	1636A
Sylvania Electric Products	Avenue Motel
Telepro Industries Corp.	Ascot House
Telesystems Corp.	1134A
Townsend Associates	1218A
UPI	1406
Utility Tower Co.	1518
Viking Industries Inc.	934A
Visual Electronics Corp.	1200
Ward Electronic Industries Inc.	1340
Westel Co.	1634A
Wilkinson Electronics Inc.	1140
PROGRAM SERVICES	
ABC Films	2319-2316
Allied Artists TV Corp.	521A-523A
American International Television	528A-530A
George Bagnal & Associates	Unassigned
Broadcast Sales Inc.	1434A
Buena Vista Distribution Co. (Walt Disney)	1140A
Cardinal Programs	Executive House
CBS Films	2325
Comet Film Distributors	509A
Commercial Recording Corp.	1300
Desilu Sales Inc.	557-560

Embassy Pictures Corp.	1534A
Four Star International	512-513-563
Sandy Frank Program Sales Inc.	2022A-23A
Grand Ole Opry	Unassigned
Larry Harmon Pictures	556
Hartwest Productions Inc.	560A-561A-1124
Hollywood TV Service	500
Independent TV Corp.	501-02
King Features Syndicate	504A-505A-507A
M & A Alexander Productions	519A-520A
Marcus Associates	Ascot House
Mark Century Corp.	2140
MCA-TV	2400
Medallion TV Enterprises Inc.	550A-551A
MGM-TV	1905A
Charles Michelson Inc.	734A
Mid-America Videotape Productions	922A
National Telefilm Associates	515A-517A
NBC Films Inc.	Ambassador East
Nightingale-Conant Corp.	Essex Inn
Official Films Inc.	509-561
Off-Network Productions Inc.	Unassigned
Pams Inc.	918A
Pepper Sound Studios Inc.	700
Prime TV Films Inc.	Sherman Hotel
Walter Reade-Sterling	532A-533A-534A
Peter M. Robeck & Co.	509A
Walter Schwimmer Inc.	Palmer House
Screen Gems Inc.	535A-536A-537A
SESAC	900
Seven Arts Associated Corp.	539A-542A-548A
Storer Programs Inc.	1005A
John J. Sughrue Co.	Oxford House
Teledynamics Corp.	Unassigned
Tele Features Inc.	1233A-34A
Telesynd, Division of	
Wrather Corp.	Ambassador East
Television Affiliates Corp.	556A
Trans-Lux TV Corp.	556A-557A
Triangle Program Sales	2300
TV III Inc.	Ambassador East
20th Century-Fox Television	512A-513A
United Artists Corp.	504-505-507
Warner Bros. TV	524A-526A
WBC Program Sales	2500-2501
Wolper TV Sales Inc.	545A-553A
World Broadcasting System	Unassigned

STATION REPRESENTATIVES

ABC-TV Spot Sales	Continental Plaza
Advertising Time Sales Inc.	600
AM Radio Sales Co.	Water Tower Inn
Avery-Knodel	Sh-B 407-408-410
Mort Bassett & Co.	Essex Inn
Elisabeth Beckjorden	Continental Plaza
Charles Bernard Co. (Country Music	
Network)	Unassigned
John Blair & Co., Blair TV and Blair Radio	
.....	Sh-B
Broadcast Communications	
Group.	Continental Plaza
Broadcast Times Sales	Water Tower Inn
CBS Radio Spot Sales	1823A
CBS-TV National Sales	Drake Hotel
Henry I. Christal Co.	1306
Roger Coleman Inc.	Croydon Hotel
Robert E. Eastman & Co.	Executive House 3411
FM Group Sales	Unassigned
Gill-Perna Inc.	1800
Herbert E. Groskin & Co.	Ascot House
Harrington, Righter & Parsons	Sh-B 708-09-10
George P. Hollingbery Co.	1600
Hal Holman Co.	2423A
Bernard Howard & Co.	Executive House
H-R Representatives	Continental Plaza
The Katz Agency	Executive House 3803
Jack Masla & Co.	Executive House
McGavren-Guild Co.	Executive House 3311
The Meeker Co.	1700
Metro Radio Sales	Continental Plaza
Metro TV Sales	Executive House
Mid-West Time Sales	Unassigned
National TV Sales Inc.	Executive House
NBC Spot Sales	Unassigned
Peters, Griffin,	
Woodward	Sh-B 705

MEDIA BROKERS • CONSULTANTS

CONVENTIONING

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WE 9-2800

Hogan - Feldmann, Inc.

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Area Code 213 849-3201

KGNS-TV changes mind on second TV

KGNS-TV Laredo, Tex., which has fought the entry of a second TV station into its market, has told the FCC that it now believes Laredo can support two TV stations.

Last November the FCC designated for consolidated hearing the application of K-six TV Inc. for a new station on channel 13 in Laredo and the renewal application of KGNS-TV after KGNS-TV protested that the Laredo market could not support a second station. The hearing was called to determine if advertising revenues in the Laredo market could support two stations and, whether not, which applicant should be allowed to operate there (BROADCASTING, Nov. 29, 1965).

In a joint petition KGNS-TV and K-six TV last week asked the commission to grant the K-six application for a construction permit and the KGNS-TV license renewal application.

In a separate affidavit, Donald W. Reynolds, president of KGNS-TV, explained that as a result of information compiled during the last two years he now believes Laredo can support the second station without degradation of programming service to the public.

Mr. Reynolds said the advertising business of KGNS-TV has improved in the past year and he expects further improvement when the station changes its facilities to bring about a larger coverage area. The commission granted his application for change in facilities earlier this month.

His decision, Mr. Reynolds commented, also was motivated by the fact that the additional expenses involved in a consolidated hearing would deplete his station's financial resources.

The FCC had originally granted the application of K-six TV for channel 13 without a hearing. On an appeal from KGNS-TV the U.S. Court of Appeals for the District of Columbia overturned the decision and sent the case back to the commission for hearing (BROADCASTING, Oct. 4, 1965).



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The luck of the Murphys

Any Irishman exposed to the annual St. Patrick's Day Parade in New York gets a longing to return. That was the case with one native New Yorker and ex-NBC page who satisfied that desire last Thursday. It went even further: Mayor John Lindsay (I) invited him to walk beside him down Fifth Avenue, confident in the Hibernian qualifications of John T. Murphy, president of Avco Broadcasting Co.

FCC wants further look at WOL survey

An assignment of license application, approved by the FCC more than eight months ago, was designated last week for hearing because of questions about the authenticity of information in the buyer's survey of community needs.

The station involved, WOL-AM-FM Washington, was sold by the Washington Broadcasting Co. to WOL Inc. (Sonderling Stations Group) for \$1.25 million (BROADCASTING, July 12, 1965). After FCC approval of the sale, the new owners changed the format of the station to Negro-oriented programming.

WUST Bethesda, Md., appealed the commission's approval of the sale to the U. S. Court of Appeals and later petitioned the commission for reconsideration of its decision. The programming of WUST also is directed toward the Negro community.

WUST said that the "statement on which the commission relied for its holding is now shown to appear to be riddled with falsehoods, exaggerations and distortions to such an extent that

its veracity is now in question." The commission noted that WUST stated that it had conducted its own investigation and attached a number of affidavits from individuals purportedly interviewed by WOL Inc.

The hearing will be held to determine facts concerning the program survey made by WOL Inc., whether the survey was adequate to support major changes in programming, and whether the assignee misrepresented facts or attempted to deceive or mislead the commission.

The commission said that although there is sufficient basis to designate the application for a hearing there is not sufficient basis to set aside the grant. The hearing will determine whether the grant should be set aside, the FCC said.

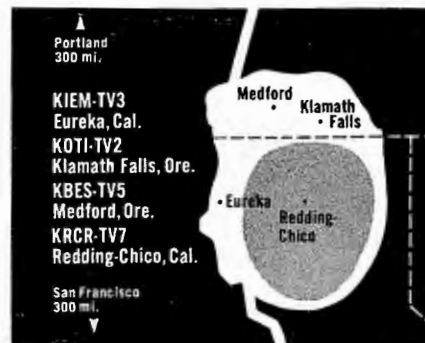
Commissioner Kenneth A. Cox dissented from the decision. He said the commission should have conducted its own preliminary investigation of the facts before it designated the case for hearing.

The Sonderling Stations are: WDIA Memphis; KDIA Oakland, Calif.; WOPA-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach, Calif. and WWRL New York.

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FCC gets CATV petitions

And they're symbolic of the action that lies ahead

as one is filed by a TV station, the other by a CATV

A sample of the pulling and hauling that the FCC can expect as it enforces its new community antenna television rules was evident in two petitions filed with the commission last week.

In one, KFMB-TV San Diego, asked the commission to call an immediate halt to the expansion of service by CATV's in the San Diego area, and to consider cutting back the service they now provide. In the other, Martin County Cable Co. of Stuart, Fla., asked for a waiver to permit it to import the signals of all five Miami stations.

Both deal with the rule prohibiting CATV's from importing signals beyond their grade B contour into the grade A contours of stations in the top 100 markets without commission permission. Approval must be sought in a full evidentiary hearing on whether the proposed service would be in the public interest.

KFMB-TV, in the 54th market, is concerned about six CATV's in its grade A area that carry signals of between six and nine Los Angeles stations, none of which put a grade B signal over San Diego. The rule doesn't affect service provided as of Feb. 15, 1966, when the commission announced its plans for CATV regulation (BROADCASTING, Feb. 21).

'Intensive' Activity ■ But KFMB-TV says there has been "widespread and intensive" CATV activity in its grade A area "in recent months and weeks." It says CATV's have emphasized "laying of lines far outstripping the solicitations and hooking up of new subscribers."

The commission, in adopting its rules, said it would consider extension of service by existing systems on a case-by-

case basis. But it warned CATV's "not to attempt to circumvent orderly consideration of any petition in this respect by an extraordinary effort to wire up the community or a substantial portion of it."

KFMB-TV, which said it and the four other San Diego stations have already been adversely affected by the CATV activities, asked the commission to issue an order "appropriately confining carriage of the Los Angeles signals" by the San Diego CATV's. This could result in an order reducing the area in which the commission would permit carriage of the distant signals.

KFMB-TV also asked that, pending a final decision, the commission "immediately" order the CATV's to "cease and desist from extending service to additional subscribers" in the San Diego stations' grade A contours.

Asks Full Stop ■ KFMB-TV in addition asked the commission to order one CATV that began operating after Feb. 15 to stop carrying the Los Angeles signals until after obtaining commission approval in a hearing.

The Stuart, Fla., cable company, which is not yet in operation, presents the other side of the CATV issue. It comes under the provisions of the hearing rule because of its plans to import the Miami stations' signals into an area within the grade A contour of WEAT-TV and WPTV(TV), both West Palm Beach, which is in the 85th market.

In requesting a waiver of the hearing requirement, which is designed largely to provide protection for the growth of UHF stations, the CATV noted that there are no television allocations in Martin county. Furthermore, it said, it would assist the only UHF in the

area, WTVX(TV) Fort Pierce-Vero Beach, by carrying its signal on the cable.

The CATV also said its market is "classic example" of the kind CATV's were developed to serve. It said only one "decent" signal, that of WPTV is received by Stuart viewers. The CATV said it doubts the grade A contour claimed for WEAT-TV "is clear and valid."

It also said that its "maximum potential" of 3,000 subscribers in the next three years can't be considered "significant" in major-market television development. Its proposal, the CATV said, doesn't fall within the spirit of the commission's rules.

In an attached letter, Martin County became the first CATV company to comply with the new rules requiring CATV's to file ownership.

For-sale sign taken down by KSOL

Application for FCC approval of the \$1.1 million sale of KSOL San Francisco to William S. Morgan Jr. has been withdrawn and the station is not for sale at any price, according to Les Malloy, station president. Mr. Malloy and Del Courtney acquired KSOL in May 1964 from Norwood J. Patterson and family for \$315,000 plus \$350,000 for a non-competition agreement. KSOL will continue with its present staff and 100% Negro-oriented format, said Mr. Malloy.

No reason for the sale cancellation was given. Mr. Morgan recently applied for FCC approval of his purchase of KTXO Sherman, Tex. He was at one time executive vice president of the McLendon Corp. and owns a thoroughbred horse ranch in Valley View, Tex. KSOL operates on 1450 kc with 1 kw daytime and 250 w nighttime.

Henry goes to Yale

FCC Chairman E. William Henry has accepted an invitation to address the Yale Broadcasting Co.'s 25th anniversary banquet on April 18 in New Haven, Conn. YBC is a student-owned company that operates WYBC-FM New Haven and two closed-circuit AM stations, WYBC and WYBC-TV. Mr. Henry, a Yale University graduate, is a former announcer at the station. A special broadcast leadership award will be presented as part of the festivities, and one Yale source said the winner may well be Fred W. Friendly, who resigned recently as CBS News president in a policy dispute over CBS-TV news coverage. Past recipients have included former FCC Chairman Newton N. Minow, R. Peter Straus of WMCA New York, ABC science editor Jules Bergman and New York Times radio-TV critic Jack Gould.



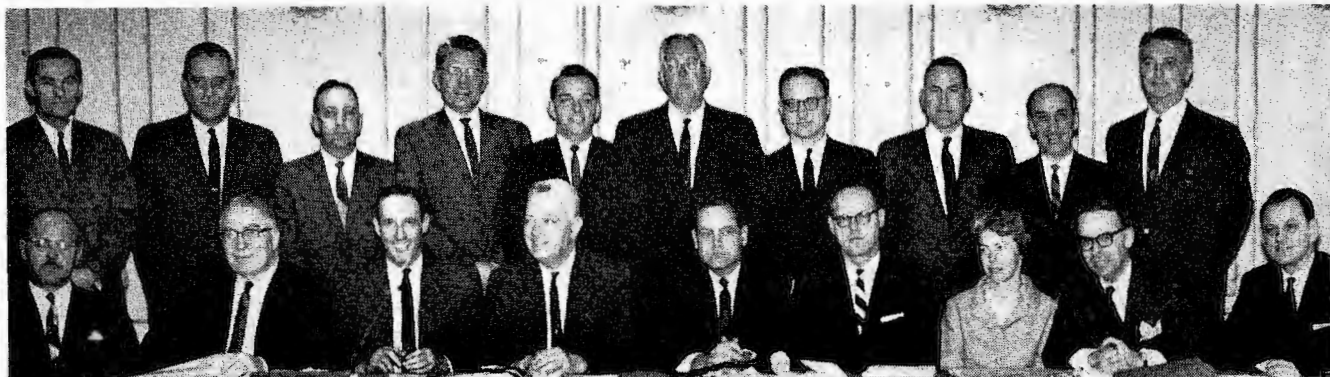
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Twenty-four members of the 26-member board of the National Community Television Association spent three full days meeting in Washington last week.

Seated (l to r): Kenneth Easton, general secretary of the National Community Antenna Television Association of Canada (guest); George J. Barco, Meadville, Pa.; Alfred R. Stern, New York; Frederick W. Ford, Washington, president of NCTA; Benjamin J. Conroy Jr., Uvalde, Tex., chairman;

Frank R. Valentine Jr., New York; Mrs. Pat Hughes, Moses Lake, Wash.; A. J. Malin, Rochester, N. H.; Buford Saville, Cumberland, Md.

Standing (l to r): Frank P. Thompson, Rochester, Minn.; Edward P. Whitney, Washington; Robert F. Jernigan, Hattiesburg, Miss.; Archer S. Taylor, Washington; Bob J. Magness, Bozeman, Mont.; Harry C. Butcher, Santa Barbara, Calif.; Robert J. Tarlton, Lansford, Pa.; Ralph L. Weir,

Junction City, Kan.; Albert J. Ricci, Keene, N. H., and John Morrissey, Durango, Colo.

Also attending the meeting but not pictured, were Bruce Merrill, Phoenix; Robert M. Clark, Oklahoma City; Charles W. Fibley Jr., Corning, N. Y.; Irving B. Kahn, New York; James Palmer, State College, Pa., and J. Leonard Reinsch, Atlanta. Absent were Douglas B. Danser, Naples, Fla., and Milton J. Shapp, Philadelphia.

NCTA sets hearing strategy

Three-day meeting decides policy for testimony before House committee on CATV legislation

The board of the National Community Television Association met for three full days last week in Washington and spent two of them in setting up strategy and tactics in preparing for the three-day hearing on CATV legislation that begins Tuesday (March 22) before the House Commerce Committee.

Although no official announcements were made following the conclusion of the meetings last Wednesday, informed sources report that the NCTA position generally will be much the same as it has been since the FCC issued its CATV regulations two weeks ago (BROADCASTING, March 14).

This has been enunciated by NCTA President Frederick W. Ford in testimony before a House Small Business subcommittee earlier this month, and in a speech before the Federal Communications Bar Association earlier last week (see page 150).

One aspect of the CATV industry's position became apparent as the meetings last week drew to a close; a separate group of CATV operators who are involved in the "grandfather" clause of the FCC regulations met and formed a loose organization to submit their own testimony before the house committee. The group represents CATV systems that have franchises and have begun construction within the grade A contours of TV stations in the first-

100 markets.

The commission's rules have been taken to mean that those CATV systems not actually operating must request an FCC hearing in order to continue to construct and to begin operating.

And the rules also have been taken to mean that a system already operating within the umbrella of top-100 TV stations may not, without a hearing, extend its service beyond existing boundaries.

Both constraints are due to be attacked vigorously by spokesmen for this group, which is considered a substan-

tial majority of existing and planned CATV systems.

An unofficial count by cable sources indicates that there are more than 1,000 CATV's—applicants, franchise holders or those building or operating systems—falling into this category.

Approach to Hill ■ The industrywide CATV position on the FCC-sponsored legislation, which would give the commission congressional authority to regulate CATV's, and the bill introduced by Representative Walter Rogers (D-Tex.), which would prohibit the FCC from regulating cable systems, is expected to follow these lines:

- Protection to local TV stations should be limited to simultaneous non-duplication; not whole-day protection.

- No ban should be imposed on origination by CATV's.

- Instead of using contours to de-

Al Slaight
CHUM, Toronto, Canada

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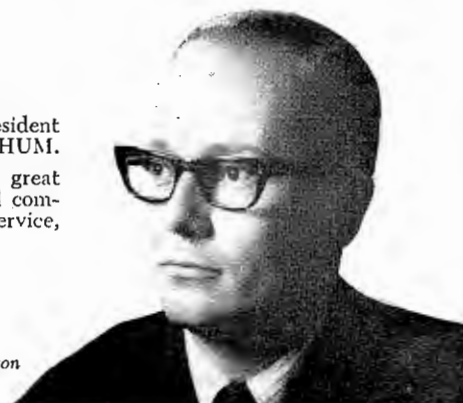
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The real threat in CATV regulation

THIS publication has for some time been at odds with many broadcasters on the subject of federal regulation of community antenna television. The editorial position of BROADCASTING has been taken in the sincere belief that it promises—for broadcasters—a better course than they, through their principal trade associations, have elected to follow. Perhaps because it has been inarticulately put or inattentively read, BROADCASTING's editorial policy on this matter is still misunderstood by many of the magazine's most valued readers.

This editorial is an attempt to explain why BROADCASTING believes it is speaking in the best interests of the broadcasters themselves when it differs with many of them on CATV regulation.

One respected broadcaster who is mystified by this publication's stand is Rex G. Howell, president of KREX-TV Grand Junction, Colo. Mr. Howell has for years been prominent in affairs of the National Association of Broadcasters and in other industry councils. He has written to BROADCASTING a thoughtful letter that is intended to apply primarily to the problems faced by broadcasters in small markets but is also pertinent to the central issues in the CATV case. Excerpts follow:

"There are only about 50 television stations in the United States located in markets of less than 100,000 population.

"Not a very impressive number, evidently not enough for a cause celebre in the industry's trade journals, but they are sufficiently important to become the pawn in the CATV controversy.

"CATV started in small markets,

and its impact there has long been known. The FCC took cognizance of the problem after the Carter Mountain decision and imposed conditions upon microwave grants which had the effect of protecting the public's right to free television in these small markets.

"Now the FCC has reversed itself, and, bending to the deluge of pressures exerted by the National Community Television Association, it has decided to throw the small stations to the wolves in exchange for some rather vague conditions of protection in the top-100 markets. It has abandoned its two-week nonduplication protection in favor of only 24 hours (actually only about three hours since the nonduplication proposal covers only prime time).

"Under this decision the CATV entrepreneurs can provide duplication of the local station's programming during five-sixths of the broadcast day. The few hours to which nonduplication applies pose no problem to CATV's. They simply 'steal' the local signal to cover the gap on the outside station. Every CATV customer will thus think he is getting 100% of the imported signal and ignore the local station. (Carry the local signal? Sure, but relegate it to an 'end channel' position.)

"This is the strategy under which CATV operators in small markets are smacking their lips in anticipation of their total victory over free broadcasting.

"To the everlasting credit of Vince Wasilewski [president of the NAB] he has remained firm in his opposition to the new rules on duplication. He has been backed solidly by the NAB's television board when at least three efforts have been made to bar-

gain away the 15-day protection policy.

"You too have fought valiantly in behalf of free broadcasting except on this one issue. That is what makes it so hard for us small-market operators to understand your indifference.

"If the present proposed rules are not modified for the stations in small markets, hundreds of thousands of people in the sparsely settled areas of the nation will lose their only source of television in the traditional pattern of free broadcasting.

"Without the NAB we would indeed be only a voice crying in the wilderness. We look in vain for that ally who fought so valiantly beside us in behalf of the Mayflower reversal, the Canon 35 issue and the many other important battles of the past. Your powers of persuasion are badly needed now."

AT the minimum what Mr. Howell wants for his and other smaller markets is the same protection that the FCC's new rules accord broadcasters in the top-100 markets: protection against the importation by CATV's of programming from stations not already covering the area with a grade B or stronger signal, protection against the duplication of a local station's prime-time programming from any other source for 24 hours before and after local broadcast. In both large and small markets there are broadcasters who want still tighter measures of security, and, when Congress begins legislating on the matter, they may get their way.

The broadcasters have been candid in stating their reasons for seeking protection; they have argued that unrestricted competition from CATV

terminate a local station, a mileage factor should be used. It's believed this figure would be somewhat less than 50 miles from the CATV community rather than the FCC's grade B contour.

- Determination that CATV is not pay TV, and that if Congress or the FCC decides that subscription television is bad, the ban should apply to both broadcasting and cable TV.

- Requirement that CATV's must carry translators that operate within their community is "completely unneces-

sary."

- Although accepting the requirement for regulation, the FCC should be given guidelines on CATV control by Congress.

- Utterly opposed to the top-100 market principle that forbids bringing in outside TV signals without an FCC hearing. This is discrimination between small town CATV's and big city CATV's, as well as between the people in smaller communities and those in major markets.

'Judgment' figures in Columbus grant

The FCC's policy statement "clarifying" the criteria it will use in determining winners among applicants competing for the same broadcast frequency is not to be regarded as inflexible law. There is still room for judgment.

This, at least, was the interpretation

could fragmentize their audiences and thus despoil or destroy their values as an advertising medium. They are, to put it in the simplest terms, openly asking the government to prohibit a new competitor from freely entering the market that the broadcasters now have to themselves.

There would have been as much reason 20 years ago for radio broadcasters to ask for protection against television as for television broadcasters to ask for protection now against CATV. Television, as was evident at the time, was destined to cause convulsive upheavals in broadcasting; it was to fragmentize radio audiences beyond the power of any CATV to do to television today or in the predictable future; it was not only to reduce but actually to take for itself much of radio's national advertising revenue and national programming. After painful adjustments, radio not only survived but expanded.

What if the FCC in 1952 had issued, instead of its television allocations plan, a set of rules preventing television from freely entering the market that radio until shortly before that time had to itself? The question would have seemed as preposterous in 1952 as it does today. Yet few television broadcasters think it preposterous now to ask the government to deny CATV entry to their market.

THE prevailing attitude today is without precedent in broadcasting. Never before have broadcasters asked to be given shelter as a government-sponsored cartel. Implicit in their present course, if it leads to their desired goal, is an intensified form of regulation for their own business.

If the government is to establish television in a protectorate all its own, the government must assume additional authority over the protectorate. It will be in the name of the public that the government decrees,

if it does, that CATV cannot freely compete with TV. In the name of that same public, the government must then exact from television the maximum public service it can possibly provide.

Can KREX-TV afford to do more local live coverage of events in Grand Junction, Colo.? Is it an appropriate expense for the owner of a television station to support a boat, or should the money be spent in his news department? Is it in the service of the public to establish rates beyond the means of local advertisers? If a profit of 8% on sales is enough for other protected enterprises, isn't it also enough for TV? Not one of those questions will be outside the government's jurisdiction if the broadcasters get the kind of CATV regulation they want.

That is why BROADCASTING believes it is in the broadcasters' own interest to go at the CATV question differently. There is another way.

THE one fundamental injustice in the development of CATV to date has been the broadcasters' helplessness to prevent the cable services from pirating any signals they wanted. There ought to be a law clearly according the broadcaster a property right in his product.

Free entry in a market does not mean free use of another man's goods. The existing Section 325(a) of the Communications Act which prohibits the rebroadcast of a signal without the originating station's consent should be amended to include pickups by CATV companies. That would establish the basis for individual negotiations between broadcaster and cable operator.

Assume, under an amended Section 325(a), that a CATV entered Grand Junction, Colo. Mr. Howell could say whether the cable system could pick up from his or any other

station any of the CBS, NBC or ABC programs that are now seen on KREX-TV. (As the only station in town, his takes shows from all three networks.) He could also say whether the cable could carry any movies or syndicated films to which he held rights. (His contracts with networks and other program suppliers would give him territorial exclusivity.) He could also impose, by conventional bargaining, conditions of carriage such as signal quality or position on the dial. He would, in short, be in a position to put all or some of his shows on the CATV or keep all or some of them off or to sell them, depending on the circumstances.

Under an amended 325(a) Mr. Howell would have all the protection that any enterprise functioning in a free market can legitimately ask: the title to his own work or product.

Most broadcasters object that an amended 325(a) would provide inadequate protection. Most CATV operators take the opposite view: they think it would protect the broadcaster too much. Yet it seems to this publication that it would be to the long-range advantage of both broadcaster and CATV operator if the law conferred on the broadcaster the rights that are properly his and created appropriate machinery for fair settlement of disputes.

Mr. Howell thinks it inconsistent that BROADCASTING has "fought so valiantly" on behalf of editorial freedom for broadcasters but is at odds with the broadcasters on the regulation of CATV. The positions are not inconsistent at all.

It is for the broadcasters' freedom that this publication has again opted in the CATV case: freedom to choose their own programming, set their own rates, establish their own business practices in response to the action of a free market. They can't have that freedom and a protected market too.

placed on the statement last week by H. Gifford Irion, FCC hearing examiner, in an initial decision involving channel 47 at Columbus, Ohio.

The statement adopted in July places major stress on the importance the commission attaches to diversification of control of mass media (BROADCASTING, Aug. 2, 1965). But Examiner Irion recommended that the grant be made to Peoples Broadcasting Corp., which owns six stations, including two in Columbus, WRFD-AM-FM, and two in Cleveland, WGAR-AM-FM. The others are WATE-AM-

TV Knoxville, Tenn.

The examiner would deny the competing application of Farragut Television Corp. Its principals own all or most of the stock in companies holding construction permits for stations in widely separated localities—St. Louis (channel 30) and San Jose, Calif. (channel 49). They also have majority interest in a company holding a favorable initial decision for a construction permit on channel 29 in St. Paul.

No Preference by Computers ■ Ex-

aminer Irion said that Farragut deserves a preference on the basis of diversification of control of media—the factor listed first among those the commission considered significant. But, he said, the commission's statement "did not purport to fashion a mechanical method for deciding cases."

If it did, he said, parties holding the edge on the diversification issue would win in every case, regardless of the other factors involved.

And, in the Columbus case, he felt

Ford revives old idea to relieve spectrum space

Frederick W. Ford, president of the National Community Television Association, invited television broadcasters to consider cables as a possible coming necessity for TV—and he went back more than 20 years to make his point.

Speaking at the Federal Communications Bar Association luncheon meeting in Washington last week, the NCTA president and one time FCC commissioner recalled that in 1944 the FCC held as one of its key allocation principles that where a service can be performed by wire lines it should not be given a radio frequency.

The growing demands for spectrum space, Mr. Ford said, from safety and public service groups, industry and business "must give pause to anyone who contemplates the future of television.

"At the present time 492 megacycles, or almost one half of the most valuable portion of the radio spectrum, is allocated to television broadcasting. As the state of the art of wire television improves, making possible the delivery of multiple-program services even to remote areas, I expect further demands to

be made on the spectrum space assigned to television. Retaining this large amount of spectrum space for such a high percentage of entertainment programs in the years to come may become increasingly difficult to defend in the public interest."

And then Mr. Ford offered his hand to broadcasters: "We should," he concluded, "keep in mind what is to me this fundamental principle of allocations and the lessening necessary dependence of television on radio frequencies as we analyze the problems now before us and as we seek solutions to those problems."

Colt .45 ■ In the course of his speech, Mr. Ford rebutted the contention that CATV spells problems for developing UHF television stations. The NCTA president offered CATV as the "great equalizer" between VHF and UHF. When both types of stations are on a cable system, he noted, there is no distinction between the quality of their signals. Out of this, he observed, will come true competition based on program content, not on various technical differences.

And, for the first time, Mr. Ford offered his view of translators. He

thinks they are inefficient. "When you put a 1 w translator, using six mc of space on the air," he said, "you're not using this natural resource very efficiently."

Responding to a question asking him to justify the importation of distant TV signals to a community, Mr. Ford stated:

"CATV is an antenna service—it doesn't matter whether the antenna is eight inches long or 3,000 miles long."

During the talk, Mr. Ford ticked off some of the provisions of the FCC community antenna regulations to which the CATV industry objects and about which he has spoken before, most recently before the House Small Business Subcommittee (BROADCASTING, March 14). Among these, he noted, are:

- Same day protection. CATV prefers simultaneous duplication protection.

- Definition of a local station. "A station 75 miles away cannot be called a local station."

- Ban on origination. This is not only discrimination, but some communities require local public service origination.

that Peoples deserved the grant on the basis of familiarity with the area, "as demonstrated by the records of the company, its executives and its broadcast performance." Peoples is a subsidiary of Nationwide Mutual Insurance Co. Both companies have their offices in Columbus.

Farragut and its principals, on the other hand, are "strangers" to Columbus, the examiner said. The two principal owners of Farragut are Vincent B. Welch and Edward P. Morgan, Washington communications attorneys, each of whom owns 27.5%.

Examiner Irion, in weighing the concentration of control question, took into consideration the television services already available in Columbus—three commercial VHF's and one noncommercial UHF.

Study center planned

A center for communication studies, designed to aid educational agencies and groups, was announced jointly last week by the Brooks Foundation and the National School Public Relations Association. The new facility will be

established in Santa Barbara, Calif. It will be associated with the complex of communications and education-oriented organizations and companies being assembled by the Brooks Foundation on the former University of California at Santa Barbara Rivera Campus.

Preliminary round in Calif. CATV case

The community antenna television industry in California squared off against the Pacific Telephone Co. last week, but the main event won't take place until May. In a prehearing conference held March 17 before the state public utilities commission in San Francisco on Pacific Telephone's application for a rate schedule under which it would lease its own lines to the CATV firms, the two antagonists parried for position but no blood was drawn.

The telephone company said its proposed tariff speaks for itself and that only two hours of testimony would be required to prove the necessity and propriety of the rate schedule. The CATV

forces, represented by the California Community Television Association, asked for four days of direct testimony and the right to inspect the telephone company's cost sheets and other documents. The public utilities commission set a tentative date of May 9 for a full-scale hearing on the rate question. It's estimated that with cross examinations sure to take place, the hearing will last some two weeks.

Pending the hearing, the commission suspended Pacific Telephone's proposed tariff until Oct. 2 of this year. The CATV firms will continue to operate under present contract agreements permitting the placing of their own coaxial cables on telephone company poles. They are fearful that if the public utilities commission approves the proposed rate schedule the telephone company won't grant any more contracts for use of its poles and that the cost of operating CATV systems will double.

The California Community Television Association represents about 70 cable systems which serve some 200,000 homes throughout the state. Walter Kaitz of Oakland, general council for the association, is directing the defense against the telephone company's move.

3-day session set for CATV

House committee considers
two semi-opposing bills
proposed by FCC and Rogers

The House Commerce Committee begins a scheduled three-day hearing tomorrow designed to lay the basis for national policy in the regulation of community antenna television.

Under consideration are two bills diametrically opposed in their aims.

One (HR-13286) would confirm the jurisdiction over all CATV's, whether microwave-fed or not, that the FCC formally asserted two weeks ago. (BROADCASTING, March 14). The measure, drafted by the commission, was introduced by Committee Chairman Harley O. Staggers (D-W.Va.).

The other (HR-12914) would prohibit the commission from regulating CATV's that do not use microwaves. These account for some three-fourths of the 1,600 systems. The bill was introduced by Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, and one of Capitol Hill's severest critics of the FCC on the CATV issue.

The commission, with Chairman E. William Henry serving as spokesman, is scheduled to lead off the testimony at 10 a.m. tomorrow. Subsequent witnesses will be state commissioners with authority in the CATV field, spokesmen for the CATV industry (including the National Community Television Association) and broadcasters, including the National Association of Broadcasters.

When asked if the hearing could be completed in just three days, a committee staffer replied that night sessions might be used if day sessions do not afford enough time.

The hearing will be the second held by the committee on CATV in two years. Last year, it heard witnesses for two weeks on a bill introduced by the then chairman, Representative Oren Harris (D-Ark.). That bill would have spelled out commission authority over CATV's, but it also would have provided for congressional veto of commission CATV regulations. The bill was never reported out of committee.

Media reports . . .

Updated ■ The National Association of Broadcasters is distributing to members the fifth edition of the "Political Broadcast Catechism" to help broadcasters in determining their obligations on politi-



Zousmer memorial planned at Ohio University

The late Jesse Zousmer, ABC vice president and director of TV news, will be honored by his alma mater, Ohio University, by the establishment of a Zousmer Memorial Foundation at the school. Mr. and Mrs. Zousmer died in a jet crash on March 4 at Tokyo airport (BROADCASTING, March 7). The memorial fund at

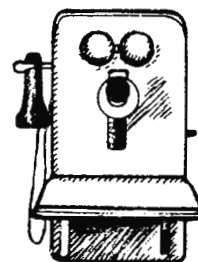
Ohio for expansion of the TV news curriculum offered by the university. Announcement was made by Vernon Alden (center), president of the university. With him are co-chairmen of the foundation Elmer Lower (l), president of ABC News, and Paul Brickman, vice president of Fuller & Smith & Ross, Chicago.

cal broadcasting and controversial issues. A major section of the "Catechism," last revised in 1960, deals with the fairness doctrine, which, NAB notes, since 1959 "has assumed more and more importance in any discussion of political broadcasting."

Hulbert's newest ■ "The Disputed Barricade," a novel by James Hulbert, assistant to the president of the National Association of Broadcasters, is being published today (March 21). The book, dealing with a union organizing campaign during the Depression of the 1930's, was published by Holt, Rinehart and Winston Inc. and sells for \$6.95.

Viewing up ■ Television viewing reached an all-time high in February, according to a report issued last week by NBC's research department. It cited A. C. Nielsen Co. figures showing that TV viewing rose in February 1966 to a one-month record high of an average six hours and 28 minutes per TV home per day. NBC reported that Nielsen estimates an average viewing in February 1965 was 6 hours 23 minutes, the previous high, and in February 1964, 6 hours 2 minutes.

ETV session ■ The Georgia State Department of Education will be host to a national conference of state educational television administrators and school officials in Atlanta May 10-12.



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ADULTS			
* PULSE: March 1965			
9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	5540	4920	1910
*12 Noon - 3 P.M.	4120	2910	1500
*3 P.M. - 6 P.M.	2840	3360	...
per average			
1/4 hour	4170	3730	1520

** TERRE HAUTE, INDIANA
4 County Metro Area
*** - Not Reported

Harassment claimed in rating battle

Midcontinent Broadcasting Co. of Wisconsin, owner of WKOW-TV Madison and WAOW-TV Wausau, told the chairman of the Communications Subcommittee of the House Commerce Committee that it is being "systematically harassed" by WISC-TV Madison.

WISC-TV has been waging a battle to force the American Research Bureau and A. C. Nielsen to stop counting the audience of the Wausau station as part of the audience of the Madison station (BROADCASTING, Dec. 20, 1965, et seq.).

According to a March 17 letter to Representative Walter Rogers, (D-Tex.) which was signed by Charles J. McKerns, Washington counsel for Midcontinent, the company had denied any impropriety or unfairness in the ratings published for WKOW-TV and WAOW-TV and has substantiated its position to the FCC and the Federal Trade Commission.

The Madison market is dominated by WISC-TV, the letter said, because it is the only VHF facility in the area. WISC-TV the letter stated, accounts for approximately 80% to 85% of the national advertising business in the market

and receives some 90% of the profits earned by TV stations in Madison. "WISC-TV has exploited its advantage through what we believe to be a program of systematic harassment, in pleadings filed with the FCC and the FTC to perpetuate its favored position," it continued.

The fact that the Broadcast Ratings Council denied the discreditation of ARB and Nielsen, as requested by WISC-TV, Mr. McKerns said, "demonstrates the rectitude of our position."

The BRC two weeks ago turned down the WISC-TV request, but stated that it had instituted a study to determine how satellite and parent station audiences should be reported, and how translators and community antenna television systems fit into the context of TV market definitions (BROADCASTING, March 14).

Changing hands

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ WPTR Albany, N. Y.: Sold by J. Myer Schine interests to William F. Rust Jr. and others for \$1,250,000. Mr. Rust owns WHAM and WHFM(FM) Rochester. N. Y.: WAEB-AM-FM Allentown, WNOW-

AM-FM York and WRAW Reading, all Pennsylvania. Mr. Schine and family have sold the bulk of their holdings to Realty Equities Corp., New York (BROADCASTING, Sept. 6, 1965), but WPTR has been withdrawn from that \$75 million real estate, hotels and theaters transaction. Sale of the Albany station is subject to the outcome of the station's renewal hearing, ordered by the FCC last year and scheduled to commence next Monday (March 28). The principal issue in the renewal hearing has to do with a court order in 1957 finding the Schine theater chain in contempt of court for violating the motion-picture antitrust consent order (BROADCASTING, July 5, 1965). WPTR operates 50 kw fulltime on 1540 kc. Not included in the WPTR sale is a community antenna television system in Massena, N. Y., owned by the Schine interests.

■ KCIN Victorville, Calif.: Sold by Victor Valley Broadcasters Inc., Jerry Carr, president, to Robert Griffin and Clifton Paxson who will call their company Top-Dial Broadcasters Inc. Price is \$91,000. KCIN operates on 1590 kc with 500 w daytime. Mr. Griffin, who until recently owned KHSJ Hemet, Calif. will run the station as general manager. Mr. Paxson is a beverage bottler. Broker: Hogan-Feldmann Inc., Burbank, Calif.

■ WAJM-FM Montgomery, Ala.: Sold by Sebie Smith and associates to Boyd Quate for \$55,000. Mr. Quate is a meteorologist. WAJM-FM began in 1961 and operates on 103.3 mc with 29 kw. Broker was Chapman & Co.

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SOUTHERN CALIFORNIA —Fulltimer serving single station market of over 30,000 population located less than 100 miles from Los Angeles. An ideal opportunity for a good aggressive owner-operator. Priced at \$100,000 on terms. **Contact—John F. Hardesty in our San Francisco office.**

COMMUNITY TELEVISION

■ York and Seward, Neb.: Sold by Nebraska Cable Co. (BFR Stations group) to Lincoln Telephone & Telegraph Co., Lincoln, Neb., for over \$200,000. The system, which began service in 1964, has about 500 customers and brings in TV signals from Lincoln, Omaha, Kearney-Holdredge and Hastings, all Nebraska, as well as presenting weather, background music and FM. BFR bought the system last year from Tom Gleason and associates for \$200,000. BFR holds franchises for Pierre, Redfield and Webster, all South Dakota. Lincoln Telephone & Telegraph Co. is one of the largest independent telephone companies in the nation. It serves 175,000 telephones in the southeast corner of the state. In 1965 it reported revenues of \$19,367,600 and net earnings after taxes of \$2,682,000.

New TV stations

WAEO-TV Rhinelander, Wis. (ch. 12), has announced a target date to go on the air Sept. 1. The station, licensed to Northland Television Inc., is 100%



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JOHN G. WILLIAMS
Atlanta, Georgia

The ups and downs of John Bell Williams

Representative John Bell Williams (D-Miss.), defrocked ranking member of the House Commerce Committee, last week took a pot shot at the Democratic party caucus—the body that removed him from his second-in-command post with the committee following the 1964 Presidential elections.

Mr. Williams, in his prior status, would have been a shoo-in as committee chairman, on the resignation of former Chairman Oren Harris (D-Ark.). He lost his seniority because he actively supported Republican nominee Barry Goldwater against President Johnson.

He explained that he was not seeking his seniority in this session of Congress. Rather he wishes to remain the "most senior junior member of the committee." He actually seeks to elevate Representative Brockman Adams (D-Wash.) newly appointed committee member to the 21st position on the committee seniority stepladder, while retaining the 22d spot for himself.



"I am not new to politics," the 18-year veteran said. "I have no bitterness or rancor toward them;

but," he continued, "I do pray for their forgiveness. . . ."

Representative Williams read a resolution passed by the Mississippi Democratic Party asking for his reinstatement as chairman, but he said that it was not he that was hurt by the action. "The Democratic Party of the state of Mississippi was punished," he said.

He told the House that he plans to return to the body in 1967 beginning his 10th term in that office. But he did not comment on the rumors that he would resign in the summer of that year to run for the governorship of his state.

He pleaded with the Committee on Committees to elevate Representative Adams so that "he will enjoy the same civil rights as the other freshmen congressmen on the committee."

And he suggested that if the Committee on Committees refused, Mr. Adams should organize some sit-ins before the committee to emphasize what had happened to him.

owned by Representative Alvin E. O'Konski (R-Wis.). WAEO-TV will operate with 316 kw visual and 31.6 kw aural, broadcasting from an antenna 1,710 feet above average terrain. It plans a primary affiliation with NBC-TV, will be carried on 12 CATV systems reaching 18,000 subscribers and will be carried by 10 translators.

WRFT-TV Roanoke, Va. (ch. 27), went on the air March 3. Frank Tirico is president. Item was incorrectly reported in BROADCASTING, March 14.

Churchill says FCC unfairly casts shadow

Churchill Broadcasting Corp. has asked the FCC to take back language that "suggests or implies" that payola or plugola practices were carried on at the company's stations, KYA and KOIT (FM) San Francisco.

Churchill made its request in a petition requesting reconsideration of a commission order granting the stations only one-year renewals. It asked for full three-year renewals, "or at the least" a deletion of the offending language, which, it said, also suggested that the licensee had not previously

been alert to the danger of payola and plugola.

The language was contained in the commission's Feb. 9 letter setting forth the reasons for the one-year renewals. (BROADCASTING, Feb. 14). The letter, which was made public, contained "implications" which have had "an adverse impact" on the stations and their reputations, Churchill said.

Churchill said the letter suggests "that only because the station's management had now instituted policies and practices designed to control and prevent payola and plugola practices, was a short-term renewal being granted."

The commission's letter had referred to a previous inquiry concerning the licensee's "possible failure" to control the broadcast activities of its disk jockeys in view of the "outside business activities of two of them," which "seemed to create a conflict of interest" between their roles as businessmen and as disk jockeys.

But Churchill said that the commission, in a Nov. 17, 1965, letter, asserted that no evidence of payola or plugola had been uncovered at the station, despite a one-year investigation.

Same Safeguards ■ Churchill also said that the "elaborate" procedures that management follows to assure licensee control over programing and to

prevent payola and plugola "are essentially those" adopted when it purchased the stations in 1962. Churchill said the procedures were outlined to commission staff members when they began their investigation.

"In light of these facts," Churchill said, "the commission should not have implied or suggested that a sanction was being imposed here because of a prior lack of licensee control over the station's program content, or its failure to prevent payola and plugola."

Churchill also denied any suggestion of wrong-doing in connection with KYA's failure to log several hundred spot announcements purchased by the two disk jockeys involved in the commission inquiry. Churchill said the failure was due "entirely to an inadvertence on the part of a traffic girl."

Furthermore, it said, "only two of the 24 contracts" entered into with the two disk jockeys had presented any log-keeping problems. "Obviously" no plan "to hide the fact that they were buying spots on the station" was involved, Churchill added.

Still time to register

With two weeks to go until the March 31 registration deadline, the National Association of Broadcasters management seminar at Harvard University

Mr. Williams said that he either deserved to be "number one or number 22. I do not belong in the middle, and I refuse to start the climb back to the top after more years on the committee than any present member."

Spokesmen for the Commerce Committee declined to speculate on the outcome of the speech. They explained that the answers would come with the convening of the Democratic Party House caucus following the start of the 90th Congress next January.

At that time, they say, Mr. Williams' fate will be entirely in the hands of those Democrats who have been elected. It is possible, they concede, that he could be restored to full seniority, but then they ask: What would become of present Chairman Harley O. Staggers (D-W. Va.), who advanced to the top committee spot when Mr. Harris resigned Feb. 3? Would he be co-chairman or would he be returned to ranking-member status?

is already 70% sold out. Registration is limited to 60 broadcast-management executives. The \$650 fee for the July 17-30 session includes tuition, teaching materials, room and board.

Multiple-TV tower OK'd for San Francisco

The San Francisco planning commission last week approved plans for a new antenna tower that would accommodate any of the city's television and FM stations wanting to use it.

The proposed 981-foot tower would replace the present 517-foot antenna on Mount Sutro. The planning commission's approval was for an application submitted by ABC-owned KGO-TV that provides for construction and leasing of the tower by a nonprofit corporation.

New CATV consultant firm

A new management service company in the community antenna television field, Leeder Consultants Inc., New York, has been formed by Raymond V. Schneider and George Liebowitz, who have been active in CATV for various companies. Headquarters are at 39 West 55th Street, New York. Telephone: 582-5310.

Tepid interest in fellowships

Few radio-TV journalists apply for Ford Foundation sponsored three-month educational program

Radio-TV newsmen are lagging far behind newspaper newsmen in the interest they are showing in professional journalism fellowships offered by Stanford University starting this fall.

The fellowships program, supported by a \$975,000 Ford Foundation grant, offers promising newsmen in all media a chance to spend three months and in some cases six months at Stanford, studying in the fields of their choice.

Donald H. McGannon, president of Westinghouse Broadcasting Co., and Richard S. Salant, president of CBS News, are broadcaster members of the 16-man national advisory committee for the fellowship program. Several other members represent newspapers that have radio-TV affiliates.

Current thinking is that 36 fellowships will be awarded, with appropriate stipends, for the 1966-67 year. Most will be for three months of study but some will be for six.

Wider Vistas ■ Purpose of the program is not to teach journalism, but to broaden the knowledge and understanding of participating newsmen and thus "to provide the American public with more effective reporting and interpretation of the complex problems, decisions, events and behaviors of today's world," according to officials.

Fellows therefore will be free to concentrate in the areas they prefer, working with faculty advisors and professors on study programs designed to advance their respective specialties.

Plans also anticipate participation by weekly guest lecturers from media and public affairs, a weekly professional seminar and expert "guests in residence" who will assist in the program for extended periods.

Almost two out of three inquiries received by officials of the program thus far (99 out of 157) have come from newspaper newsmen, as against 21 from radio and eight from TV station newsmen. The rest came from magazines, wire services, freelancers, etc. In addition, there were 24 from "unidentifiable" sources, bringing the current total to 181.

If 36 fellowships were awarded and pro-rated according to the volume of interest indicated to date, therefore, about half a dozen would go to broadcast newsmen and the rest to print newsmen.

Graduate Course ■ In addition to the professional journalism fellowships the Stanford program is expected to provide for a number of national fellowships each year to attract top-level recent

graduates of liberal-arts colleges into broadcasting and newspapers. In future years, single-subject summer workshops up to four weeks in length may be conducted.

Dr. Wilbur Schramm of Stanford's Department of Communication is a key figure in the fellowship program. Herbert Brucker, long-time editor of the *Hartford (Conn.) Courant*, is slated to join the project as full-time director.

Inquiries about participation in the program and requests for application forms should be directed by about May 1, according to officials, to Dr. Schramm at the Department of Communication, Stanford University.

In addition to Messrs. McGannon and Salant, members of the fellowships advisory committee include Turner Catledge of *The New York Times*, which owns WQXR New York; M. J. Frey, *Portland Oregonian* (Newhouse Stations); Norman E. Isaacs, *Louisville (Ky.) Courier* (WHAS-AM-FM Louisville), and Fred A. Seaton (Seaton Stations in Nebraska and Kansas).

A night at the opera for Broadcast Pioneers

The annual Broadcast Pioneers Hall of Fame Award will be presented posthumously to Louis G. Caldwell, first general counsel of the Federal Radio Commission (predecessor of the FCC). The award, to be presented at the Pioneers banquet during the National Association of Broadcasters convention in Chicago next week, will be received by Mrs. G. Kenneth Brobeck, Mr. Caldwell's daughter. Mr. Caldwell, who died in 1951, is being honored for his long career as a communications attorney after leaving the FRC, and for his vigorous advocacy of a free broadcast system.

A capacity crowd of 1,500 is expected to attend the banquet Tuesday, March 29, in the International Ballroom of the Conrad Hilton. Entertainment will be provided by Giorgio Tozzi and Mary Beth Piel of the Metropolitan Opera.

Joseph Baudino, Westinghouse Broadcasting Co., Washington, president of the Pioneers, said special citations will be presented to the Metropolitan Opera, Texaco Inc., its sponsor for nearly 27 years on radio, and Milton Cross, the voice of the opera. The citations will be presented by Ward Quaal, WGN Continental Broadcasting Co., Chicago, awards committee chairman.

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Nielsen tampering case hits sidetrack

A. C. Nielsen Co.'s efforts to get to the bottom of an attempt to tamper with its ratings were reported authoritatively last week to have reached a preliminary court stage, but to be temporarily stalled there.

The company was said to have received court authority to take depositions from a man believed to have been involved in sending advance questionnaires asking some 55 members of Nielsen's nation audience sample to comment on commercials in a network show broadcast between 8:30 and 9:30 p.m. EST on Feb. 18 (BROADCASTING, March 7, 14).

But the man was said to have balked at identifying his associates or employer. According to unofficial but authoritative

sources he has appealed to a higher court to determine whether he may be required to answer such questions.

Further action in Nielsen's investigation reportedly was being delayed pending the appellate court's decision.

The courts were not identified. Some sources said that in any case the proceedings were in "chambers" still and not a matter of public record at this point.

Nielsen discovered the existence of questionnaires before the Feb. 18 broadcast date and eliminated viewing records from the homes involved before compiling its ratings for that evening.

The program to which the questionnaires related has not been officially identified. Shows in that time period were CBS-TV's *An Evening with Carroll Channing*, NBC-TV's *The Sammy Davis Jr. Show* and ABC-TV's *Addams Family* and *Honey West*.

FINANCIAL REPORTS

Gross down, net up at Desilu Productions

The script at Desilu Productions Inc. for the first nine months of the current fiscal year was uneven but a happy ending is indicated. It read like this: Net income rose more than 67% but gross was off some \$500,000. This followed a rousing third quarter which showed net income up more than 400% over the last corresponding period, with gross income also increasing, if not so substantially, from \$5.4 million to \$5.6 million.

The still-better times that may be in store for the production company were outlined in an announcement that ac-

companied the financial report released last week. Desilu has three new program series pencilled in for the 1966-67 season. They are *Star Trek* on NBC-TV, *Mission: Impossible* on CBS-TV and *April Savage* on ABC-TV. Although firm orders haven't come through for the production of any of these series, confidence was expressed that at least two out of the three will be on next season's regular schedule. In addition, two hour Lucille Ball specials definitely are scheduled and *The Lucy Show* returns to CBS-TV in the fall for its fifth season. This last would seem to be the plum of Desilu's future pickings.

"Under terms of the agreements," the announcement stated, "Desilu's residual position on reruns of *The Lucy Show* has been improved substantially

SEC's January report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for January (all common stock unless otherwise indicated):

ABC Inc.—Following exercised stock options: Herbert Hahn, 406, giving total of 2,082; Edith Schaffer, 132, giving total of 397.

Capital Cities Broadcasting Corp.—Following exercised stock options: Daniel B. Burke, 5,000, giving total of 5,725; Charles G. Pogan, 1,000, giving total of 2,650. Donald A. Pels sold 1,200, leaving 5,050. Lowell J. Thomas acquired 100 shares, giving total of 52,864, plus 4,287 held beneficially with wife and 1,431 held beneficially with son.

CBS—Peter C. Goldmark sold 1,000,

leaving 2,889. Norman E. Walt Jr. exercised option on 2,636 shares, giving total of 2,719.

Cowles Communications—Gardner Cowles, in private transaction, sold 25,000 shares, leaving 428,883, plus 205,000 held beneficially with holding companies and 12,802 held beneficially with children. John Cowles Jr. sold 1,680 on beneficially held trust account, leaving none.

Meredith Publishing Co.—Fred Bohlen acquired 100 shares, giving total of 100.

National Video Corp.—James W. Schwartz sold 200 shares, leaving none. Ralph E. Stolkin sold 2,000 shares in private sale, leaving 435,376 on beneficial account.

Reeves Broadcasting—J. Drayton Hastie sold 9,000 shares, leaving 71,850.

Seven Arts Productions—Jeremy A. Hyman exercised option on 3,000 shares, giving total of 5,000.

Taft Broadcasting Co.—Robert Taft Jr. sold 940 shares, leaving 68,562.

Walt Disney Productions—Oliver B. Johnson exercised option on 555 shares, giving total of 997.

with a unique option that requires the networks to buy the rerun, yet allows the company to seek higher revenue for the total package if such action is desired."

For the nine months ended Jan. 29:

	1966	1965
Earned per share	\$0.64	\$0.41
Gross income	15,277,539	15,826,383
Net earnings	719,622	483,564
Shares outstanding	1,123,804	1,185,791

GT&E revenues top \$2 billion mark

New records were set in telephone revenues, manufacturing sales and net income by General Telephone & Electronics Corp., New York.

Strong progress was also reported in the field of color television. GT&E's Sylvania subsidiary set new sales and earnings records in 1965. The new highs were attributable to the heavy demand for color-television sets, according to the company's annual report. Later this year Sylvania expects to have a manufacturing capacity approaching 2-million color picture tubes annually. Sylvania is already supplying tubes to 17 of the country's 21 color TV set manufacturers, according to the report.

GT&E is also involved in community antenna television through GT&E Communications Inc., a corporate subsidiary formed in 1965.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$1.87	\$1.57
Revenues and sales	2,035,621,000	1,774,428,000
Consolidated net income	166,750,000	138,852,000
Average number of common shares outstanding	89,002,000	88,314,000

AT&T press-rate case terminated by FCC

The investigation the FCC started after NBC and ABC complained that they had been overcharged by AT&T on private line rates, ended last week.

At issue were the circuits the networks use to transmit news stories, public announcements and promotional material to their affiliates. The press rates were to apply to private lines on "which 50% of the use is for the collection and dissemination of general news for publication."

The commission noted that AT&T has since agreed that NBC should have been charged the more favorable press rates and has agreed to a reparations payment of \$58,118 to the network. The commission also said that AT&T has since filed a revised tariff that ap-

pears to remove the ambiguities that prompted the investigation.

The clarifying revision changes the language in relation to the 50% provision to "information transmitted during a billing period" and additionally, lists types of information that AT&T does not consider to be "general news."

The two networks and AT&T asked the commission to terminate the proceeding in January (BROADCASTING, Jan. 17). AT&T said then that ABC agreed it did not qualify for the press rates.

NAB opposes sales and use tax bill

A proposed uniform sales and use tax bill that would tax broadcasters for programming costs rather than just tape or film itself, was attacked last week by the National Association of Broadcasters.

In a statement filed with a House Judiciary subcommittee, Douglas Anello, NAB general counsel said the bill would subject programming costs of stations to the sales and use tax of each state where the broadcaster is located.

He also pointed out that under the present sales and use tax laws only the material costs of tangible personal property purchased to produce programs are taxable. And he explained that broadcasters are not in the business of selling tangible items. They sell time. "There is no resale involved here," he said.

On the whole, Mr. Anello asked the subcommittee to limit its law so that the talent costs and recording costs and the other intangibles of production work would not be assessed or taxed. "Neither broadcasters nor advertisers could bear these tremendous tax burdens," he said, adding that the taxes could run up to around 50% of the total operating cost of the broadcast industry.

Cosmos records 46% profit jump

G. Richard Shafto, president of Cosmos Broadcasting Corp., Columbia, S. C., reported a 46% increase in net earnings for his firm in 1965 over the previous year. Mr. Shafto stated that the sale of the company's Ocala, Fla., community antenna television system had contributed materially to earnings for the year.

Cosmos owns and operates WIS-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio, and CATV systems in Florence and Sumter, both South Carolina. Cosmos is also constructing three additional CATV systems.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$3.61	\$2.48
Net operating revenues	6,559,898	3,746,164
Operating income before depreciation, amortization and taxes	2,747,670	1,586,458
Depreciation and amortization	1,108,321	501,903
Net earnings and special credit	902,731	619,140

Financial notes . . .

■ Former FCC Chairman Newton Minow, now a Chicago attorney, received \$53,659 in 1965 from Curtis Publishing Co. as a director and special counsel. Curtis said last week in its annual report. He was the fourth highest paid officer or director of the firm, the report indicated.

■ Universal Pictures Co., New York, has declared a dividend of 25 cents a share payable March 28 to stockholders of record March 17.

■ Board of directors of Metromedia Inc., meeting for the first time in Los Angeles, soon-to-be-announced headquarters for the corporation's broadcasting operations (BROADCASTING, Feb. 14), last week declared the regular quarterly dividend of 20 cents per share on the common stock, payable

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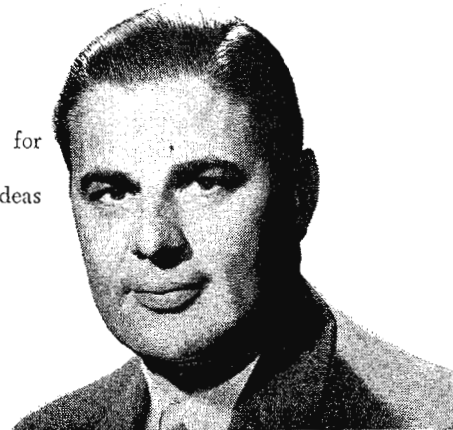
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May 2 to stockholders of record April 8. At the same time plans were announced to develop the 720 acres on top of Mount Wilson in Southern California acquired by Metromedia in 1964. Mount Wilson Skyline Park, as the property is to be called, will include a modern picnic area, three observation decks, an enclosed deck for winter usage and enlarged parking areas. Construction is to start this month.

■ Cox Broadcasting Corp., Atlanta, has declared a regular quarterly cash dividend of 10 cents a share on common

stock payable April 15 to stockholders of record on March 24.

■ National General Corp. Los Angeles, has sold its 50% interest in several California real estate holdings to Sunset International Petroleum Corp., owner of the other 50%. NGC received \$5,637,000 for its interest, \$2 million in 5% subordinated debentures and the remainder in 6% subordinated notes.

■ Motorola Inc., Chicago, sales jumped 23% to more than \$515 million in 1965, the manufacturer has reported.

Earnings hit a new high of more than \$31 million after taxes, 50% above 1964.

■ Collins Radio Co., Dallas, has declared a quarterly cash dividend of 12½ cents a share payable April 15 to shareholders of record on March 28.

■ Doyle Dane Bernbach, New York, has declared a quarterly dividend of 22½ cents a share on class A and class B stocks, payable April 15 to stockholders of record March 31.

FANFARE

A way to jar listener apathy

A problem common to many radio and television stations is how to shake usually complacent audience members into admitting that they really are alive and viewing or listening to the stations.

Earlier this month WXLW Indianapolis wanted to shake up its listeners and subtly suggested to the audience that it not take the station's adult-appeal, middle-of-the-road music policy for granted.

As a result WXLW had a "lost weekend" and became "the Big X in Nap." For eight hours (10 a.m.-6 p.m.) on Sunday, March 6, the mellow sounds of WXLW gave way to what Robert Enoch, president and general manager, called music "carefully selected for its abrasive quality . . . every record was tops on the repulsive record hit parade."

The station drew more than 1,200 calls that day from listeners wondering what happened? Only 12 of the calls expressed a favorable opinion of the new format. An additional 170 inquiring calls came within a few days.

When Mr. Enoch went on the air after the "new format" had reverted to the old, he told his listeners in an editorial that the style of programming they had heard that day was similar to that followed by some stations in the area. These stations, he said, are "trading those factors of constantly improving information and entertainment programs for those things that demand less in knowledge and responsibility to their jobs, such as the screaming sounds of talent or no talent—inadequate news coverage, covered over with a thick layer of contests, gimmicks, inane chatter and big prize give-aways."

He said WXLW had rebelled that day and "blown our stack with tongue in cheek."

During the eight-hour period the only items on the program schedule unaffected by the new format were the newscasts. But in the musical portion of the day, "station ID's were overused, temperature and weather and time signals were overdone. Even inane, say-nothing broadcast editorials were kidded," station management reported.

The "good guys" were the "bad fellows." A news promotion referred to "all that's dirty at 30 on the Big X." A newscaster turning it back to the disk jockey referred to more of the "toe-tickling tripe from the top 20."

The editorials were delivered by the "second assistant to the maintenance department" and came out with a "bold stand on such vital issues" as favoring

the American flag, the sanctity of the home, green grass, wet water and dirty dirt, "no matter how controversial" such a stand is.

Drumbeats . . .

Arkansas gift ■ James C. Leake (l), president of Griffin-Leake TV Inc., is shown above holding the last part of Griffin-Leake's KATV(TV) Little Rock,



Ark.'s contribution to the Arkansas Educational Television Commission, represented by Lee Reaves, director of the commission. The station has provided an estimated \$400,000 worth of tower

**Solid
State!**

CATV

**BOOTH
316/NAB**

viking
Hoboken, N. J.

you'll
be
carried away
when you hear

Showcase Productions
DIVISION PEPPER SOUND STUDIOS
SUITE 700 HILTON

and antenna facilities, and land and buildings for the noncommercial KETS-TV Little Rock.

VFM winner ■ David Russ, 17-year old student announcer at WKPT Kingsport, Tenn., has won \$5,000 scholarship first prize in the Veterans of Foreign Wars' Voice of Democracy contest. The oratorical event, in its 19th year, is open to high school seniors on local, regional, state and national basis. The winner credited his win partly to the experience he gained in his announcing work. He plans to attend Florida Presbyterian College, St. Petersburg, and to study either foreign service or broadcasting.

Watcher theme ■ KPX (TV), the Westinghouse Broadcasting-owned outlet in San Francisco, is using radio heavily in a campaign to promote viewing of the station. Over a four-week period, 61 radio spots a day will be divided among 10 Bay Area stations. These are open-end spots with a musical lead-in and a special "Be a 5 (for KPX-channel 5) Watcher" theme. The Bud Shanks combo is used for the musical score written by Heller-Ferguson Productions in Hollywood.

Charge of Light brigade ■ The Southern California Broadcasters Association, which already has bombarded the San Francisco and New York markets with a full-scale sales campaign, plans to invade Chicago and Detroit in April. A force headed by SCBA President Robert M. Light and including commercial producers Chuck Blore of Chuck Blore Creative Services, Hugh Heller of Heller-Ferguson and Dal Williams, will demonstrate what's new in radio spots as made and heard in Southern California.

Locking horns ■ A bullfight in Houston earlier this month gave WGY Schenectady, N. Y., an opportunity for one of its more successful promotions. Station



personalities divided on the merits of bullfighting in New York's capital district with an on-air and billboard "feud." Bill Edwardson (l) headed the "El Torro Committee," while Jerry Ducie (r) was head of the rival group



They're just wild about Harry

When Harry Bannister was announced as speaker at a meeting of the Detroit Adcraft Club earlier this month, it was the signal for more than 20 of his former associates and cronies to gather under the banner of "Mr. B's Boys" to cheer their old colleague on.

Until recently a vice president of NBC, Mr. Bannister currently is a consultant to the network. Prior to joining NBC in 1952, he was general manager of WWJ-AM-TV Detroit for 11 years.

At one table (clockwise from center left): Frank Roland, Scripps-Howard Newspapers, Detroit; Haford Kerbawy, Kerbawy Productions, Detroit; Willard E. Walbridge, KTRK-TV Houston; Kenneth G. Manuel, D. P. Brother & Co.; Norman Hawkins, CKLW-TV Windsor, Ont.-Detroit; Frank A. Picard II, D. P. Brother & Co.; Mary Braun and Rhoda Bankston, former WWJ secretaries; Austin Grant, syndicated broadcaster, and Edgar J. Love, the WWJ Stations, Detroit.

against bullfighting.

Civic gift ■ Mayor James H. J. Tate of Philadelphia last week presented a municipal donation of \$250,000 to the educational, noncommercial WHYI Inc., which operates WHYI-TV Wilmington, Del., and WHYI-FM-TV Philadelphia.

Charity telethon ■ WFIL-TV Philadelphia, raised more than \$300,000 on behalf of the local Variety Club charities for handicapped children in an 18 and one-half hour telethon. Television stations in Philadelphia contributed talent as did many of the radio stations which combined to publicize the event. An array of network talent participated including Hugh O'Brien, Larry Storch, Patti Page, Dave Garroway, Bobby Ry-

dell, Mike Douglas, Al Martino, Dr. Joyce Brothers and Fabian. This was Philadelphia's first telethon in 12 years.

RFE competition

Radio Free Europe is sponsoring a competition for outstanding coverage of activities in Communist-controlled Poland, Hungary, Czechoslovakia, Rumania and Bulgaria. A \$500 award for excellence will be selected by judges Edward W. Barrett, dean of the Columbia University Graduate School of Journalism; John C. Campbell, senior research fellow at the Council on Foreign Relations; and John Richardson Jr., president and board member of Free Europe Inc.

Here's
Herb Mendelsohn,
Vice-President & General Manager
of WMCA in New York.

You see a great salesman who knows valuable material when he hears it. "I heard RADIO A LA CARTE — I originally bought it for WKBW in Buffalo — and now, WMCA, New York."

Find your
MARK CENTURY man
in
Suite 2139-2140



Conrad Hilton
Hotel.

You're in for a surprise when you hear,
"RADIO A LA CARTE."

Mark Century Corporation Warwick Hotel 65 West 54th St., New York, N.Y. 10019 212-Pl 2-3035



MVR disk recorders gain in popularity

Crediting successful on-air use of the equipment by CBS-TV as incentive for the sales development, the MVR Corp. revealed last week that ABC-TV and NBC-TV also have signed up for its new portable disk recorder. The disk recorder, the first prototype of which was shown by MVR at last year's National Association of Broadcasters convention, probably will be used mostly for sports telecasts. It is said to be an economical, efficient means of recording and storing up to 420,000 pictures on a single 10-inch reel of one-inch magnetic tape. The system has instant replay and stop-action capabilities.

The Palo Alto (Calif.)-based manufacturer delivered its first disk recorder, given the trade name Videodisc, to CBS-TV last August. Since then, in what was believed to be the first commercial application of a disk recorder for television, the network used the equipment to record and play back action highlights of a Baltimore Colt intra-squad football game.

In recent weeks as many as three other manufacturers have announced development of, or have been rumored to be working on, low-cost TV disk equipment (BROADCASTING, March 7).

Technical topics . . .

Color baseball ■ Lew-Ron Ltd., Baltimore TV production company, has ordered four RCA type TK-41 color cameras and audio-visual equipment, valued at approximately \$388,000, for a 40-foot color mobile unit, according to RCA Broadcast and Communications Products Division. The Baltimore producer expects to supply unit to KTLA (TV) Los Angeles for color coverage of 14 California Angeles baseball games in eastern states.

Check-out by TV

Now space scientists have figured out a means for looking over the shoulder of instruments in orbit.

Method, to be used in the first Orbiting Astronomical Observatories (OAO) scheduled to be launched Thursday (March 24), is to have a wide-angle TV camera as backup for star-tracker instruments which fix the satellite's attitude.

OAO's telescope observations will be telemetered back to earth, but in order to have the telescope pointed toward the target star, small, 3.5-inch, reflecting telescopes are used as star trackers. TV camera includes reticle for angle measurements and permits scientists at Goddard Space Flight Center near Washington to check on the efficiency of star trackers themselves.

Price list ■ "Significant reductions" on its 750 Sync generator line and on its 760 Sync acquisition unit has been announced by the Grass Valley Group Inc., Grass Valley, Calif. Much smaller than anticipated production engineering and test costs were given as the reasons for the reductions. Price of the Sync generator line now ranges from \$1,000 to \$2,100. The 760 Sync sells for \$700 with video test signal. Announcement acknowledges that "these reductions are inequitable to recent purchasers of these items," and says company proposes "to relieve this inequity by passing back via credit memoranda a portion of the reduction."

New from Ball ■ Ball Brothers Research

Corp., Boulder, Colo., announces a new automatic gain control (AGC) video amplifier. The Mark VIII AGC amplifier is designed for network and local television use and is said to provide the capability needed to automatically compensate for a variety of video signal deficiencies. Two models of the Mark VII are available. The standard A unit where local drives are supplied and the B unit for remote operation.

CATV supplier ■ Anaconda Wire and Cable Co., New York, has added a new department, The Communications Systems Group, Sycamore, Ill., to its product division. Branch will specialize in technical services, including community antenna television systems from initial study to actual installation. Anaconda is also expanding customer service by renaming a division The Lindsay Communications Sales Division, Northfield, Ohio, and extending its communication services.

On the way ■ CCA Electronics Corp., Gloucester City, N. J., has shipped 15 dual-reliable AM broadcast systems to the South African Broadcasting Corp.

Conversion kit ■ Rust Corp., Everett, Mass., has introduced a telephone line converter unit, which converts existing Rust remote control systems to a single telephone pair system.

New 50-kw Gates transmitter

Gates Radio Co., Quincy, Ill., announces a new 50 kw AM broadcast transmitter that uses vapor-phase cooling to remove heat from power-tube anodes. The model VP-50 is said to be economical to install, maintain and operate and offers exceptional freedom from noise. Both the modulator and power tubes are cooled by a liquid-vapor system. Only four tubes are used in the VP-50; the remainder of the circuitry is transistorized. Gates is a division of Harris-Intertype Corp.

Plumbicons 'scheduled'

Spokesmen for Visual Electronics Corp., New York, said last week that Norelco Plumbicon color cameras reported a week ago as having been delivered to three stations (BROADCASTING, March 14) should have been listed as "scheduled for delivery" rather than actually delivered. The stations are WNHC-TV New Haven, Conn.; WMAL-TV Washington, and WISH-TV Indianapolis.

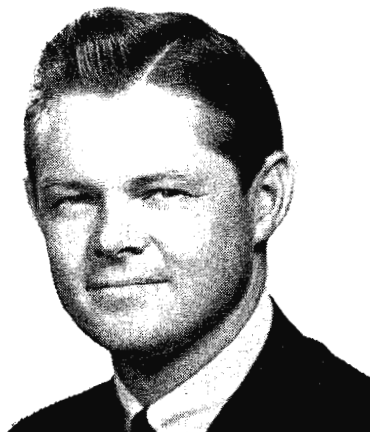
Jim Crawford,
President & General Manager
Of WBTV, Danville, Va.

has renewed RADIO A LA CARTE and finds it of tremendous value — both for programming and sales. It's a great service in large — medium — or small markets and one that pays for itself.

See your
MARK CENTURY man
in
Suite 2139-2140



Conrad Hilton
Hotel.



Mark Century Corporation Warwick Hotel 65 West 54th St., New York, N.Y. 10019 212-Pl 2-3035

Wadsworth leads U.S. in Mexican talks

The U.S. and Mexico have reached a tentative agreement to give themselves another 18 months in which to negotiate a new treaty on the use of the standard AM band. The present treaty, which went into effect in 1961, expires June 9.

FCC Commissioner James J. Wadsworth and Hoyt Price, director of the State Department's Office of Telecommunications, disclosed plans for extending the treaty in a meeting at the State Department last week with some 50 broadcasting-industry representatives.

Mr. Price said the department hopes to have an agreement extending the treaty to the end of 1967, signed and delivered to the Senate by April 1. The aim is to have it ratified before Congress adjourns. The Mexican Senate also must ratify the agreement.

Commissioner James J. Wadsworth, a former U.S. ambassador to the UN, will serve as chairman of the U.S. delegation in the negotiations. Formal talks are expected to get underway sometime this summer.

Neither side has firmed up its position yet. But there are indications, based on preliminary talks and previous expressions of views by both sides, that hard bargaining lies ahead on the question of clear channels.

Clear Channels ■ The Mexicans, who have expressed interest in making greater use of the 25 U.S. clear channels, have talked of relaxing the present protection they now afford the I-A stations to the border, and of treating them as I-B's. This would result in some interference with the U.S. stations' skywave service within the U.S.

The U.S. will probably seek an easing of a present provision that prohibits secondary use by U.S. stations of the six Mexican clear channels. The provision, which requires U.S. stations to protect the Mexican channels in the U.S., rules out any chance of extended hours by the 270 U.S. daytime stations operating on the Mexican clears.

There is more optimism among U.S. sources that an agreement can be reached to permit class IV stations along the border—there are 20 on either side—to increase their power to 1 kw. They are now limited by treaty to 250 w.

Other points to be covered by negotiations include a number of individual assignments and clarification of language in certain passages of the treaty. Commissioner Wadsworth said

Mexican representatives have suggested that "an entirely new format might be desirable."

The commissioner also reported Mexico had suggested—to the American's delight—that technical representatives of both countries meet periodically on an informal basis to discuss mutual problems. The Mexicans in the past have shunned all but formal talks.

The industry representatives endorsed the idea of extending the treaty. And representatives of stations operating on Mexican clear channels urged the government to seek U.S. use of those channels in the U.S.

Officials indicated that broadcast industry representatives will be consulted closely in the negotiations. A committee of industry representatives to advise the negotiating team will be established. Some representatives may be invited to serve on the negotiating team itself.

Toronto move stymied by '59 policy

The plan of CKVR-TV Barrie, Ont., to move into the Toronto market (BROADCASTING, Feb. 7) has run into a governmental snag.

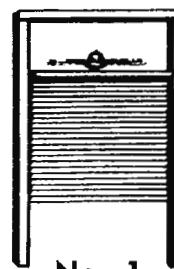
The controversial transfer that would shift the channel 3 CKVR-TV transmitter 50 miles southward into Scarborough, Ont., a suburb of Toronto, has been turned down by the Board of Broadcast Governors.

The BBG's denial was in the form of a statement that governmental policy enunciated in 1959 (limiting major markets to two TV stations) would be adhered to and that a hearing on the CKVR-TV proposal would not be held until a change of policy is announced.

The BBG further elaborated by citing that its primary aim was to extend Canada's first service and develop the alternative (second) service "as smoothly and as expeditiously as possible." In the meantime, the BBG said, the national TV market should not be interrupted by introduction of a third service.

There was no indication of when government policy might be altered to permit a third service, but it appeared out for the near future. The only possible consideration, the board noted, might be to help establish noncommercial educational stations.

Opposition Flares Up ■ The proposed move to Toronto had sparked controversy on two fronts. Some Toronto viewers feared loss of service from channel 2 WGR-TV and channel 4 WBEN-



No. 1

HOUSEWIFE STATION

WAAC

Terre Haute^{**} has changed its listening habits . . . and WAAC did it with continuous NEWS blocks.

WOMEN

*PULSE: March 1965			
9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	4110	3310	1320
*12 Noon - 3 P.M.	2680	1770	810
*3 P.M. - 6 P.M.	1800	1880	***
per average			
1/4 hour	2860	2320	920

**TERRE HAUTE, INDIANA
4 County Metro Area
*** - Not Reported

You're invited March 27-30
BROADCASTING PUBLICATIONS INC.
Hospitality Suite 705-A
Conrad Hilton Hotel, Chicago
Broadcasting Magazine
Television Magazine
Broadcasting Yearbook

TV, both in Buffalo, N. Y.

Toronto is now served by CBL-TV and CFTO-TV, on channels 6 and 9, respectively. CHCH-TV Hamilton, Ont., is 40 miles west of Toronto. A third station in Buffalo, 90 miles away, WKBW-TV (ch. 7) reaches the market.

In addition, a fight had erupted in Commons where the Conservative and New Democrat opposition charged that permission to move would be a form of payoff to supporters of the Liberal Party.

In the Commons controversy, it was charged that the moving of the station would increase its value from about \$2 million to \$6 million or \$7 million.

Owners of CKVR-TV are Ralph Snelgrove of CKBB Barrie, Ont.; Allan Waters of CHUM Toronto; and Geoff Stirling of CJON-TV St. John's, Nfld., and CKGM-AM-FM Montreal.

Regional rep opens

CKNW Vancouver, B. C., and CJOB Winnipeg, Man., opened a new regional radio representation firm in those two cities on March 1. The associate company, Western Broadcast Sales Ltd., also is agent for Standard Broadcast Sales Ltd., Toronto. WBS

brought its total representation list to 11 AM's and three FM's with the acquisition of CFAX Victoria, B. C., and CHQR Calgary and CHQT Edmonton, both Alberta.

MP wants a CBC French station outlawed

The Ontario Court of Appeals has reserved judgment on an action seeking to outlaw CJBC, the French-language Canadian Broadcasting Corp. radio station in Toronto.

Ralph B. Cowan, Liberal member of Parliament, had originally attempted last fall to block the CBC from operating a French-language station. In that decision the court ruled that Mr. Cowan had no cause of action and that he had no statute in law to maintain the action.

If Mr. Cowan wins his appeal it will mean that CJBC, which is currently broadcasting in French fulltime, would have to cease broadcasting in that language.

Canadians order RCA color cameras

RCA Broadcast and Communications Products division last week reported an order from Canada estimated at over \$1.7 million for 23 TK-42 color-TV cameras. The division has already placed orders for over 300 units (BROADCASTING, Feb. 14).

The Canadian Broadcasting Corp. will receive 16 and CFTO-TV Toronto seven color units. Each camera is valued at \$75,000. CBC plans to install five cameras in its broadcast studio at the 1967 World's Fair in Montreal and later convert the building to a color studio. CFTO-TV, along with other Canadian stations and with prior government approval, is expected to begin experimental colorcasts on July 1 and to begin a regular color schedule after Jan. 1, 1967.

AP circuit for Puerto Rico

Puerto Rican news will receive greater coverage in this country with the inauguration of an Associated Press news service linking two newspapers and 20 radio stations on the island.

Wes Gallagher, AP general manager, said at the inauguration ceremonies: "The establishment of this circuit, comparable to the long-established AP state circuits in the U. S., is further testimony to the rapid development of Puerto Rico and its news media."

BBG ignores report, OK's CTV sale

The Fowler Report called for sweeping changes in Canadian broadcasting and made a series of recommendations for regulation. A major recommendation already has been ignored by the Board of Broadcast Governors, even though the report is now under study by a cabinet committee headed by Prime Minister Lester Pearson.

The report, among other things, called for a broadcasting czar and recommended that the BBG turn down any bid by the 11 affiliates of the CTV Television Network to take over the network. On March 4 the BBG approved the affiliates taking over CTV for a reported \$1 million. The stations already had owned a minority interest in the network.

In the House of Commons, the BBG's action was lambasted by Robert C. Coates, who called the move "the height of stupidity" since the government was still considering the Fowler Report. Mr. Coates also wanted to know when the government would announce which sections of the report it would implement because a license freeze had been put in effect since the report was in the writing stage. This freeze, he said, has held up extension of alternate television service to many areas.

ABC adds CKRD to its Canadian list

ABC International has a new sales representative agreement with CKRD-AM-TV Red Deer, Alta., raising its Canadian affiliations to seven.

CKRD-TV (ch. 6) has two satellite stations: CKRD-TV 1 (ch. 10) Coronation, Alta., and CKRD-TV 2 (ch. 10) Banff, Alta. CKRD-TV's general manager is G. E. Spackman. CKRD is on 850 kc with 10 kw.

Other Canadian stations represented by ABC International are: CFTO-TV Toronto; CKCO-TV Kitchener, Ont.; CJCH-TV Halifax, N. S.; CFTK-TV Terrace, B.C., and CKFH Toronto.

ABC International is associated with 62 television stations in 25 nations.

Abroad in brief . . .

C/R in Geneva ■ Following what has become a full-blown agency trend, Carson/Roberts Inc., Los Angeles, has opened its first international office in Geneva, Switzerland. Initially, the Swiss facility will operate as a service office of Mattel S.A., the European marketing division of Mattel Inc., California based toymaker and the agency's major ac-

CATV

WOW!

BOOTH
316/NAB

viking
Hoboken, N. J.

count. C/R will coordinate all of Mat-tel's advertising in 12 European coun-tries. Hans Stebel, a Swiss national, will manage the Geneva office.

On the DDB wagon ■ Volkswagen Can-ada Ltd. has retained Doyle Dane Bern-bach (Canada) Ltd. to handle its advertising effective the end of the year. Other DDB offices for Volkswagen are in the U. S., Germany, Mexico and Puerto Rico.

New York overseas ■ CBS Films Inc. announced the overseas sale of several selected programs produced this season by WCBS-TV New York. Seven programs from the *Eye on New York* series and seven specials in the public affairs cate-gory were sold to television firms in Australia, Canada, Germany, the Neth-erlands, Hong Kong, Denmark, Ireland, Japan, Malaysia and New Zealand.

Partners ■ Compton Advertising Inc., New York, has purchased a minority interest in the 25-year-old agency Clar GmbH, Heidelberg, Germany. Clar's billings total \$6.5 million for such clients as Knorr (soups); Hoehl (champagne); Tempo (tissues); Rival, Polo and Pilot (all cigarettes) and Scherer (pharmaceuticals). Billings at Compton in 1965 were \$135 million from six offices in the U. S. and abroad.

Trusteeship set for NABET in Montreal

The National Association of Broad-cast Employees and Technicians Inter-national has placed its Montreal local under trusteeship following reports of an attempt to take over the local's membership by a Quebec labor organi-zation.

Four Montreal Local 62 officials, who have since resigned, have been accused of collaboration with the Quebec-based Confederation of National Trade Un-ions' Cinema, Radio and TV Syndicate. The parent NABET organization au-thorized control to be handed to trustee Adrien Gagnier, also president of local 62 that is currently negotiating with the Canadian Broadcasting Corp.

The four rebel officers are Lucien Boucher, Denis Michaud, Gaston La-Porte and Jean Louis LeBoiron, for-merly vice president, secretary, treas-urer, and building maintenance manager respectively.

Powerful AM for Nigeria

A 1-megawatt AM commercial radio station in Enugu, Nigeria, has begun test transmissions, according to the Pan American Broadcasting Co., New York, its U. S. representative.

ENBC, owned by the Nigerian gov-

Growing corps of radio-TV newsmen in Vietnam

Importance of Vietnam as a source of news is emphasized by the grow-ing number of American radio and television correspondents assigned to news coverage in that country.

According to U. S. Information Agency in Saigon there are now 81 U. S.-accredited radio and TV corre-spondents there as well as some 30 radio-TV newsmen from Australia, Denmark, Germany, Great Britain, Japan, Korea, Switzerland and Thai-land.

These people have registered with USIA headquarters and according to a spokesman for the agency "have some type of clearance from the U. S. Department of Defense."

NBC News has a staff of 27 news-men, cameramen and technical per-sonnel assigned to Vietnam, which it claims to be the largest contingent there of any news organization. Eight reporting crews, consisting of a newsman, cameraman and engineer, are rotated on assignments. Coverage is under the supervision of Jack Fern, NBC Saigon. Newsmen report for NBC Radio and/or NBC-TV.

CBS News has a complement of 24 in Vietnam and this figure grows from time to time as other corre-spondents are assigned there for special work. In addition to news-men, CBS has eight cameramen, five soundmen and administrative per-sonnel in the area. Correspondents cover for both CBS Radio and CBS-

TV. Bob Allison is bureau chief.

Mutual has Joseph Fried and sev-eral staffers to provide coverage either by direct transmissions or with a 10-minute radio circuit each day at 6 a.m. Mr. Fried also tapes up to 10-hour interviews with service-men to be shipped to hometown Mutual-affiliated outlets.

ABC News maintains a basic con-tingent of 22 news staffers in Viet-nam. Bureau chief Chuck Klench and Robert Lukeman, field producer, head up the coverage with four cor-respondents, six cameramen, four soundmen and six full-time stringers plus administrative help.

But South Vietnam is only half of the country. The other half, Com-munist-held North Vietnam, is not serviced by U. S. broadcasters (the U. S. does not have diplomatic re-lations with North Vietnam) but several Eastern European broadcast news organizations have crews there to carry the news to their homes.

According to a spokesman for the Russian Embassy in Washington: "The Soviet Union has about 10 newsmen working for Radio Moscow inside North Vietnam, and Czecho-slovakia is said to have a group of about five. Of course the greatest number of broadcast newsmen in North Vietnam are with Red China's news agency there. There are very few broadcast newsmen from the West."

ernment, is licensed to the Eastern Ni-gerian Broadcasting Corp. That private group recently began broadcasting on standard wave frequencies from one of two 500 kw transmitters.

Complete 1-megawatt commercial broadcasts are expected before the end of 1966.

International film sales . . .

Profiles in Courage (NBC Interna-tional Enterprises): Television Yugo-slave, Yugoslavia.

Danger is My Business (NBC Inter-national Enterprises): Televiziunea Romano, Rumania.

RADIO A LA CARTE Praised By Burkhart

Kent Burkhart, Vice-President & General Manager, WQXI, Atlanta, Ga. had been looking for an unusual radio programming service . . . and found it in RADIO A LA CARTE.

"It's doing an unusually fine job here at WQXI and we're proud to be subscribers."

Find out for yourself . . .
what RADIO A LA
CARTE is all about
in
Suite 2139-2140



Conrad Hilton
Hotel.



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BROADCAST ADVERTISING



Mr. Killin

Richard C. Killin, formerly assistant general counsel for Young & Rubicam, New York, named senior VP for administration. **George L. Debeer**, formerly with Foote, Cone & Belding, Chicago, named account supervisor at Y&R there. **Robert Clouse**, commercial director, joins commercial production staff of Y&R, Hollywood, as producer.

B. W. Matthews, VP and account supervisor, Dancer-Fitzgerald-Sample, New York, named VP and account director, McCann-Erickson, same city.

Edward F. Krein, VP, elected senior VP and continues as account supervisor and manager of Geyer, Morey, Ballard, Racine, Wis. **David B. Grimm**, account executive in Racine office, elected VP.

William A. Taylor, formerly senior VP and senior account group supervisor, Norman, Craig & Kummel, elected VP and management supervisor, Sullivan, Stauffer, Colwell & Bayles, both New York.



Mr. Allan

Norman D. Allan Jr., account supervisor at Ted Bates & Co., New York, elected VP.

John E. Bowen, **Abbott Davis**, **William H. Kennedy** and **John D. Varnier**, assistant media directors for Campbell-Ewald Co.,

Detroit, named VP's.

William A. Bartel, chairman of West, Weir & Bartel, joins The Celanese Corp. of America, New York, as VP, communications and merchandising, effective April 15. Mr. Bartel, who worked on

Celanese account for 17 years at WW&B and Ellington & Co., will be responsible for public relations and corporate advertising.

Robert E. Ix, formerly marketing director, Browne-Vintners Co., New York, named VP-marketing, Schweppes (U.S.A.) Ltd., that city.

Barbara Lui, associate creative director, and **Harvey Baron**, art director, both with The Marschalk Co., New York, elected VP's. **William K. Northrup** and **Peter H. Kinsey**, both with Marschalk's Cleveland office, elected VP's.



Mr. Manning

Michael J. Manning, VP-finance, for LaRoche, McCaffrey and McCall, New York, named senior VP-finance.

Allan G. McLellan, executive VP and general manager of WKVK Virginia Beach, Va., joins McCurry, Henderson, Enright Inc., Norfolk, Va., as VP.

Edwin W. Ebel, General Foods Corp., re-elected chairman of The Advertising Council. Vice chairmen elected: **Henry M. Schachte**, J. Walter Thompson Co.; **Albert L. Cole**, Reader's Digest Association; and **Donald S. Frost**, Bristol-Myers Co.

Sheldon Boden, associate media director for Norman, Craig & Kummel, New York, elected VP. **Henry Belber**, with NC&K, New York, appointed associate media director.

Charles E. Powell, director of regional sales for radio-television division of Triangle Publications, Philadelphia, named VP of Waltjen Associates Inc., Baltimore advertising and PR firm.

Gaylord M. Creedon, broadcasting supervisor of Wade Advertising, New

York, appointed director of TV and radio for Kane, Light, Gladney Inc., that city.

John M. McDaniels, midwestern sales manager of WGN-TV Chicago, appointed general sales manager. He succeeds **Richard E. Jungers**, now VP-general manager of affiliated KWGN(TV) Denver.



Mr. Sondheim

James Sondheim, with special program sales department of NBC-TV, New York, appointed manager, special program sales.

Harrison E. Mulford, account executive for WABC-TV New York, named sales manager. He succeeds **Barrett H. Geoghegan**, appointed general sales manager (BROADCASTING, March 14).

John A. Gibbs appointed central area account supervisor for national network of Dodge dealer advertising associations at BBDO, Detroit.

Gerald E. Hall named business manager of radio-TV department of D'Arcy Advertising, St. Louis.

Harry W. Meicke, assistant general sales manager, Borden Foods Co., New York, named marketing and sales manager.

Bruce Georgi, account executive with WNHC-TV New Haven, Conn., joins WFMV-TV Greensboro, N. C., as sales manager.



Mr. Abrams

Hal Abrams, account executive for CBS Television Stations National Sales, New York, appointed West Coast director of sales in San Francisco office.

Bill Axtell, with WXYZ-AM-FM Detroit, appointed director of advertising and promotion.

Richard J. Waller, account executive at Television Advertising Representatives, New York, named assistant sales manager of KDKA-TV Pittsburgh.

George Blodgett, formerly station manager at WIZR Johnstown, N. Y., named sales manager for WCSS Amsterdam, N. Y.

Sam Haven, formerly with Papert, Koenig, Lois, New York, joins media department of Doyle Dane Bernbach, that city, as supervisor.

Elaine Art, media buyer at Papert,

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Koenig, Lois, New York, named assistant media supervisor.



Mr. Kraiger

Alan R. Kraiger, formerly account executive with Metromedia Inc., Los Angeles, named head of San Francisco office of Robert E. Eastman & Co.

Marshall Black, formerly manager at Gill-Perna Inc., Chicago, named sales manager at WDAE-AM-FM Tampa, Fla.

John R. Hughes, account executive at WWLP(TV) Springfield, Mass., named national sales manager of WKEF(TV) Dayton, Ohio. **Gordon Campbell**, account executive at WKEF, named local sales manager.

Tom Barrett, with media department of Grey Advertising, New York, appointed national sales manager of WLOS-TV Asheville, N. C.

Robert Irvine named assistant media supervisor at Foote, Cone & Belding, Chicago. **Gerald Epstein**, formerly with Wade Advertising, joins FC&B as senior media buyer.

Louis Van Leeuwen, manager of sales promotion for WCBSTV New York, joins WNHC-TV New Haven, Conn., as account executive.

Paul Martin, formerly group supervisor with Ted Bates & Co., New York, appointed senior television and radio producer at J. M. Mathes, that city.

Thomas McKenna, with Fuller & Smith & Ross, Pittsburgh, joins F&S&R, New York, as account executive.

Glenn Harmon Jr., research director of Botsford, Constantine & McCarty, San Francisco, joins Kenyon & Eckhardt, Denver, as account executive on Frontier Airlines account.

Lyn P. Stoyer, account executive with WLWT(TV) Cincinnati, appointed account executive of Broadcast Communications Group, Chicago.

Robert Z. Goldberg, with WNAV-AM-FM Annapolis, Md., appointed local sales manager.

Bill Dodge, account executive with Speer & Mays, Los Angeles, named senior account executive for The Goodman Organization, Hollywood.

Dick Reynolds, with WIP-AM-FM Philadelphia, appointed account executive at WEEZ Chester, Pa.

George J. Rapp, manager of national sales for WRC-TV Washington, appointed manager of sales.

Gerald L. Eberly, VP for international operations with Harris D. McKinney

agency, Philadelphia, appointed to staff of PR department of Lewis & Gilman, that city.

Mel Grant named copy chief of Lilliefeld & Co., Chicago.



Mr. Anderson

George Anderson, assistant sales manager, WBZ-TV Boston, named office manager of Blair Radio, that city.

Richard P. Levy, eastern sales manager of Chris-Craft stations, joins sales staff of Storer Television Sales, New York.

Ruth Lesko, writer-producer for Jay Reich Advertising, Pittsburgh, joins TV-radio department of Lando Inc., that city, as writer-producer.

Steven J. Roppolo, writer and producer for The Fletcher Richards Co., New York, appointed executive producer. **Francis Oster**, formerly with Kleppner Co., New York, as buyer, named media buyer at FR, that city.

Clancy Imislund, publicity director of KHJ-TV Los Angeles, joins Nides-Cini Advertising Inc., that city, with production and publicity responsibilities.

Roy Hayes, copywriter with Davis, Johnson, Mogul and Colombatto, Los Angeles, joins MacManus, John & Adams, that city, as copywriter.

Steve Edwards, formerly operations and sales director for KKOP(FM) Redondo Beach, Calif., joins KEZY and KEZR(FM) Anaheim, Calif., as account executive.

Dan Alexander, formerly in production department of Pams Inc., Washington, appointed sales representative.

MEDIA

James T. Lynagh, station manager of WKBD(TV) Detroit, named general man-

ager of WKBS(TV) Burlington, N. J.-Philadelphia. **Barry Thurston**, program director of WKBS, succeeds Mr. Lynagh as station manager of WKBD. **Richard L. Freeman**, sales manager of WKBD, named general manager. Both are Kaiser Broadcasting stations.



Mrs. Campbell

Marianne B. Campbell, WJEH Gallipolis, Ohio, elected to National Association of Broadcasters radio board from District 7. She fills vacancy created by death of Gene Trace of WBBW Youngstown, Ohio, last year. Mrs. Campbell has been a member of the NAB radio code board and becomes first woman member of NAB board of directors.

George S. Johnson, general manager of KOB-AM-FM-TV Albuquerque, N. M., resigns due to reasons of health. He will continue as director of planning and research for KOB-AM-FM-TV. **Robert C. Pettingell Jr.**, station manager of KOB-AM-FM, appointed general manager. **Jerry Danziger**, station manager of KOB-TV, appointed general manager.



Mr. Smith

Hugh M. Smith, general manager of WCOV-TV Montgomery, Ala., joins WBMG-TV Birmingham, Ala., as general manager.

Caywood C. Cooley Jr., general manager of community antenna television division of Teleprompter Corp., New York, named corporate VP for engineering. **Robert H. Symons**, director of operations for Teleprompter, succeeds Mr. Cooley as general manager.

W. C. (Bud) Blanchette, general manager of KFBB-TV Great Falls, Mont.,

If You See
Si Goldman Of
WJTN, Jamestown, N.Y.

you will discover that he bought RADIO A LA CARTE in Dunkirk and Salamanca, as well as Jamestown. "It's a great sales tool — and the programming materials are the most."

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price in your market
from your MARK
CENTURY man in
Suite 2139-2140



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appointed general manager of KGVO-TV Missoula, Mont., and national sales manager of KGVO-AM-TV.



Mr. Hall

Hal Hall, sales manager of WNOP Newport, Ky., named general manager.

E. L. (Abe) Lincoln, with KGFL Roswell, N. M., appointed general manager.

Larry Filkin, commercial manager of KTLQ Tahlequah, Okla., named general manager of KTLQ and KOSG Pawhuska, Okla.

James Money, formerly producer at WRUL New York, International short-wave station, named audio services director.

Bob Steinberg, assistant business manager of WIP-AM-FM Philadelphia, named business manager.

Marshall R. Freeman named controller of WBKB-TV Chicago, succeeding **Manuel Fingerhut** who joins WFLD-TV there in similar capacity.

PROGRAMING



Mr. Gross

Arthur S. Gross, formerly general sales manager for United Artists Associated, New York, named director of sales for central division of ABC Films, Chicago.

David Victor, producer for Arena Productions, elected VP and will supervise company's three hour series scheduled for next season. Series are *The Man From U.N.C.L.E.*, *The Girl From U.N.C.L.E.*, and *Jericho*.

Gene Plumstead, formerly program manager for Westinghouse Broadcasting Co., Cleveland, appointed director

of operations for United Broadcasting Co., Washington, owners of WOOL-AM-TV and WFAN(FM), both Washington.

Raymond G. Pugh, treasurer of Trans-Lux Corp., New York, elected administrative VP. **George T. Kuhn Jr.** succeeds Mr. Pugh as treasurer.

Thomas A. Breen, station manager of WKBS(TV) Burlington, N. J.-Philadelphia, also named corporate program director for television division of Kaiser Broadcasting Corp.

Leonard Stern, producer of Talent Associates' *Get Smart* series, named executive producer of company's newest series, *The Hero*, sold to NBC-TV for 1966-67 season.

Jerry Graham, news director of WNEW New York, named program director.

James P. White, sales manager of Fetzer Music Corp., Kalamazoo, Mich., named manager.

Stan Shpetner, executive producer for CBS-TV, signed to term production and development deal by Mirisch-Rich TV Productions.

Lucien A. Lessard, with Videotape Center, New York, appointed creative director.

Gary L. Pudney, executive producer in programing department, Compton Advertising, New York, joins ABC-TV Hollywood, as liaison between **Hubbell Robinson**, executive producer of *ABC Stage '66*, and West Coast Talent. Series is scheduled for 1966-67 TV season.

Craig Gilbert, freelance producer, appointed executive producer of cultural programing for National Educational Television, New York.

Jacques Veinat, of Paris, joins Fred A. Niles Communications Centers, Chicago, as director.

Alan Armer, producer of QM Productions' *The Fugitive* series, signed

three-year producer contract with same company. His first assignment is production of QM's hour, color, science-fiction series, *The Invaders*, scheduled for ABC-TV starting next fall. **Wilton Schiller**, producer of this season's *Ben Casey* series, signed as producer of 1966-67's version of *The Fugitive*.

Lynn Faris, sports director of WVUE-TV New Orleans, joins staff of KCMO-AM-FM Kansas City, Mo., to broadcast Kansas City Athletics games.

Dayle Carter, with program department of KHOU-TV Houston-Galveston, named producer-director.

William Pope, sales manager for wcsc Amsterdam, N. Y., named program promotion manager.

Joe Swavely, in production department at Screen Gems, Hollywood, named to production staff of Filmways of California, commercial production division of Filmways Inc.

NEWS

Art Wiskari, producer of ABC News' Houston coverage of Gemini 7 and 6 orbital flights and with news division for past 15 years, named Midwest bureau manager, Chicago. He succeeds **Everett Aspinwall**, appointed bureau manager for ABC News in Washington (BROADCASTING, March 7).

William M. Reilly, general assignment reporter for United Press International Audio Network, named Vietnam correspondent, UPI Audio, Saigon.

Don Martin, news director of KIMN Denver, elected VP, news operations.

Gene Ackerley, KTAN Tucson, re-elected chairman of Arizona Associated Press Radio-TV Association.

Travis Linn, news director of WFAA-AM-FM Dallas, named news manager of WFAA-AM-FM-TV. **Bob Thornton** succeeds Mr. Linn.

David K. Snell, formerly with WKJG-TV Fort Wayne, Ind., joins news staff of WBBM-TV Chicago.

Charles Hicks, program director of WPTL Canton, N. C., joins news staff of WLOS-TV Asheville, N. C.

EQUIPMENT & ENGINEERING



Mr. Harleman

Thomas W. Harleman, midwestern regional manager for Ampex Corp., Redwood City, Calif., named national sales manager.

Charles H. Wright, president of Spencer-Kennedy Laboratories, Boston, named chief executive officer.

Sidney A. Mills, senior product engineer for Rome Cable division of

Harvey Hudson,
WLEE, Richmond, Va.
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RADIO A LA CARTE said...

"It's great... the sound, service... everything! MARK CENTURY services what they sell, and we're proud to not only have been an early subscriber, but also to have renewed this MUST service in broadcasting."

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Alcoa, Rome, N. Y., named VP-production and engineering for Ameco Cable Inc. **William G. Witzgman**, senior plastics engineer with Rome Cable, Rome, N. Y., named product development manager of Ameco Cable. **Joseph J. Duffy** named production manager. Ameco Cable's plant, now under construction, at 47th Avenue and Van Buren Street, Phoenix.

James M. McDonald, manager of manufacturing for medium transformer department of General Electric Co., Rome, Ga., named manager of G-E's visual communications products business section, Syracuse, N. Y.

Bernard G. Soback, with consumer products division of Electronic Industries Association marketing services department in Washington, appointed supervisor of marketing data.



Mr. Esten

Perry W. Esten, with Radio Free Europe, Munich, appointed director of engineering and services.

S. S. Street, formerly director of advertising and public relations for Ameco Inc., Phoenix, joins Viking

Industries, Hoboken, N. J., as director of marketing.

Forrest D. Rees and **Denton Allen**, with Allen Electronics, Palo Alto, Calif., named field engineer and systems test engineer, respectively.

FANFARE

Bert Schwartz, with press department of NBC, New York, appointed coordinator, corporate information.

Martin A. Grove, PR manager, WMCA New York and Straus Broadcasting group, appointed ABC Radio press representative. He replaces **Irv Brodsky**, who becomes ABC Sports press representative. **Ed Weisman**, formerly in that post at ABC Sports, joins American Football League as TV coordinator. **Carroll Hoff (Beano) Cook**, sports publicity director, University of Pittsburgh, named director of ABC-NCAA

press information. His office will be with ABC Sports in New York.

Ron Denman, promotion manager and continuity director for KNTV(TV) San Jose, Calif., joins promotion department of KGO-TV San Francisco.

Terry May, with KTBC-AM-FM-TV Austin, Tex., named sales promotion manager.

Walt Harrell, with Rollman Advertising, Cincinnati, joins WNOP Newport, Ky., as promotion director.

George F. Sweeney, formerly account executive at Doremus & Co., New York, appointed account supervisor for Tromson Financial, financial division of Mario Trombone Associates, that city.

William V. Halle, former radio-television producer with Ketchum, MacLeod & Grove Inc., Pittsburgh, named assistant PR manager of Instrument Society of America, that city.

ALLIED FIELDS

John L. Perry resigns as deputy under secretary of commerce to become director of development for Center for Study of Democratic Institutions, Santa Barbara, Calif.

John P. Cole Jr. and **Roger E. Zylstra** have formed law firm of Cole & Zylstra, Munsey Building, Washington. Both were with Smith & Pepper law firm in Washington; Mr. Cole was with FCC for year, and also was administrative assistant to Representative John J. Flynt Jr. (D-Ga.).

B. Jay Baraff, formerly with satellite communications division, FCC Common Carrier Bureau, has become associated with Washington law firm of Grove, Jaskiewicz, Gilliam and Putbrese.

David Shefrin, formerly director of news and public affairs for WABC-TV New York and producer of public affairs for WNBC-TV New York, elected president of Institute of Public Affairs Inc., that city. IPA is communications and research agency working with private industry in public service areas.

Dr. Presley D. Holmes, director of television at Ohio University, Athens, Ohio, appointed chairman of radio-television and director of broadcasting at Ohio University's school of dramatic art and speech.

Robert A. Manning, director of advertising and sales promotion for WFBG-AM-FM-TV Altoona, Pa., elected president of H. A. Manning Co., Schenectady, N. Y., city directory publishers.

INTERNATIONAL

Howard Haas, budget manager, operations and engineering for NBC New York, named director of administration

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McConnaughey, FCC chairman during bitter years

George C. McConnaughey, 69, former FCC chairman, died of cancer at University Hospital in Columbus, Ohio, March 16.

Mr. McConnaughey, a Republican, was appointed to the commission as its chairman by President Dwight D. Eisenhower, on Sept. 25, 1954. He resigned from the FCC on June 30, 1957.

It was during his stewardship that scandals involving irregularities in the award of television channel grants began developing. Mr. McConnaughey himself, a year after leaving office, was questioned by the House Legislative Oversight Committee on rumors he had solicited or been offered bribes for his vote in the Pittsburgh channel 4 case.

Mr. McConnaughey, under oath, denied the allegations, and the investigation subsequently turned to

the question of whether reports were planted in an effort to cause Mr. McConnaughey to disqualify himself from voting. Nothing was ever uncovered.

The grant in the case, made three weeks after his resignation from the commission, went to a company created by the merger of the remaining applicants, Hearst Corp. and Television City Inc.



Mr. McConnaughey

Mr. McConnaughey was named to the commission after service as chairman of the Renegotiation Board. President Eisenhower appointed him to that position in November 1953. He had also served as chairman of the Ohio Public Utilities Commission

from 1939 to 1949, and was a former president of the National Association of Railroad and Utilities Commissioners.

Mr. McConnaughey, who was born in Hillsboro, Ohio, on June 9, 1896, was a graduate of Denison University and Western Reserve University Law School. During World War I, he served in France as a first lieutenant of artillery. Later, he practiced law in Cleveland, and was assistant director of law for that city from 1926 to 1928.

Following his resignation from the commission, Mr. McConnaughey practiced law in Columbus with a son, George Jr. Survivors include his widow, Charlotte, whom he married after his first wife died in 1961; another son, David, and two stepdaughters, Paula Daines and Mrs. Barbara Seems.

for NBC International Enterprises' Saudi Arabian project. Mr. Haas will provide administrative and financial direction for network of TV stations under construction for Saudi Arabian government.

Charles L. (Bill) Dietderich, VP and national sales manager for Systems Construction Co., Dallas, named international sales manager for Cascade Electronics Ltd., Port Moody, B. C. **Joseph L. Derocher**, formerly supervisor of system design and construction for Kaiser-Cox Corp., Phoenix, ap-

pointed director of systems engineering and construction for Cascade. **Robert D. Ashby**, formerly sales promotion manager with Ameco Inc., Phoenix, named director of advertising for Cascade.

DEATHS

Nelson J. Ross, 55, production supervisor of Lewis & Gilman Inc., Philadelphia, died March 14 at Zurrugg Memorial hospital in Riverside, N. J. Mr. Ross began in advertising with N. W. Ayer & Son in 1926 and

joined Lewis & Gilman in 1953.



Maj. White

White, who was U. S. Army major in World War I, has been consulting psychologist.

Frank Smith, 38, account executive for kwwk Pasadena, Calif., died March 12 of a heart attack at home in North Hollywood. He is survived by his wife, Dorothy, two sons and two daughters.

Allen Thomas Warnock, 67, president of CKDM Dauphin, Man., died March 12 in Dauphin.



Mr. Fletcher

son.

Eida Bonansinga, wife of Joe Bonansinga, general manager of WGEM-AM-FM-TV Quincy, Ill., died March 5 in Barnes hospital in St. Louis after long illness.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 10 through March 16 and based on filings, authorizations and other actions of the FCC during that period.

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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Hammond, Ind.—Aben E. Johnson, Jr. UHF channel 62 (758-762 mc); ERP 257 kw vis., 51.3 kw aur. Ant. height above average terrain 350 ft. P. O. address 635 Hillcrest Drive, Bloomfield Hills, Mich. Estimated construction cost \$244,253; first-year operating cost \$135,000; revenue \$140,000. Studio and trans. locations both Gary, Ind. Geographic coordinates 41° 33' 49" north latitude, 87° 19' 56" west longitude. Type trans. GE TT-25A, type ant. GE TY-25E. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr., Coldwater, Mich. Mr. Johnson has 65% interest in Ironside Manufacturing Corp., Pontiac Mich., firm which manufactures chemical coatings for marine use, is licensee of WXON (TV) Detroit and is applicant for channel 61 in Akron, Ohio. Action March 16.

APPLICATIONS

Jacksonville, Fla.—Florida Gateway Television Co. VHF channel 12 (204-210 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average 916 ft., above ground 995 ft. P. O. address c/o Farris Bryant, 711 Barnett National Bank Bldg., Jacksonville 32202. Estimated cost of construction \$1,411,999; first-year operating cost \$1,225,000; revenue \$1,400,000. Studio and trans. both located in Jacksonville. Geographic coordinates 30° 19' 12" north lat.; 81° 37' 48" west long. Type trans. RCA TT-25 DH; type ant. RCA TW18A. Legal counsel Smith and Pepper; Washington. Principals: C. Farris Bryant, Harry W. Reinstone, Walter A. McRae Jr., Raymond K. Mason, Judson Freeman, Jacquelyn S. Dwell, Wesley C. Paxson Sr. (all 11.1%), Arthur T. Decker, Rae O. Weimer, Ashbel C. Williams and Albert D. Ernest Jr. (all 5.6%). Mr. Bryant is lawyer; Mr. Reinstone is lawyer; Mr. McRae is auto dealer; Mr. Mason is insurance executive; Mr. Freeman is lawyer; Jacquelyn Dwell is homemaker; Mr. Paxson owns electrical construction company; Mr. Weimer is director of school of journalism and communications, University of Florida; Mr. Williams is president of building corporation; Mr. Ernest is executive in paper company. Ann. March 4.

Jacksonville, Fla.—The New Horizons Telecasting Co. VHF channel 12 (204-210 mc); ERP 305 kw vis., 601.6 kw aur. Ant. height above average terrain 996 ft., above ground 1,058.3 ft. P. O. address c/o Dr. Richard Worsham, 2123 Park St., Jacksonville 32204. Geographic coordinates 29° 55' 18" north lat., 81° 40' 38" west long. Type of trans. GE TT535B; type of ant. GETY53A. Studio to be located in Jacksonville; trans. located in Green Cove Springs, Fla. Legal counsel Fletcher, Heald, Rowell, Kenenah & Hildreth, Washington. Principals: Under maximum stock options, Frank Pellegrin (34.26%), Bernard E. Karlen and Hal James (both 8.74%) and 32 others. Mr. Pellegrin is director and one-third owner of WATO Oak Ridge, Tenn., director and one-third owner of WROL Knoxville, Tenn., Vice-pres. and director and 25% owner of WFEA Manchester, N. H. Mr. James is stockholder and director of WROC-AM-FM-TV Rochester, N. Y., director Veterans Broadcasting Co., Albany, N. Y. Ann. March 4.

Galveston, Tex.—Galveston Television Inc. UHF channel 16 (482-488 mc); ERP 569 kw vis., 110 kw aur. Ant. height above average terrain 600 ft., above ground 639 ft. P. O. c/o Weyman H. D. Walker, 600 U. S.

National Bank Building, Galveston 77550. Estimated cost of construction \$673,155 first-year operating cost \$652,305.53; revenue \$350,000. Studio and trans. both located in Galveston. Geographic coordinates 29° 27' 37" north lat., 94° 59' 02" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-25G. Legal counsel Scharfeld, Bechhoefer & Baron, Washington. Consulting engineers Jules Cohen & Associates, Washington. Principals: Weyman H. D. Walker (10%), Ballinger Mills (9%), Paul E. Taft (10%), William V. Lummis (10%), John H. Lindsey (10%), H. M. Crosswell Jr. (10%), Walter G. Hall (10%), and others. Mr. Walker owns management firm; Mr. Mills is lawyer; Mr. Taft owns Taft Broadcasting Co.; Mr. Lummis is lawyer; Mr. Lindsey is insurance executive; Mr. Crosswell owns investment company; Mr. Hall is president of bank. Ann. March 15.

New AM stations

ACTIONS BY FCC

St. Pauls, N. C.—Duplin Broadcasting Co. Granted CP for new AM on 1060 kc, 250 w. D. P. O. address: c/o Station WLSE, Wallace, N. C. Estimated construction cost \$38,006; first-year operating cost \$40,000; revenue \$55,000. Duplin Broadcasting is licensee of WLSE Wallace, N. C. Action March 9.

Athens, Tenn.—3J's Broadcasting Co. Granted CP for new AM on 1390 kc, 500 w. D. P. O. address Route 2, Cartersville, Tenn. Estimated construction cost \$10,357; first-year operating cost \$30,000; revenue \$50,000. Principals: John P. Frew (60%) and Julia N. Frew (40%). Mr. Frew is announcer at WQXI Atlanta. Action March 14.

APPLICATIONS

Anchorage, Ala.—Richard C. Cruver, 630 kc, 5 kw, D. P. O. address: 320 4th Ave., Anchorage 99501. Estimated construction cost \$54,154; first-year operating cost \$89,400; revenue \$72,000. Mr. Cruver is manager and 20% owner of Army Navy surplus store in Anchorage. Ann. March 14.

Trenton, Fla.—Suwannee River Broadcasting Co. 1480 kc, 5 kw, D. P. O. address: Drawer 12 K, Trenton 32693. Estimated construction cost \$44,639; first-year operating cost \$36,000; revenue \$40,000. Principals: Ira W. Brown, Raymond James Cutchens and John Adams Dowdy (each 33⅓%). Mr. Brown is 33⅓% owner and general manager of WPRY Perry, Fla. Mr. Cutchens is farmer. Mr. Dowdy is owner of WMGR Bainbridge, Ga. Ann. March 14.

Marks, Miss.—Quitman Broadcasting Co. 1520 kc, 250 w. P. O. address: c/o W. H. Polk, Box 232, Batesville, Miss. 38606. Principals: Leonard E. Grimes (49%) and William H. Polk (51%). Mr. Grimes is employee of WBLE Batesville, Miss. Mr. Polk is Batesville CPA. Ann. March 14.

Existing AM stations

APPLICATIONS

Colorado Springs—Wolverine Broadcasting Corp. Seeks CP to increase daytime

power from 1 kw to 5 kw; install new trans.; make changes in ground system. Ann. March 14.

WMPC Lapeer, Mich.—The Liberty Street Church. Seeks mod. of license to change specified hours of operation to: Mon.-Fri 12:00 m. to 10:00 p.m., Sat. 12:00 m. to 6:00 p.m., Sun. unlimited. Ann. March 14.

WKPO Prentiss, Mo.—Seeks CP to change frequency from 1510 kc to 1380 kc; decrease power from 1 kw (250 w CH) to 500 w. Ann. March 8.

WLSN Delaware, Ohio—Trustees of the Ohio Wesleyan University. Seeks CP to install new trans.; install new ant.; change frequency to 88.7 mc (channel 204); increase TPO to 1 kw; and operate on ERP of 1.85 kw and ant. height of 104 ft. above average terrain. Ann. March 14.

KLAD Klamath Falls, Ore.—Seeks CP to change hours of operation from D to U, using power of 5 kw day and night; install DA system nighttime; change ant.-trans. location to Reeder Rd., and Oregon, California and Eastern Railroad, 3.5 miles SE of Altamont, Ore. Ann. March 10.

WLOH Princeton, W. Va.—Robert L. Harrison tr/as Mountain Broadcasting Co. Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 14.

New FM stations

ACTIONS BY FCC

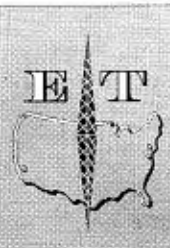
Jacksonville, Ark.—Jacksonville Broadcasting Co. Granted CP for new FM on 100.3 mc, channel 126.2, 25 kw. Ant. height above average terrain 200 ft. P. O. address: 109 North Second St., Jacksonville. Estimated construction cost \$22,705; first-year operating cost \$4,000; revenue \$9,500. Principals: Melda A. Rice (50.57%), B.F. Thompson (16.57%), C. S. Dupree, Kenneth Pat Wilson (each 16.28%) and Bennie E. Rice (0.28%). Melda A. Rice is bank vice-president. Mr. Thompson is Jacksonville postmaster. Mr. Dupree is farm and real estate manager. Mr. Wilson is bank president. Bennie E. Rice is attorney. Jacksonville Broadcasting is licensee of KGMR Jacksonville. Action March 2.

Wilmington, N. C.—Progressive Broadcasting Corp. Granted CP for new FM on 97.3 mc, channel 247, 27.4 kw. Ant. height above average terrain 125 feet. P. O. address Box 921, Wilmington. Estimated construction cost \$20,060; first-year operating cost \$6,500; revenue \$6,500. Principals: Sidney W. Wilson, Vera R. Wilson and Katie Ann Wilson. Progressive Broadcasting is licensee of WHSL Wilmington. Action March 11.

Lima, Ohio—Associated Christian Broadcasters. Granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 300 ft. P. O. address 1001 E. Albert, Lima. Estimated construction cost \$19,237; first-year operating cost \$20,000; revenue none. Principals: Messrs. Art Arthur, R. Stanley Tam, Rev. Peter H. Courlas, (each 33⅓%). Rev. Courlas is on board of directors of WFJC-FM Miamisburg, Ohio. Action March 11.

Oak Ridge, Tenn.—Radio-Active Broad-

NAB
1966



EDWIN TORNBERG
& COMPANY, INC.

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PICK CONGRESS

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ED WETTER

DOUG KAHLE

casting Inc. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 8 feet. P. O. address 253 Main Street, Oak Ridge. Estimated construction cost \$23,897; first-year operating cost \$1,200; revenue \$5,000. Principals: Samuel P. Thrower, Carlin S. French and Frank E. Pellegrin (each 33 1/3%). Radio-Active is licensee of WATO Oak Ridge. Action March 14.

APPLICATIONS

Pueblo, Colo.—Pueblo Stereo Broadcasting Corp. 98.9 mc, channel 255, 44 kw. Ant. height above average terrain 61 ft. P. O. address: c/o Jack D. Rodreck, 1246 W. Abriendo, Pueblo 81005. Estimated construction cost \$51,673; first-year operating cost \$76,125; revenue \$108,000. Principals: Jack D. Rodreck, James J. Baum, Stanley L. Malcolm (each 22.22%), Anthony A. Garone, Melvin M. Tekavec, Andy Sackman (each 11.11%). Mr. Rodreck was news director of KCSJ Pueblo. Mr. Baum and Mr. Tekavec own dental offices. Mr. Malcolm is assistant registrar of Southern Colorado State College. Mr. Garone is insurance partner. Mr. Sackman is insurance, banking and real estate partner. Ann. March 14.

Blue Ridge, Ga.—Robert P. Schwab tr/as Fannin County Broadcasting Co. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 240 ft. P. O. address: Box 6, Blue Ridge 30513. Estimated construction cost \$29,714; first-year operating cost \$25,000; revenue \$30,300. Mr. Schwab is owner of WLSB Cooper Hill, Tenn. Ann. March 14.

Traverse City, Mich.—Radio Station WCCW Inc. 92.1 mc, channel 221, 1.072 kw. Ant. height above average terrain 469 ft. P. O. address: c/o John R. Anderson, 346 E. State St., Traverse City 49684. Estimated construction cost \$18,093; first-year operating cost \$10,000; revenue \$14,500. Principals: John R. Anderson (53%); Guy J. Bates (47%). Mr. Anderson is general manager of WCCW. Mr. Bates is plant manager for Fisher Body, General Motors Corp. Ann. March 16.

Blue Earth, Minn.—Clifford L. Hedberg tr/as Faribault County Broadcasting Co. 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 212 ft. P. O. address: Box 306, Blue Earth 56013. Estimated construction cost \$7,400; first-year operating cost \$12,000; revenue \$13,000. Mr. Hedberg is owner of KMRS Morris and KBEW Blue Earth, both Minnesota. Ann. March 14.

Denison-Sherman, Tex.—KDSX Inc. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 266 ft. P. O. address: Box 331, Denison, Tex. 75021. Estimated construction cost \$20,000; first-year operating cost \$7,000; revenue \$7,200. Principals: B. V. Hammond Jr. (52%), L. L. Hendrick (48%). Principals have equivalent ownership in KDSX Denison-Sherman. Ann. March 16.

Gillett, Wis.—Paul A. Stewart Enterprises Inc. 102.7 mc, channel 274, 50 kw. Ant. height above average terrain 403 ft. P. O. address: Box 504, Madison, Wis. 53701. Estimated construction cost \$19,600; first-year operating cost \$15,000; revenue \$18,000. Principals: Paul A. Stewart (45.8%), Helen E. Stewart (7.2%), Warren W. Hopeman (1.6%) and others. Stewart Enterprises is licensee of WRVB-FM Madison, Wis. Ann.

March 14.

Portage, Wis.—Comstock Publishing Co. 100.1 mc, channel 261, 3 kw. Ant. height above average terrain 139 ft. P. O. address: c/o W. T. Comstock, Box 231, Portage 53901. Estimated construction cost \$18,178; first-year operating cost \$12,000; revenue \$16,000. Principals: William T. Comstock (83.6%), Mary-Leone Comstock (16.2%), Ross Bennett (0.2%). Mr. Comstock controls, through Comstock Publishing Co., WPDR Portage. Mr. Bennett is attorney. Ann. March 14.

Ownership changes

ACTIONS BY FCC

KAGR Yuba City, Calif.—Granted assignment of license from Ballard & Behr Enterprises to Northern Capital Land Investment Co., owned by C. Ross McCarthy (20%), Oral P. Adams, James H. Burke, James L. Frayne, Ron Manzitto, Frank R. Segura, and Robert E. Byrne (each 4.2%). Mr. McCarthy is sales manager of KXOA Sacramento, Calif. Consideration \$80,000. Action March 9.

WPAX Thomasville, Ga.—Granted assignment of license from Radio Thomasville Inc. to Oliva Broadcasting Co., owned by George Oliva Jr. and Gertrude P. Oliva (each 50%). Mr. Oliva is 51% stockholder of General Pictures Corp. and Visual Methods Inc. and is sole stockholder of Continental Pictures Inc., all Cleveland. Consideration \$62,500. Action March 11.

WKUZ(FM) Wabash, Ind.—Granted transfer of control of permittee corporation, Upper Wabash Broadcasting Corp., from Paul G. Adams (69.53% before, none after) to Paul G. and Sara Jean Adams, joint tenants (none before, 83.93% after). No financial consideration. Action March 15.

WIOS Tawas City-East Tawas, Mich.—Granted relinquishment of negative control of licensee corporation, Airway Broadcasters Inc., by each, S. Franklin Horowitz and Anthony F. Bielawski (each 50% before, 37 1/2% after), through transfer of stock to Charles E. Anthony (none before, 25% after). Mr. Anthony is 24.5% stockholder of WBOX Bay City, Mich., and WSTR-AM-FM Sturgis, Mich. Stock transfer is payment for services rendered. Action March 10.

KRBE Houston—Granted transfer of control of licensee corporation, Texas Fine Music Broadcasters Inc., from Roland A. Baker (100% before, none after) to Wagenvoord Inc., owned by David W. Wagenvoord (66 2/3%), Myrtle Robert Westenberger (1 1/3%), Fred P. Westenberger (32%). Principals are officers and stockholders of Wagenvoord Broadcasting Co., licensee of WWOM-AM-FM New Orleans, KOME Tulsa, Okla., and recently sold KVM New Iberia, La. Consideration \$200,000. Action March 9.

WIVE Ashland, Va.—Granted assignment of license from H. Franklin Taylor III, trustee in bankruptcy for United Broadcasters Inc., to Christian Enterprises Inc. Christian Enterprises is nonprofit religious organization controlled by six trustees. Consideration \$55,000 including \$29,700 in liabilities assumed. Granted March 2.

WDMS Lynchburg, Va.—Granted assign-

ment of license from Southeastern Broadcasting Corp. to Lulon Maynard Corp., owned 100% by L. John Denny. Mr. Denny president and controlling stockholder of Central Virginia Telephone Corporation. Consideration \$126,000. Ann. Dec. 29.

KWYZ Everett, Wash.—Granted transfer of control of licensee corporation, Snohomish County Broadcasting Corp., from Mae Hecht, S. P. Putnam, Ronald M. Richer (each 13.76% before, none after), George B. Aller (10.14% before, none after), Monte L. Richards (6.88% before, none after), Ralph A. Larson (5.63% before, none after) to Clifford H. Hansen (22.30% before, 86.22% after), Thelma M. Kelley will remain as 13.78% stockholder. Mr. Hansen is station manager of KTOB Petaluma, Calif. Consideration \$130,428. Action March 9.

KAYE Puyallup, Wash.—Granted assignment of license from Henry Perozzo and Bethyl Perozzo (jointly db/as Radio Station KAYE) to KAYE Broadcasters Inc., owned by James Harold Nicholls (10% with option to purchase additional 40%) and Hayden Blair (50%). Mr. Nicholls has been church pastor, station manager of KLOG Kelso and commercial manager of KBBO Yakima, both Washington; presently he is manager of KAYE. Mr. Blair is announcer with KAYE. Consideration \$70,000 plus \$55,000 for noncompetition agreement. Action March 9.

APPLICATIONS

KATT Woodland, Calif.—Seeks assignment of license from KATT Broadcasting Corp. to Tiger Broadcasting Inc. Tiger Broadcasting Inc. is owned by William B. Elliott (74%), Fred Blas (20%), Marx L. Early (5%), and Mary Joan Early (1%). Mr. Elliott is broadcast investor; Mr. Blas is electronics engineer; Mr. Early is law student; Mrs. Early is school teacher. Consideration \$22,500. Action March 11.

KBMS Los Angeles—Seeks assignment of license and SCA from Planned Music Inc. to KBMS Inc., owned by Harry R. Gillespie (37 1/2%), John F. McKenna Jr. (37 1/2%) and Marguerite W. Scott (25%). Mr. Gillespie is president of electronic components company; Mr. McKenna is lawyer; and Miss Scott is director and asst. sec. of KBMS-FM. Consideration \$43,100. Action March 4.

KPIK-AM-FM Colorado Springs—Seeks assignment of license from David P. Pinkston db/as Western Broadcasting Co. to David P. Pinkston and Donald L. Drennan db/as Western Broadcasting Co. Mr. Drennan is gen. mgr. of KPIK. Consideration \$150,000. Ann. March 15.

WGAV Geneva, & WTLB Utica, both New York—Seeks assignment of license from Star Broadcasting Co. to Mohawk Broadcasting Co. Application is to effectuate liquidation of Star Broadcasting Co. All issued and outstanding stock of Star Broadcasting Co. is presently owned by Mohawk Broadcasting Co. No financial consideration. Action March 11.

WMCR Oneida, WJIV(FM) Cherry Valley Township, WOIV(FM) Deuyter Township, WMIV(FM) and WEIV(FM) Ithaca, WBIV(FM) Wethersfield Township, all New York—Seeks assignment of licenses and SCA's from Chenor Communications Inc. to C & U Broadcasting Corp. Chenor Communications and C & U Broadcasting are both wholly owned subsidiaries of C & U Communications Corp. Transfer is to facilitate reorganization of corporate structure. No financial consideration. Ann. March 15.

KDAV Lubbock, Tex.—Seeks assignment of license from David P. Pinkston tr/as Western Broadcasting Co. to David P. Pinkston and Robert E. Clark db/as Western Broadcasting Co. Mr. Clark is gen. mgr. of KDAV. Consideration \$150,000. Ann. March 15.

KPEP San Angelo, Tex.—Seeks assignment of license from David P. Pinkston tr/as Western Broadcasting Co. to David P. Pinkston and William C. Nicholson db/as Western Broadcasting Co. Mr. Nicholson is gen. mgr. of KPEP. Consideration \$90,000. Ann. March 15.

WBTH Williamson W. Va.—Seeks transfer of control of licensee corporation, Williamson Broadcasting Corp., from Phil Beinhorn, Lillian Beinhorn, S. P. Goodman and Walter M. Goodman (total 98.2% before, none after) to Harvit Broadcasting Corp. (none before, 98.2% after). Harvit Broadcasting Corp. is owned by Robert B. Harvit (99.8%) and others. Mr. Harvit is general manager of WBTH. Consideration \$111,000. Action March 11.

Broadcasting

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Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting application of Peoples Broadcasting Corp. for new UHF TV to operate on channel 47 at Columbus, Ohio, and (2) denying application of Farragut Television Corp. for like station in same city. Action March 15.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Tallahassee Appliance Corp. for new FM to operate on channel 235 (94.9 mc) in Tallahassee, Fla. Action March 15.

FINAL ACTIONS

■ By memorandum opinion and order, commission granted appeal by David N. Montague, Trustee of Twelve Seventy Inc., from ruling of hearing examiner which held Twelve Seventy in default for failure to prosecute its application for renewal of license of WTID Newport News, Va., and (1) accepted for filing and granted application for involuntary assignment of that station's license to Montague, trustee; (2) accepted for filing application for voluntary assignment of WTID license to Big T Corp.; (3) deferred action on pending application for renewal of license for period of 60 days; (4) dismissed as moot Montague's exceptions to initial decision; and (5) granted petition by Broadcast Bureau and received its late filed reply to exceptions. Commissioners Hyde and Bartley concurred in result. Action March 15.

■ By memorandum opinion and order, commission denied petition by Tinker Inc. for reconsideration of July 21, 1965, order directing it to show cause why license for its AM station WEKY Richmond, Ky., should not be revoked. Since WEKY has not resolved questions of fact raised in show cause order, evidentiary hearing must be held in order to resolve all of parties' conflicting contentions. Action March 16.

■ Commission waived Sec. 73.651(c) of rules and granted authority to Lehigh Valley Educational Television Corp., for period of one year, to accompany its visual transmission of test pattern of its noncommercial educational TV station WLVT-TV (channel 39), Allentown, Pa., with aural transmission of music during scheduled breaks in its programming schedule; conditions. Action March 9.

■ By memorandum opinion and order, commission (1) granted application of Mansfield Broadcasting Co. to change operation of WCLW Mansfield, Ohio, from 1570 kc, 1 kw, DA, D, to 1140 kc, 250 w, DA, D; conditions, and (2) denied requests by Kittyhawk Broadcasting Corp. and Lawrence County Broadcasting Corp., applicants for new stations on 1140 kc at Kettering, Ohio, and New Castle, Pa., respectively, for consolidated hearing with WCLW application. Action March 9.

■ WDSG Dyersburg, Tenn.—Commission granted renewal of license. Action March 9.

■ WNEM-TV Bay City, Mich.—Commission granted waiver of Sec. 73.652(a) of rules to permit identification as Bay City-Saginaw-Flint station. Action March 9.

■ Members Pincock, Slone and Kessler on March 9 adopted review board decision granting application of Marion Moore for new daytime AM to operate on 1420 kc, 1 kw, in Joshua Tree, Calif.; condition. May 20, 1965, initial decision looked toward this action.

■ By order, commission (1) dismissed application of Phoenix Co. for renewal of license of KAAB Hot Springs, Ark., for failure to supply necessary additional information not submitted at time of filing application, and deleted call letters; (2) dismissed as moot application for assignment of license of KAAB from Phoenix Co. to Broadcasters Inc. and related petitions, and (3) afforded Broadcasters Inc. (a) 60 days to file application for CP specifying KAAB facilities, and (b) 15 days to advise hearing examiner assigned to preside at hearing on applications of James J. B. Scanlon and George T. Herreich, in writing, whether it intends to file such application and furnish copies to counsel for applicants and for Broadcast Bureau. KAAB has been silent since 1963. Action March 9.

■ WIVE Ashland, Va. — Commission granted assignment of license to Christian Enterprises Inc. (owned by Roanoke Rapids Radio Corp., licensee of WCBT Roanoke Rapids, N. C.); consideration \$41,101. Action March 2.

DESIGNATED FOR HEARING

■ Gordon Sherman, Omicron Television Corp., Orlando, Fla.—Commission designated

for consolidated hearing applications for new UHF TV's on channel 35. Action March 16.

■ By memorandum opinion and order, commission designated for hearing assignment of licenses of WOL-AM-FM, Washington, from Washington Broadcasting Co. to WOL Inc. Transfer, approved July 7, 1965, was appealed to court by Atlantic Broadcasting Co., licensee of WUST in same city, which later petitioned commission for reconsideration. Because of nature of questions raised, commission requested, and was granted, court remand of case. Though commission is now dismissing WUST petition as untimely filed, it is, on its own motion, ordering hearing to determine facts concerning program survey by WOL Inc., whether it was adequate to support major changes in programming, and whether assignee misrepresented facts or attempted to deceive or mislead commission. WUST is afforded opportunity to become party to proceeding. Date for hearing will be set later. Action March 15.

■ By order, commission designated for consolidated hearing applications of James J. B. Scanlon to change operation of KCAT Pine Bluff, Ark., from 1530 kc, 250 w, D, to 1340 kc, 250 w, U, and George T. Herreich to change operation of KZNG Hot Springs from 1470 kc, 1 kw, D, to 1340 kc, 250 w, U. Further ordered this proceeding to be held in abeyance for 15 days and, in event Broadcasters Inc. advises hearing examiner of its intention to file application for CP (for facilities of KAAB above-mentioned) to be consolidated in this proceeding, hearing will be held in abeyance pending further order of commission. Action March 9.

■ By order, commission designated for consolidated hearing applications of State Gazette Broadcasting Co. and McQueen & Co. for new FM's in Dyersburg, Tenn., to operate on channel 261 (100.1 mc), ERP 3 kw—State Gazette with ant. height 151.9 ft., and McQueen with 194 ft. McQueen was afforded 30 days to file corrective amendments to comply with Sec. 73.311 of rules and, in failing to do so, its application will be dismissed with prejudice. Action March 9.

OTHER ACTIONS

■ By memorandum opinion and order in St. Louis, 1380 kc AM proceeding, commission (1) granted request by Pike-Mo Broadcasting Co. and Radio Thirteen-Eighty Inc. for waiver of 5-day filing requirement of Sec. 1.525(a) of rules; (2) held in abeyance their joint request for simultaneous approval of reimbursement agreement and dismissal of Pike-Mo's application for regular authority to operate on 1390 kc, 500 w, D, in Louisiana, Mo., including its request for interim authority; and (3) ordered Pike-Mo to comply with publication provisions of Sec. 1.525(b) with respect to its application for regular authority so to afford other persons opportunity to apply for facilities specified therein. Commissioners Hyde and Lee dissented. Action March 16.

■ Commission invited comments to its proposal to reassign UHF TV channel 23 from Canton to Akron, Ohio, and channel 67 from Akron to Canton; also, to change educational reservation in Akron from channel 55 to channel 49. Examination of area subsequent to adoption of revised UHF allocation plan, prompted by desire to review earlier petitions which had been

denied in fourth report and order in Doc. 14229, shows that channel 23 could be assigned to Akron at same efficiency as to Canton, and would meet more of priorities used in developing overall plan since Akron is larger city. Action March 16.

■ Commission, by its review board, on March 15 granted petition by Kentuckiana Television Inc. for extension of time to March 18 to file responsive pleadings to petition by Keith L. Reising to enlarge issues in proceeding on their applications for new FM's in Louisville, Ky. Action March 15.

■ By memorandum opinion and order review board denied motion by Broadcast Bureau to enlarge issues in proceeding on AM application of Jersey Cape Broadcasting Corp. (WCMC), Wildwood, N. J. Action March 11.

■ By memorandum opinion and order in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service, Inc. for new TV's on channel 45 in Baltimore, review board denied petition by Erway to enlarge issues. Action March 10.

■ Review board granted motion by Effingham Broadcasting Co. for continuance of oral argument from March 15 to March 22 in proceeding on its application for license to cover WCRA Effingham, Ill. Action March 11.

■ By memorandum opinion and order in proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES), Johnston, and WQIZ Inc. (WQIZ), Saint George, both South Carolina, review board denied motion by latter to enlarge issues as to application of WJES. Action March 11.

■ By memorandum opinion and order in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. in Doc. 14855 review board (1) granted petition by Northern to accept late-filed opposition to petition by Broadcast Bureau to enlarge issues; (2) remanded proceeding to examiner for further hearing to include Sec. 307(b) considerations consistent with commission's policy statement for broadcast facilities involving suburban communities and for preparation of supplemental initial decision, and (3) denied Northern's petition for oral argument. Action March 10.

■ By memorandum opinion and order in proceeding on applications of Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TV's to operate on channel 58 in San Bernardino, Calif., review board denied petition by former to enlarge issues except as to new issue D to determine whether transmitter site proposed by Supat is in fact available to it. Action March 9.

■ By memorandum opinion and order in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, review board denied appeal by Chicagoland from examiner's ruling admitting for limited purpose certain letters submitted by Chicagoland. Member Berkemeyer concurred with statement; Members Nelson and Kessler dissented with statement. Action March 9.

■ By memorandum opinion and order in proceeding on application of Southington Broadcasters for new AM in Southington, Conn., review board granted petition by Broadcast Bureau to enlarge issues to include Sec. 307(b) considerations consistent

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 10

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,038	18	81	369
FM	1,433	34	215	216
TV-VHF	471	22	19	232 ¹
TV-UHF	90	21	79	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 10

	VHF	UHF	Total
Commercial	513 ²	192	705
Noncommercial	68	67	135

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

	AM	FM	TV
Licensed (all on air)	4,034	1,417	556
CP's on air (new stations)	17	37	41
CP's not on air (new stations)	82	210	99
Total authorized stations	4,134	1,664	702
Applications for new stations (not in hearing)	290	173	142
Applications for new stations (in hearing)	70	41	67
Total applications for new stations	360	214	209
Applications for major changes (not in hearing)	208	40	37
Applications for major changes (in hearing)	37	1	7
Total applications for major changes	245	41	44
Licenses deleted	1	0	1
CP's deleted	2	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

with its policy statement for broadcast facilities involving suburban communities. Action March 9.

■ By memorandum opinion and order in Rochester, N. Y., TV channel 13 proceeding, pursuant to compliance by eight of applicants (parties to interim operation of channel 13), with condition imposed by board in its Jan. 24 action, review board affirmed grant of that date whereby Rochester Area Educational Television would be reimbursed \$68,098 for expenses incurred in prosecution of its application in return for its withdrawal. Member Nelson not participating. Action March 9.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, review board granted petition by Overmyer to extend time to March 10 to file reply to opposition to its petition for enlargement of issues. Action March 9.

■ In proceeding on applications of WMGS Inc. for renewal of license of WMGS and Ohio Radio Inc. for new AM, both Bowling Green, Ohio, review board granted motion by Ohio Radio to extend time to March 23 to file oppositions to motion by WMGS to clarify issue or, alternatively enlarge issues. Action March 9.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Dismissed request by Clay County Broadcasting Co. for change in place of hearing in proceeding on its application and that of The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky. Action March 15.

■ Designated Examiner Walther W. Guenther to preside at hearings in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C., scheduled prehearing conference for April 15 and hearing for May 17. Action March 11.

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc.

(KRVC), Ashland, Ore.; scheduled prehearing conference for April 15 and hearing for May 18. Action March 11.

■ Designated Examiner Herbert Sharfman to preside at hearings in proceeding on AM applications of James J. B. Scanlon (KCAT), Pine Bluff, and George T. Herreich (KZNG), Hot Springs, Ark.; scheduled prehearing conference for April 11 and hearing for May 11. Action March 11.

■ Designated Examiner Millard F. French to preside at hearings in proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co. for new FM's in Dyersburg, Tenn.; scheduled prehearing conference for April 14 and hearing for May 11. Action March 11.

By Hearing Examiner Basil P. Cooper

■ In the Washington, TV channel 50 proceeding, granted petition by Colonial Television Corp. for leave to amend its application to extent that it reflects fact that on Feb. 15 Continental Gateway Television Corp. (WGMF-TV, channel 33), Miami, surrendered its construction permit for cancellation; and denied petition insofar as it requests deletion from Colonial's application all reference to WGMF-TV and its prior permittee. Action March 14.

By Hearing Examiner Thomas H. Donahue

■ Dismissed as moot petition by Southington Broadcasters for leave to amend its application for new AM station in Southington, Conn. Action March 14.

■ In proceeding on applications of Boardman Broadcasting Co. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, Ohio, respectively, dismissed as moot motions to certify and scheduled hearing conference for March 17 to discuss ways and means of proceeding to further hearing. Action March 11.

■ In proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky. in Docs. 16060-1, certified to Chief Hearing Examiner Clay's request for change of hearing site from Washington to Manchester, and denied its request for taking depositions. Action March 9.

By Hearing Examiner Charles J. Frederick

■ On own motion, rescheduled further

prehearing conference for 2:00 p.m. instead of 10:00 a.m. same date (March 17), in matter of Communications Satellite Corp. charges, practices, classifications, etc., in Doc. 16070. Action March 14.

■ Granted joint motion by Triple C Broadcasting Corp. (WLOR), Thomasville, Ga., and Deep South Broadcasting Co. to extend time from March 11 to March 18 to file replies in proceeding on WLOR's AM application. Action March 10.

By Hearing Examiner Millard F. French

■ Granted request by Twin-State Radio Inc. to continue procedural dates and continued hearing from April 6 to April 15 in proceeding on its application and that of Richland Broadcasting Co. for new AM's in Natchez, Miss., and Delhi, La., respectively. Action March 14.

■ Granted request by Broadcast Bureau to extend from March 14 to March 30 time to file proposed findings and extended from March 28 to April 14 time for replies in matter of revocation of license of Palmetto Communications Corp. for WHHL Holly Hill, S. C. Action March 14.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued further prehearing conference from March 21 to April 7 in proceeding on application of B&K Broadcasting Co. for new AM in Selinsgrove, Pa. Action March 14.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Continental Broadcasting of California Inc. for leave to amend its application to specify new transmitter site for KDAY Santa Monica, Calif.; removed the application from hearing status and returned it to processing line; cancelled hearing scheduled for March 23; and terminated proceeding in Doc 15986; BMP-11408. Action March 16.

■ In proceeding on application of Midwest Television Inc. for new TV to operate on channel 49 in Springfield, Ill., formalized by order ruling made at March 8 hearing conference to reflect corporate reorganization whereby Midwest, formerly Illinois corporation, has been succeeded by Delaware corporation without change in identity and proportion of ownership. Action March 9.

By Hearing Examiner H. Gifford Irion

■ Cancelled March 17 further hearing and scheduled further hearing for April 18 in proceeding on applications of Iowa State University of Science and Technology (WOI), Ames, Iowa. Action March 11.

■ Granted request by Broadcast Bureau and scheduled oral argument for March 10 on matters of evidence in proceeding on applications of Iowa State University of Science and Technology (WOI), Ames, Iowa. Action March 9.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV Channel 9 proceeding, granted petition by Syracuse Television Inc. for leave to amend its application to reflect certain changes in its corporate stockholders and to bring up-to-date business and financial data of its officers and directors. Action March 9.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, granted in part Overmyer's petition for reconsideration of Feb. 17 action to extent of accepting amendment to Sec II of its application to reflect changes in officers. Action March 10.

By Hearing Examiner
Forest L. McClenning

■ Pursuant to agreement of all parties, advanced hearing from July 11 to March 21 in proceeding on revocation of licenses of Quality Broadcasting Corp.'s stations WKYN and WFQM(FM), San Juan, and Radio Americas Corp.'s station WORA-FM, Mayaguez, P. R. Action March 8.

■ Granted motion by Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla., to correct in various respects transcript of record, and made additional corrections in AM proceeding in Doc 16059. Action March 8.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, continued March 14 hearing pending further order, and scheduled hearing conference for March 17 to establish earliest

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feasible date for resumption of hearing. Action March 14.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, scheduled hearing conference for March 18 to establish technique and timing of adduction of evidence on matters in March 10 action by review board. Action March 14.

■ Granted petition by Fidelity Broadcasting Co. to continue prehearing conference from March 14 to March 29 in proceeding on its application for new FM in Monticello, Ind. Action March 9.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new TV's to operate on channel 36 in Kansas City, Mo., granted petition by Allied for leave to amend its application to specify channel 50. Action March 10.

■ In the Lebanon, Pa.-Catonville, Md., AM consolidated proceeding in Docs. 15835 et al., ordered Cedar Broadcasters to exchange by close of business on March 18 any additional written material it expects to rely upon to prove its financial suitability at hearing of April 1. Action March 8.

By Hearing Examiner Herbert Sharfman

■ On own motion, further continued hearing from March 21 to April 20 in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc. for new FM's in Frankfort, Ky. Action March 15.

■ Granted request by Southern Radio and Television Co. to extend time from March 14 to March 25 to file reply findings and from March 28 to April 8 for response in proceeding on its application for new AM in Lehigh Acres, Fla. Action March 9.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Richard O'Connor and KOPS Communications Inc. for new FM's in Albany, N. Y., granted petition by KOPS for leave to amend its application to delete reference in application to 60-day program duplication period and to represent that applicant will comply with Sec. 73.242 of rules from time of commencement of operation. Action March 11.

BROADCAST ACTIONS BY BROADCAST BUREAU

Actions of March 16

KGUS(FM) Hot Springs, Ark.—Granted CP to replace expired permit for new FM.

WPRW-FM Manassas, Va.—Granted CP to change ant.-trans. and studio location; decrease ant. height to 85 ft.; conditions.

WEGO-FM Concord, N. C.—Granted CP to change ant. system; operate trans. by remote control; install new trans. and ant.; increase ERP to 10 kw; and ant. height to 390 ft.

KOSO(FM) Patterson, Calif.—Waived Sec. 73.210(a)(2) of rules and granted mod. of CP to show studio location as Crow Landing; and make changes in ant. system; conditions.

WAMV-FM East St. Louis, Ill.—Granted mod. of CP to change type trans. and ant.

Robert Durst, Urbana, Ill.—Waived Sec. 73.210(a)(2) of rules and granted mod. of CP to change studio location to Champaign; remote control permitted.

WTCM-FM Traverse City, Mich.—Granted license for FM and specify studio location.

Granted extension of completion dates for following stations: WADA Shelby, N. C., to April 30; WENN Birmingham, Ala., to Sept. 19; KVEG Las Vegas, to June 1; KENI Anchorage, to April 2 (aux.); WMOA Marietta, Ohio, to Aug. 1; WCHS-FM Charleston, W. Va., to Sept. 23; WABC-FM New York, to Sept. 28.

KNOP North Platte, Neb.—Granted license for new station; condition.

WFGW Black Mountain, N. C.—Granted license covering increase in power; change from DA-D to DA-2; and installation of new trans. and DA system.

WVIP Mount Kisco, N. Y.—Granted mod. of license to operate trans. by remote control; conditions.

Actions of March 14

*WTVS(TV) Detroit—Granted mod. of license to reduce aural ERP to 35.5 kw; remote control permitted.

WNJU-TV Linden, N. J.—Granted application to reduce aural ERP to 46.8 kw.

Actions of March 11

Remote control permitted following stations: *WAPS (FM) Akron, Ohio; KNLV Ord, Neb.

Granted change in remote control for WYPR Danville, Va.

WTFM(FM) Lake Success, N. Y.—Granted license covering change in ant.-trans. location, decrease in ERP and ant. height and installation new trans. and new ant. (Main) (BLH-3125).

WNCN(FM) New York—Granted license covering installation new ant., increase in ERP and decrease in ant. height.

KOAG Arroyo Grande, Calif.—Granted CP to install auxiliary trans. and ant.; remote control permitted; conditions.

WCAW Charleston, W. Va.—Granted mod. of CP to remove resistor; conditions.

Granted extensions of completion dates as shown: WMKC(FM) Oshkosh, Wis., to Oct. 1; WMFJ-FM Daytona Beach, Fla., to Sept. 1; KCAL Redlands, Calif., to May 15; and KCCN Honolulu, to Sept. 1.

Actions of March 10

KOME Tulsa, Okla.—Granted CP to install trans. at main trans. location, for use as alternate main nighttime and auxiliary daytime trans.

WFSO Pinellas Park, Fla.—Granted mod. of CP to make changes in ground system; condition.

KOB-FM Albuquerque, N. M.—Granted mod. of CP to change ant.-trans. location, install new ant., and change type ant.

Remote control permitted KQXI Arvada, Colo.; conditions.

Granted licenses for following VHF TV translator stations: K09DS, K11DY, K13DT, Bear Lake Valley T. V. Assn., Dingle, Montpelier, and Georgetown, Idaho; K02EF, K04EB, K07GU, K13GZ, Western Navajo TV Assn., Tuba City, Moenkopi, Tonaalea, Kaibito, and The Gap, Ariz.; K08FC, Lake Wenatchee T. V. Inc., Plain and Lake Wenatchee Area, Wash.; W13AQ, Capital Cities Broadcasting Corp., Westerly, R. I., and Pacawtuck, Conn.; K07GQ, Iron County School District, Cedar City, Utah; K12FC, Kanah Lions TV Surrounding Ranches in North West Kanab, Utah; and K07GW, Whiteriver Civic Club, Whiteriver, Ariz.

Actions of March 9

KICU-TV Visalia, Calif.—Granted mod. of CP to change type trans.; remove Sec. 73.640 condition.

WFAA Dallas—Granted mod. of licenses to operate trans. by remote control; conditions on BRC-2773.

WBAP Forth Worth—Granted mod. of licenses to operate trans. by remote control; conditions on BRC-2792.

WFRV-TV Green Bay, Wis.—Granted CP to replace aural and visual exciter and driver.

Trigg-Vaughn Stations: KROD-TV El Paso and KOSA-TV Odessa, both Texas—Granted mod. of licenses to reduce aural ERP to 6.76 kw for KROD-TV; and to 39.8 kw and change type trans. for KOSA-TV.

Midnight Sun Broadcasters Inc: KFAF-TV Fairbanks and KENI-TV Anchorage, both Alaska—Granted mod. of licenses to change type transmitters and reduce aural ERP to .676 kw.

Granted mod. of licenses to reduce aural ERP for following TV's: KOA-TV Denver, to 15.1 kw and change type trans.; WSAV-TV Savannah, Ga., to 15.1 kw and modify type trans.; KLOE-TV Goodland, Kan., to 45.7 kw and change type trans.; WLTW Bowling Green, Ky., to 63.1 kw; WTOP-TV Washington, to 47.9 kw; KTRK-TV Houston, to 39.8 kw; WISE-TV Asheville, N. C., to 4.79 kw; KLTW Tyler, Tex., to 50 kw; KGW-TV Portland, Ore., to 60.3 kw; KREM-TV Spokane, Wash., to 15.5 kw; WUSN-TV Charleston, S. C., to 19.5 kw; KPIC Roseburg, Ore., to .55 kw; KCBY-TV Coos Bay, Ore., to 1.15 kw; KIVA Yuma, Ariz., to 22.4 kw DA and change type trans.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KBYR Anchorage; KNK-FM and SCA, Anchorage; KQFM(FM) and SCA, Portland, Ore., and *KVOK(FM) Honolulu.

Action of March 8

Granted CP for new VHF TV translator station to Kaskela Ranch Inc., Kaskela Ranch, Ore., on channel 5, to rebroadcast programs of KGW-TV, channel 8, Portland.

Fines

■ By memorandum opinion and order, commission denied application of Southeast Texas Broadcasting Co. for reconsideration and remission or mitigation of \$500 forfeiture imposed Nov. 3, 1965, for extensive operator violations, improper logging and

over-modulation by KFAZ Liberty, Tex. Commissioner Hyde dissented. Action March 16.

■ Commission granted request by Crest Broadcasting Corp. and set aside notice of apparent liability of \$500 issued Sept. 15, 1965, for operating WEYE Sanford, N. C., with excessive frequency deviation in violation of Sec. 73.59 of rules. Licensee explained that it has purchased new crystal and has made periodic measurements as well as correcting other deficiencies. Commissioner Hyde abstained from voting. Action March 16.

■ Commission notified WCMI Inc. that it has incurred apparent liability of \$500 for operation of its stations WCMI-AM-FM Ashland, Ky., without properly licensed operator on duty. Licensee has 30 days to contest or pay forfeiture. Action March 10.

Rulemakings

FINALIZED

■ By report and order, commission made following changes in FM table of channel assignments based upon proposed rulemaking and comments in Doc. 15937 (numerals are channel numbers): substituted 299 for 267 at Pendleton, Ore.; 269A for 272A at Prosser, Wash.; 276A for 232A at Quincy; 274 and 292A for 236 and 281 at Richland; 271 for 257A at Wenatchee, and added 233 and 281 to Yakima and deleted 292A from that city. At same time, it modified CP of Three Rivers Broadcasting Co. to specify operation of KCYS on 274 in lieu of 236 at Richland, and licenses of Cormac C. Thompson to specify operation of KACA-FM on 269A in lieu of 272A at Prosser, and Sunset Broadcasting Co. to specify operation of KNDX on 281 in lieu of 292A at Yakima, at site meeting all spacing requirements of rules; all with conditions. Action March 16.

DENIED

Dodgeville, Wis.—Dodge-Point Broadcasting Co. Petition to replace channel 257A in Dubuque, Iowa, with 249A and add 257A to Dodgeville. Dismissed Feb. 25.

PROPOSED

■ Commission invited comments on proposed rule making, based on various petitions, to amend FM table of channel assignments as follows: assign 240A to Camarillo, Calif., 288A to Tappahannock, Va., 269A to Silsbee, Tex., and 296A to Boonville, Ind.; assign 287 to Slidell, La., and delete it from New Orleans; substitute 288A for 285A at Corning, Ark., 285A for 224A at Paragould, Ark., and assign 224A to Wynne, Ark.; substitute 293 for 257A at Jacksonville, Tex., and 257A for 293 at Tyler, Tex.; assign either 288A or 292A to Bolivar, Mo.; assign 279 to Memphis, Tex.; add 223 to Ottumwa, Iowa; substitute 221A for 224A at Trenton, Mo., and substitute 289 for 223 at Peoria, Ill. Also, on own motion, substitute 257A for 252A at Nacogdoches, Tex., and substitute 272A for 257A at Jacksonville, Tex., but if 293 is assigned to Jacksonville as proposed above, 272A will not be assigned to that community. Action March 16.

■ By notice of further proposed rulemaking, commission invited comments on petition by Association of Maximum Service Telecasters Inc. to reserve upper 14 UHF television channels (channels 70-83) for exclusive use of UHF translators. This proposal conflicts with current rulemaking proceeding in Doc. 14229 proposing new class of local or "community" TV service which would operate on those channels, and additional proposal that some of these channels be assigned for use by high powered TV's whose needs cannot be met on channel assignments below channel 70. Therefore, such parts of AMST petition which relate to Doc. 14229 are incorporated in this proceeding. Other parts of AMST petition will be considered in other proceedings. Action March 10.

PETITIONS FOR RULEMAKING FILED

Dodgeville, Wis.—Dodge-Point Broadcasting Co. Requests channel 257A be assigned to Dodgeville and 257A be deleted from Dubuque, Iowa, and replaced by 249A. Received Feb. 24.

KFAF-AM-FM Fayetteville, Ark.—Requests that channel 9 be redesignated as commercial channel and allocated to Fayetteville in lieu of its present allocation as educational channel at Arkadelphia, Ark.; and that Arkadelphia be allocated another of available channels as educational assignment, or finding this impossible that Fayetteville.

(Continued on page 182)

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RADIO

Help Wanted—Management

Imaginative sales manager for new fulltime major market Ohio radio station. Fine opportunity. Box B-259, BROADCASTING.

WJIC Salem, New Jersey, AM under construction, openings: Manager, announcers, engineer, salesmen, Box B-349, BROADCASTING.

General manager for long established AM-FM station in northern Ohio city of 25,000. Thoroughly seasoned in sales and administration. Yet energetic and creative in terms of programing and community relations. Excellent physical plant and professional staff. Single station market. Attractive incentive program with expanding group operation. Previous station management required. Send complete resume in confidence to Milton Maltz, P. O. Box 489, Mount Clements, Michigan. Available at NAB Convention.

Sales

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

Wanted—young sales manager for small aggressive Ohio station. Good working conditions and incentive plan. Box C-52, BROADCASTING.

If you are a mature, sincere & experienced salesman you'll find a secure sales position with this regional 5 kw AM and 50 kw FM in the heart of the midwest. We are the top billing station in our market and a protected and active account list will put you high in the 5 figure bracket. Our unique arrangement permits you to set your own income bracket. Complete resume, photo, employment character & credit references to Box C-70, BROADCASTING.

Salesmen with imagination and ambition needed for new Toledo, Ohio fulltime radio station. Fine opportunity Box C-93, BROADCASTING.

Los Angeles—solid salesman—proven track record — management capability — multiple group—good starting salary, plus. Box C-115, BROADCASTING.

Wanted: Sales manager for Negro oriented station. Young and eager! West coast station. Picture, resume, availability and salary desired. Reply to Box C-156, BROADCASTING.

Experienced salesman for good small market in west Texas, near Lubbock, Texas. April 1, opening. Right man will be offered sales manager. Box C-163, BROADCASTING.

\$20,000 and more to a strong, sincere salesman. Major Mass. station, group oper. Big future. Box C-166, BROADCASTING.

Regional NBC Florida gulf coast adult station seeks experienced, self starting, permanent, producing salesman. Send qualifications to Box C-171, BROADCASTING.

Deep south station will pay \$10,000 guaranteed to top radio salesman who can show a real sales job. Eventually he will have a shot at an assistant manager's job and possible management. Must have well proven record of stability and sales. Write giving complete details. Box C-201, BROADCASTING.

Professional salesman with proven record wanted by Ohio major market independent. Man we want must have imagination and ambition. Good starting salary and protected account list. Complete resume, current picture and employment and character references to Box C-213, BROADCASTING.

Sales—(Cont'd)

San Jose-South Bay. Opening immediately for experienced strong salesman. Good guarantee, great commission percentage. Apply immediately to Hugh J. MacPherson, Local Sales Manager, KLVN, P.O. Box 995, San Jose, California. Call 293-8030.

Account executive wanted—for expanding sales staff. Need aggressive man to take over large account list and make it larger. This is Illinois' fastest growing area. Need a good man to join our family. A great opportunity for a man with a good record to settle down. Guarantee and commissions, plus many benefits. For details, write Chuck Riehl, Sales Manager, WLPO AM-FM Box 215, LaSalle, Illinois, or call 815-223-3100.

Syndicated radio program sponsored in several states now expanding. Wants part-time representatives. Suite 330, Bayview Building, 1040 Bayview Drive, Fort Lauderdale, Florida.

Announcers

Immediate opening—1st phone announcer for midwest fulltimer. Tape, photo in 1st letter. Box B-316, BROADCASTING.

CW morning man for top 50 format. Looking for man who wants good future in middle size northeastern market. Salary open. Many other extras. Send complete resume and tape to Box C-8, BROADCASTING.

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, BROADCASTING.

Negro programed AM-FM station in midwest seeking qualified program director and two experienced announcers. Write Box C-89, BROADCASTING.

Top forty personality for top rated N.E. station. Send tape, resume, photo to Box C-92, BROADCASTING.

Alert announcer for morning shift on Midwest station. First phone required with some light maintenance. Send tape, resume and salary requirements to Box C-129, BROADCASTING.

Maryland AM-FM station with experienced staff needs an announcer. Box C-159, BROADCASTING.

Combination AM announcer and position of responsibility in FM operation. Good music, CBS affiliate, New York State. Mature voice with good sense of production. Tape & resume. Box C-160, BROADCASTING.

Wanted in attractive middle Atlantic city... April 1st opening. Announcer with first ticket... No maintenance... some production... will consider limited experience... willing to learn. Box C-162, BROADCASTING.

Leading contemporary group operation in central New York is looking for dedicated, energetic, creative air performer. Rush tape-photo and resume to Program director. Box C-177, BROADCASTING.

Announcer 1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo, and salary requirements to Box C-178, BROADCASTING.

Midday deejay, experienced. Small Ohio market; starting salary \$90. Send tape and resume to Box C-186, BROADCASTING.

Announcers—(Cont'd)

Top 40 dj—Major market. Exciting station. Ideal living conditions. No kooks or characters. Prefer family man. Send documentable resume, references and recent picture. Box C-187, BROADCASTING.

A southeastern Pennsylvania adult music daytimer wants intelligent eager, draft-free staff announcer. Opportunity to grow with fast-moving operation. Send tape, resume and picture first letter. Box C-188, BROADCASTING.

Radio on the go. Immediate opening for a man with some experience or a recent broadcast school graduate that would like to move into part-time sales. Send background and tape in first letter. Box C-190, BROADCASTING.

Salesman-announcer—production man for single market station; must have third, endorsed. Limited on-the-air schedules tailored for individual. No tapes now; write confidential letter. Box C-193, BROADCASTING.

\$150.00 weekly—as program director of central states FM station. Must be competent engineer with 1st phone and FM engineering experience. Good announcer with minimum 3 years experience. Able to handle C&W, pop adult, and top 100. Send detailed resume of employment background for past 3 years. This is a permanent position with room to grow. Prefer family man from Illinois, Iowa or Missouri. Box C-196, BROADCASTING.

Wanted: Two experienced announcer-salesmen for new all country music station. Also one program director for 5,000 watt popular music station. Announcing and logging experience required. Send resume, photo and tape to Box C-197, BROADCASTING.

AM-FM station in competitive Virginia market adding to announcing and sports staff. Must be sober, dependable, and willing to work hard for good advancement. Forward tape, resume and picture with first letter. Box C-198, BROADCASTING.

Red hot blues and jive disc jockey for Negro programed station. Experience in similar station important. Your ability to do modernized version of rhythm and blues show important. Box C-202, BROADCASTING.

Position available for announcer, some continuity, news & sales... Tape & references to Lee Buck, KDXI, Mansfield, Louisiana.

KELK in Elko, Nevada has opening for experienced announcer, capable of filling P. D. vacancy. Rush tape and resume.

Immediate opening—Announcer!! Progressive small market station. Good working conditions. Salary open. 3rd class license. Write or call Bill Spitzer—Manager, KUVN Radio, Holdrege, Nebraska.

Middle-road news oriented border station has opening for bright upbeat announcer. Come prepared to stay because you'll like our city. Salary open. KVOZ, Laredo, Texas.

Three station group adding announcers, newsmen, salesmen. Contact Bill Tedrick, KWRT Radio, Boonville, Missouri.

KWSL Adult radio, Grand Junction, Colorado. Experienced announcer-production man. \$400 start, additional for sales. Profit sharing, gasoline. Tapes, resume, Troy Hoskins, Box 340.

Baltimore—Immediate opening for top morning country DJ. Must have 1st class and handle maintenance. Excellent opportunity for stable & aggressive man. Call collect Mr. Brenner, WBMD, 301-685-7095.

Announcers—(Cont'd)

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WBNR Beacon, N. Y.

Old morning men never die. . . they just segue. . . to afternoons with an organization that treats them like morning men. Tired of getting up early? Here's the chance to move into a market that's growing, with a station that's going. . . WELM, Elmira, New York. For a raise, more sleep, fringes and great facilities, apply now. We're not going to hire just anyone, take your time, send us a tape and a letter —WELM, Elmira, New York. You may be hearing from us.

Wanted immediately: Experienced announcer, third class endorsed, salary open, send tape, photo and resume. WERT Radio, Box 487, Van Wert, Ohio.

Immediate opening for staff announcer. 40 hour week. Send tape, salary expected and references to William M. Winn, Program Director, WESB Bradford, Pa.

Chicago classical music station, WFMT, is seeking a staff announcer. Must handle pronunciations easily and have a pleasant, unaffected delivery. Good starting salary, benefits. Send non-returnable tape to Mr. Robinson, WFMT, 221 N. LaSalle St., Chicago, 60601.

Washington, D. C. metro area is first ranked. WHMC has immediate opening for bright experienced announcer with 1st phone. Executive advancement. Send tape, transcript & references, 207 Brooks Ave., Gaithersburg, Md.

Central New York directional daytimer seeks an announcer with 1st ticket (a must) that can do maintenance and take over as chief engineer. Send full particulars with tape to John Dempsey, P.D., WIZR Radio, Johnstown, New York. Station ready to go FM fulltime. Air work necessary.

Experienced morning personality for sharp middle-road Storer station. No top 40, please. Our staff is fully aware of this opening. Send tape, resume, photo immediately to: Program Manager, WJBK Radio, Detroit, Michigan.

Immediate opening for straight announcer. Afternoon shift. . . half country & western, half good pop music. . . no top forty. Car necessary. Contact Cecil Goodreau, WJDB, Thomasville, Alabama. Telephone 636-4438.

WJTO, Bath, Maine wants darn good announcer and all-around broadcaster for middle of the road operation. 6-day, 40 hour week. Send tape to Winslow Porter, with resume and state minimum salary requirement.

Somewhere . . . Somewhere . . . there's an announcer who can do a creditable job with minimum supervision at an adult oriented daytime KW. This rare character has experience, can get along with people, likes small town living is realistic about salary, and would rather work than put in time. If this fits you, send a tape, (which will be returned), resume, and salary needs to WJWL, P. O. Box 111, Georgetown, Delaware 19947.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

Two Radio-Television announcers wanted: Send resume, salary requirements and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Announcer—immediately. Some experience, 3rd phone endorsed. WVOS, Liberty, New York.

Experienced announcer preferably with news gathering experience for AM-FM station. Include experience details and 7½ tape with reply. WVSC, Somerset, Pennsylvania.

Atlanta, Ga. metro 10,000 watt station needs mature top 40 experienced announcer for morning show. Format is modern town-country music. Must have sales ability as half your time will involve selling. Good opportunity for the right man to join a going, growing organization. Send full resume and tape to Jack Morse, WYNX, Belmont, Hills Shopping Center, Smyrna, Ga.

Announcers—(cont'd)

Young, ambitious assistant Program Director, Airwork & production duties. 3 station company building young management. You will work for No. 1 station serving Baltimore, Annapolis, Washington. Good pay. Send aircheck—production tape to: Program Director—WYRE Radio—Annapolis, Maryland.

Announcer with 1st ticket. Call MA 2-7788, Collect in Tucson.

Michigan daytimer has immediate opening for first phone, experienced engineer announcer. Must be able to assume duties of chief. Good future, good salary, paid employee hospital and life insurance, plus many benefits. Reply immediately, giving a complete resume of experience, past employment and past earnings to Robert D. Ditmer, Ditmer Broadcasting, P. O. Box 276, St. Johns, Michigan 48879.

Draft has created immediate opening for announcer-engineer, 5 kilowatt. Phone 606-474-5144.

Wanted: Announcer with first phone ticket, no maintenance, opportunity for sales. Write or phone Arnold Terry, Bassett, Virginia, 703-629-2509.

Experienced announcer wanted by top rated station. Good salary to man willing to work hard and put out quality programming. Room for advancement in growing organization. Gem Radio Stations, Box 767, Winonah, Minnesota.

Technical

1st phone engineer for combined transmitter shift and operating console for FM programming at 5 kw AM and 50 kw FM stereo station in mid-Atlantic, University city. No announcing required. Car necessary. Salary open. Box C-19, BROADCASTING.

Chief engineer wanted by excellent, established, Illinois fulltimer, part of expanding, prestige 8 station group. Permanent position, starting salary \$160, top employee benefits, advancement opportunities. In return will take charge of high class technical equipment, do installations, maintenance. Write in detail about education, experience, references to Box C-71, BROADCASTING.

Negro programed AM-FM station in mid-west seeking chief engineer with directional experience. Write Box C-90, BROADCASTING.

Chief engineer-announcer. full maintenance. For metropolitan daytimer. Excellent growth opportunity. Box C-204, BROADCASTING.

Announcer-chief engineer: Immediate opening. Send tape, photo and background to Carl Yates, KSIS-AM-FM, Sedalia, Missouri.

Wanted—Competent engineer southwest AM kilowatt station. Some announcing. Call or wire Mike Carmichael, KTEM, Temple, Texas.

Wanted announcer/chief engineer combination. Harpole, KUDV, Uvalde, Texas.

Best hunting, fishing, skiing! Grand Junction, Colorado. Chief engineer announcer. Transmitter and equipment maintenance. \$500.00 month start, profit sharing, gasoline. Minimum 5 years experience, no floaters. Tapes and resume to Troy Hoskins, KWSL adult radio, Box 340, Grand Junction.

Midwest regional AM-FM needs 1st class engineer about April 1st. No announcing, strong on maintenance. Contact Chief Engineer 419-223-2060, WIMA Radio, 223 N. Main St., Lima, Ohio.

News

Journalism School at University in northwest wants assistant professor capable of teaching broadcast news courses in addition to news editorial courses. Masters Degree mandatory. Reply C-134 BROADCASTING.

News director, top 40, Mass. station. Must have exc. deliv. Dig for local news. Capable of directing staff. Box C-167, BROADCASTING.

NEWS—(Con'td)

News reporter wanted to join staff of mid-western radio & television operation. Prefer midwest applicants, small market news directors looking for a move up and into television in a medium market considered. Training will be provided in advanced newswork and television reporting. Send resume, tape, or VTR/Kine. Box C-179, BROADCASTING.

WSMI, Litchfield, Illinois, seeking news director to gather, write and air local news. We're losing our news director to politics.

Wanted immediately: Local news editor, Excellent salary, WVOS, Liberty, N. Y.

Production—Programing, Others

AM-FM fulltime station located in a single station market in the mid-west is looking for a top notch program director who can work with announcers, traffic, continuity etc. Must be able to write and deliver news and be willing to handle a regular board shift. Play by play experience helpful. Box C-84, BROADCASTING. Include complete resume, recent picture, tape and salary requirements.

Traffic manager—experienced for metropolitan area AM-FM radio station. IBM experience desirable but not required. Reply to Box C-147, BROADCASTING.

40 year NBC heavy news affiliate interested in production and air man. Also experienced air man first class ticket. Send resume, references, tape, picture, requirements to Box C-172, BROADCASTING.

Program director for large coverage AM, FM independent in southern Minnesota. Mature. Good voice. Supervise production, handle public affairs. Short air shift. Middle road music format. Strong news station. Send complete details with air check and salary requirements to Box C-173, BROADCASTING.

Program director for good music station in Southeast, one of nations top 25 markets. Experience with good music format required. Our employees know of this ad. Send tape and resume to Box C-192, BROADCASTING.

Program director, deep south station, who has ideas and experiences in top forty format. You must have complete understanding of operations of equipment and have ability to cut commercial spots and develop good prize contest ideas. Annual salary in top four figures to start, with merit raises at regular intervals. Give complete details of experience and outline of ideas you have developed. Box C-203, BROADCASTING.

RADIO

Situations Wanted—Management

Manager, major market, smaller station—successful, heavily sales oriented, will consider good potential. Box C-211, BROADCASTING.

Announcers

Telephone-talk or all-night pop music show wanted. You can have one of best in business who made 15 grand last year but more interested in creating than vegetating. Interview only. Box C-114, BROADCASTING.

Major contemporary: Format change. Must leave. Nine years. Afternoon drive. Highest ratings. Box C-116, BROADCASTING.

Versatile, 18 years, 3 stations. Experienced all phases. Available now. Box C-205, BROADCASTING.

Versatile first phone announcer. R/R, contemporary, c/w, news—married. Box C-207, BROADCASTING.

Unusual combination man. Excellent announcer with mature voice but also excellent engineer plus management experience. Presently station manager, chief engineer, announcer at powerful good music station over million market. Running morning drive show. Loads experience maintenance and construction including directionals. Prefer return to east. . . Florida, Carolinas, Virginia but will consider any good offer. Presently making \$200 weekly plus benefits. Married—Children. Box C-208, BROADCASTING.

Situations Wanted—Announcers

Wanted 1966 Baseball play-by-play position. Tape, references available. Box C-152, BROADCASTING.

Quality permanent community man for quality local station in south, available June. Outstanding education, experience, veteran. Box C-210, BROADCASTING.

Announcer, first phone, experienced, top forty, will relocate. Box C-214, BROADCASTING.

Let me entertain you. Attention top 15 markets, top rated personality looking and listening. Currently holding largest audience share on drive time show plus programming director of number one Hooper/Pulse top 40 outlet. Would like to do the same for you in either capacity. Box C-215, BROADCASTING.

Lowest priced tailor-made sound service in business. Details. J. Young, 702 Currey Road, Nashville 17, Tennessee.

Getting married. Desire move to afternoon or all night from evening shift. Second phone. Draft exempt, top 40 mover. Paul Vaughan, KOLE, Port Arthur, Texas.

Announcer sixteen months experience. Tight board. Looking for opportunity. Contact—Albert Mapes 2933 Cherry Street, Falls Church, Virginia JE 4-6420.

DJ for work in middle of road station. Single. Draft free! 1st phone. Limited experience. Thorough knowledge of old-time music. Available where and when wanted. Phone 414-644-5363.

Technical

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box C-103, BROADCASTING.

Chief engineer, light announcing, heavy maintenance background, all phases. Minimum \$150.00. Currently employed leading company industry. Box C-183, BROADCASTING.

Ten years broadcasting experience as chief engineer, salesman, announcer. Will relocate. Best references. Box C-185, BROADCASTING.

First phone, past 8 years as C.E. No board work please, DA exp. non. Anthony Ostapoff, P.O. Box 808, Hopewell, Va. 23860. Phone 458-7083.

College student desperately needs summer employment. Experience w/NBC owned and operated; and others. Age 20. Third endorsed ticket. Call Henry Navin, 271-7116; write 9325 Beacon Avenue, Cleveland, Ohio.

News

Top 100 market, sports, news, first. D.C., N.Y.C., May. P.O. Box 2464, Delray Beach, Fla.

Production—Programing, Others

Baseball announcer. Live or ticker. Triple A experience. Excellent audition and references. Box C-53, BROADCASTING.

Sportscaster—experienced. Radio and TV. Football, basketball. College graduate. Married. Medium/major markets only. Box C-132, BROADCASTING.

Separate FM programing? Creative program format technician experienced in all FM operations in major metro markets will produce customized schedule for your audience. Box C-195, BROADCASTING.

Sportscaster-newsman desires minor league baseball-college sports. Box C-209, BROADCASTING.

Do you need a program director that has 24 years experience in radio broadcasting? He has 9 years as an executive. Currently an executive in one of the south's largest markets. Of course, a full resume will be furnished to those who can afford this experience. Salary now in five figures. Interested in far west or north east. However, all inquiries will be considered. Also have first class FCC license. Box C-212 BROADCASTING.

Production—Programing, Others

Continued

Summer replacement—San Francisco Bay area. College graduate available fulltime from May 9-Sept. 30, part-time during academic year (seminary student). Desire versatile TV work. Endorsed third class, excellent references. Call Don Jordan, 415-845-9528.

TELEVISION

Help Wanted

Sales

Group TV station, major northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Excellent opportunity. Complete details first letter. Box C-130, BROADCASTING.

Local television salesman for major southeastern market. Reasonable draw with real income opportunity in new and increased sales volume. Knowledgeable guidance and fair account assignments promised. Want man prepared to ask—and get—the whole budget. Box C-174, BROADCASTING.

Announcers

Announcer for booth and commercials with ideas for novel weather show. Send photo, tape and resume to Box C-191, BROADCASTING.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Chief engineer to design and operate new UHF station in ideal midwest community. Exceptional freedom and work situation. Box C-43, BROADCASTING.

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box C-165, BROADCASTING.

First phone engineer—TV transmitter work—no announcing northern Michigan area. Excellent opportunity for man to learn television operation. Box C-200, BROADCASTING.

Experienced technician with 1st phone for vacation relief with major station in east. Union scale with potential for permanency. Send resume and references to Box C-216, BROADCASTING.

Stock participation available to operating technician developing CATV complex. CATV experience required. Box C-218, BROADCASTING.

Beginner first class engineer, \$80 week. Chief engineer, KDUH-TV, Hay Springs, Nebraska.

Last call—Need two first phone engineers to complete staff at new ABC station. Modern RCA solid state equipment including color—great staff, solid organization. Excellent opportunity to get in on ground floor. Contact Dick Zahniser, WJET, Erie, Pennsylvania.

Pennsylvania radio/tv. First Class phone license, permanent position. Salary based on experience, but will consider trainee. Contact: Ray Ensminger, WBSA, York, Pennsylvania. Phone 717-764-1155.

Assistant director of Engineering—experienced in all phases of television. WQED is building new color facilities. Qualified persons contact Fred Edwards, Director of Engineering, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. Also available for interviews at the NAB Convention.

Wanted: Field engineers to install and test high-power UHF television transmitters. Excellent opportunity with growing organization. Telephone 413-733-2284 or write Townsend Associates, P. O. Box 215, Feeding Hills, Mass.

Technical—(Cont'd)

Transmitter engineer needed by new VHF TV station in Roswell, New Mexico. Contact Buck Evans, or Gene Rader, 505-622-2120.

Engineer wanted by progressive Charlotte, N. C. television station. Experience preferred. FCC First class license required. Send detailed resume to P.O. Box 1045, Charlotte, N. C.

News

TV news writer with TV production and film editing experience needed by leading group owned TV station in top 10 market. Send resume, etc. Box C-111, BROADCASTING.

News reporter wanted to join staff of midwestern radio & television operation. Prefer midwest applicants. Small market news directors looking for a move and into television in a medium market considered. Training will be provided in advanced newswork and television reporting. Send resume, tape or VTR/Kine. Box C-180, BROADCASTING.

Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in color requires talented party to fill position. Salary open. Send resumes to Box B-294, BROADCASTING.

Rocky Mountain VHF, NBC affiliate needs aggressive, promotion minded program manager, who can work with people. The man we need is a self starter who has good ideas and the ability to get results. Send complete resume and salary requirement to Box C-105, BROADCASTING.

Director-Producer. Here's the perfect opportunity for young director, good educational background and three to five years station experience, to move up. Major northeast station, with extensive live and taped schedule. Rush background and salary details to Box C-149, BROADCASTING.

Experienced director, now employed, desires relocate in Florida or Southeast. C-184, BROADCASTING.

Instructor—Radio-TV-Film experience, master's degree desirable; \$6750 minimum for 9-month year; duties include basic course teaching and FM station supervision. KSDE-FM, Kansas State University, Manhattan, Kansas.

TELEVISION

Situations Wanted

Management

TV executive, currently program manager, experienced, all phases 12 years, seeks station, operations, program management. Rocky Mountain and west. MA degree. Box C-123, BROADCASTING.

Announcers

Sportscaster—experienced. Radio and TV. Football, Basketball, Baseball. College graduate Married. Medium/major markets only. Box C-133, BROADCASTING.

Technical

Engineer with supervisory experience. Engineering training, plenty of experience television, radio, including microwave. Chief or assistant. Will consider educational Television. Box C-154, BROADCASTING.

1st phone—no experience—married—40—prefer N. Y. area. Can relocate. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Require usable 7500-10,000 watt AM transmitter plus other used broadcasting equipment for religious broadcasters overseas. Kindly forward all details to Box C-182, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 850 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 3 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

SKW Standard Electronic FM used 3 1/2 years. Also matching stereo generator. WKLS, Atlanta.

Buy with confidence from the complete source of used equipment. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tenn.

Transmitter-FM-1kw. A-1 condition, 4 years old, make offer. WQMS Radio, Hamilton, Ohio.

For Sale; 10 kw Westinghouse FM transmitter A-1 condition—new 7 years ago \$3,000.00. F.O.B. WSOM, Salem, Ohio.

Gates deluxe remote control, excellent condition. \$300. WFAR, Farrell, Pa.

Helix Coaxial cable HJ5-50 type, new 59¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, California.

Two used two hundred fifty thousand watt AM Doherty type medium frequency transmitters. Can be seen in operation in Mexico. Could be combined for 500,000 watts. Available for quick delivery. Box C-189, BROADCASTING.

Motorola 150 megacycle, 2 way mobile unit. 30 watt—excellent for news remotes. Contact WQMS Radio, Hamilton, Ohio.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"DEEJAY MANUAL"—A collection of 41 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.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Original comedy material. Fresh. Hilariously funny. Listings, 10¢. Dan Frankel, P.O. Box 983, Chicago, 60690.

"BROADCAST GUIDES" — Technique, finesse! DeeJay, newscasting, copywriting. "Teknitape" coaching, beginners, professionals. Broadcast Guides, 678 Medford, Patchogue, New York, 11772.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. 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.

Learn radio on the only school-operated station in the nation—KEIR-FM—and use the nation's finest practice studios. Highly qualified professional teachers train you in announcing, programming, production, news, sports, TV, console operation and much more. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 914 H St. NW. Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programming, 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.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

INSTRUCTIONS—(Cont'd)

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

Professional School of Radio and Television broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan 48201.

RADIO

Sales

Audio Sales Specialist

Custom audio equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Box C-168, Broadcasting.

SALES ENGINEERS

Openings for two highly qualified men to handle antenna sales contacts with consultants, broadcasters and the military. Must have at least 4 years of broadcast station equipment experience in sales or engineering. Chief engineers or transmitter supervisors with FM and TV antenna experience preferred. Very little travel. Lots of fringe benefits.

Write giving full background or drop into NAB booth 305, Chicago, March 27-30th.

JAMPRO ANTENNA COMPANY

6939 Power Inn Road
Sacramento, California

Help Wanted—Announcers

MORNING MEN

This advertisement for a future hire.

We need a bright, exciting morning sound. A man who is relentlessly consistent in his effort to dominate a major metropolitan market. We'll pay for the right man. The right man will prepare each day show in advance; He will be informed about the metropolitan area; He will know news; He will work with humor. He will entertain his audience every day. No floaters. Audition tape & resume to

Box C-98, Broadcasting.

PERSONALITY

Experienced top 40 personality is wanted for a top 15 market station on the east coast. We're looking for a pro who can handle morning traffic time. Five years minimum experience. Grow with an expanding chain. Salary is open for the right man. Send aircheck, resume and picture to:

W-I-T-H RADIO
7 E. Lexington Street
Baltimore, Maryland

Announcers—(Cont'd)

MORNING MAN RADIO NOW—TV COMING

Midwest Metro Market #1 Top 40 Station needs personality for morning shift and offers TV opportunity in near future. Salary open. Send tape, resume and picture to

Box C-6, Broadcasting

WANTED

Strong Personality for

All Night Program on 50kw Clear Channel Station

Do not apply unless you have talk program experience, can produce a good music and talk nighttime show that will attract listeners and advertisers, and have the poise, the wit, and the tact that such a show demands. Send tape and resume to:

Box C-106, Broadcasting.

50,000 WATT NEEDS

Wanted . . . top calibre contemporary jockey . . . big city station of multiple ownership group . . . professional, contemporary, production minded, draft exempt . . . pros only. Send complete resume, tape and picture.

One of America's fastest growing radio stations needs top caliber newsmen ready to take over news directorship of 50,000 watt station. Pros only.

Box C-181, Broadcasting.

Technical

W M C A, NEW YORK

needs engineer, experienced with fast-paced board work. Must know care, and maintenance of equipment. Send resume to WMCA, New York 17, New York.

Production—Programing, Others

PROMOTION PRODUCTION MAN

Needed for No. 1 major market independent. Must be inventive, imaginative & able to write commercial copy. Send resume, photo & work samples to

Box C-99, Broadcasting.

PUBLIC RELATIONS MANAGER W M C A RADIO STRAUS BROADCASTING GROUP

Tough, varied broadcasting PR assignment with a demanding company. Ideal candidate will have newspaper exp. & PR background, or both. Work ranges from sales publicity to "Show Biz" promotions; to public affairs PR. Salary scaled to exp. Send resume to WMCA, New York 17, N.Y.

Production—Programing, Others

Continued

SECRETARY W M C A RADIO

Terrific oppty. for bright gal in publicity dept. of leading radio station. Must have excel. skills, be good on details, and willing to work long hours. Midtown location. Many Co. benefits.

MISS DORIN, MU 8-5712,
9:30-4:30

News

NEWS DIRECTOR

We have an immediate opening for an experienced News Director. We need a man with the ability and initiative to seek out and uncover news stories in a big city. He must have a good voice and be an excellent writer, investigator and editor capable of exercising good judgment in directing a fully staffed and equipped news department. The man we hire will have department head status, will be furnished a company car, and will be an important man in an important station in a top 10 midwest market. Send photograph, tape and resume. All correspondence confidential.

Box C-175, Broadcasting.

Situations Wanted—Management

MANAGEMENT

Successful medium market FM manager will be at NAB Convention. Seeking larger market or group management situation.

Box C-206, Broadcasting.

ATTENDING NAB?

General Manager, a successful pro, desires top post with medium to large market station or will buy all or controlling interest of medium size property and manage.

Call (312) FR 2-8778, Ext. 66

TELEVISION—Help Wanted

SHORT TERM OVERSEAS SURVEY ASSIGNMENT

- 1 — TELEVISION INSTALLATION ENGINEER, with diversified equipment experience and fluent use of French language.
- 1 — TELEVISION PROGRAM SPECIALIST, with ETV and/or in-school programing and Production experience. French language required.

Resume and references to:
Box C-194, Broadcasting.

Management

TOP EXECUTIVE WANTED

President of dynamic newly-formed multiple UHF Television group requires the services of a competent young executive to handle setting-up operations. Unlimited future, both professionally and financially.

Must demonstrate capabilities for handling group-station management.

Must be imaginative, personable, aggressive, willing to travel. Should have both business management and TV sales and programing experience, preferably UHF.

Excellent opportunity for young executive type with ambition, willing to work an 8 day week.

Immediate and prospective return commensurate.

Replies treated in strict confidence. Forward photograph and resume to T. F. Gling, 900 Seventeenth St., Washington, D.C. 20006

Sales

TV STATION SALESMEN

WCUI-TV, CHICAGO. Is looking for additional salesmen. Aggressive, experienced in TV, some college education, family men with excellent appearance and best references. Draw against commission. Do not phone. Send complete resume, snapshot, and references to

John McPartlin, WCUI-TV, Board of Trade Building, Chicago, Illinois.

SALES MANAGER

Cal. Ind. TV station—Salary plus commission. Contact 3/26-30, NAB Conv., Chi., La Salle Hotel, Cy Newman or write Box 240 Hanford, Cal.

Help Wanted—Technical

WANTED Chief Engineer

If you are qualified to act as Chief Engineer of Television station, send qualifications immediately to M. N. Bostick, KWTX-TV, Waco, Texas.

Help Wanted—Technical

Continued

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family. Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

MISCELLANEOUS



BRAIN FOR SALE

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER'S EXCHANGE
1015 Hartford Bldg. Dallas, Texas

COVERAGE MAPS, RATE CARDS, MARKET BROCHURES

Custom-designed to meet your own individual market and sales needs. Award-winning station sales aids prepared by the Advertising Agency for the Broadcast Industry. If you plan to be in Chicago for the NAB Convention phone (312) 969-5553 and we'll discuss your needs in person at your convenience.

NOYES, MORAN & COMPANY, INC.
928 WARREN AVE., DOWNERS GROVE, ILL.



HANDICAPped?

for an After-Easter
Sales Booster!

Cobieco's
DERBY SWEEPSTAKES
is the
favorite!

Cobieco Box 7060 Lexington, Ky.
Now serving more than 400 stations

MISCELLANEOUS

RECORDING TAPE

(1200' & 1800' 3M CO. TAPE)
M-Y-L-A-R (Add 10¢ a reel postage) 7"
\$1.99: 2400' \$2.59: 3600' \$3.79: 3" reel—300'
59¢: 3 1/4" reel—600' 99¢.

TAPE RECORDERS

SOLD AND
EXCHANGED
WRITE FOR
FREE CATALOG

Tower, Lafayette Hill, Pa. 19444

PUBLIC SERVICE

HIGHLY COMMERCIAL-PUBLIC SERVICE
TYPE PROGRAM-PROVEN SALEABILITY-
TIMELY-HUMAN INTEREST-ADAPTABLE
TO ANY MAJOR METROPOLITAN MARKET
212-478-1177 Box C-176, Broadcasting.

EMPLOYMENT SERVICE

THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★

All Media Placement Service
130 S. Robertson Blvd. Beverly Hills, Calif.
Telephone OL 7-4881

EMPLOYMENT SERVICE—(Cont'd)

N.A.B. MARCH 31 Management Placement Headquarters Placement Specialists

During the Convention

Suite 600, 645 North Michigan Ave., Chicago, Illinois

SEND YOUR APPLICATION NOW!

CHECK AREA OF INTEREST

	RADIO TV	
General Mgr.	☐	☐
Sales Mgr.	☐	☐
Program Mgr.	☐	☐
Production Mgr.	☐	☐
Chief Engineer	☐	☐
Other Departments	☐	☐

NAME

ADDRESS

CITY

SALARY DESIRED

PLEASE INCLUDE A COMPLETE RESUME!

Nationwide Radio-TV Employment Agency



RON CURTIS, President

JERRY JACKSON, Executive Vice President



645 North Michigan Ave., Chicago, Ill. AC312/337-7075

EMPLOYMENT SERVICE

Continued



PLACEMENTS

Stations and Applicants use our service with confidence

1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY

Sherlee Barish, Director

INSTRUCTIONS

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EARN MORE

Radio & TV

Announcing & Production

**DON MARTIN SCHOOL
OF RADIO & TV**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE

Equipment

DRAMATIZE TV WEATHER REPORTING —SATELLITE STYLE—

Receive instant pictures from orbiting weather satellites—right on camera—for authentic TV Weather Reporting.

1. Meteorological satellites, carrying Automatic Picture Transmission (APT) facilities are now being launched.
2. Be the first TV station in your market to show viewers these exclusive pictures—Instantly—via the newest Alden Electronic APT facsimile recorders.
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Equipment for sale,
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 - 1 TS 11 Video switcher system
 - 1 TC 4 switcher system
 - 1 Brey opaque projector (Telop)
- KCRA TV, Channel 3, Sacramento California, 310 10th Street, During NAB Convention contact Wm. J. Karpisek, Chief Engineer, at Sherman House.

FOR SALE—Equipment

Continued

RCA COLOR VTR TRUCK

Finest color VTR unit in the country, Two colorized TR22 Videotape recorders, complete with supporting equipment built by RCA. Low hours on VTR's and truck.

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NEW YORK, N. Y.

HUGH BEN LA RUE, PRESIDENT

TE 2-9362

(Continued from page 174)

etteville be assigned UHF channel. Received Feb. 24.

Birmingham, Ala.—Symphony Network Association. Requests allocation of UHF channel 52 to Birmingham. Received Feb. 25.

Orlando, Fla.—Gordon Sherman. Requests addition of commercial assignment on channel 48 or such other channel as commission may deem appropriate to Orlando. Received Feb. 28.

Tulsa, Okla.—Kenneth A. Green. Requests amendment of rules to delete channel 253 from Tulsa and assign it to Bristow. Received March 3.

KWHG-FM Lincoln, Neb.—Capitol Broadcasting Inc. Requests amendment of rules (1) to allow Capitol Broadcasting Inc. to build and operate FM radio station in Aurora, Neb.; (2) transfer Lincoln channel 292A (106.3 mc) to Aurora; (3) waiver of FCC rule 73.219, to allow duplicate studio in Lincoln, in conjunction with KWHG-FM studios, for proposed Aurora station; (4) waiver of FCC rule 73.210 on programs, to allow music and/or commercials to be transmitted from KWHG-FM Lincoln for

proposed Aurora station; (5) approval of FCC form 318 to allow subcarrier installation for use of transmission of sound to proposed Aurora facility; and (6) use of call letters KROA-FM to be used in conjunction with Aurora facility. Received Feb. 23.

WCRM Clare, Mich.—Requests amendment of rules to assign channel 237A (95.3 mc) to Clare. Received March 3.

KIFI-TV Idaho Falls, Idaho—Requests substitution of channel 256 for 223 in Idaho Falls. Received Feb. 25.

Washington—Lauren A. Colby. Requests amendment of rules to make it plain that broadcast station's local reference file can always be maintained at station's main studio, whether or not studio is actually situated in place which station is actually licensed to serve; such clarification can be easily accomplished, merely by deleting word "other" from rule. Received March 9.

Tioga, N. D.—Tioga Broadcasting Corp. Seeks assignment of channel 280A to Tioga. Received March 3.

WFGQ Boone, Iowa—Requests amendment of FM table of assignments to delete channels 252A and 257A from Boone and

add channels 255 and 296A. Received March 4.

Sledge, Miss.—Carter C. Parnell Jr. Requests amendment of channel assignments to change 237A from Clarksdale, Miss., to Oxford, Miss., and assign 267A to Clarksdale. Received March 7.

WKPO Prentiss, Miss.—Seeks assignment of channel 252A to Prentiss. Received March 7.

New call letters requested

KXGO Fargo, N.D.—KXGO Broadcasting Co. Requests KFGO.

Chickasha, Okla.—Grady Radio Inc. Requests KNDR (FM).

Scottsboro, Ala.—Ralph M. Sheppard. Requests WPJC-FM.

Idaho Falls, Idaho—Golden Valley FM Inc. Requests KGVN-FM.

Sante Fe, N.M.—Guy Christian. Requests KAFE.

WLB-FM Carrollton, Ga.—Faulker Radio Inc. Requests WBTR-FM.

Houston—United Artists Broadcasting Inc. Requests KUAB (TV).

*Oshkosh, Wis.—Wisconsin State University. Requests WRST (FM).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 16. 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 of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Tucson, Ariz.—Pima Cable TV (owned by KGUN-TV, that city) has applied for a franchise. If approved the company will offer four local stations, and four independent channels from Los Angeles, a time-weather service, a public service channel, and FM radio. Southern Arizona TV Stations Inc. (Paul Plunkett, president) and Tucson Drive-In Theaters Inc. are previous franchise applicants.

Jacksonville, Fla.—Complete Channel TV Inc. (John Paul Howard) has applied for an exclusive franchise. Organizations previously applying are Community Television Inc., Florida Publishing Co., General Cablevision Inc., and Sam Newey and Associates Inc.

Oakland Park, Fla.—C. Shelby Dale has applied for a franchise.

Cobb, Ga.—Electrovision Inc., a subsidiary of Engineering Associates Inc., Atlanta, has applied for a nonexclusive franchise. The company would provide all Atlanta channels, the educational TV channel in Athens, Ga., and a time-weather service. The service charge will be approximately \$5 per month.

Smyrna, Ga.—Cox Cablevision Corp. (Cox Broadcasting Corp.) has applied for a franchise. The company's proposal offers nine channels to subscribers, including the three Atlanta stations. The monthly charge would be approximately \$5 with an installation fee of \$15.

Centerville, Iowa—Iowa TV Cable Service Inc. (Jim O'Leary and Richard H. Wright, company representatives) has applied for a franchise. The company's service charge will not exceed \$5.25 per month and the installation fee will not be in excess of \$10.50. The firm holds a franchise for Bloomfield, Iowa.

Sioux City, Iowa—Sioux City Cablevision Inc., that city (Dietrick Dirks, president) and John C. and Eugene F. Lennon, and Dr. A. H. and Fred T. Kelly (owners of KTRI Radio, that city) have applied for a franchise.

Russell, Kans.—In separate actions the Russell city council awarded franchises to the Telesis Corp. (Mel and Tom Gleason and Fred Thompson, company representatives) and also to KAYS Inc. (KAYS-AM-TV Hays, that state). United Transmission Inc. has already received a franchise.

Leominster, Mass.—Worcester County Cablevision Inc. and New England Video Co., subsidiary of American Cablevision Co., have applied for franchises. Herbert S. Hoffman, representing New England Video, disclosed that his firm will offer the city 5% of its gross earnings. If approved NEV will also construct a microwave relay system which would provide three independent New York TV stations to subscribers. Previous applicants are Montachusett Cablevision Corp., Fitchburg Norton Industries Inc., and Montachusett Cable Television Inc., all Massachusetts.

Birmingham, Mich.—CATV of Birmingham, (H. M. Watts, representative) has applied for a franchise.

Nebraska city, Neb.—Nebraska City Cable TV Inc., a subsidiary of Telesis Corp., Chicago, has applied for a franchise. T-V Transmission Inc., subsidiary of Lincoln Telephone and Telegraph Co., has also requested a franchise.

Camden, N. J.—Jerold Electronics, (subsidiary of Jerold Corp. Philadelphia, group CATV owner) has been awarded a franchise. The 12-channel system will offer reception from one Wilmington channel, New York and Philadelphia. Subscribers will pay a maximum \$10 installation fee and \$5 monthly charge. Tele-System Inc. has also applied for the franchise.

Hamburg, N. J.—Garden State CATV Corp. has applied for a franchise. The company plans seven TV and six FM radio channels. The proposed fees are \$3.50 per month plus an initial installation cost of \$35. Garden State CATV presently has franchises in Sparta township, Odensburg borough, Bryam township and Franklin borough, all New Jersey.

Phillipsburg, N. J.—Warren Cable TV Inc. (Lou Reda, William Stone, Frank R. Valentine and James Byrnes) has applied for a franchise. The company expects to remit approximately 2% of its gross profits to the town. National Trans-Video Inc. group CATV owner presently has a system in Phillipsburg.

Sussex, N. J.—The Farmers Union Telephone Co., that city (R. D. Avers, president) has applied for a franchise. Garden State Community Antenna TV Corp. is a previous applicant.

Wayne, N. J.—Ron Hickman (general manager, WKER Radio Inc., Pompton Lakes) has applied for a franchise. Tele-Mark Communications, Newark, has already applied.

Buffalo, N. Y.—James K. Donahue, Boston, has applied for a franchise.

Haverstraw, N. Y.—Hi-Tor Cable Vision Inc. and Rockland Cable Vision Co. have applied for a nonexclusive and exclusive franchise respectively.

Perrysburg, Ohio—Woodruff Inc., Toledo, has been granted a franchise.

Woodsfield, Ohio—David Rubel, Woodsfield, has been granted a franchise.

Franklin borough, Pa.—Johnstown Cable TV Inc. (Walter Kinash, manager) has been awarded a franchise. Johnstown Cable TV Inc. is a subsidiary of Teleprompter and recently was awarded a

franchise in Johnstown, Pa.

Harrison, Pa.—Westmoreland Cable Co., New Kensington, Pa., has been awarded a 15-year franchise. The franchise requires facilities for at least 12 TV channels and six FM channels. Installation fee will be \$10 with a \$4.95 monthly rental fee. The township will receive 3% of subscription receipts or \$2,000, whichever is greater. The company already holds a franchise in East Deer, Pa.

East Providence, R. I.—Rhode Island's second CATV franchise has been granted to Full Channel TV Inc. (Henry Hart, John Donofrio and David Lovell). A superior court judge has issued a preliminary restraining order which will prevent the execution of the franchise. The other Rhode Island franchise presently in operation (Westerly) is also involved in a court action to determine if it comes under jurisdiction of the Public Utilities Administration.

Cheraw, S. C.—Cheraw Cablevision Inc. (Burness Bourne, president, and Charles M. Ingram, vice president) has been granted a franchise. The monthly service charge will be \$5.95. The system will receive signals from Charleston, Columbia and Florence, all South Carolina; Charlotte, Raleigh-Durham, Wilmington, Greensboro, all North Carolina.

Tullahoma, Tenn.—WSM Inc., Nashville (WSM-AM-FM-TV) has been granted a 25-year nonexclusive franchise. WSM will pay from 2% to 6% of gross revenues based on the ratio of actual to potential customers. The system will offer reception which includes four Nashville stations, three Chattanooga stations, two Huntsville (Ala.) stations, and one or more channels for public service. Applications were also submitted by General Electric Cablevision Corp., Jordan Broadcasting Co. and Tullahoma TV Cable Co.

Midland, Tex.—The city council is considering five applications. The applicants are: Midessa Television Inc.; Younger, Dawson & Associates; Trigg-Vaughn Stations Inc.; Joe Chastain, and John B. Walton Jr.

Slaton, Tex.—Slaton Cable TV Company that city (Jim Hughes, Clark Self Jr., and Kermit Ashby) has been awarded a franchise. The system will offer from six to eight channels including a weather channel, an educational channel, and civil defense connections. The company will charge an installation fee of \$15 and a monthly assessment of \$6. Brownfield TV Cable Co. (L. O. Lemon, representative) was also an applicant.

Falls Church, Va.—Arthur Keller and Lamar A. Newcomb (owner of WFAX, that city), have applied for a franchise.

Charles Town and Ransom, W. Va.—Jefferson County Community Antenna Co. has been granted a franchise in each community. Company, owned by John Hanley, radio-TV station broker, plans 12-channel system, with 25 to 30 miles of cable to feed potential 3,500 homes. Charges will be \$10 installation, \$4.95 per month. Plans to bring customers TV signals from Washington, Baltimore, Harrisonburg (Va.), York, Lancaster, Harrisburg (Pa.).

THINK of QM Productions as a slick mass circulation weekly. Think of Quinn Martin, the TV production company's president, as an editor. He qualifies. He has the proper degree of experience in the field, is a good manager of people, of money, of time. More important, he knows how to motivate, organize, communicate. He commands respect. But the key to Quinn Martin as a producer, as an editor, is that he's an independent spirit.

There used to be a time when Quinn Martin sat in a big conference room and took part in decisions made by committee. He'd sit and listen and come up with the answers three hours before they were officially accepted. It was a little like wearing wet swim trunks on a hot afternoon. The experience chafed.

"I don't fit into the system of a big place," he explains. "I like people to like me. In an aggressive business that can't happen. If you're ambitious, you have to wind up pushing somebody."

So Quinn Martin is an independent producer, an editor of his own sheet. His shop is run like a city room.

Richard Kimble, *The Fugitive*, is a guy on the run. A respectable man wrongly accused of a capital crime. It's a legitimate police beat story. More than that it has human interest, common identification. The question was, would it sustain? How many weeks could a man run without appearing tiresome, if not ludicrous?

A nightmare begins for David Vincent, returning home from a business trip, looking for a shortcut that he never finds. What David Vincent, a successful architect in his early thirties, does find is a huge glowing object that gives off a weirdly pulsing light. David Vincent has seen *The Invaders*, the title of Quinn Martin's newest TV offering.

But there's a thin line between the imaginative and the absurd. It's a question of whether the audience will giggle or bite its nails. "Anybody can have an idea," says Quinn Martin. "It's the execution of an idea that makes it."

That's where the editor comes in. Mr. Martin follows the neurotic pattern of writers, of editors, everywhere. He can't turn on his creative juice until the deadline is chalked up and staring him hard in the face. He reads an outline. He gives an OK. He works with his producers on every phase of a show's creation. But he backs away as soon as he can. He wants to give creativity elbow room.

Mark of Quality ■ Many of the things he does are intangible. A red line here, a word of caution there. But like any good editor, the product bears his mark. QM's TV shows have quality, a sense of involvement, compassion. These are Quinn Martin characteristics, also a measure of his convictions.

The quality mark of Quinn Martin

The formula obviously works. QM has three hours of prime-time television going for it this season. For an independent producer bucking the major studios, that's high flying. *The Fugitive*, in its third go-around, is secure, always hobnobbing in the company of the top

WEEK'S PROFILE



Quinn Martin—President, Quinn Martin Productions, Hollywood; b. May 22, 1922, New York; enlisted in U.S. Army at 17, served for 5 years in Signal Corps, discharged Dec. 18, 1945 as warrant officer; for nearly seven years was associated with Hollywood movie makers becoming post-production chief for Ziv-TV Programs Inc., 1952; started writing scripts and sold first one, "Never Explain," to Four Star Playhouse, 1953; production assistant at California National Productions, on syndicated series 'Boots and Saddle' and 'Union Pacific' 1956; writer and co-producer on 'Jane Wyman Show,' 1957; staff producer at Desilu Productions where he was responsible for the original two-part 'The Untouchables,' 1958; executive producer of the ABC-TV series made from the Desilu drama, 1959; formed own production company, 1960; sold first show 'The New Breed' to ABC-TV for 1961-62 season; had first big success with 'The Fugitive' in the 1963-64 season; followed with productions of '12 O'Clock High' in 1964-65 and 'FBI' in 1965-66; m.—Mary Ann Webb of Dallas, March 28, 1961; children—Michael, 8 (by former marriage); Jill, 4; Cliff, 3; hobbies—golf, raising race horses and going to the track.

20 shows, a favorite of the all-important young married viewer. *The FBI* doesn't rate nearly so high but it's the darling of the Ford Motor Co. and there's no doubt about its continued existence. *12 O'Clock High* was a question mark for a while but ABC-TV now wants it back next season. And there's *The Invaders*, next season's *Fugitive*.

One a Year ■ The sale of the new series gives QM a winning track record. Every season since 1963-64 it has added another program to the network schedules. This means swimming against the production tide, breaking through the cyclical pattern that has this season's upbeat production house, next season's hapless one.

Quinn Martin arrived at this production forefront by serving apprenticeships at big places, a year at MGM, another one at Universal Pictures, and several seasons at Desilu Productions. He was born to the business, a captive worker from the start. His father was a film editor and from the age of two Quinn was raised in the shadow of the Hollywood Hills. He had a film guild card before a high school diploma.

Desilu was the crossroads. Quinn Martin had made it big there as producer of *The Untouchables*. But he was looking for something more, for making camels out of horses without going through committees. QM Productions, formed in 1960 with a staff of four and a prayer, was the resolution.

He struck out swinging with *The New Breed* in 1961-62, but the hits have been coming regularly ever since.

Quinn Martin apparently feels he's found the answer to making good TV on a consistent basis. The most of what he needs is total creative control. All his current series are joint ventures with other producers. This makes QM a one-third owner with the network involved.

But QM owns the copyright and the creative say-so. Quinn Martin lets Warner Bros. or United Artists or 20th-Century Fox share the driver's seat by taking the financial gamble, but he does the driving.

He also does the packaging. His experience at big places of business taught him that not enough money is put into TV products. He takes the 10% sales fee for a package—with his shows a minimum of \$15,000 to \$18,000—and pours it back into the productions.

"It's the only way to beat the system, the economics, the evil of television," he explains.

Quinn Martin would be happy to level off now, spend his time racing his stable of six thoroughbreds. But he's caught in the swirl of success and there's no turning back. "I'm going to try to prove," he says, "that it's possible to get big without losing quality."

To market, to market

WHATEVER else it may be, and it is a good many things, the annual convention of the National Association of Broadcasters has become an altogether remarkable trade show. As the extensive preview in this issue indicates, delegates to next week's convention in Chicago will be confronted by a dazzling variety of articles and services to buy. If anyone leaves Chicago empty-handed, several hundred exhibitors of programs, production services, equipment and who-knows-what will count their own stay a failure.

The sheer volume of things to be offered for sale bespeaks the size and economic stability of radio and television. It also suggests the biggest reason why these annual conventions cannot, as a practical matter, be much reduced in size, or at least not in the foreseeable future. Despite the enormous problems of logistics, the assembly of an entire industry at one point each year creates an internal market of great advantage to both seller and buyer. Uncomfortable or not, big conventions are in store for quite a while.

Regrets only

THE FCC has asked the television networks to explain their reasons for cancelling programs and choosing replacements. It all sounds harmless enough. The commission says it wants answers it can pass along when members of the public ask about the elimination of programs. No doubt the networks will submit straight-faced replies. It would be impolitic to tell the commission that program selection and scheduling are none of its business.

And so the FCC will have moved another step down its one-way course toward government program control—without anyone sticking out a foot to trip it.

This time the commission almost stumbled over its own feet. The original inquiry that the staff and at least one commissioner, Kenneth A. Cox, proposed would have been an overt admission of the FCC's desire to become the program board of the American television system. As presented to the commission by Mr. Cox, the first draft of the letter would have demanded that the networks describe the reasons behind the cancellation of specific shows. If the draft had been approved, it would have established a precedent for FCC partnership at least and more probably supervision in the process of network programing.

In a way it is too bad that cooler heads prevailed. If his colleagues had gone along with Mr. Cox, the networks would surely have challenged the FCC's right to involve itself so deeply in the specifics of their programming decisions. That challenge could have led, as Commissioner Lee Loewinger is said to have predicted, to a severe rebuke of the commission by the courts or Congress or both.

The compromise inquiry that was finally voted was drafted by Commissioner James J. Wadsworth, who had extensive service in the diplomatic corps before joining the FCC. Mr. Wadsworth proved his training. The letter that went to the networks is strong enough to disturb them but probably not strong enough to arouse their defiance. Perhaps inadvertently, Mr. Wadsworth did a great favor to Mr. Cox and his like-minded associates who are dedicated to the mission of seizing program control.

At some point the FCC must be arrested in its clever and patient application of the policy of gradual take-over. At this point, for example, would it be wrong for a network politely to announce that its program decisions are its own

responsibilities, that the FCC has neither the knowledge nor the authority to answer inquiries from the public about program decisions and that it ought to refer the inquirers to the networks themselves? It might not be wrong, but, as we say, it would be impolitic.

The unhappy fact is that it has been deemed impolitic to challenge the FCC at all the many steps it has taken in the past toward its assumed destiny of program supervision. The commission has learned how to step gingerly enough to persuade broadcasters to join it in the dance to the dead-end of government control.

Doesn't anyone care to sit this one out?

Silly season

THE Democratic party can't be serious about selling exclusive package rights to its quadrennial conventions to a single network. But if, by some lapse of sanity, the Democratic National Committee should equate itself with professional sports by labeling its proceeding a show or a game, we doubt whether the public would strenuously object. Every post-mortem has shown that the nonnetwork stations or those that cut away from the conventions, Democratic or Republican, garner the preponderant audiences, except for the nominating roll calls and the acceptance speeches.

The newsworthy action at political conventions could easily be compressed into a one-day session. Conventions are important, but the people could do very well without the circus trappings and the phony fanfare. Voters are interested in the platforms, the nominating speeches, the spontaneous floor developments, the caucuses and the presidential and vice presidential nominees.

We venture saner officials will demolish the silly notion of trying to sell the convention package for \$2 million or double that (if they could get it) before serious planning gets underway for the 1968 Democratic extravaganza. But since the issue has been raised perhaps broadcasters would be wise to tell the political parties, once and for all, that they will cover the conventions for their intrinsic news value and forget the high-jinks, the endless roll calls and the baloney that drives away the audiences.



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