



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The Henry era: suddenly it's all over. p33

Equipment '66: a special post-convention report. p53

Public phase of CATV hearing ends: many words, few facts. p35

TV showsheets: what the networks are showing this spring. p110

NEWSPAPER



COMPLETE INDEX PAGE 7



"The Interns" starring Michael Callan, Cliff Robertson, James MacArthur, Nick Adams, Suzy Parker, Haya Harareet, Anne Helm, Stefanie Powers, 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

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hands you
the key
you're in
CATV**

Jerrold "turnkey" service can pave your way to CATV profits!

This, we admit, is a bold statement. We urge you to verify it. How? Simply examine Jerrold's fifteen-year CATV record. We believe that the facts will convince you that Jerrold can put you in business faster and more profitably than any other CATV contractor.

Learn for yourself why Jerrold equipment does the job better, lasts longer, requires less maintenance. By all means, compare Jerrold equipment and specifications with any others on the market.

Find out why Jerrold has built more systems on a "turnkey" basis than any other manufacturer-contractor in CATV. Discover why we say: *"Satisfied subscribers make operators contented Jerrold customers."*

Finally, consider the comprehensive Jerrold "turnkey" package. We provide every necessary service from market and feasibility surveys, through construction, financing, community relations—to handing you a completely operational CATV system.

For complete details phone 215-226-3456, or write:

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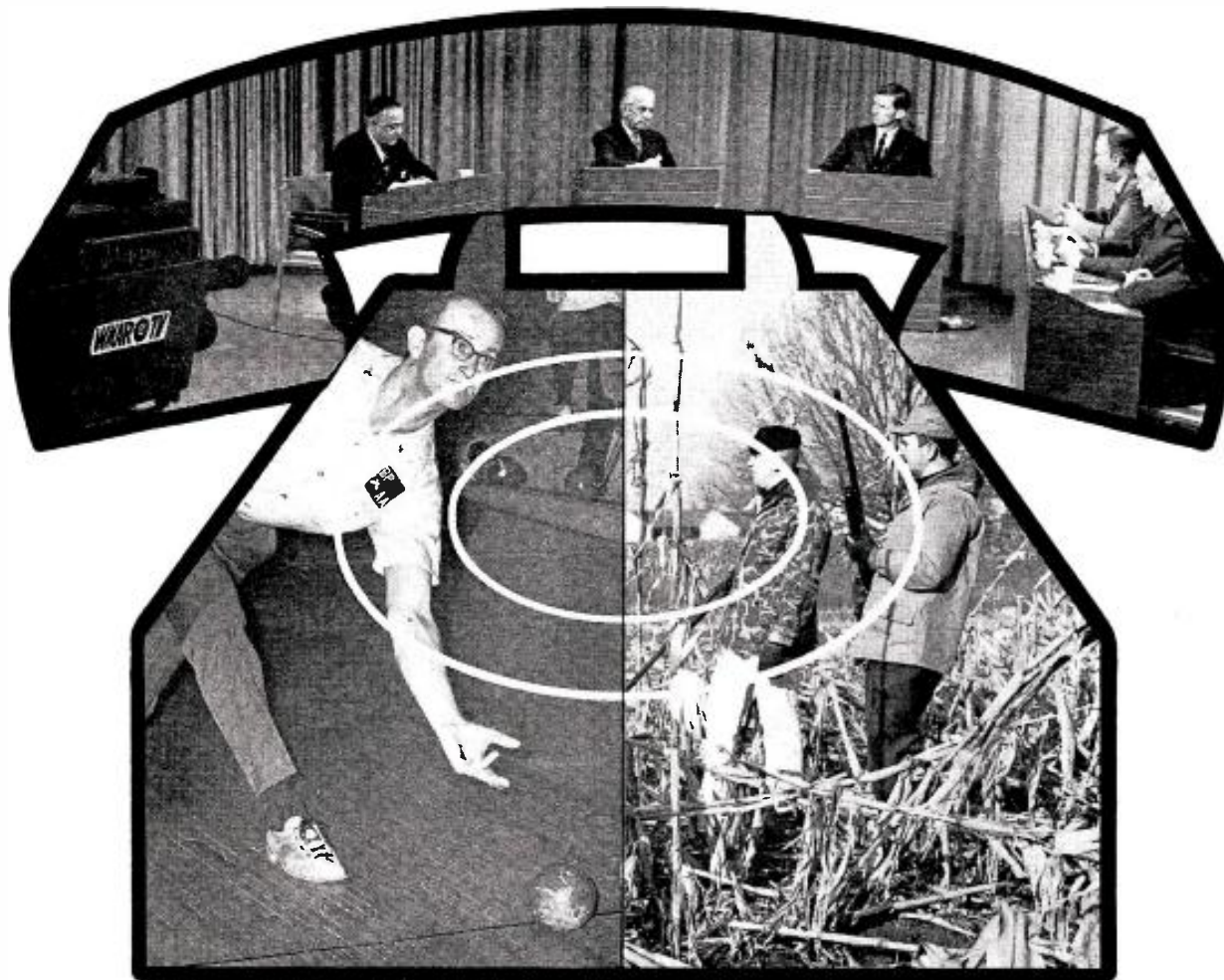
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FIRST IN CATV • The nation's largest, most experienced manufacturer-supplier of CATV equipment and services.





How *Western Electric* builds better community relations...



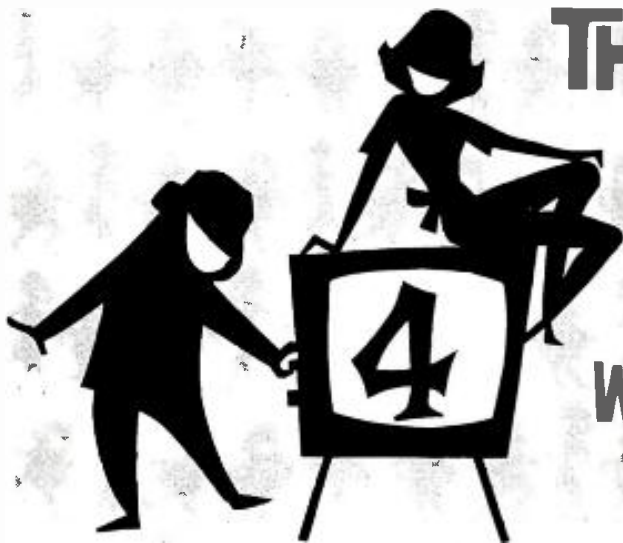
SUCCESS STORY—BALTIMORE STYLE!

The Western Electric's Baltimore Works and its other local operations are constantly expanding and now has more than 7,800 employees with a payroll of over \$58,000,000.00. This represents an important segment of Baltimore's industrial life! ■ As part of its overall plan of community relations, Western Electric has sponsored a series of TV "Specials"—many prepared by the WMAR-TV creative team of writers and producers: "RETURN OF THE HONKER," "EVENING SUN DUCKPIN CITY CHAMPIONSHIP," "NEW WEALTH FROM THE CHESAPEAKE," "FACE TO FACE," "PREVIEW OF THE '64 COLTS," "A DAY IN THE LIFE OF A TUGBOAT CAPTAIN." ■ If you want to reach Baltimoreans—and Marylanders—to build a better community image or build sales for any product or service, color-full Channel 2 is your No. 1 station.

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
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Represented Nationally by THE KATZ AGENCY, INC.





THE DALLAS FT. WORTH STATION WITH PRIME-TIME REACH

The February/March ARB confirms the continuing preference of the viewers for KRLD-TV. In the nation's 12th ranked television market, Channel 4 delivers 344,400 viewers per average quarter-hour, 6:30 PM to 10:00 PM daily — leading the second station by 15.8% more viewers.*

Ask your Advertising Time Sales representative to show you how to reach the prime-time audiences in the Dallas-Ft. Worth market at a most efficient cost.

*Feb./March 1966 ARB, Television Audience Estimates, Station Audience Summary

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Talent hunter

Key advisory role in selection of successor to FCC Chairman E. William Henry (see pages 9, 33) may be played by Robert E. Kintner, former chairman-president of NBC, who is to become assistant to President Johnson next Monday (April 18). Among Mr. Kintner's assignments is recruitment of federal appointees—including those for important federal agencies.

If new chairman hasn't been picked and confirmed by May 1, when Mr. Henry is to leave commission, veteran FCC member Rosel H. Hyde will probably become acting chairman. According to custom, senior commissioner takes over during absence or vacancy at top. Mr. Hyde's own term expires June 30, but there's little doubt that he'll be reappointed. Thorough FBI check—a routine preliminary to Johnson appointments—was begun some time ago on Mr. Hyde (CLOSED CIRCUIT, March 21).

Party line

If President Johnson decides to promote from within FCC, he has three Democrats to choose from: Robert T. Bartley, fellow Texan and commissioner since March 1952; Kenneth A. Cox, Seattle, protege of Senator Warren G. Magnuson (D-Wash.) and commissioner since March 1963, and Lee Loevinger, Minnesotan, appointed in June 1963 and close friend of Vice President Humphrey. Mr. Bartley wouldn't reject chairmanship, but it's doubtful he will press for it. Mr. Loevinger, now in Europe on government business, would prefer federal judgeship. Mr. Cox is willing and probably anxious, but would hardly have support of communications industry because of his stubborn hard-line approach.

Natural bent

After months of negotiations, Walter Jenkins, former chief assistant to President Lyndon B. Johnson, last week acquired CATV system at Eagle Pass, Tex. (1,700 subscribers; 3,000 potential) for about \$450,000. Acquisition was from Telesystems Inc., Glenside, Pa., and was negotiated by Bill Daniels, Denver broker. Five-channel system carries all four San Antonio stations, plus San Antonio-Austin ch. 9 ETV outlet (KLRN).

Mr. Jenkins, who resigned his White House post in October 1964, is now

CLOSED CIRCUIT*

business consultant with offices in Austin. He holds 3.9% of Texas Broadcasting Co., TV-radio-CATV group owned by Mrs. Johnson and her daughters, with stock in trust during President's incumbency.

FM service from CBS

CBS Radio thinks it's found answer to FCC's FM nonduplication rule—a new syndicated FM program service. Letters were going out over past week-end advising selected group of CBS Radio affiliates—some who seemed most obvious prospects—that service would be offered and would supply programming “of the highest quality” at prices competitive with existing services. CBS Radio's first big step in FM, concept was developed over past year by William D. Greene, director of administrative operations. It's said to involve “new” form of FM programming, reportedly encompassing different styles of music. Indications are that distribution will be on tape and that availability won't necessarily be limited to CBS Radio affiliates.

Heavy stakes

Not only territory but also situation will be familiar to FCC Chairman E. William Henry when he returns to Tennessee to assist in campaign of good friend, John J. Hooker Jr., for Democratic nomination for governor. Messrs. Hooker and Henry were ardent supporters of John Kennedy in 1960 (and are now supporters of late President's brother, Robert). Mr. Hooker's opponent in Tennessee primary next Aug. 4 is former Governor Buford Ellington who in 1960 was just as strong for Lyndon Johnson as Hooker-Henry forces were for Mr. Kennedy. Hooker victory would provide strong base in Tennessee for Bobby Kennedy and his steady friends—as Lyndon Johnson and his larger band of regulars will know.

Debriefing NAB

Now that 1966 National Association of Broadcasters convention is over, first fears that its unprecedented size might mark this as last of its kind have abated. Despite crowds and dispersion of meetings, there were fewer complaints than usual. One addition

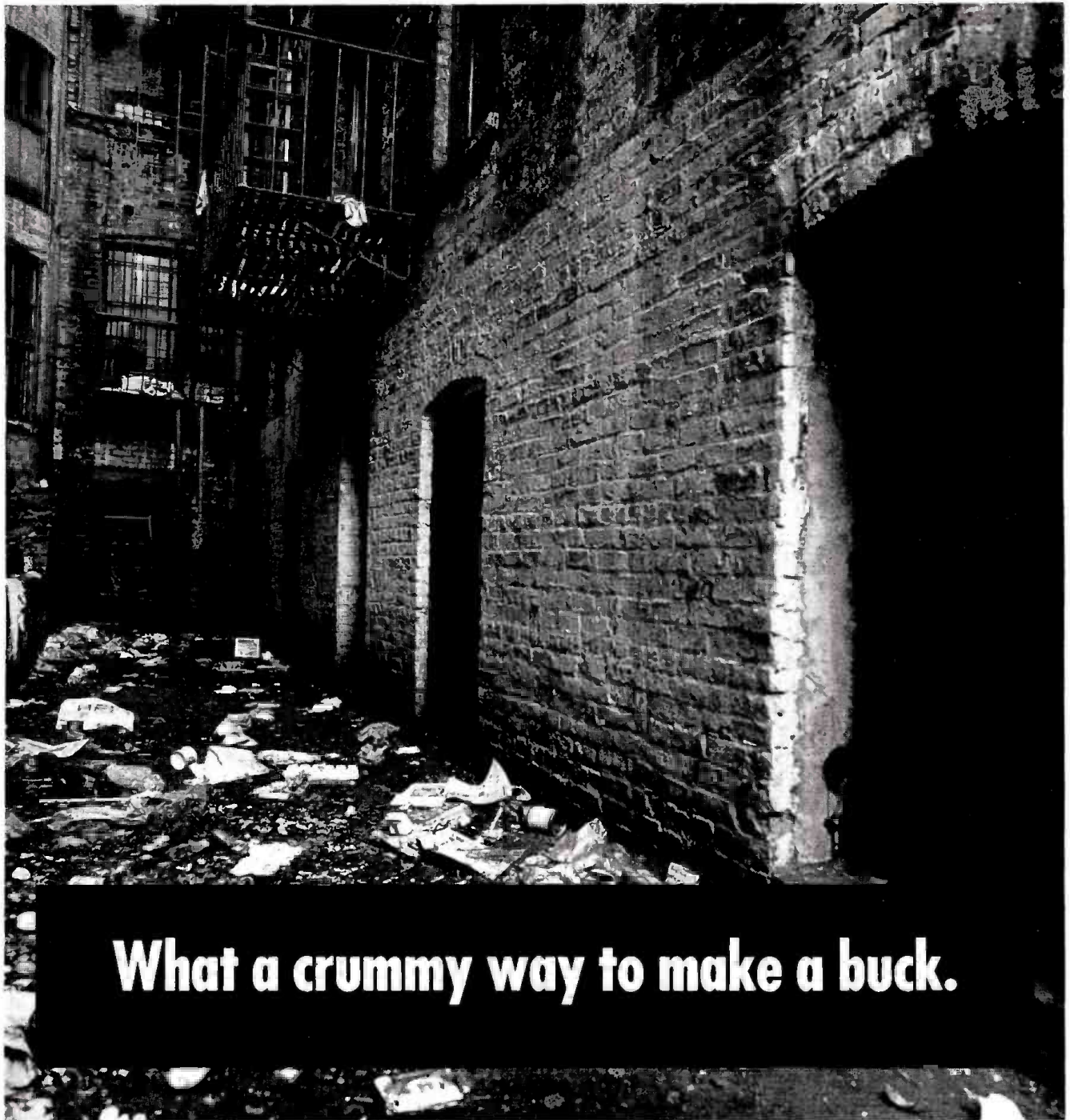
to formal agenda next year: session run by Television Film Exhibitors who had program spot two years ago but not last month. TFE may bring in name talent to enliven meetings.

There'd been talk of moving next year's engineering conference, which runs alongside main NAB convention, to Pick-Congress hotel, but now it's all but certain it'll stay in Conrad Hilton. Space rates for equipment exhibit space are bound to rise above \$3.50 per square foot charged this year. Some smaller exhibitors—three on West Coast have already made positions known—may not be back. They said they spent more than they got out of last month's show. But they're in minority. Most hardware exhibitors were pleased (see Special Report beginning page 53).

That ARMS study

To help quiet clamor and clear up confusion in wake of preliminary report on All-Radio Methodology Study (BROADCASTING, April 4), ARMS technical committee this week will begin meeting with existing radio ratings services to review and answer questions about methodology and full findings. First session, starting Tuesday, is with American Research Bureau, and ARMS leaders say any other radio ratings firm—or any firm interested in going into radio ratings business—can get similar full-course exposure simply by asking. In addition, seminars may be arranged for agencies in advance of final report, due in six to eight weeks.

Reaction to preliminary report has been mixed almost to point of chaos. Some stations and agencies—and some ratings service officials—see it as endorsement of single existing service at expense of others. At opposite extreme, others say they'd hoped it would provide answers about specific services, were disappointed that it evaluated techniques rather than manner in which different services use them. Others see it variously as “innocuous,” “meaningless,” “very abstract,” “commendable,” “important,” “a valuable contribution.” ARMS leaders say that information released thus far doesn't permit “informed” judgments, and some also confide it was probably mistake to release anything until final report was ready.



What a crummy way to make a buck.

Thousands of bucks are being made every day by about 12 slumlords who control tenements like this—tenements housing over 50,000 New Yorkers.

It's no way to live. And wmca has been campaigning for 3 years to see that no one in New York has to live this way.

Early in February, our program "Slumlords, Inc." named New York's most powerful slumlords and revealed how they get rich.

At the same time, bills prepared by wmca were introduced

in the State Legislature and the City Council. The bills would identify slum owners and make them personally liable for repairs and tenant claims.

wmca is backing the bills with an intensive air campaign to get New Yorkers behind the legislation.

We're getting plenty of action because our listeners react to what they hear on wmca.

When the wmca bills are passed, maybe 50,000 human beings can begin living like human beings.

wmca turns people on.

WEEK IN BRIEF

E. William Henry is leaving the FCC. Chairman's resignation is laid on President Johnson's desk. Nothing announced officially but best bet on future plans is return to political life in Tennessee. See . . .

HENRY GOES . . . 33

House Commerce Committee concludes public hearing on CATV bills; goes into executive session with Staggers trying to resolve differences in four bills. Moss hits witnesses on lack of factual data. See . . .

LOTS OF TALK . . . 35

Taking middle ground, FCC questioning radio stations that propose to have more than 20 minutes of commercials per hour. Staff recommendation had been 22 minutes; NAB code allows 18 minutes. See . . .

20 MINUTES TOPS . . . 96

FCC approves Steinman buy of WETV(TV) New Bedford, Mass., and GE's buy of WSIX-AM-FM-TV Nashville. Storer files for purchase of WIHS-TV Boston; needs waiver of three-year ownership and top 50 market rules. See . . .

BUSY WEEK FOR SALES . . . 50

Sparger says 'anyone can find Nielsen homes with time, money and inclination.' Tells World Television Festival his rigging was done to fight ratings and give control of television 'back to the people.' See . . .

SPARGER STARS . . . 104

Lazy days of yesteryear when NAB convention was time for browsing and selling came later appear to be gone forever. Off-floor sales growing yearly. Color again hottest item at big show. See . . .

LOTS OF ACTION . . . 53

New York mayor tells IRTS he intends to cut through city's red tape to halt exodus of TV production to points west. Lindsay calls multiple shooting permits greatest detriment; proposes single permit as answer. See . . .

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Interstate character of CATV's signals is ground FCC uses to assume jurisdiction over intrastate tariffs charged by the phone companies. Commission takes tariffs out of states' hands. See . . .

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Hearing-room argument of technicians from two networks over amount of lighting needed could be costly to broadcasters. Senator Hartke, champion of access to courts and hearings, irked by incident. See . . .

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Domestic satellite for broadcasting is feasible and would be economical, COMSAT says. But many questions still unanswered, including number of circuits for each network and willingness to share with other services. See . . .

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How many Networks will have more than 300 advertisers this year?

Bet you forgot one: The Printers' Ink Network of Magazines.

It isn't fair, of course, to compare us with the other Networks. We have three communications channels: Printers' Ink, Business Advertising and Consumer Advertising.

They have only one each.

We have 85,500 affiliates — primary readers who are

forever rebroadcasting the advertising and editorial content we program for them. Especially when ad budgets and media schedules are being drawn up or reviewed.

You might say that we're your clear-channel Network to advertising buyers. If you don't say it, we will.

Through the Printers' Ink Network of Magazines, you

gain half again as much total circulation as any single publication in the field can offer you. And twice as much circulation at advertisers and agencies.

One thing you can say for those other Networks though. They're not afraid of competition. They've even advertised with us.

You can, too. We have lots of avails. Pick your own time slot, but make it soon.

'Fairness' rulemaking is proposed by FCC

FCC has proposed incorporating into its rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates (CLOSED CIRCUIT, April 4).

Purpose of adopting provisions as rule, commission said Friday (April 8), would be to "make more precise licensee obligations" in those areas and to aid commission in "taking effective action in appropriate circumstances." Commission could impose fines on stations violating rules.

Adoption of proposed rule would provide vehicle for licensees eager to test constitutionality of doctrine without risking their licenses. They could violate doctrine then refuse to pay fine, and force government to take them to court to collect. Case could then be litigated up to Supreme Court.

Constitutionality of doctrine is currently being challenged in two cases brought by WGCB Red Lion, Pa. (see page 109).

Commission, acting on 4 to 1 vote, invited comments on proposal by May 16 and replies by May 31.

Rule on personal attack would require broadcaster to send tape, transcript or summary of program to person or group attacked "in no event later than one week after the attack," and to offer "reasonable opportunity to respond."

Other matters, such as imposition of time limit in which person notified would be required to respond, would be left to "reasonable good judgment" of licensee and to negotiations.

Under editorializing rule, licensee would be required to inform candidate of station's editorial opposing him or supporting his rival, and offer "reasonable opportunity to respond." Notification would be required within 24 hours of editorial.

Rule would permit licensee to require that response be made by spokesman for candidate. This would avoid equal-opportunities law cycle, in which appearance by one candidate to answer editorial would require licensee to offer time to other candidates in race.

Commission would exclude from protection of personal attack rule foreign groups or foreign political figures. This is in line with present policy.

Commission would also exclude from rule's protection political candidates,

their spokesmen or those associated with them in campaign. Commission said equal-opportunities law and fairness doctrine generally may be applicable to those particular situations.

Chairman E. William Henry and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee voted to issue proposed rulemaking. Commissioner Robert T. Bartley dissented. Commissioner Rosel H. Hyde abstained, and Commissioner Lee Loevinger was absent.

Plans Duluth TV-radio center

KDAL-AM-TV Duluth announced Friday (April 8) that it plans million-dollar broadcast center in midst of city's downtown Gateway urban renewal area.

Land bid has been made through Duluth Development Association to local and federal government groups.

'Roger Miller Show' SRO

American Tobacco Co. has bought into NBC-TV's *Roger Miller Show* for next season, and this puts network over top in sales of all six of its new prime-time half-hour shows. NBC-TV nearly achieved its sell-out of new half-hours without recourse to participations—*Roger Miller Show* being exception. American Tobacco takes all available *Miller* time up to January (averaging less than half of commercial time) and after that month will have one-half of show. Remaining *Miller* time has been sold for fall to participating sponsors, including weekly minute to Dodge.

Benny, Heston on Code promos

With praise from Bob (Radio Code) Hope spots still ringing in its ears. National Association of Broadcasters Code Authority has two more celebrities on-air promotions in works.

Spots with Jack Benny for radio and Charlton Heston for TV have just been cut. TV spots will be used in voice-over still frame.

Tucker buys Vermont CATV

United Cablevision of Stamford, Conn., has acquired CATV system in Brattleboro, Vt. Purchase adds another system to United Cablevision group which includes franchises in Berlin, Lancaster and Gorham, all New Hamp-

shire.

Brattleboro system, for which United Cablevision paid over \$500,000, serves 2,200 subscribers with six channels.

United Cablevision President is W. Randolph Tucker, CATV pioneer. Broker: Daniels & Associates.

President confirms Henry leaving May 1

Texas White House and FCC Chairman E. William Henry in separate announcements confirmed reports Friday (April 8) he has resigned from commission (see page 33). He will leave government May 1.

Chairman Henry, sources confirmed on Friday, plans to return to home town of Memphis to work for election of his friend, John Jay Hooker Jr., Democrat, as governor.

Chairman reportedly has no other plans. However, he said in prepared statement that he would discuss plans for future when his resignation "is accepted and becomes effective."

White House said effective date of resignation is May 1. Chairman's statement did not, but it's understood he requested that it be May 1.

Chairman Henry said he advised President Johnson "several weeks ago"

Considers airing ad news

Advertising Federation of America is thinking of lending its auspices to weekly half-hour TV program, *Ad World*, that would be presented on weekends in non-prime time and report week's news in advertising and marketing. Program would be produced by John Nelson, formerly of Masterson, Reddy & Nelson. AFA officials say show would have "Huntley-Brinkley format," would rotate top-level advertising executives as contributing editors each week. Talks reportedly are afoot looking toward presentation on ABC-owned stations, with video tapes forwarded to other TV stations and audio tapes made available for radio.

Program of same name, also dealing with advertising news, was carried on WOR-TV New York in 1958.

WEEK'S HEADLINERS



Mr. Salant

Richard S. Salant appointed president of CBS News. He had been acting president since Feb. 16 when Fred W. Friendly resigned (BROADCASTING, Feb. 21). Mr. Salant joined CBS in 1952 as VP and was elected director in 1961. From 1961 to 1964 he was president of CBS News and subsequently served as special assistant to president of CBS and VP, corporate affairs.

Fred W. Friendly, former president. CBS News, (see above). appointed Edward R. Murrow Professor of Journalism at Columbia University's graduate school of journalism, effective July 1. At same time. Mr. Friendly was named adviser on television to Ford Foundation. Until his resignation last February, Mr. Friendly had served as producer and news executive with CBS since 1949 and often had collaborated with the late Edward R. Murrow, in whose memory professorship at Columbia was established by funds provided by Ford Foundation and others.



Mr. Friendly

and news executive with CBS since 1949 and often had collaborated with the late Edward R. Murrow, in whose memory professorship at Columbia was established by funds provided by Ford Foundation and others.



Mr. Feniger

New York. Mr. Feniger, VP for TV

Jerome R. Feniger, former general corporate executive and assistant to the chairman of board at Cowles Communications Inc., New York, elected to new post of VP in TV programming at Grey Advertising Inc., New York.

and radio at Cunningham & Walsh. 1956-61, reports to Alfred L. Hollender, management supervisor for broadcasting at Grey.

Albert P. Krivin, VP and general manager of Metromedia Inc.-owned KTTV(TV) Los Angeles, appointed president of diversified corporation's Metropolitan Broadcasting television division. Mr. Krivin has coordinated activities of division since February when **Bennett Korn**, former president of Metropolitan Broadcasting, resigned.



Mr. Krivin

New TV head was VP and general manager of Metromedia's station KMBC-TV Kansas City, Mo. (1961-63), general sales manager of KYW-TV Cleveland (1956-61), account executive with WPTZ-TV (now KYW-TV) Philadelphia (1954-56) and account executive with radio station KYW Philadelphia (1951-54). Headquarters for Metromedia's TV operations, previously in New York, will shift to Los Angeles. As already announced (BROADCASTING, April 4), **Charles D. Young** replaces Mr. Krivin as VP and general manager of KTTV.



Mr. Serrao

(TV) New Orleans. KCPX-AM-FM-TV Salt Lake City, and WAPA-TV San Juan, P. R.

Murray Chercover, formerly VP for programming at CFTO-TV Toronto, appointed executive VP for CTV Tele-

John A. Serrao, VP in charge of sales for Kaiser Broadcasting Corp., New York, named manager of New York office of broadcasting division of Screen Gems Inc. SG's broadcasting division owns WVUE-TV New Orleans.

vision Network Ltd. Move follows recent purchase of CTV by its 11 member stations and announcement that network planned to expand its programming to about 65 hours a week. Gordon Keeble, CTV president, said last week that Mr. Chercover's new post was created to take some of extra load of expansion off Michael Hind-Smith, VP-programming.



Mr. Frank



Mr. Riegert

Marvin H. Frank, president of Chicago office of W. B. Doner & Co., since 1946, becomes head of new agency there bearing his name, retaining all accounts and personnel. Frank agency acquires former 50% holding of Detroit-based Doner. Other officers of new Frank agency: **Edward P. Riegert**, senior VP-treasurer; **Milford F. Kostman**, senior VP-secretary, and **Sam Portnoy**, VP-art director. Agency is heavy in radio. Both offices had functioned autonomously.

Herbert Zeltner, former senior VP and media director of Lennen & Newell, New York, appointed to newly-created post of senior VP and director of marketing services for New York division of Needham, Harper & Steers, Chicago. Mr. Zeltner, who resigned several weeks ago from L&N after 14 years with agency, will be in charge of New York media, research and merchandising for NH&S. Previously he had been with Procter & Gamble, Cincinnati, for four years as media supervisor.

Alva C. Cuddeback, board member and Detroit office chief of Benton & Bowles, elected senior VP. Mr. Cuddeback, also management supervisor of The American Motors account, joined B&B from Young & Rubicam in 1958.

For other personnel changes of the week see FATES & FORTUNES

that he "wished to return to private life, and asked that he choose a new chairman." White House sources reported that chairman's formal resignation was received by Johnson at ranch in Texas Friday morning.

Chairman, in his statement, said he felt commission policy has been established in several important areas and that action has been initiated in others. "While in this dynamic industry there will always be unfinished regulatory

business, many matters now pending will not be ripe for decision for some time. Therefore," Mr. Henry said, "after considerable thought, I concluded that this is an appropriate time for me to take this step."



—Starring Sammy Jackson, Harry Hickox, Kevin O'Neal, Laurie Sibbald and Andy Clyde. 34 half-hours. Available for fall start.

...the one-season off-network program backed by an on-network 20 rating!

Jog your memory. Try to think of the last time you heard of a *complete* off-network television series that offered these three advantages . . .

1. Well-known property with a tremendous built-in audience.
2. Right number of half-hour episodes for once-a-week scheduling over one season.
3. Average 20 rating* during the October-April season on the network.

Haven't heard of one in a long time? Maybe never?

Perhaps you're interested in knowing that *NO TIME FOR SERGEANTS* *does* have these three advantages. And that makes it kind of unique. Doesn't it?

*Nielsen Television Index: Oct '64 to Apr '65

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





The Embassy of Uruguay

His Excellency Juan Felipe Yriart,
Ambassador of Uruguay, with Mrs. Yriart,
in the living room of the Embassy . . .
another in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV 
WASHINGTON, D. C.
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A POST-NEWSWEEK STATION

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- TV camera overhaul
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- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
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- Microwave service

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

To guard performance of all your equipment... simply telephone one of the following field offices:
 Atlanta (phone 355-6110),
 Chicago (WE 9-6117),
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 Hollywood (OL 4-0880).
 Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



**The Most Trusted Name
in Electronics**

DATEBOOK

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

■ Indicates first or revised listing.

APRIL

April 11—Annual meeting of stockholders of Wometco Enterprises Inc. to elect directors and to transact other business. WTVJ-TV Studio, 316 North Miami Avenue, Miami.

■ April 12—Annual meeting of stockholders of Storer Broadcasting Co. to elect directors and to transact other business. Storer Broadcasting Co., Miami Beach, Fla.

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 13—San Francisco Ad Club Man and Woman of the Year awards sponsored by the San Francisco Advertising Club. Sheraton-Palace hotel, San Francisco.

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 networks from domestic syndication and foreign sales of independently produced programs.

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—Meeting of the National Trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

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—Deadline for receipt of Emmy Award nominations ballots at the National Academy of Television Arts and Sciences in Hollywood.

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-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—Annual meeting of stockholders of Time Inc. Prudential Building, Chicago.

■ April 21—Meeting of the Broadcasting Executives Club of New England. Speaker will be Bill Todman of Goodson-Todman Productions. Hotel Lenox, Boston.

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—25th anniversary banquet of Princeton University's WPRB(FM) Princeton, N.J. Stephen B. Labunski, president of NBC Radio, will be toastmaster and FCC Commissioner Kenneth A. Cox will be guest speaker. Princeton, N.J.

April 22-23—Annual meeting of the Alabama AP Broadcasters Association.

■ April 22-23—Annual convention, Arizona Community Television Association. Caravan Inn, Phoenix.

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—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Robert Saudek of Robert Saudek Associates Inc., New York. Washington State University, Pullman.

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 25—Annual meeting of the Associated Press. Speaker will be Vice President Hubert Humphrey. Waldorf-Astoria hotel, New York.

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

April 25-29 — Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Hockman, Motion Picture Department, University of Oklahoma, Norman.

■ April 26—Advertising conference presented by KYW-TV Philadelphia and Television Advertising Representatives Inc. Speakers include Rex M. Budd, vice president-advertising, Campbell Soup Co.; Dr. Ernest Dichter, president of the Institute for Motivational Research; and Robert Hoffman, vice president of market research, TVAR. Treadway Inn, St. Davids, Pa.

April 26-28—Institute of Electrical and Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

April 27—Regular stockholders meeting.

What can you do to fortify our freedom?



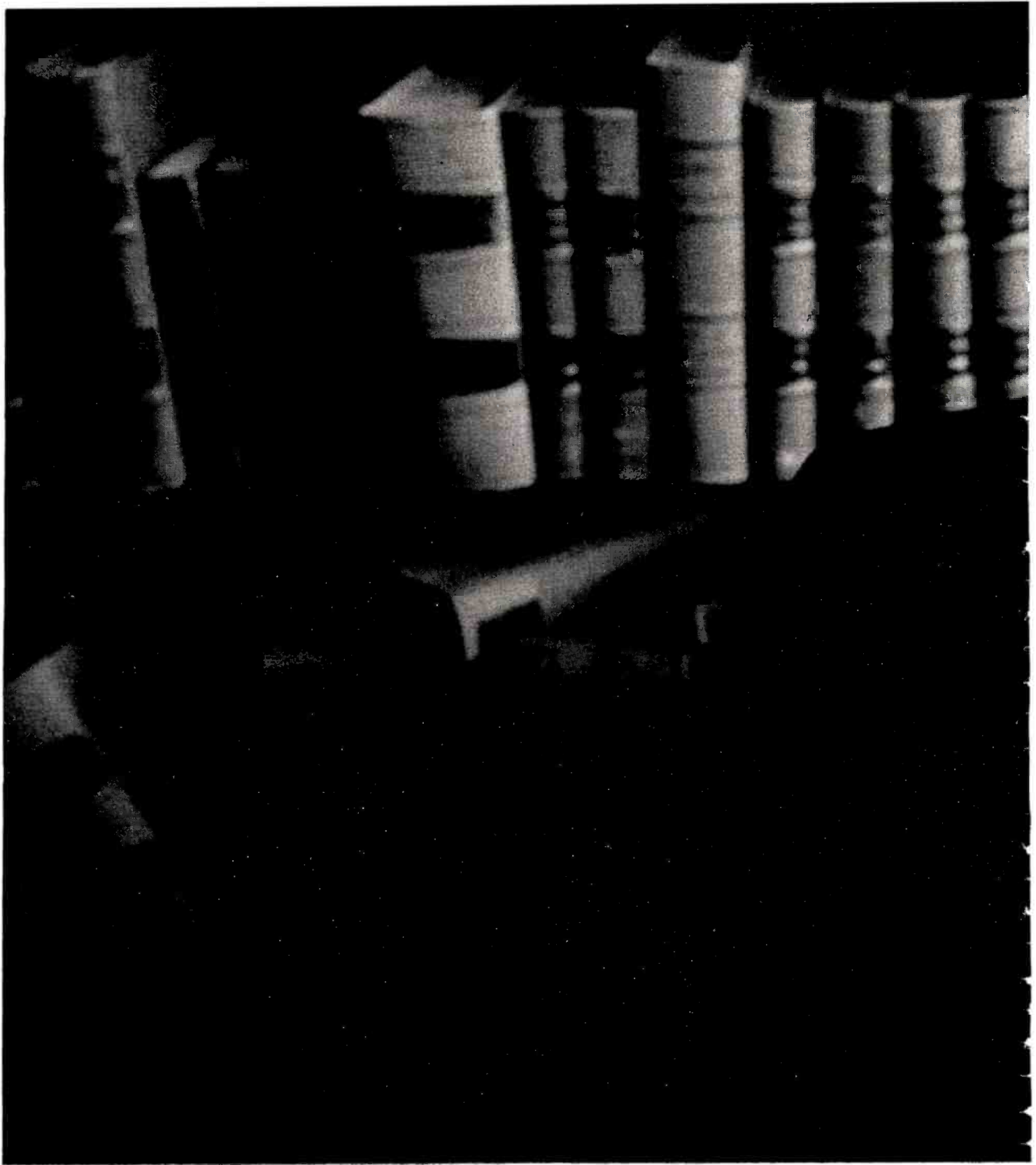
Play it.

A record with no pretty words. No singing strings. Just straight talk from J. Edgar Hoover about Communism. And it's free. The disc "Fortify Our Freedom" contains 24 one-minute announcements produced jointly by the FBI, J. Edgar Hoover and Storer Broadcasting Company. Each minute is packed with vital information including a statement from J. Edgar Hoover. The spots are fast, interesting, factual and filled with specifics. When Hoover speaks of Communism on American campuses, he speaks in figures, not generalities. "Fortify Our Freedom" will bring your audience up to date on the continuing Communist threat inside our nation. "Fortify Our Freedom" is a record that needs to be heard by every American. Do your part to fortify our freedom. Play it.

To order your station's free copy of "Fortify Our Freedom," write to:
Program Manager, WJBK-Radio, 7441 Second Boulevard, Detroit, Michigan 48202



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WIV	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGDS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



Do you need an ombudsman?

An ombudsman—if you didn't know—is an official (common in Sweden) paid to help ordinary citizens cut through red tape created by other officials.

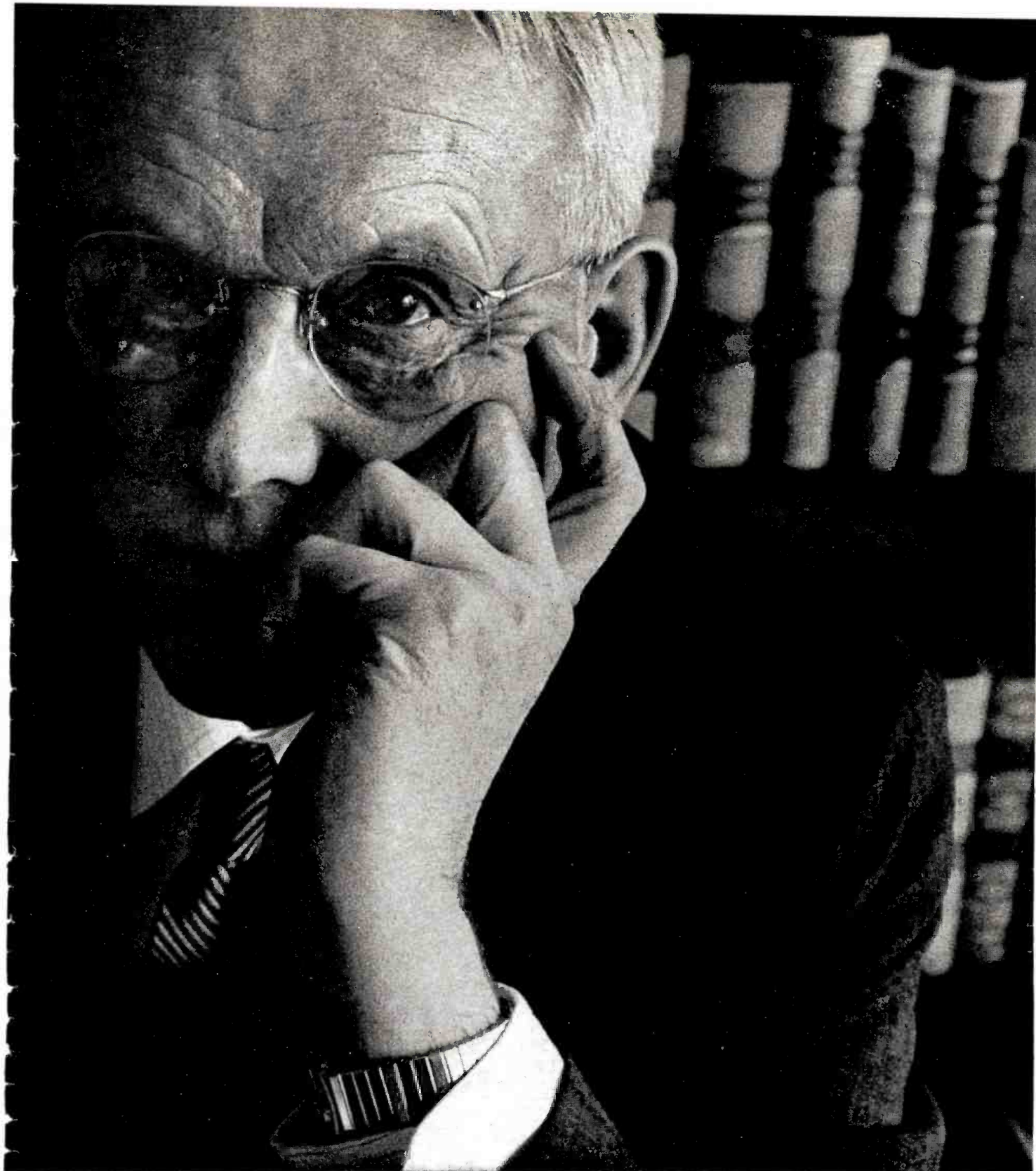
A bill was introduced in the New York City Council calling for the creation of an ombudsman. Channel 2 New York editorialized in favor of it.

A similar bill was introduced in the Illinois State

Legislature. Channel 2 Chicago editorialized against it.

This coincidence (and it was coincidence!) serves nicely to point up two important facts about the CBS Owned television stations. *All five of them.*

1. They have a consuming interest in the affairs of their local communities, and take strong editorial stands on local issues.



WCBS-TV said yes. WBBM-TV said no.

2. They arrive at editorial viewpoints entirely on a basis of local station management's views of what's good for the community, and not infrequently are on opposite sides of similar local issues.

During the past year, the five CBS Owned television stations have broadcast more than 700 local editorials and rebuttals. Their keen interest in the local

scene, and their freedom to choose sides for the local good, is one (*only one!*) of the factors contributing to their vitality—and their total community acceptance.

CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis



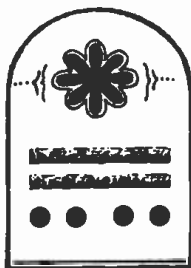
CBS TELEVISION STATIONS

WJAC RADIO DELIVERS MORE COVERAGE BETWEEN PITTSBURGH & HARRISBURG

the one station that covers
Cambria, Somerset plus
parts of Westmoreland,
Indiana, Bedford and
Clearfield Counties...
potential of nearly a
half-million people.

See your Meeker Man
for MORE facts!

WJAC 10,000
Watts
850 KC
Johnstown, Pa.
Since 1925



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

American Broadcasting Cos. Inc., to vote on merger with International Telephone & Telegraph Co. New York.

April 27—Special stockholders meeting, International Telephone & Telegraph Co., to vote on merger with American Broadcasting Cos. Inc. Sheraton-Belvedere hotel, Baltimore.

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

■April 28—Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. Trans-Lux Corp., New York.

April 28-29—Annual spring meeting of the board of directors of the Television Bureau of Advertising. Camelback Inn, Scottsdale, Ariz.

■April 28-29—National Foreign Policy Conference for editors and broadcasters sponsored by the Department of State. Speakers include Secretary of State Dean Rusk. Representatives of the domestic information media can have their names placed on the invitation list by writing to the Director, Office of Media Services, Department of State, Washington 20520.

■April 28-29—Spring convention of the North Central Community Television Association. Wagon Wheel Inn, Rockton, Ill.

■April 28-30—Annual convention, Kentucky Community Television Association. Continental Inn, Lexington, Ky.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.). Broadwater Beach hotel, Biloxi.

April 29—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.

April 29—Annual spring meeting of Arizona Broadcasters Association. Pioneer International Inn, Tucson.

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 29-30—College sportscasting conference sponsored by Syracuse University. Speakers include Marv Albert, sports director of WHN New York, and Marty Glickman, Syracuse University, Syracuse, N.Y.

April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO, Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

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

April 30—Annual meeting of the Georgia AP Broadcasters Association.

MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion

NAB RADIO PROGRAM CLINICS

- May 9-10—Portland Hilton, Portland, Ore.
- May 12-13—Hotel America, Houston.
- May 23-24—Fayfair Lennox Inn, St. Louis.
- May 26-27—Radisson hotel, Minneapolis.
- June 6-7—Hilton Inn, Tarrytown, N. Y.
- June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

■May 1-5—Ameco Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, Ameco Inc., 2949 West Osborn Road, Phoenix 85017.

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 awards banquet). Des Moines, Iowa.

■May 6-7—Inter-Mountain drive-in conference on instructional television and radio sponsored by Western Radio and Television Association. Brigham Young University, Provo, Utah. For information write Western Radio and Television Association, 633 Battery Street, San Francisco 94111.

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

May 7-8—Annual meeting of Kansas Associated 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 10—Annual stockholders meeting, Communications Satellite Corp., Shoreham hotel, Washington.

■May 10—Joint meeting, Binghamton chapter and Northeastern Pennsylvania chapter, Society of Broadcast Engineers, Binghamton, N.Y.

■May 11-12 — Spring meeting of National Association of Broadcasters radio code board, Washington.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in

■Indicates first or revised listing.

It's about time

Time is crucial in the fight to save lives from cancer. The earlier a cancer is discovered and treated, the better the chances of cure. As more and more people are alerted to such vital facts, more and more lives are being saved. The cure rate today is one in three. It could be one in two!

To help realize this potential, we're again asking the radio and television broadcasters to give us time — as much time as possible — during April,

Cancer Control Month. We have an imposing array of stars to carry our life-saving and fund-raising messages across the nation.

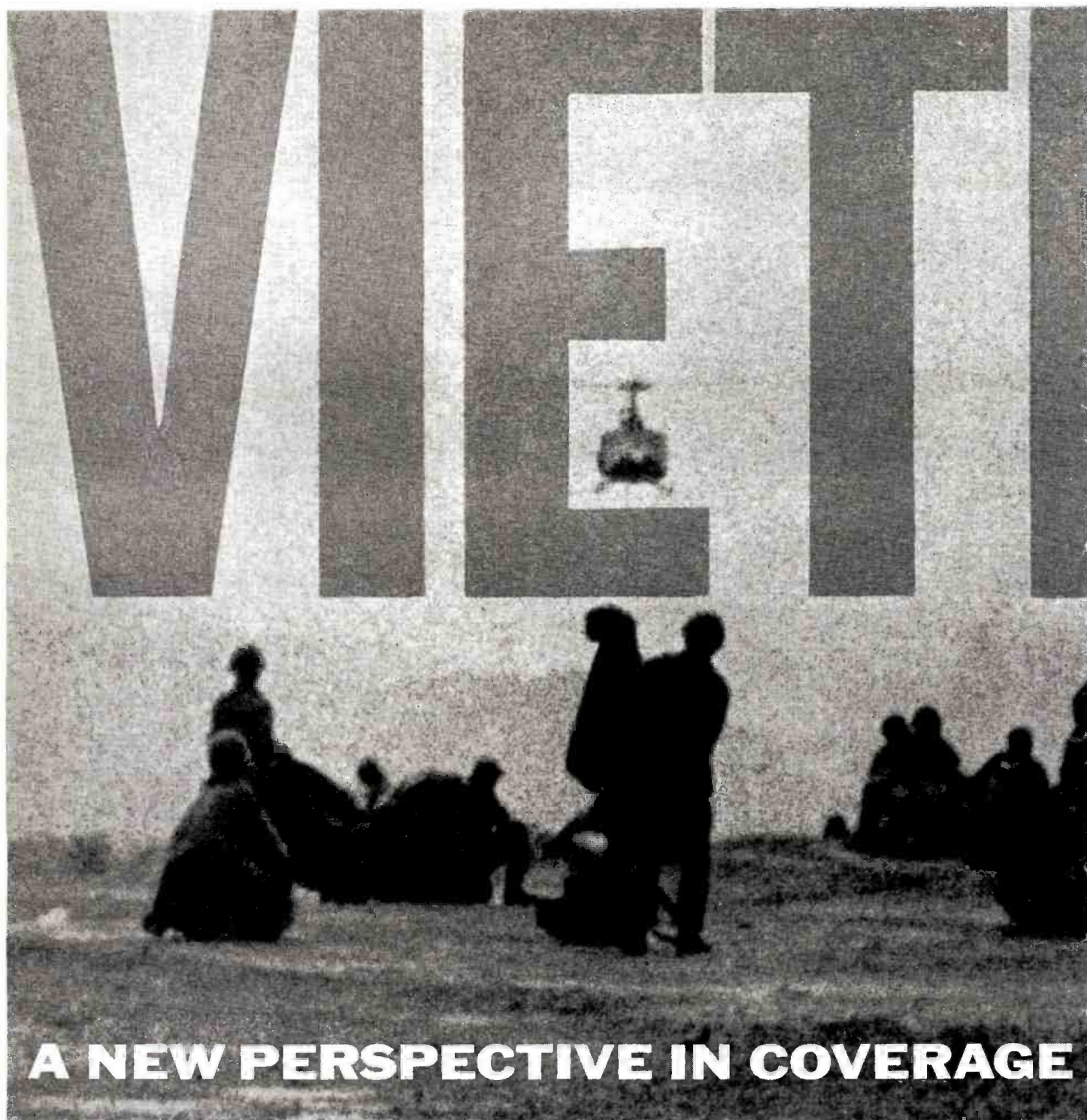
For television, GREGORY PECK emcees a 30-minute film featuring JACK JONES, PHYLLIS DILLER, the SMOTHERS BROTHERS, WILLIAM GARGAN in action. In addition, we have animated spots — both color and black and white — in 60, 30, 20 and 10-second segments; plus live copy, plus slides.

Our radio programming in 15-second to 30-minute segments features such "names" as ROSALIND RUSSELL, SAMMY DAVIS, JR., JAMES GARNER, JIMMY BROWN, EDDIE ALBERT, PAUL NEWMAN, JOANNE WOODWARD.

Any — or all — of these free radio and television materials (and more) are yours for the asking ... and for fighting cancer. Please contact either the American Cancer Society Unit in your city or write to:

AMERICAN CANCER SOCIETY,
219 East 42nd Street,
New York, N.Y. 10017





A NEW PERSPECTIVE IN COVERAGE

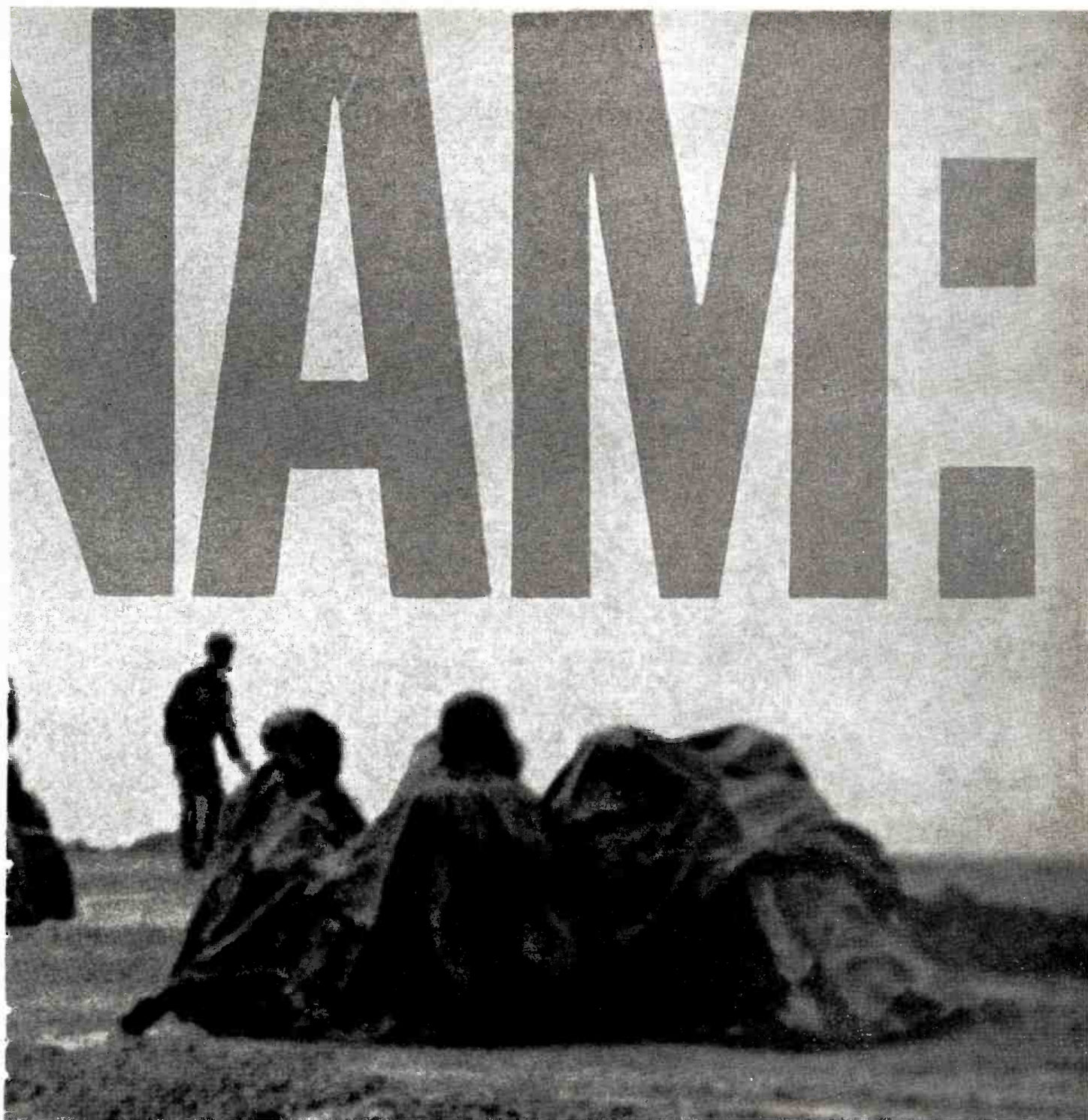
Sunday at 5pm, NBC News will launch a new, weekly series on Vietnam.

Entitled **VIETNAM WEEKLY REVIEW**, this half-hour, color program will reach beyond NBC News' day-to-day coverage of the subject to provide an overview and analysis of all major political, diplomatic and military developments in that Southeast Asia conflict.

What are the attitudes of our nation's press toward the war? How is our Vietnam policy

affecting our relations with other countries? Which way are the currents of opinion drifting in Washington? These are some of the questions which the series will be considering on a week-to-week basis—in addition to summarizing changes in our military position over the preceding seven days.

Heading up the program will be NBC News' Garrick Utley, who spent 18 months covering the war in Vietnam before his recent return



to the United States. (Viewers of NBC's "Today" program will recognize correspondent Utley as the anchorman of "Vietnam Report," seen every weekday at 8:09am.)

In presenting "Vietnam Weekly Review," NBC News will be expanding what is already broadcasting's most comprehensive coverage of the Vietnam situation. Like such NBC News presentations as the "Huntley-Brinkley Report" and the Vietnam Specials, this new

Sunday television series will further NBC News' commitment to *interpreting* the Vietnam news as well as reporting it. For whatever the subject in question, wherever it is in the world, *that* is what NBC News is all about.

NBC  NEWS

for your tower
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check

ROHN ✓



A complete tower
erection service
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TV COVERAGE A PUZZLE?



EMCEE Translators extend signal range under complete control of the station.

EMCEE Translators remove coverage problems within framework of existing broadcast principles . . . and the public doesn't pay!



Electronics Missiles & Communications Inc.
160 EAST THIRD STREET, MT. VERNON, NEW YORK 10550

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 T. Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

May 13—Annual meeting of the Associated Press Broadcasters. Executive Motel, Richmond, Va.

May 13—Radio commercials production workshop sponsored by the International Radio & Television Society under the chairmanship of Maurie Webster, CBS Radio Spot Sales. Panel discussions in morning and afternoon and includes luncheon. Waldorf-Astoria hotel, New York.

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

May 16—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.

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. Speakers include Sterling C. (Red) Quinlan, Field Communications, Chicago; Lionel F. Baxter, Storer Broadcasting Co., Miami; Lee Fondren, KLZ Denver, and Maurice (Doc) Fidler, Radio Advertising Bureau, New York. Voyager Motor Inn, Youngstown.

May 19-21—Annual meeting of Iowa Broadcasters Association. Speakers include Steven Labunski, president, NBC Radio, New York; Douglas A. Anello, general counsel, National Association of Broadcasters; George W. (Bud) Armstrong, WHB Kansas City, Mo.; Lloyd Griffin, Peters, Griffin, Woodward, New York, 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. Speakers include Hank Parkinson, executive director, Kansas Association of Radio Broadcasters. Parliament House, Birmingham.

May 20 —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.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Whose hues?



They're Collins', of course. Yours, too, when you relay color programming via Collins' new 5-watt, i-f heterodyne microwave system. Perfect color hues require low differential phase and gain. For the best color TV long-haul performance in the industry, specify Collins' new MW-109E microwave system.

The MW-109E is the most advanced microwave video system available today. In addition to excellent color performance provided by i-f heterodyne repeater techniques, a high-powered traveling wave tube provides superior propagation reliability and signal-to-noise ratio. Rack space and power consumption have been greatly reduced by all solid state circuitry (except TWT's) to ensure equipment reliability and low maintenance costs.

For technical information call, write or wire Collins Radio Company, Microwave Marketing, Dallas, Texas. Area Code 214, AD 5-9511.





Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

Salute from FCC's Henry

EDITOR: Please accept my belated congratulations on being chosen "Man of the Year" by the National Association of Broadcasters.

The complete coverage of broadcast matters by your publications renders a vital service to a vital industry. They obviously reflect your personal stock of



experience and information, and the pride you have in your chosen field. In addition, they reflect your consistency of approach, and ability to articulate your views.

For all of that, I salute you!—*E. William Henry, chairman, FCC, Washington.*

(Chairman Henry's letter is one of many received by Sol Taishoff, editor and publisher of *BROADCASTING*, since Mr. Taishoff was given the NAB's Distinguished Service Award. All have been individually acknowledged, with warm thanks. Let this serve as a public statement of Mr. Taishoff's gratitude.)

The heart of CATV issue

EDITOR: I wanted to let you know my feelings about your big two-page editorial [on community antenna television] (*BROADCASTING*, March 21).

Hooray for you. Through all the smoke screen over this CATV fray, you cut through to the heart of the issue:

You cannot call for regulation one day and expect anything but more regulation the next day.

I believe the industry has cut its own jugular vein on this issue. Whether your prescribed course of action can bind the wound remains to be seen . . . but it is the only way.

My argument on this issue cost me some "friends." But I believe it is a paramount and monumental issue.

Again, hooray for you.—*Jack Williams, executive secretary, Georgia Association of Broadcasters Inc., Atlanta.*

The numbers game

EDITOR: With reference to . . . telephone numbers tied in with station call letters (*BROADCASTING*, March 28): we ordered our phone number, 366-1510 (dial position 1510 kc), 18 months before air target date.

It was necessary to supply a reasonable amount of replacement stationary for the original user. It was well worth the investment.—*Sam Kravetz, vice president, Lion Broadcasting Co., WNUR Dover, N. J.*

EDITOR: We here have made similar arrangements and it has worked out very well, not only in promoting the station, but in creating an awareness of the number in a manner that almost makes it impossible to forget our phone number.

Our telephone number is 521-3030 and our channel is 30.—*Howard V. Wry, director of promotion-public relations, WHNB-TV West Hartford, Conn.*

EDITOR: KLUR(FM) has used this promotional bit since 1963, but in reverse. Our phone number on rate cards, calling cards, letter heads, etc., is listed as "322-KLUR" which spells our station, or something. Anyway, it's been an excellent topic of conversation and quite an attention getter.—*George Craig, vice president and general manager, KLUR(FM) Wichita Falls, Tex.*

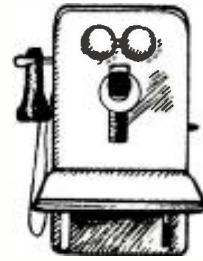
EDITOR: After waiting two years, the telephone company has given us 528-0860 [860 kc dial position]. It's a natural for promo work.—*J. Leo Dowd, WSBS Great Barrington, Mass.*

Power in Houston

EDITOR: We would appreciate a correction of the transmitter power figures, which as given in the March 28 story of our groundbreaking and building plans, are not accurate in the general context.

The 537 kw authorized by the FCC denotes RMS [root mean square] horizontal effective radiated power, which is a method of computation used by the commission. Our full visual ERP will be 258 kw over Houston.

We particularly wanted to point this out because our consulting engineer says this is the highest power yet authorized to any television station by the FCC.—*Crawford P. Rice, manager, KHTV(TV) Houston.*



THERE'S ALOT OF LISTENING

WAAC

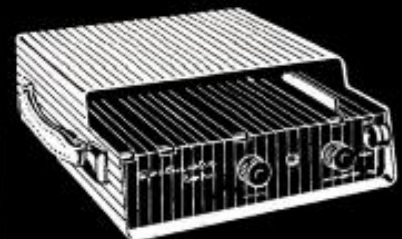
Terre Haute has changed its listening habits . . . and WAAC did it! From sign on to sign off, WAAC delivers more minutes of news than the others combined . . .

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

SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

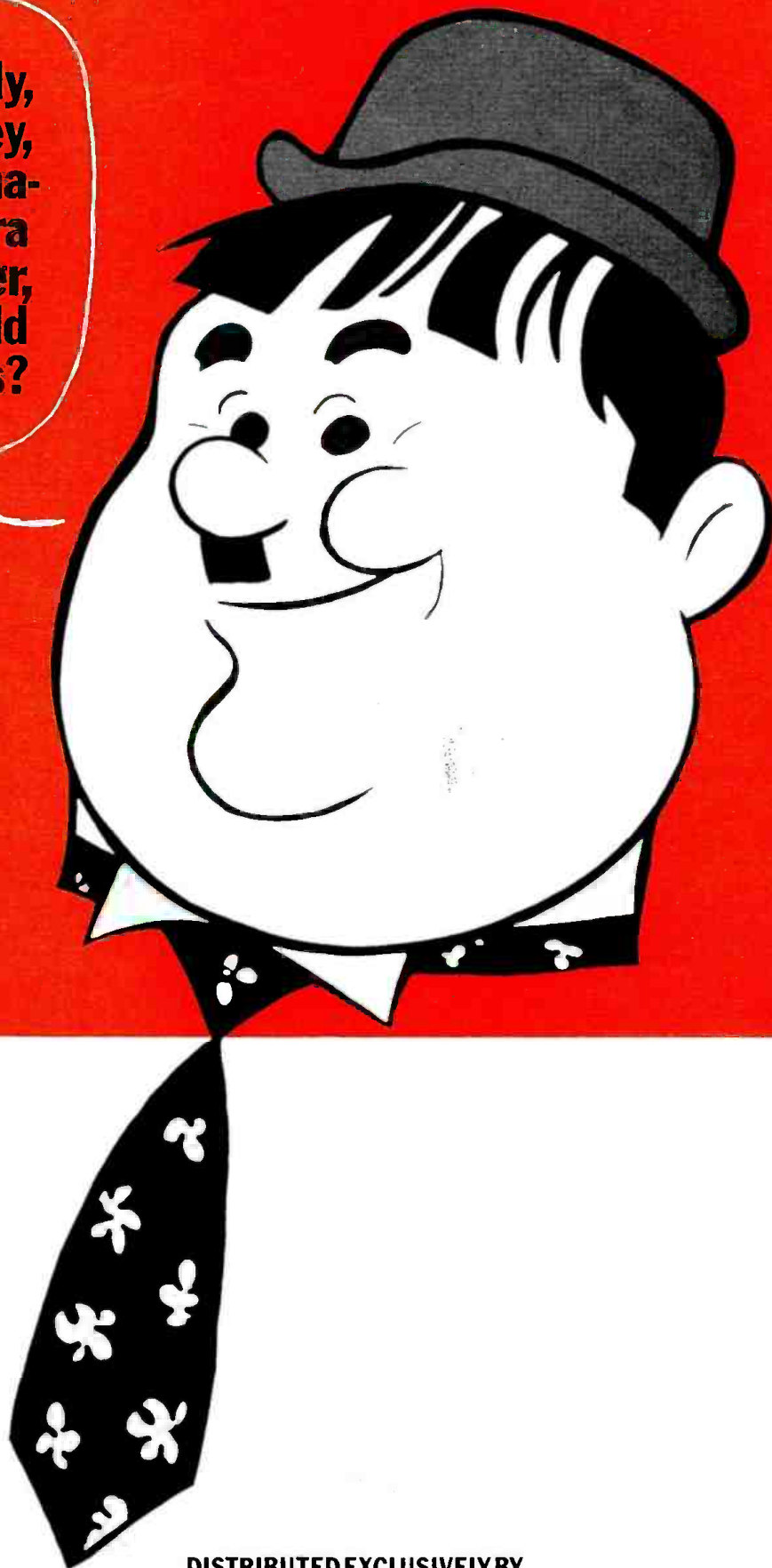


"fad proof"

156 new, fully animated, five-minute cartoons

(Openings, closings and bridges available to make up 32 fabulous half-hours.)

**Naturally,
Stanley,
with Hanna-
Barbera
and Wolper,
how could
we miss?**



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555 MADISON AVENUE, NEW YORK, N.Y. 10022-TELEPHONE: HA 1-5322
8544 SUNSET BOULEVARD, LOS ANGELES, CALIF. 90069-TELEPHONE: OL 2-7075

Anyone can unlock radio's sales muscle with a key idea

Years ago a time salesman gave me a perfect answer for the advertiser who balked: "I used radio once. Didn't work."

The salesman suggested continuing the conversation this way:

"Ever get a bad meal in a restaurant?"

"Sure."

"Well, did you stop eating?"

Unfortunately, many local accounts find radio won't work only because they don't use radio right. There's nothing wrong with radio that good, imaginative, well-aimed copy can't cure.

Make your own survey. Turn on your radio and listen to the commercials. See how many make these mistakes. They say the same things as their competitors and they say it the same old way.

Recognition Factor ■ This is especially true of auto dealers, department stores, banks, savings and loans, dairies, finance companies and specialty stores. The claims are the same. Only the names are changed.

When the average listener is bombarded with hundreds of commercials a week and when all claim the same things the same old way, how can one name, one company, one anything stand out?

Successful users of radio recognize that a commercial is only as good as the selling idea it's based on. I don't care how clever or how creative it is, without a good, sound selling idea or identity line, much of your message falls on deaf ears.

The first things a writer should consider are what he wants to say and what he wants radio to do. Then he can worry about the best way to say it.

Need Comes First ■ When we began working on the Gingiss formal wear account we decided first that no matter what we offered a man we couldn't rent or sell him a tuxedo until he needed one. We also realize that in many cases the fellow was "under orders" from his bride-to-be that the wedding was going to be formal—or else.

So we wrote commercials to do one main job: make Gingiss the name he would remember first when that formal occasion did come up. The tone of the commercials tells the man: "We're on your side." Often we use humor and poke fun at our client.

The commercial picked by the Radio Advertising Bureau as one of the nation's "best local commercials" this past year went like this:

MARY ANN: (ICILY) Goodbye, Tom . . . you're not taking me to any prom!

TOM: (IMITATING DENNIS DAY) Gee, Mary Ann . . . why not?

MARY ANN: (ANGRILY) You forgot!

JINGLE: If you don't show up in a Gingiss tux don't bother to show up at all.

TOM: (CONFUSED) But, Mary Ann! This is a Gingiss tux. (PAUSE) I got hit by a truck on the way over.

ANNCR: Men! you don't go formal very often. So, when you do, don't you owe it to yourself to *feel* your best? Don't you owe it to your best gal to *look* your best? Rent your formal wear from *Gingiss*. No matter how hard you are to fit, Gingiss will make sure you look and feel as though you were *born* in a tuxedo. Perfect fit everytime—just one more reason Gingiss grew to be the world's largest formal wear specialists. Yes . . . *whenever* . . . wherever you go formal . . . remember:

JINGLE: If you don't show up in a Gingiss tux don't bother to show up at all!

Identity Line ■ We're great believers in using an identity line and we build all our commercials around it. In fact, the "don't show up" line caught on so well we use it as a six-second reminder spot, buying saturation during peak formal wear seasons. (Or, as a 10-second spot with a live lead-in.)

We figure that if God can manage to give every person on earth a different fingerprint the least we can do is find something different to say for a client. Or a different way of saying it.

The identity line doesn't have to be earth-shaking. But it should be something worth saying, memorable and catchy. For example, years ago when

all filter cigarette companies were searching for a way to say filters don't hurt flavor, any of them could have said: "Tastes good like a cigarette should." But only Winston said it. They achieved instant identity—and are still cashing in on it.

To build extra identity you might consider these seven guidelines we have found especially effective in radio:

- Dig for that one good selling idea. Then pound it home.

- Vary your lead-ins but always wind up with your identity line.

- If you use humor, use it to make a point, not the whole commercial.

- If you use a jingle, give your jingle writer the identity line or basic single-sell point first, then let him make with the music.

- Don't run with the crowd. Say different things than your competitor and say them a different way.

- If you get stuck trying to probe for an idea at the typewriter, try dictating your commercials. It helps the ideas flow, you'll get a conversational tone and a natural person-to-person sell that only radio has.

- Don't be talked into doing it live when you know it must be recorded to be effective.

We're not blessed with big budgets. So we're forced to out-think, not out-spend our competitors.

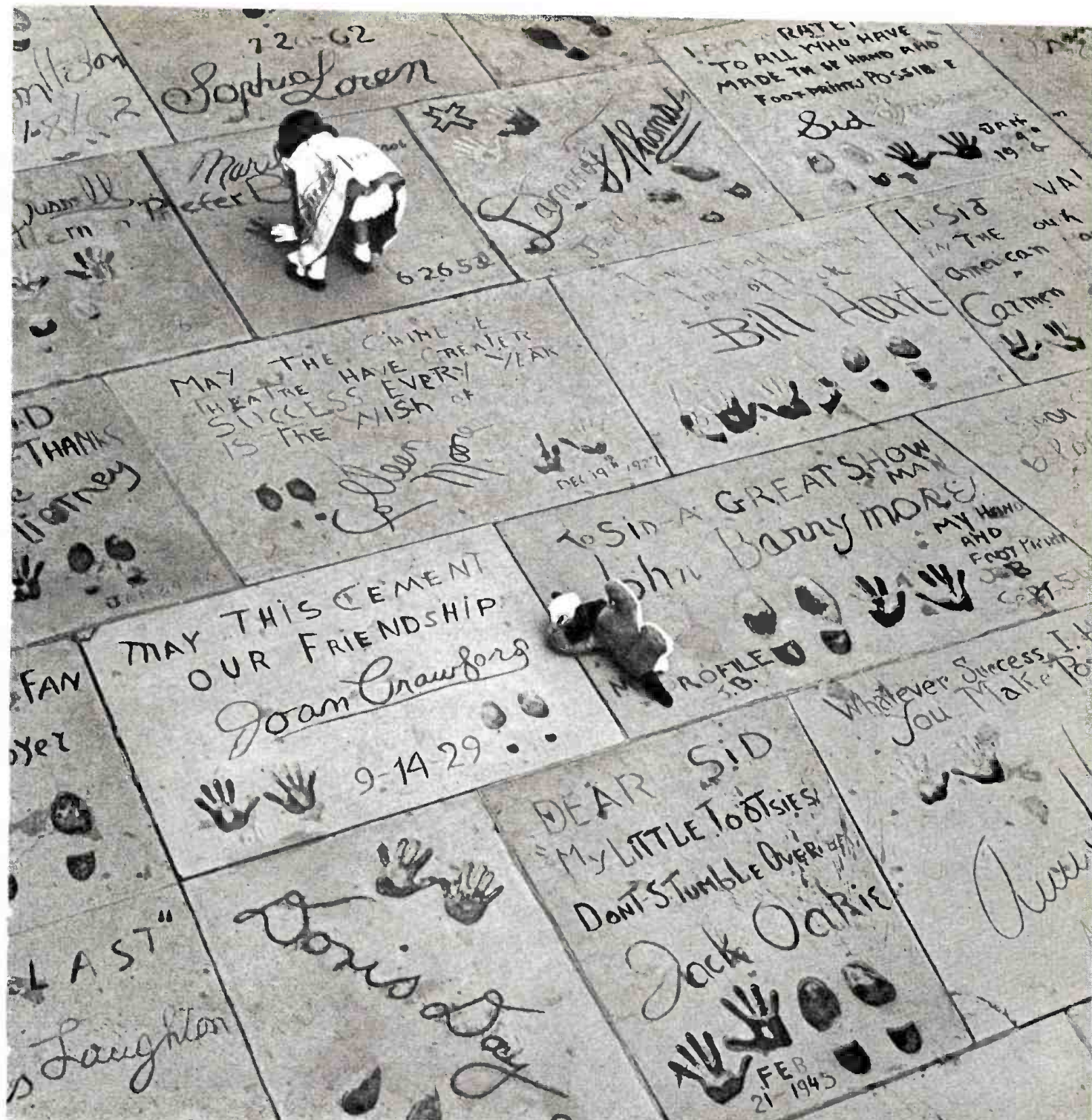
But we know ideas make radio work.

Identity-building spots often do a bigger job on a small budget than somewhat commercials on a bigger budget. It takes a little more digging and thought, and it might cost a few bucks more to record, but the results are worth it.

Build identity for your client and you'll never get him off radio.



Creator of some of Chicago's most quoted commercials, I. C. Haag recently fled from the Loop to open his own agency in suburban Northbrook, which he describes as being "nestled away from the things that kill or cripple creativity." He specializes in broadcasting. Mr. Haag also works for agencies needing broadcast help. His earlier experience includes more than seven years as radio writer and account executive for W. B. Doner in Chicago and program director at WKBW Buffalo, N. Y.



Photographed by Lawrence Schiller for KRLA's "Sounds of the West" Collection.

Little One...Can You Hear The Applause Lingering In The West Today

Here
 Grauman's Chinese,
 photographed with its own
 autographs to the world...
 including the now-stilled steps of
 John Barrymore,
 Charles Laughton,
 Marilyn Monroe.

and Hear
 KRLA,
 the sort of sound that
 makes you want to turn on today
 all over the city streets
 and linger...in case you might
 hear tomorrow.

KRLA/Los Angeles' most-listened-to radio station.
 Sold Nationally by H-R Representatives, Inc.



The mechanics of work, bone and muscle

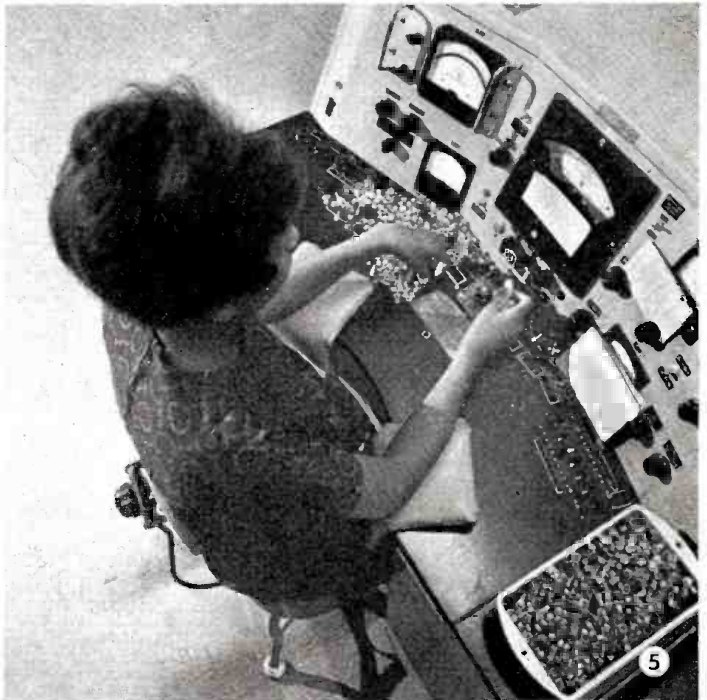
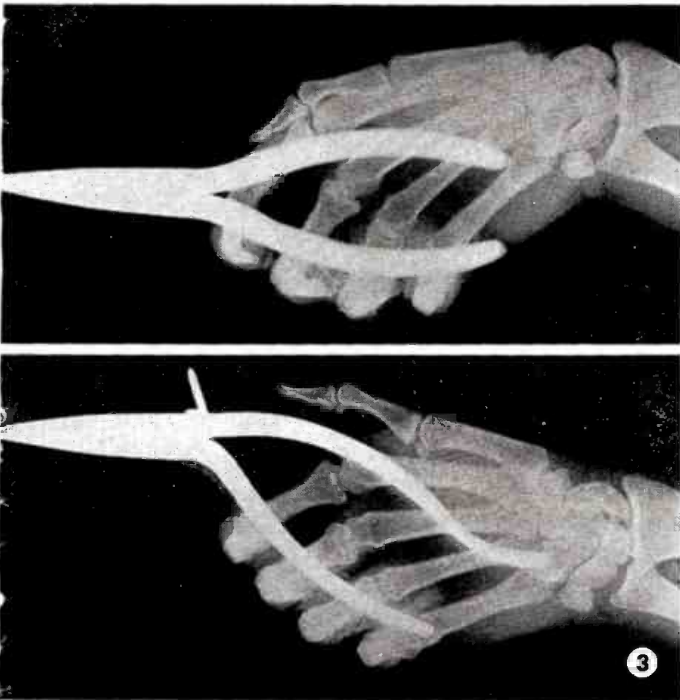
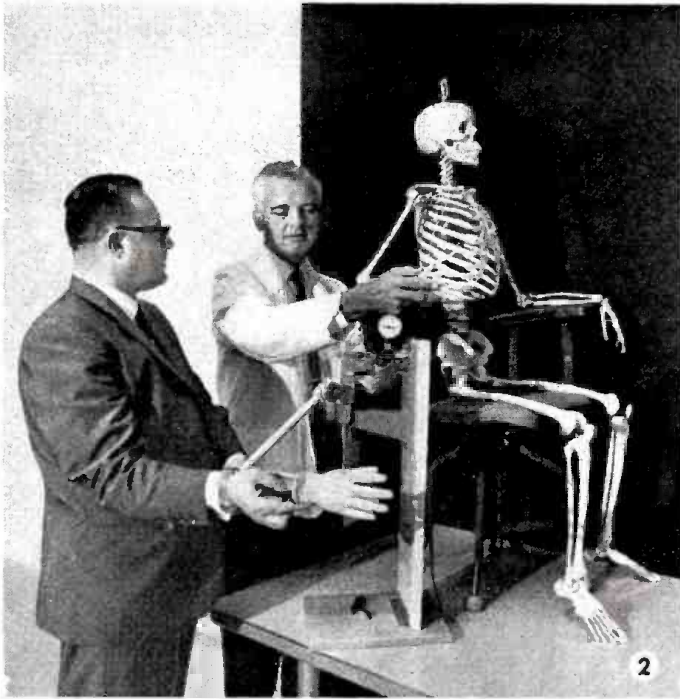
As early as 1934 Western Electric had gained national recognition for its studies of the physical and psychological needs of assembly workers. But changes in technology constantly make new demands on our employees. For example, micro-assembly work under a microscope may cause eye strain or sore neck muscles.

Recently, Western Electric instituted a company-wide program in biomechanics—a systematic, scientific re-appraisal of the physical capabilities and limitations of workers in today's manufacturing arts. Our preliminary experiments with the design of new tools, work stations and plant environments showed impressive results: improved comfort, less job fatigue, better morale and increased production.

Biomechanics will not eliminate all the problems of man-machine interactions, but it can and does improve the worker's comfort and efficiency. In the long run, it helps us arrive at a common goal Western Electric shares with the Bell Laboratories and Bell telephone companies—to continue to bring you the world's most dependable telephone service at low cost, despite the rising costs of labor and materials.

1. Hypothetical average: A work station designed for the "average girl" may actually reduce a specific worker's efficiency. In this double exposure, 6-foot Sharon Ault and 4-foot-10 Rachel Butler are shown generating up-to-date statistics for Western Electric's study of man-machine relationships.

2. Bones and muscles: Dr. Grosvenor Roberts, Medical



re-examined at Western Electric

Director at W.E.'s Kansas City Works traced recurring medical complaints to awkward hand tools. Professor E. R. Tichauer of Texas Technological College, Lubbock, who was our consultant on all aspects of biomechanics during the development of the program, designed among other devices this mechanical arm to spot risks of bone and muscle stress.

3. New Tools: Pliers, used thousands of times a day for intricate wiring operations, were the first tool to be redesigned. Before-and-after X-rays show how the new pliers minimize bending of the wrist and conform more closely to the bones and muscles of a worker's hand.

4. Optimal posture: A small adjustment in the height of a chair can improve a worker's performance and leave her less

tired at the end of a day. With a special anthropometric chair, biomechanics engineer E. W. Hilt measures optimal back-rest height for Shirley Crooks.

5. Biomechanics Task Force: Engineers at all the Western Electric plants have taken up the search for applications peculiar to their own operations. For example, Lola Carter is more comfortable at this transistor test machine with padded arm rests to minimize forearm soreness.



Western Electric

MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM



EVER HEAR OF CHARLOTTE?

Charlotte, "The Queen City," was named in 1766 for the reigning Queen of England. This major southern city, whose effective buying income of \$8,395.00 per household **ranks fifth in the nation**,[†] now reigns over a king-size TV market of 129 satellite cities and towns. Included in this cluster are Lancaster, York, Hickory, Albemarle, Salisbury and Shelby — whose average distance from the Charlotte metro area is 41 miles; **yet, an average of 99% of their TV homes tune in WBTV each week.***

The majestic **WBTV-Charlotte Market contains 562,000 television homes and ranks 23rd in the nation!****

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

WBTV CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
WBT/WBT-FM/WBTV/WBTW/Jefferson Productions
Represented Nationally By
Television Advertising  Representatives, Inc.

[†] 1960 Census (Cities over 200,000 population) * ARB/1965 Coverage Study ** 1965 Sales Management Survey of Television Markets



LANCASTER



YORK



HICKORY



ALBEMARLE



SALISBURY



SHELBY

Out of the blue: Henry goes

FCC chairman, a Kennedy appointee, suddenly resigns though plans are hazy; report is he'll return to Tennessee and probably to politics

The E. William Henry reign at the FCC is drawing to a close. The FCC chairman who has left a deep imprint on the communications industry in his 34 months in that post, has submitted his resignation to the White House and plans to return to his home state of Tennessee.

Official confirmation of his plans was lacking as late as Thursday night. And the chairman himself steadfastly declined to comment on the reports and speculation concerning his future that were circulating in Washington last week.

But it was learned that his resignation was on President Johnson's desk, and it was assumed that the chairman was waiting for the White House to break the news before discussing his plans. It was also assumed that the date of his departure would be set by the President.

There was some speculation last week that Chairman Henry was being forced out, or at least eased out, because of pressure from important elements in the industries the commission regulates. But sources within the commission insisted that the chairman "is leaving—if he is leaving—because he wants to."

And the chairman himself appeared to be enjoying the speculation hugely. Asked by his colleagues during the commission meeting Wednesday (April 6) about the resignation reports, the chairman reportedly remarked: "Why should I quit now? With Loevinger in Geneva I've never had more fun." Commissioner Lee Loevinger, who is attending an International Telecommunication Union conference, is a frequent and formidable adversary in commission meetings.

The 37-year-old chairman, who left a prosperous law firm in Memphis to take an appointment from President Kennedy to the FCC in October 1962, was believed headed back to law.

There was also speculation that he would become active in Tennessee politics, as an aide to John Jay Hooker Jr.

in the latter's campaign for the Democratic nomination for governor. Mr. Hooker, a liberal Democrat, will face former Governor Buford Ellington in the Aug. 4 primary.

Chairman Henry and Mr. Hooker, a Nashville attorney, are close personal friends and former classmates at Vanderbilt School of Law. They are also Kennedy men. They were active in President Kennedy's campaign in 1960, and both remain close friends of Senator Robert F. Kennedy (D-N. Y.).

There was no indication last week who would fill out Chairman Henry's

term on the commission, which runs until June 30, 1969, but the administration is actively seeking a replacement. President Johnson could elevate one of the remaining three Democrats on the commission—Robert T. Bartley, Kenneth A. Cox or Mr. Loevinger—to the chairmanship.

Chairman Henry took that route. Eight months after he joined the commission, President Kennedy nominated him, in May 1963, to succeed Newton N. Minow. He assumed the post the following month.

At 34, he became the youngest per-



Headed for home

There's no evidence that either Bill or Sherrye Henry ever fell into Bobby Kennedy's swimming pool back in the days when that was the thing to do, but in other respects they fitted right into the New Frontier society that dominated Washington during Mr. Henry's early tenure at the FCC. Their older daughter attended the White House nursery school in com-

pany with Caroline Kennedy. The New Frontier crowd hasn't been as conspicuous since the Johnson administration came to power, but in what's left of it the Henrys have continued to be active. Their departure will further deplete the group that set the mood and style of Washington while John Kennedy was still in the White House.

OUT OF THE BLUE: HENRY GOES *continued*

son ever to head the FCC. And he has held the post longer than all but two of the 14 chairmen who preceded him. James Lawrence Fly held the post from 1939 to 1944, and Albert Wayne Coy, from 1947 to 1952.

Finding a replacement for Chairman Henry poses a delicate task for President Johnson because of his family's interests in two industries regulated by the FCC—broadcasting and community antenna television. Texas Broadcasting Co., principally owned by Mrs. Johnson and their two daughters, is licensee of KTBC-AM-FM-TV Austin and is half-owner of a CATV in that city. The properties have been placed in a trust that will continue as long as Mr. Johnson is President.

Chairman Henry, in his 34 months in office, has been generally regarded as a hard-nosed regulator who believed in strict enforcement of commission rules and who was willing to do battle with the titans of the industries the commission regulates.

He often outraged broadcasters and sometimes frightened them with his pronouncements on programing—his exhortations to present more local live programing, more controversial programs, more children's programs.

Broadcasters, whether they shared his views or not, generally felt he was out of line, that such talk came uncomfortably close to constituting governmental coercion.

But the chairman's response invariably was that the commission must represent the public. The commission, he

said shortly after joining that agency, must "assiduously" protect the interests of the public and the consumer and the listener who, unlike other special interest groups, "are not fully aware of what is going on within an industry and do not effectively present their views to the regulatory body."

Frequently, however, he had trouble in rounding up majorities to follow his lead. His difficulty in swinging the commission behind his efforts to police overcommercialization on a case-by-case basis was a case in point.

But word of his plans to resign came at a time when his reputation was taking on a new glow.

He was given considerable credit for steering the controversial CATV rules through a divided and contentious commission (BROADCASTING, Feb. 21). He was also credited with proposing the compromises that paved the way to commission approval of a new program-reporting form for television. That document is now being reviewed by the Budget Bureau.

His determination led to a commission policy statement calling on broadcasters to tone down "excessively loud" commercials. And his persistence in prodding the commission to crack down on broadcasters who violate their promises on commercial policy or who propose an "excessive" amount of commercial time finally was rewarded when James J. Wadsworth joined the commission and provided the vote he needed.

One of the most far-reaching actions

ever undertaken by the commission was initiated during his chairmanship—the first full-scale, on-the-record inquiry into the earnings and rate structure of AT&T in 30 years.

Now pending before the commission are three proposed rules, all initiated during the Henry era and any one of which could have a fundamental effect on the existing structure of the broadcasting industry.

One would limit the network ownership or control over TV programing to 50% of their nonnews, prime-time material. Another would limit multiple-station owners to three TV outlets (no more than two of them VHF's). The third would provide for a nationwide system of pay television.

With the chairman's departure, the fate of at least two of those is placed in considerable doubt. The 50-50 proposal was issued for comment by a 4-to-2 vote; the multiple-ownership proposal by a vote of 4 to 3. The chairman was in the majority in both cases. Six commissioners voted for the pay-television rulemaking.

Thus, the person President Johnson picks to succeed Chairman Henry will play a decisive role in some critically important policy matters. The switch might also result in an easing of the increasingly tough commission line on overcommercialization (see page 96).

Chairman Henry arrived in Washington in 1962 a typical New Frontiersman—young, aggressive, eager to pitch into government work—with an attractive wife, Sherrye, and their three children, Elizabeth, Sherrye, and Emil Jr., now aged 8, 6 and 5.

During the 1960 campaign, he had worked in Washington as the Kennedy organization's liaison to the Nationalities Division of the Democratic National Committee. Robert Kennedy spotted him there, liked his work and, when an opening developed on the commission, recommended him to the President.

The chairman, a native of Memphis, had gone to Yale (where he worked on the student radio station, WYBC) and, after service as a Navy officer during the Korean War, to Vanderbilt School of Law. He received his LL.B. degree in 1957, and joined the Memphis firm of Chandler, Manire & Chandler.

In Washington, the Henrys were among the "in's." Their eldest daughter attended Caroline Kennedy's kindergarten class in the White House. And Chairman Henry's interest in programing seemed to reflect President Kennedy's concern with "excellence" in all aspects of national life.

But with the change in administrations following the assassination of President Kennedy in 1963, there was a change in mood in Washington. Presi-

Kintner to put RCA stock in a trust

Robert E. Kintner, former president and chairman of NBC, who was named a special assistant to President Johnson two weeks ago (BROADCASTING, April 4) will put his RCA holdings in a trust "over which he will have no control," a White House spokesman said last week.

Mr. Kintner, whose resignation from the network took effect March 31, was appointed secretary of the cabinet and, according to the President, will also aid in administration and personnel recruitment.

Under the terms of his termination agreement, Mr. Kintner receives \$58,000 a year for 10 years. He also holds an option to purchase 7,000 shares of RCA common at \$43.375 a share that must be exercised before June 30. He already

owns 31,640 shares of RCA common.

Earlier, Bill Moyers, White House news secretary, had said he did not know what Mr. Kintner planned to do about his financial connections with the network. This was in response to a question from a newsman. He stated that Mr. Kintner had not reported to the White House yet.

A reporter also asked Mr. Moyers whether the White House was not showing partiality to "a single network" in the televising of the President at his Texas ranch. This was taken to refer to NBC-TV's presentation, scheduled for May 9, of *Lyndon Johnson's Texas*.

Mr. Moyers replied: "I don't believe the President has shown favoritism toward any network."

dent Johnson, it was felt, favored less, rather than more regulation.

Over the past year or more Chairman Henry has modified his style, but without changing his goals. He has taken a more conciliatory tack, and won with it successes he probably could not have gained through the old uncompromising approach.

In recent weeks, however, he managed to evoke some of the feeling of the gayer times of the New Frontier days. Last month he appeared as Batman at charity ball in Washington—and his picture as the Caped Crusader was printed in BROADCASTING (March 14)

and other publications across the country.

He has taken considerable ribbing as a result. But he seems to relish it. It may be, as one of his associates remarked, he knows his appearance as Batman "will not be the accomplishment for which he is remembered longest."

THE MEDIA

A lot of talk but few facts

Broadcasters and CATV spokesmen give House hearing conflicting views on cable regulation, but one congressman decries lack of data

The House hearing on FCC regulation of community antenna television closed last week. But before Commerce Committee Chairman Harley O. Staggers (D-W. Va.) banged the final gavel:

- A score of broadcasters and their trade associations espoused FCC regulation of CATV and warned of dire consequences if Congress opposed such a move.

- About 10 CATV operators and manufacturers defended their unregulated industry as competitive entity in a free society.

- There was mixed feeling on whether CATV is a public utility and should be regulated by state and local utility commissions.

- Representative Staggers reminded the CATV'ers that they once were on the FCC's side when the commission wanted to regulate TV boosters that were springing up like sagebrush in the West.

At the conclusion, Thursday (April 7), Mr. Staggers said the "public hearings are over. I have heard enough testimony that I feel everyone on this committee can make an educated opinion on the issue." He added that the FCC may be called back to answer committee questions in the subsequent executive sessions.

The hearing ran the week of March 21, broke for the National Association of Broadcasters convention, and resumed last week for three days. Under consideration are HR 13286, the FCC-drafted bill introduced by Chairman Staggers, that would confirm the commission's assertion of broad authority over all CATV's, HR-12914, a bill offered by Representative Walter Rogers (D-Tex.), chairman of the committee's communications subcommittee, that would prohibit the FCC from regulating any CATV system, HR-7715, the Oren Harris bill left over from last year, and HR-14201 introduced by

James A. Mackay (D-Ga.) at the request of National Community Television Association.

Although statements are usually submitted for only five days after the close of a hearing, Representative Staggers said statements by interested parties would be included in the record "probably several weeks after that," at least until the committee moves into executive session on the CATV question. Congress is now in its annual Easter recess and the fifth legislative day will be April 22.

Audience Dilution ▪ Led by NAB President Vincent Wasilewski, and Les-



The NAB battery at last Tuesday's session on the Hill: President Vincent Wasilewski (l) and General Counsel Douglas Anello.

ter Lindow, executive director of the Association of Maximum Service Telecasters, the broadcasters generally stressed the spectre of audience dilution if CATV's were allowed to grow uncontrolled in their markets. This was emphasized again and again by those broadcasters who are not in the top-100 markets. The broadcasters maintained that the effect of the smaller audience would be fewer advertising dollars and

subsequent reduction in the amount of public-service programming they can provide.

Among the broadcasters' charges were: lack of copyright payment by CATV's, degradation of their signals on CATV's and same-day duplication not being enough protection.

The CATV interests asked where the FCC had gathered its evidence for the rules without a hearing. They asked for evidence of stations being forced off the air or where a station had actually lost revenue because of CATV. And they continued to push their contention that CATV is a reception service offering the public a greater variety of programming.

For all the generalities that were offered, one CATV operator-manufacturer-broadcaster got down to specifics. Bruce Merrill, president of Ameco Inc., Phoenix, operator of 130 CATV systems and owner of KIVA(TV) Yuma, Ariz., said Ameco had been adversely affected by the FCC's second report and order that set forth the commission's CATV regulations.

CATV Loss ▪ Representative Lionel Van Deerlin (D-Calif.) asked if there had been any CATV business loss as a result of the FCC action.

Mr. Merrill said that \$3 million of work already under construction had been cancelled and that Ameco had laid off 100 workers. He added that the FCC's order had resulted in financiers backing out of many proposed systems and that additional financing was scarce.

Mr. Wasilewski contended the broadcasters are not at odds with "90% of the CATV systems as they exist today. These are truly supplemental to off-the-air broadcast service and operate to the public benefit." Of concern, he said, is the "burgeoning complex" of multi-channel CATV's in areas now getting

off-air service.

He said CATV's should be limited "to their traditional role of the receipt and simultaneous retransmission" of programs broadcast by stations. He said there are CATV operators who advocate program origination. Origination coupled with distribution of station signals, he added "could form a perfect base for the establishment of wired pay TV."

The NAB president charged the principles of Section 325(a) of the Communications Act relating to a station rebroadcasting programs of another station without permission are comparable to CATV pickups of station signals. The section "recognized the right" of a station in its programming, he said, and it should apply to wire or wireless transmissions.

Stronger Regulation ■ Although supporting the FCC's rules and proposed bill, he called on the committee to strengthen the rule regarding small

stations, see very few UHF's go on the air and we would have several large-market stations serving the public by wire. As a result much of the rural area would get no service at all."

Grave Threat ■ Mr. Lindow contended that "current trends in CATV endanger the viability of existing stations . . . are particularly a grave threat to the development of new stations." Unabated, he said, CATV would either destroy or seriously impair stations to the extent that they could no longer operate in the public interest.

Representative Rogers, hammering away at the theme of program control, asked why the FCC should not have control over what stations programed but have the control over CATV.

The answer was supplied by Ernest Jennes, AMST counsel, who said: "The FCC has control over where the signal can go from a broadcast station. And we know the commission can limit the station on where the signal should go."

tions alone. No cable operator has ever tried to compete against radio without the crutch that his subscription television service provides. This is not free and open competition. If I am allowed to ride on my competitor's back, I've got to win the contest every time."

The roughest attack on the FCC's two sets of rules for the top-100 markets and those beneath them was leveled by Vann Kennedy, KZTV(TV) Corpus Christi, Tex., who charged the commission "has adopted an easy and cynical compromise. The big markets are regarded as important and easy to protect. The small markets are not regarded as important and are more difficult to protect. The guidance of Congress is needed to correct these inequities."

He said that Corpus Christi, not one of the top-100 markets, is already "dangerously" penetrated by CATV and is "threatened by total saturation." The market has already shrunk, he



Mr. Putnam



Mr. Merrill



Mr. Howell



Mr. Essex



Mr. Pengra

markets. He said the FCC's policy of two sets of rules, one for the top-100 markets and another for smaller markets is inconsistent. The FCC has defended the policy, which restricts signal importation, as a means of encouraging UHF growth in the larger markets. However, Mr. Wasilewski said, "the absence of rules equally applicable to the smaller markets will make it much more difficult for new stations to come into being in these markets."

The economics of small-market penetration would be felt by radio as well as television, he said, and result in "depressing their ability to program locally."

Representative William L. Springer (R-Ill.), ranking minority member of the committee asked what would the situation be in five or 10 years if the FCC regulates CATV and if it does not.

Under regulation, Mr. Wasilewski foresaw an expansion of both TV and CATV. Without regulation, he predicted, "we would end up with a paucity of local stations, see the demise of many

To Mr. Rogers, the answer was "begging the question" and he said broadcasters "are going to get their foot caught in a trap with this line of reasoning."

Radio View ■ Emphasizing radio's battle with CATV's Jack W. Lee, WSAZ Huntington, W. Va., chairman of the NAB radio board, said: "The radio broadcaster does not fear or oppose competition. . . . But CATV competition with radio is not competition in a fair and open field."

Importing big-market radio signals to a small market "forces the radio broadcaster in a small community to compete against big-city stations with programming that they [big-city stations] can afford to produce, but that he can't."

He charged that CATV's were not engaging in fair competition by using television signals to attract subscribers and then adding imported radio signals to compete with small radio stations. "No CATV system could compete successfully against radio on the basis of local time, weather and other origina-

added.

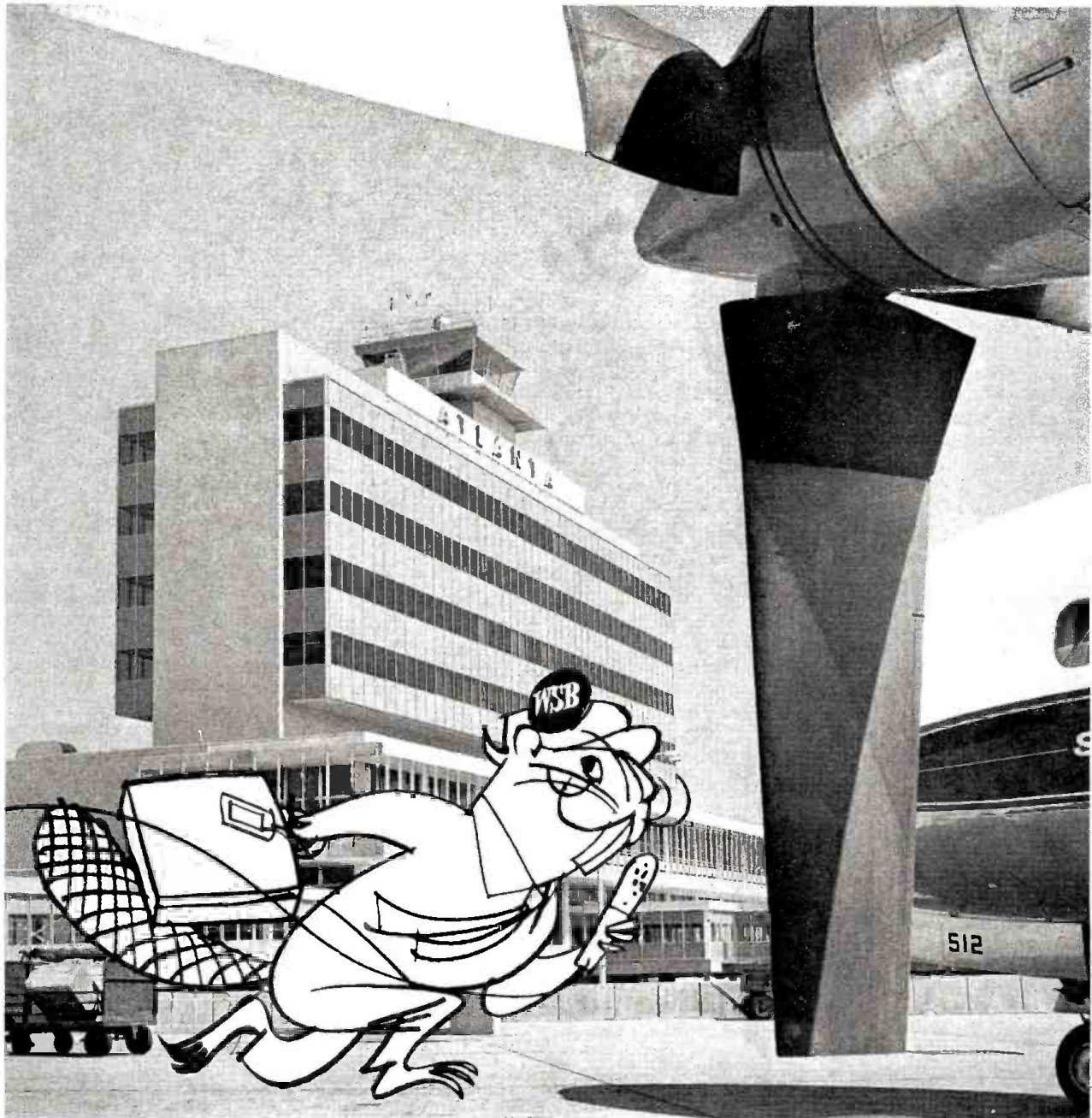
Ruinous Competition ■ To have competition from one channel, Mr. Kennedy said, is "serious," to have it from 11 channels supplied by CATV "can be ruinous."

Similar arguments were presented by Richard Dudley, WSAU-TV Wausau, Wis.; Frank T. Mayborn, KCEN-TV Temple-Waco, Tex.; Robert H. Smith, WCYB-TV Bristol, Va.; Douglas Manship, WBRZ(TV) Baton Rouge, La.; Robert G. Holben, Sarkes Tarzian Inc., and Marshall H. Pengra, KLTU(TV) Tyler, Tex. In addition, these broadcasters and others stressed the need for more extensive program protection than just same day.

This was stressed by Harold Essex, WSJS-TV Winston-Salem, N. C. The FCC's rules, he said, "fall far short of the essential protection" local stations need . . . the protection is "wholly inadequate." The same-day rule, he said, is even more detrimental to an independent UHF that has to depend more heavily on feature film and syndicated

Take to the air with WSB Radio

(the nation's leading airlines are WSBeavers)



Atlantans are people on the go and most of them go by plane. They have made Atlanta's airport one of the busiest in the world. Major airlines with regional headquarters in Atlanta have made WSB their *air* headquarters for radio advertising, knowing that WSB Radio delivers a vital audience . . . on the move!

WSB RADIO ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOZ AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIICTV, Pittsburgh.

programming than does an affiliated VHF.

With same-day protection from CATV, the UHF "would be licked before it started" and consequently there is not much chance one will start in the market when the would-be UHF operator realizes this fact.

Although he felt the FCC's earlier 15-day before-and-after protection "was a bare minimum," he later said seven days would be fair. Representative J. J. Pickle (D-Tex.) asked how much time would be fair protection. Mr. Essex answered "seven days fore and aft, although I'd like 15 days."

UHF View ■ The plight of UHF operators was expressed by William L. Putnam, Springfield Television Corp. Identifying himself as the "acknowledged industry spokesman for UHF," Mr. Putnam told how CATV's had so divided the audience of WRLP(TV) Greenfield, Mass., that he was forced to discontinue the station as a separate entity and turn it into a satellite of his most successful operation, WWLP(TV) Springfield, Mass. He said WRLP was severely hurt when CATV's would not give the station protection on duplication. He noted that he had attempted to negotiate nonduplication agreements for seven years and had been continually unsuccessful.

The representative of another UHF area, Dorothy Mugford, WNEP-TV and WDAU-TV Scranton-Wilkes-Barre, Pa., described how the stations in that market had stressed their qualities before CATV. As a result the CATV's carried the three UHF's in the market and have

now made it "the most successful UHF market in the country." It is also the market with the greatest concentration of CATV's in the country, she added.

Crocodile Tears ■ Speaking as a CATV owner and manufacturer, Bruce Merrill contended the FCC's rules were based on "ignorance and bad information." The broadcasters, he charged, "shed crocodile tears over UHF development" although their real concern is "the dilution of their monopolistic positions."

Mr. Merrill asked if Congress would outlaw a master receiver so constructed that it would receive any signal broadcast in the country. This is the type of situation the FCC seeks to regulate, he said.

The statement was blasted by Representative John Moss (D-Calif.), who called it "an extreme oversimplification of an extremely complex problem." He said he was tired of so many conflicting statements and lack of facts. "I think we could do without all these bitches by everyone," he concluded.

The FCC's top-100 market rule was attacked as a violation of the First Amendment by Richard A. Moore, Southwestern Cable Co., San Diego. The rule was adopted without a hearing and with no "hard evidence," he charged, adding it is "an absolute barrier to the free flow of information."

Although the FCC can rescind the rule, he said, "it is the power to erect that barrier and to maintain it permanently, or as long as the commission pleases, which infects the rule with the

germ of prior censorship which is repugnant to the Constitution."

Chairman Staggers recalled public law 86609 passed by Congress in 1960 giving the FCC permission to regulate TV boosters. "Didn't the FCC protect CATV by outlawing boosters?" he asked, and rapidly added, "Congress is now protecting the business you have."

The reference was to the law that waived the operator and construction permit requirements so the FCC could bring boosters under its jurisdiction. It was also the start of the low-power translators. CATV interests had favored that bill.

Public Utility Argument ■ Benjamin J. Conroy Jr., president of CATV's in Uvalde, Tex., and Effingham, Ill., and board chairman of NCTA, challenged the view of FCC Chairman E. William Henry that CATV's are public utilities, because, he said, they are not.

Present proposals by federal, state and local authorities to regulate CATV were termed a "hydra-headed regulatory melange." He said there is no parallel between federal and state-regulated telephone service and CATV since CATV is basically local in character and telephone service is national.

Mr. Conroy implied that broadcasters were favored by the commission under the rules. He said the FCC has refused to produce the financial records of any station to show the Commerce Committee the actual financial impact of CATV on a TV station. This hasn't been done, he maintained, because the FCC's "records will not support their

FCC examiner upholds 'until death do us part' clause

The importance of the marriage contract is not to be slighted, either in church or in an FCC hearing room where a broadcast authorization is at stake.

Hearing Examiner Thomas H. Donahue made this clear last week in handing down an initial decision favoring the application of a husband-and-wife team over that of a corporation composed of successful businessmen.

The prize each is seeking is a construction permit for a television station on channel 26 in San Francisco. Examiner Donahue recommended the grant be made to Television San Francisco, composed of Lillian Lincoln Banta, who would own 90% of the station, and her husband, Deane DeVere Banta, who would own 10%.

The examiner would deny the application of Jall Broadcasting Co.,

composed of Irving Al Lapin and his two sons, Al Jr. and Jerome, and Irving A. Bernstein, an attorney. All four are in the restaurant business in North Hollywood. The Lapins, in addition, have an investment company, and Irving Lapin is music director for NBC television and radio.

Jall had argued that the commission has never favored a husband-and-wife team over a corporation comprising successful businessmen. Jall suggested the TSF partnership was threatened by divorce, wifely disinterest in the station or her call of her husband's I.O.U. She has lent him \$15,000.

Examiner Disagrees ■ But the examiner took a different view. He favored the Bantas on critical criteria laid out by the commission for determining winners in comparative cases — diversification of ownership of mass media and integration of

ownership and management—and indicated the weight he accorded the marriage contract involved.

"There is nothing in this record," he said, "to indicate [Mrs. Banta] has either the plans or proclivities for breaching marriage contracts, losing interest in investments or precipitately calling in loans."

"The examiner," he continued, "knows of no precedent and is cited to none that stand for the proposition that corporations composed of experienced businessmen are to be preferred as broadcast licensees to partnerships composed of husbands and wives."

In favoring the Bantas on the criteria, the examiner noted that they have no other broadcast properties while the Jall principals are permittees of a UHF in Santa Barbara and are applicants for a UHF outlet in San Bernardino, both California.

suggested rules."

Bill Daniels, CATV broker and former president of NCTA, predicted that the "young and exciting" CATV industry, "if allowed to grow, will provide over 750,000 additional jobs . . . and pump over \$1 billion into the nation's economy . . . in the next three years alone."

He cited Nielsen figures showing that during prime time in January only 16% of the Los Angeles viewers watched the seven nonaffiliated stations. Thus, he said, if the same independent stations were brought into any market, "the maximum dilution of viewing audiences would be 16% for all the local stations combined, or in a three-station, all network market, an average of 5 1/3% reduction in viewing audiences and, therefore, an anticipated 5 1/3% loss in revenue. . . . Is there not room for a reduction of 5 1/3% so that 100% of the public may benefit?"

Poor Standards ■ Frank A. Nowaczek, president of the Pennsylvania CATV Association, said the FCC's standards to determine market areas and reception by off-air receivers were poor choices. Grade A and B station contours, he said, are "merely theoretical lines drawn to show where the signal should go provided there are no topographical obstructions."

However, he said Pennsylvania is loaded with obstructions and the grade B lines on a map are not representative of the stations' actual coverage.

He also challenged the American Research Bureau's definition of the top-100 markets (used by the FCC) be-

He also said that Mr. Banta, a longtime resident of San Francisco with years of broadcast experience, would manage the station. The Jall principals live in the Los Angeles area and would not participate in day-to-day management of the station, he said.

The examiner, in addition, gave the Bantas a plus for the preparation of their application, even though commission policy on comparative hearings makes no provision for such a preference. Mr. Banta spent a great deal of time in preparing the programing proposal, according to the examiner, while the Jall proposal was provided by "a law firm who in turn farmed out large sections of its composition."

Examiner Donahue said he wasn't disparaging the work done on the Jall application. But he said if integration of ownership and management is desirable, it's desirable that ownership participate in the preparation of proposals.

Staggers wonders about a pay-TV offspring

Silent for the first week of the House hearing on community antenna TV regulation, Representative Harley O. Staggers (D-W. Va.), chairman of the Commerce Committee, asked his first question on CATV last week. It was concerned with pay television and it was directed to Vincent Wasilewski, president of the National Association of Broadcasters.

Since many broadcasters fear CATV could evolve into pay TV, Mr. Staggers noted, does the NAB feel the FCC has the power to regulate

pay TV? Mr. Wasilewski said he questioned the commission's authority to license pay TV, but the courts had upheld the commission.

Congressman Staggers drew an affirmative reply when he asked if Congress should pass legislation spelling out the FCC's role in this area. But when the committee chairman asked if such a bill should be incorporated into the present hearing, the answer was no. The CATV hearing is complex enough without pay TV, Mr. Wasilewski said.

cause the ARB market area is not necessarily that covered by the station. Citing the overlap areas in Pennsylvania, he said in such cases the ARB markets become meaningless.

Antiprotection ■ Cecil Woodland, administrative executive for WEJL and manager of Semit Cable TV Co., both owned by the *Scranton* (Pa.) *Times*, told the commission that many broadcasters do not "agree with the NAB position and this difference of opinion has existed for a considerable period of time." Mr. Woodland is a member of the NAB radio board.

He continued: "We do not believe that the Congress ever expected the FCC to serve as a protector from competition for any branch of the broadcasting industry. We suggest that local television stations should accept CATV as competition, just as newspapers and radio accepted television as competition. In accepting new competition, television can and should protect itself by producing better programs and providing better service rather than relying on protection by government regulation."

Benjamin Cottone, counsel for the Television Accessory Manufacturers Institute (TAME), argued that the FCC bill, does not go far enough in requiring the CATV systems to operate in the public interest. It fails to license the systems as are broadcast stations, or to protect the public against rate increases, degraded service and curtailment of service.

Mutual adds 14 affiliates

Mutual said last week that 14 radio stations have joined the network as affiliates since early March. The additions include six in the top 100 markets: WZIP Cincinnati; KCKC San Bernardino and KJAY Sacramento, both California; WDEE New Haven, Conn.; WLOK Memphis, and WGOK Mobile, Ala. Other stations are: WPRW Manassas and

WSVS Crewe, both Virginia; KHUM Santa Rosa, Calif.; KTNC Falls City, Neb.; KPST Preston, Idaho; KOZI Chelan, Wash.; WHLS Port Huron and WLEW Bad Axe, both Michigan.

Another CATV order issued by FCC

The FCC has issued its second order aimed at halting alleged violation of its new community antenna television rules.

The commission last week gave Mission Cable TV Inc. (owner), and Trans-Video Corp. (operator) 30 days to show cause why they should not be ordered to stop importing the signals of Los Angeles TV stations to their CATV system in Poway, Calif.

The order involves the rule that requires CATV systems to obtain FCC permission, in hearing, to carry TV signals beyond their grade B contour into the grade A coverage area of TV stations in the top-100 markets.

The commission said that Poway is within the grade A contour for San Diego TV stations KFMB-TV and KOGO-TV. San Diego is the 54th TV market.

Last month KFMB-TV asked the commission to stop Trans-Video from importing Los Angeles signals because the Poway system began operating after Feb. 15, the effective date of the rules (BROADCASTING, March 21).

The first order calling for a halt to alleged violation of the new rules was directed at Buckeye Cablevision Inc., Toledo, Ohio. Buckeye was asked to show cause why it should not be ordered to stop importing signals of WKBD-TV Detroit and WJIM Lansing, both Michigan (BROADCASTING, March 28).

Commissioner Bartley dissented from both decisions because he said the new rules should be effective as of March 17, the day they were published in the *Federal Register*, rather than Feb. 15.

CATV rates taken from states

FCC will regulate phone company tariffs for intrastate use of their relay services

The FCC has taken from the states jurisdiction over the regulation of the intrastate tariffs that telephone companies charge community antenna television systems for relay services.

The commission last week told American Telephone & Telegraph Co. and General Telephone & Electronics Service Corp., owner of a number of telephone companies, to file tariffs for intrastate service to CATV's with the commission.

AT&T, whose subsidiary companies now file tariffs with the states, has maintained that provision for local service to CATV's should appear in its intrastate tariffs. The company took that position in responding to a commission letter on the subject in November.

But the commission, noting what it regards as the interstate character of the broadcast signals involved, concluded that the telephone companies must file tariffs for local CATV service with the commission (CLOSED CIRCUIT, March 28).

The commission's position was contained in a letter adopted by a 5 to 1 vote and made public Thursday (April 7). Commissioner Robert T. Bartley was the lone dissenter. Commissioner Lee Loevinger is attending an International Telecommunication Union conference in Geneva.

Doesn't Affect Local Regulation ■ Commission sources say the action does not indicate any lessening of the agency's expressed determination to leave to state and local authorities the regulation of rates that CATV's charge their customers. They note that the commission has held that CATV's, so far as the federal government is concerned, are not common carriers—a position the commission reaffirmed in its letters last week.

The principal effect of the action, commission officials say, is to make the FCC the arbiter of the fairness of the rates the telephone companies charge CATV's. Cable companies with complaints will take them to the commission, not the individual state public utilities commissions.

The decision is in line with a commission holding in a California case announced in December 1964, that it has jurisdiction over all common carriers relaying broadcast signals, regardless of whether the signals cross state lines (BROADCASTING, Dec. 28, 1964).

The control that CATV operators

exercise over the program material delivered to their customers doesn't affect the interstate nature of the communications, the commission said in its letters.

"CATV systems are extensions of the interstate service of the television broadcast stations whose signals they carry and, hence, are engaged in 'interstate communication by wire' to which provisions of the [Communications] Act apply." The commission made a similar argument in supporting its position that it has authority over all CATV's, regardless of whether they use microwaves (BROADCASTING, Feb. 21).

The commission said the control over the signals that the CATV operator exercises "is an important factor in our determination that such systems are not common carriers within the meaning of the [Communications] Act."

But, the commission continued: "There being no question regarding your intent to make a common carrier offering, we find that the interstate character of the signal involved is controlling with respect to the statutory requirements that tariffs be filed with this commission."

Comments pour in on CATV rules

Last week showed community antenna TV thunder clouds on the FCC horizon foretelling the arrival of even bigger storms as the April 16 deadline nears for filing petitions for reconsideration of the new CATV rules.

Eight major CATV companies filed briefs opposing the whole rulemaking as unconstitutional, arbitrary and ex post facto. Five television stations sought amendment of the rules to extend nonduplication protection to 15 days before and after, and to all markets rather than to just the top 100. And finally, the number of CATV's requesting exemption from the clause prohibiting importation of a non-grade B signal into a top-100 market grew to 11.

CATV companies requesting a stay of the effect of the new rules included Jerrold Electronics Corp., Cox Broadcasting Corp., Newhouse Broadcasting Corp., and three San Diego companies. They said the efforts of the commission to regulate off-the-air reception by

CATV's as well as by individuals could only be construed as an unconstitutional abridgement of the right of free speech. The Communications Act does not attempt to give the FCC the right to determine what an individual may view, they said, and the fact that long-distance reception frustrates some FCC policies is not grounds enough to regulate the public's right to see, read or hear what it wishes.

The new rules, said the CATV's, are designed to eliminate competition and insure television owners of a property right to which they are not entitled. Local stations are thus guaranteed an audience and financial support from a populous who may not even wish to support their continued existence.

As for protection of the top-100 markets, this makes the American Research Bureau an unlawful arbiter in the adjudication they said. Furthermore, stated the CATV's, the grade B contour provisions are too vague and impossible to police from an engineering standpoint.

Finally, the use of Feb. 15 as the effective date for a rule not published until March 17 makes the rule plainly retroactive and thus unconstitutional, according to the offended companies.

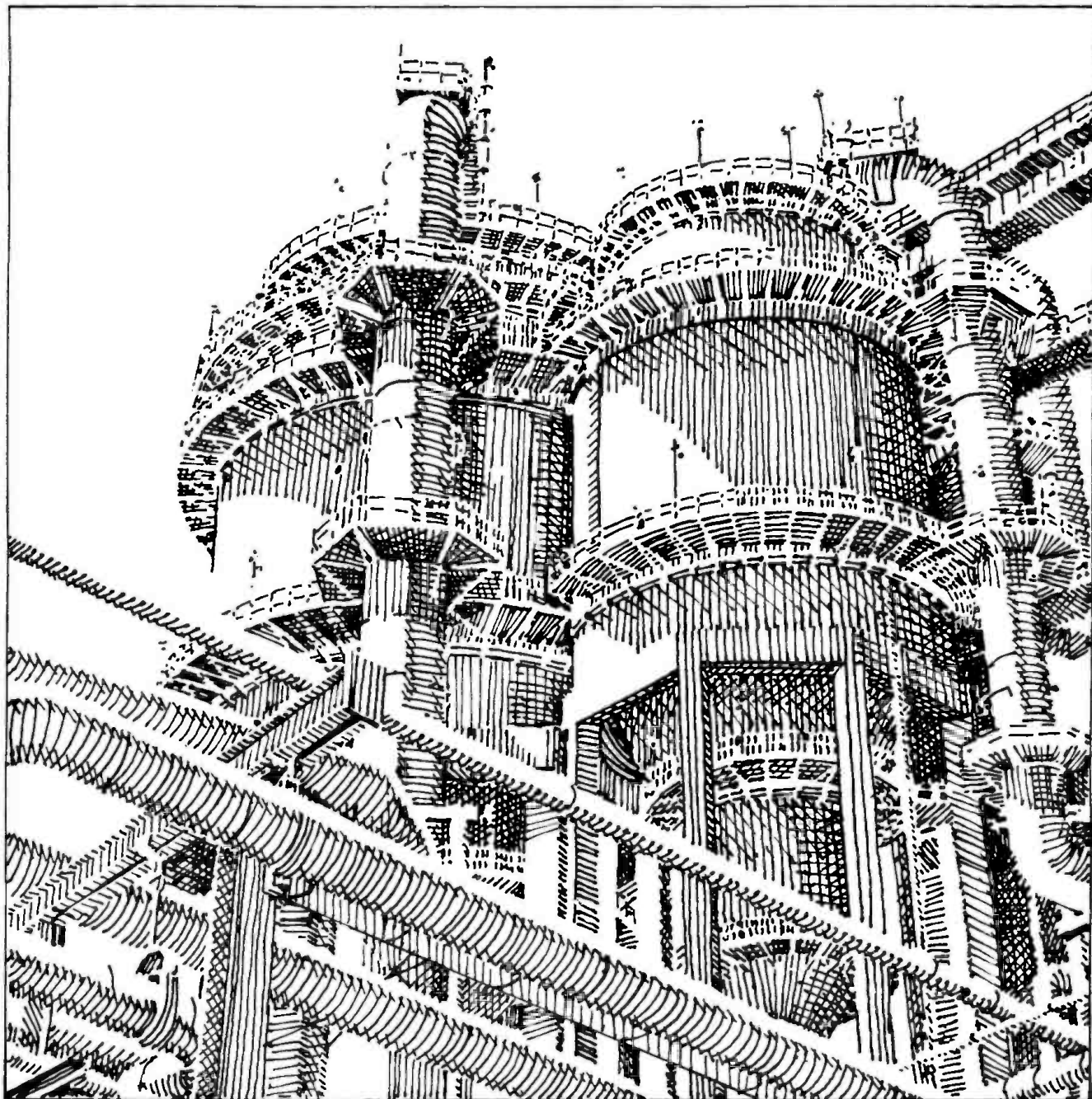
On the opposing side five television stations filed principally for reconsideration of the top-100 market protection clause and for extensions of the same-day nonduplication protection clause to the originally proposed 15-day before-and-after protection.

KFDX-TV Wichita Falls, Tex., complained that the effect of barring free development of CATV's from the top-100 markets only resulted in channeling all their energies into the less-defensible smaller markets.

Western Slope Broadcasting Co. (for KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado) called for protection of the small markets for the simple reason that they were so small. Any audience fragmentation in widespread rural areas like Colorado would see the demise of local service, it said. The effect of CATV on such areas, the company pointed out, would be to take away television reception from the great number of remote inhabitants who could never receive the wired signals.

WTVY-TV Dothan, Ala., called the FCC rules "an invidious discrimination against markets ranking below the first 100." The commission seemed to ignore the factor of UHF development in any but the large markets, it said.

All five stations agreed that the same-day nonduplication rule defeated the commission's policy of encouraging local program orientation and there was even some unintended agreement with the CATV companies that the use of



When a Big "Cat" Comes to Town

When Humble announced plans to build the world's biggest catalytic cracking unit ("cat cracker" in refinery parlance), it naturally created quite a stir at Baytown, Texas, where the big "cat" will be located. □ The people of Baytown have known Humble a long time, nearly fifty years now, and they have seen many changes in the refinery skyline as the need for more and better petroleum products required larger and more sophisticated equipment. But they must have felt a nostalgic twinge when

they saw old Cat Cracker #1, source of more than a billion gallons of World War II aviation gasoline, come down to make room for the big "cat."

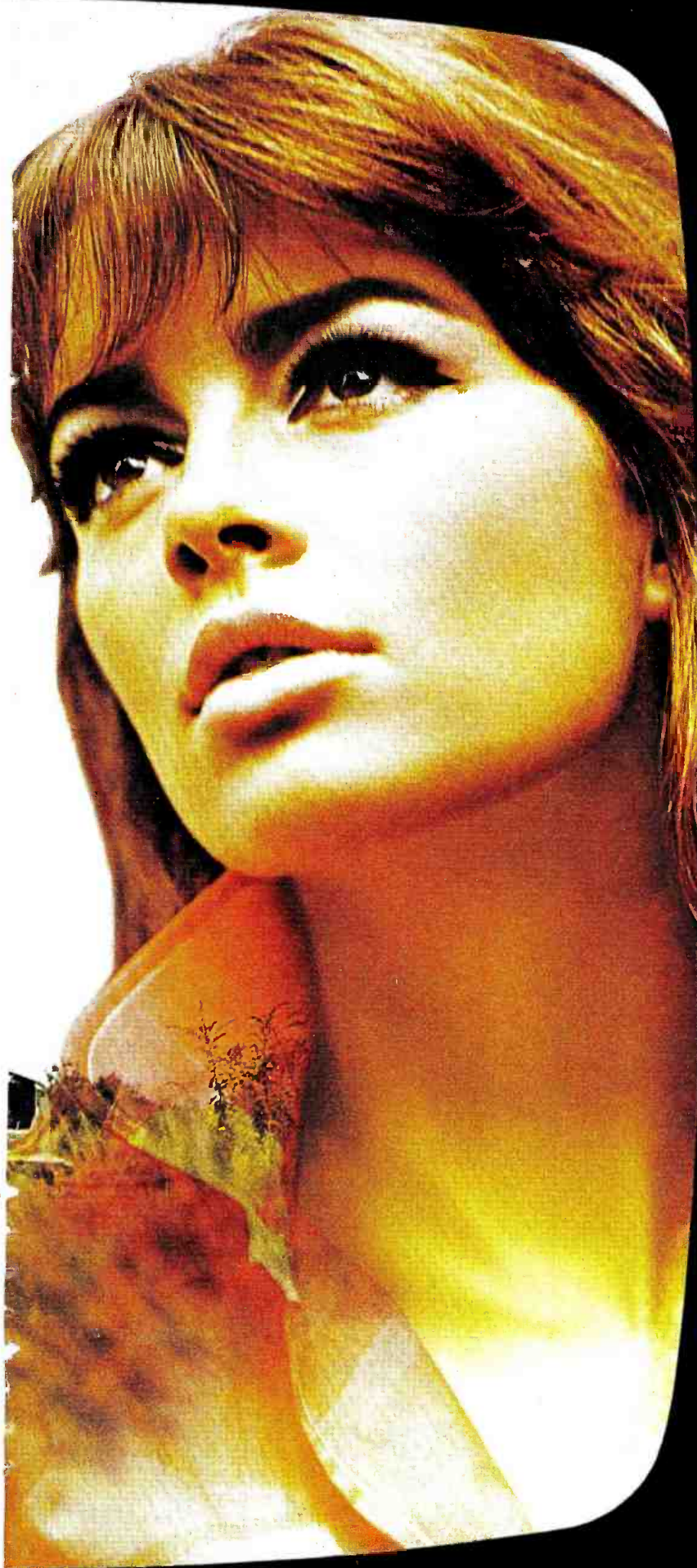
□ One thing the citizens of Baytown knew from experience, however, was that the giant catalytic cracker, like every new piece of equipment in the refinery, would be as clean in operation as the most advanced technology can make it. Maintaining clean air and water is as important to us as it is to our Baytown neighbors.

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SRDS

SPOT RADIO EDITIONS TO BE MERGED

Simplified, Easier-to-use Rate Listing Formats to be Introduced

SRDS has pledged the merging of its two editions into one in August, 1966 *provided* complete station cooperation permits implementation of ACRSL objectives.

The time table has been developed as follows:

1. Spot Radio Rates and Data will be published in two parts in June, 1966.
2. The August, 1966 issue is targeted as the combined issue. Unless otherwise advised by NAFMB, AM and FM listings will be organized in their call letter alphabetical sequence under the city of license.
3. A booklet reporting in detail the specific recommendations for modernizing radio station listings was mailed to all radio stations approximately March 15. This booklet describes the recommendations in detail and contains illustrative examples. Copies are available on request to all SRDS subscribers.
4. An instruction outline was distributed to all radio stations late in March with tear sheet mailings.

It describes in detail:

- a. The action SRDS is requesting the stations to take immediately to conform with the recommendations of ACRSL. Revisions are to be made on the tear sheets to be returned to SRDS. Stations are asked to limit their identification of personnel to three names; reduce the statement on agency commission to one line; and to modify or eliminate program rate structures, depending on circumstances.
- b. Stations were advised to submit their new rate structures in a manner and style which conforms to the recommended format and style outlined in the recommendations booklet.
- c. SRDS also advised stations what data SRDS will eliminate from the rate listings to conform with ACRSL recommendations

and specified the time table for listees in Part 1 and Part 2 editions. The items subject to deletion are--

participating programs not taking a premium rate
special features not taking a premium rate
closing time paragraph
consolidation of headings, SPOT ANNOUNCEMENT/PROGRAM RATES (in those instances where stations consolidate such information)

- d. Outlined our schedule for mailing coded contract regulation questionnaires. We anticipate mailing at the rate of 1,200 questionnaires per month, starting August 20, 1966.

Our plan for implementing the ACRSL recommendations, therefore, is geared first to the streamlining of radio station listings prior to consolidation. Once consolidation has been effected, the recommended new information will be added, and those segments of the listing that are earmarked for resetting will be processed.

Development of criteria governing the voluntary submission of a radio station programming statement is also part of the total effort.

To implement the ACRSL objectives and merge the issues is a tremendous task, particularly in the time allotted. We at SRDS are geared to the challenge and we can accomplish it, but only if we have cooperation of each and every station.

Should you desire a booklet or instruction outline, or if you want to comment on the project, write to SRDS, attention

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ARB criteria was unlawful.

Caught trying to live with the FCC's rules, arbitrary, capricious, and all else, were four new CATV companies requesting waivers of the top-100 market provisions.

Two companies in the Syracuse, N. Y., market (35th) requested waiver on the grounds that their communities were not really part of the Syracuse market. Both Unicable Inc., serving Oswego, N. Y., and Auburn Cablevision Corp., serving Auburn, N. Y., wish to import New York City signals, claiming that their communities receive poor signals and little recognition from the Syracuse stations. Thus they consider themselves not within the original intent of the rules.

In Canton, Ill., Fulton Community Antenna Television System Inc. wishes to import the signals of WICS(TV) Springfield, Ill., and WOC-TV Davenport, Iowa, into the Peoria, Ill., market (98th). The CATV company claims Canton, with a population of 5,200, makes up only 1% of the population served by the other stations within whose grade B coverage the town lies. Thus the effect on these stations would be minimal.

Last, American Television Relay Inc., for Vumore Co., its prospective customer in Albuquerque, N. M., wants permission to relay Los Angeles signals into this market. ATR cites the virtues of vastly expanded programming and the beneficial effect of providing an immediate audience for UHF stations as reasons for its waiver request.

L.A. ups CATV fee, cites economic need

Some day Los Angeles, with its surrounding hills, decentralization and ever growing population, may be a booming community antenna television market. Now, though, it's more mite than mighty, not yet robust enough to support the costs of regulation and enforcement of its franchises under the current municipal tax rate. This is what the Los Angeles board of public utilities and transportation was told last week in a special report prepared by its staff.

Contained in the report was a recommendation to raise CATV franchise fees to the city from 2% to 3% of gross receipts. The six-member board, after listening to the report and to comments of representatives of four local CATV franchise holders, approved the recommendation.

In the course of the 90-minute hearing the year-by-year development of CATV operations in the Los Angeles market was outlined and brought up to date. There's been growth, it was re-

vealed, but the potential bean stalk is still a pod.

At the present time, it was brought out, there are approximately 4,000 CATV customers served by systems requiring city franchises. The public utilities staff estimates that within a few years the Los Angeles market may include more than 16,000 CATV subscribers. It's also estimated that eventually the city may derive an annual income of \$20,000 from CATV franchise holders.

But city expenses related to CATV franchises and operations are projected to total \$18,000 a year. The line between future costs and revenues is too fine for comfort, the public utilities board feels, and thus it was decided "that in order to be assured of covering all expenses the city should receive a franchise fee of 3% of gross receipts for all community antenna television rights to be granted."

Court upholds FCC position on CATV

A footnote in a federal appeals court decision involving community antenna television has heartened FCC lawyers and disheartened anti-CATV lawyers—although its exact interpretation will probably require another court case.

The footnote is contained in a unanimous decision of the U. S. Court of Appeals for the District of Columbia upholding the FCC's contention that CATV is not a common carrier.

The appeal was brought by the Television Antenna Manufacturers Institute (TAME), WPHL-TV Philadelphia and others. They asserted the FCC was wrong in refusing their request to require Rollins Inc. to follow common carrier procedures in the CATV system it is building in its home base of Wilmington, Del. As a common carrier, Rollins would have had to secure a certificate of convenience and necessity and file a tariff of its rates with the commission.

In his decision, Circuit Judge Harold Leventhal upheld the FCC's interpretation of the place CATV belongs in the regulatory scheme of things.

Since the Communications Act does not mention CATV, Judge Leventhal wrote: "... the expert agency entrusted with the administration of a dynamic industry is entitled to latitude in coping with new developments in that industry."

And, he added: "... the agency is entitled to some leeway in choosing which jurisdictional base and which regulatory tools will be most effective in advancing the congressional objective. It is the FCC's position that regulating CATV systems as adjuncts of the

nation's broadcasting system is a more appropriate avenue for commission action than the wide range of regulation implicit in the common carrier treatment urged by petitioners. This seems to us a rational and hence permissible choice by the agency."

Not on Broad Base ■ And in the footnote to those remarks, Judge Leventhal stressed that he is not passing on the validity of the "broad jurisdictional base" asserted by the commission in its recently issued rules covering all CATV. The same footnote, however, concludes:

"Certainly the commission's assertion of jurisdiction over CATV systems by its order of March 4, 1966, is substantial enough to serve as a basis for declining to regulate them as common carriers." It's this phrase that has aroused the most discussion among broadcast and CATV lawyers.

Besides WPHL-TV, which began operating on channel 17 last year, and TAME, other petitioners were JFD Electronics Corp., a Philadelphia-based antenna manufacturer, and Brinton TV and Appliance Sales, a Philadelphia retailer.

Intervening on the side of the FCC were Rollins Inc., and the National Community Television Association.

Joining Judge Leventhal were Senior Judge Wilbur K. Miller and Judge John A. Danaher.

Top-50 plea: blow the whistle on the fiefs

Divestiture by present multiple owners is the only effective way to dilute the concentration of ownership in the top-50 television markets. This is the opinion of Springfield Television Broadcasting Corp., owner of six stations with three UHF's in the top-50 markets (WKEF-TV Dayton, Ohio; WENS-TV Pittsburgh, and 50% of WJHF-TV Raleigh, N. C.).

Commenting on the FCC's proposed rule to limit new owners in the top-50 markets to three stations, only two of which may be VHF's, Springfield charges the commission with inaction during the 1956-64 period when the offending concentrations were being set up. Now, it says, almost all allocations are occupied or under application and the profitability of these markets makes the sale of an existing station a rarity.

The effect of restricting only new entrants into the market would be to protect the fiefs of those presently holding more than the prescribed number of stations, Springfield says. Now the only true competition for the few available stations comes from other multiple owners whose resources, capital and experience can challenge the entrenched

owners, Springfield contends.

Rather than simply putting a "competitive freeze" on the market, Springfield believes that the FCC should go farther, placing everybody on the same footing by forcing those already holding more than the prescribed number of TV's to divest themselves of the excess number. Without this provision, it says, the proposed rulemaking would only promote a more rigid stability of ownership than already exists.

FCC to be quizzed on 3-year licenses

The FCC will explain the reasoning behind its three-year license renewal policy for broadcast stations before the House Subcommittee on Census and Statistics of the Post Office Committee on April 26.

The subcommittee, under the chairmanship of Representative Robert N. C. Nix (D-Pa.), requested an appearance by the commission after requests for extended license periods had been made by the National Association of Broadcasters and William A. Merrick, president of the Montana Broadcasters Association (BROADCASTING, April 4).

Representative Paul A. Krebs (D-

N. J.) asked at that time why term licenses couldn't be abandoned altogether since the commission can take away a license at any time during the three years.

The hearing is part of a continuing study by the subcommittee on how to lessen Washington paperwork.

Supreme Court won't touch WWIZ appeal

The U. S. Supreme Court last week refused to review a lower court finding that upheld the FCC's action in refusing to renew the license of wwiz Lorain, Ohio.

The Supreme Court's action in effect leaves standing an order of the FCC denying license renewal to Wwiz Inc. on the ground that Sanford A. Schafitz had without commission authority transferred majority ownership of the Ohio station to the *Lorain Journal*. A District of Columbia appeals court last year affirmed the FCC's decision (BROADCASTING, Sept. 13, 1965). Mr. Schafitz and Wwiz Inc. asked the Supreme Court to review the circuit court's decision.

The FCC found that shortly after

wwiz went on the air in 1958, Mr. Schafitz arranged with Harry Horvitz, publisher of the Lorain newspaper, for the formation of a corporation in which the *Lorain Journal* would have a 45% voting interest, plus preferred stock. This was duly filed with and approved by the FCC. Afterwards, the commission said, without FCC permission the *Journal* increased its control of the station through changes in the corporation's charter and by-laws which deprived Mr. Schafitz of majority control.

The appeals court not only affirmed the FCC's decision, but also upheld the agency's action in renewing the license of WFAF Farrel, Pa., owned by Mr. Schafitz. The court said it was not necessary to strip all broadcast holdings from a licensee who was found unqualified in one instance. Attorneys for Wwiz Inc. had charged that this was inconsistent with the commission's action in the Lorain situation.

The court also supported the FCC's contention that it need not accept an examiner's opinion in a case, since the commission is empowered to act in such instances, not the examiner. Wwiz Inc. lawyers had claimed the commission had not given sufficient weight to examiner's recommendations that the station's license be renewed.

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RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
G. Bennett Larsen
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Changing hands

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval.

■ WIHS-TV Boston—Sold by Archdiocese of Boston, 85.7%, and Austin A. Harrison, 14.3%, to Storer Broadcasting Co. for \$2,875,500 (see page 50).

■ WGLI Babylon, N. Y.: Sold by Friendly Frost Inc. to Martin F. Beck and George H. Ross for \$500,000. Mr. Beck is with The Katz Agency; Mr. Ross is an attorney. Friendly Frost is a wholesale appliance dealer. WGLI, founded in 1958, operates on 1290 kc with 5 kw day, 1 kw night.

■ WVIP-AM-FM Mt. Kisco, N. Y.: Sold by Suburban Broadcasting Co. to Martin Stone and family for \$330,000. Mr. Stone is third owner of WVIP stations; Whitney Communications Corp. (John Hay Whitney) owns the other two-thirds. As part of the consideration, Mr. Stone is relinquishing his minority in other New York City suburban stations controlled by the Whitney firm: WVOX-AM-FM New Rochelle and WGHQ Kingston, both New York. Whitney Communications also owns *New York Herald-Tribune* and *Parade Magazine*, a Sunday newspaper supplement. Mr.

Stone is a former radio-TV producer. WVIP, founded in 1957, operates daytime only on 1310 kc with 5 kw. WVIP-FM began operating in 1964, is on 106.3 mc with 300 w.

■ WSCR Scranton, Pa.: Sold by Louis G. and David M. Baltimore to William T. Rice Sr. for \$130,000. Mr. Rice was manager of WPTX Lexington Park, Md., and before that on the staff of WRC-AM-FM-TV Washington. The Baltimores continue to own WBRE-AM-FM-TV Wilkes Barre, Pa. They bought WSCR in 1951. WSCR is on 1320 kc with 1 kw daytime and 500 w nighttime. Broker: Howard S. Frazier Inc.

■ Wzzz Boynton Beach, Fla.: Sold by Boynton Beach Broadcasting Co. to James S. Beattie and Gus Levathes for \$75,000. President of Boynton Beach Broadcasting is David G. Goodrich. Mr. Beattie owns WSSB Durham, WPET Greensboro, both North Carolina, and WYPR Danville, Va. Mr. Levathes is associated with a small-business investment company in Washington. Wzzz operates daytime on 1510 kc with 1 kw. Broker was Chapman Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 122).*

■ WSIX-AM-FM-TV Nashville: Sold by Louis R. Daughon and associates to General Electric Broadcasting Co. for \$9.7 million (see page 50).

■ WTEV(TV) New Bedford, Mass.: Sold by WTEV Television Inc. to Steinman Stations for \$5,775,000 (see page 50).

■ WMIE Miami: Sold by E. D. Rivers Sr. and associates to Susquehanna Broadcasting Co. (Louis J. Appell) for \$1 million (see page 50).

■ WINE Brookfield, Conn.: 90% interest sold by August J. Detzer to the Times Printing & Publishing Co. for \$128,500. Mr. Detzer bought 60% interest from Blair A. Walliser and George F. O'Brien for \$79,078, giving him 100% interest. Times Printing is owned by John W. Nash and Home News Publishing Co. and publishes the *Brookfield Journal*.

COMMUNITY TELEVISION

■ Indio, Calif.—Assets of Television Systems Inc. has been sold by Dave Stratton to Coachella Valley Television (Palmer Broadcasting Co.). Price was undisclosed. Television Systems serves 400 subscribers in competition with Coachella Valley which now serves 8,000 subscribers in the Palm Desert-Indio area. Broker: Daniels & Associates.

FCC insists ownership policy is temporary

The FCC insists that its interim policy on TV ownership in the top 50 markets is just that—interim. In filings in the U. S. Court of Appeals for the District of Columbia, the commission contended that the appeal by Meredith Broadcasting Co. has no foundation.

Meredith Broadcasting had appealed the commission's 1965 interim-policy statement on the ground that the FCC failed to follow procedures required under the Administrative Procedure Act.

The commission's interim top-50 policy prohibits, without a hearing, the ownership of more than three TV stations in the top-50 markets. Of those three, only two may be VHF. Last month, Meredith contended that the FCC acted without permitting interested parties to participate and without prior notice (BROADCASTING, March 7).

The commission, in its brief filed April 1, maintained that the policy is no order: it's just a statement of policy pending the completion of a regular rulemaking, on which, after several continuances, comments are due Oct 3.

The FCC also contended that even if the top-50 statement were an order,

it's just procedural and does not require hearings before promulgation. And, the commission added, since there is no adversary involved, no hearing for Meredith is required either.

Dille available for NAB chairmanship

The selection committee of the National Association of Broadcasters heard last week from one candidate for the chairmanship and is expecting to hear from at least one more.

John F. Dille Jr., Communicana Group of Indiana, joint board chairman, wrote to the committee chairman, Harold Essex, wsjs Winston-Salem, N. C., that he would serve a second term if nominated by the committee and approved by the board.

Jack W. Lee, wsaz Huntington, W. Va., chairman of the radio board, said he would formally announce his availability to the committee this week.

The committee, made up of the eight retiring members of the NAB board, will recommend its choice for chairman at the June meeting of the NAB joint board. The election of the chairman is up to the board.

EXCLUSIVE BROADCAST PROPERTIES!

NORTHWEST

—Daytimer serving long established major university town. \$30,000 in real estate included in sale. This excellently equipped station needs aggressive owner-operator attention. Total price of \$85,000 with \$20,000 down. **Contact—John F. Hardesty in our San Francisco office.**

NORTHERN OKLAHOMA

—Single market daytimer serving large trade area located in a county of better than 55,000 population. Station shows cash flow of \$26,000 but can be improved substantially. Priced at \$175,000, \$75,000 down and the balance over ten years. **Contact—George W. Moore in our Dallas office.**

Flornilton-Loundis

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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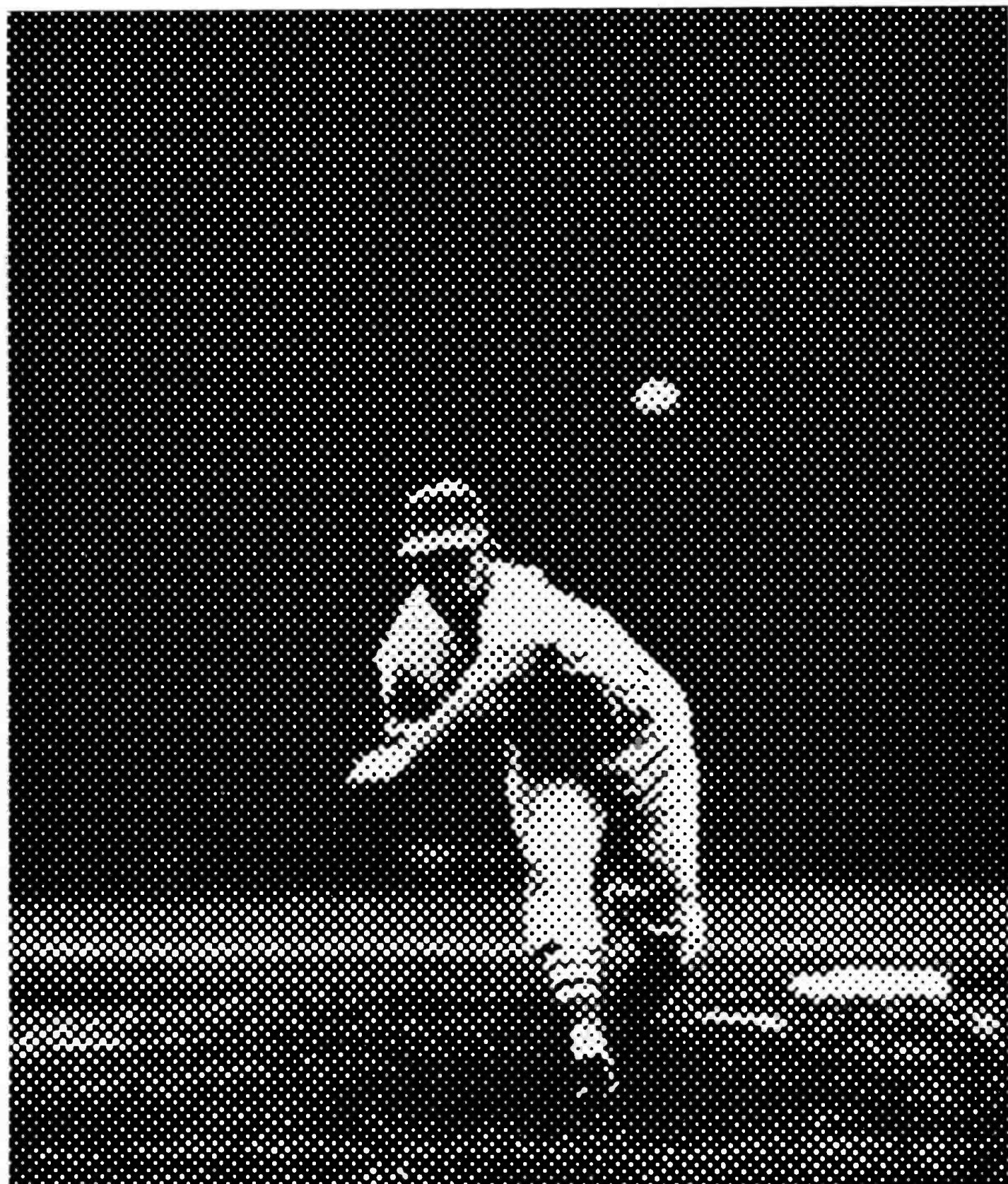
CHICAGO
Tribune Tower
DElaware 7-2754

DALLAS
1511 Bryan St.
Riverside 8-1175

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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers



Is the World Series starting in April this year?

Of course not. But this Saturday, when weekly Major League Baseball begins on the NBC Television Network—in color for the first time on *any* network—it's certainly going to *look* that way.

That's because NBC—which has been telecasting the October classic for 19 years—will be giving each of its weekly Major League telecasts the full, spectacular “World Series treatment.”

Where run-of-the-mill baseball coverage employs four cameras at most, we'll be using five and six. (All of them *color* cameras, naturally.) And we'll be using the most dramatic electronic techniques ever devised for covering baseball, including instant replays, split screens, and stop-action views of close or especially exciting plays.

All this high-powered coverage gets underway this coming Saturday, April 16. Over the regular season, NBC will colorcast nationally 25 Saturday afternoon games, plus night games on Memorial Day, the Fourth of July and Labor Day. Midway, we'll be colorcasting the All-Star Game.

And *after* the regular season? The World Series—for the 20th consecutive year. Meanwhile, don't be surprised if baseball has a “classic” appearance all season long. It's not just an illusion. It's Major League Baseball on the NBC Television Network.

Major League Baseball 1966

NBC Sports 

A busy week for station sales

Storer announces Boston UHF purchase; FCC approves TV transfers to GE and to Steinman

The sale of a UHF television station in Boston was announced last week, and two major VHF sales were approved by the FCC in transactions that in the aggregate reached over \$18 million.

The reported sale was that of WIHS-TV (ch. 38) Boston to Storer Broadcasting Co. for \$2,874,500 (CLOSED CIRCUIT, April 4).

The two sales given FCC approval were WSIX-AM-FM-TV Nashville, purchased by General Electric Co. for \$9.7 million, and WTEV-TV New Bedford, Mass., bought by the Steinman Stations for \$5,775,000.

Also approved by the FCC last week was the \$1 million purchase of WMIE

Miami by Louis J. Appell Jr. and family.

Two UHF's • Storer is making a two-pronged move. It is acquiring the Boston UHF station and is reactivating its 12-year-old permit for UHF in Miami (WGBS-TV).

Not only is it filling its portfolio (the two UHF's with its five VHF's will give Storer its limit of seven TV's) but it will be broadcasting in the two terminals of Northeast Airlines, which Storer controls.

Storer is buying WIHS-TV from the Archdiocese of Boston which owns 85.7% of the station, and from Austin A. Harrison, 14.3%.

The station, which began broadcast-

ing in October 1964, has operated on a commercial basis, but has been transmitting in-school programs to parochial schools during morning hours. Storer says it will continue this arrangement until the Boston Catholic Television Center institutes its own educational TV system on the 2500 mc instructional band. The center has announced it intends to apply for this band shortly, using the proceeds from the sale of its share of WIHS-TV.

Waivers Needed • Storer faces two problems in applying for the ownership of WIHS-TV. Both require waivers of FCC rules and policy.

One is that the station has not been under its present ownership for three years. FCC rules state that where a station is sold before the seller has owned it for three years, a hearing is mandatory unless a waiver is granted.

The second problem involves the FCC's top-50 markets policy. This limits a single entity from owning more than three TV stations in the top-50 TV metropolitan areas, with no more than two in the VHF band.

In the purchase of WIHS-TV, a waiver is required because Storer already owns its limit in the top cities. Storer owns VHF stations WJBK-TV Detroit, WSPD-TV Toledo, Ohio, WJW-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee. It also owns radio stations in the first three cities plus Los Angeles, Miami, New York and Philadelphia.

Storer acquired controlling interest in Northeast Airlines last year. Northeast headquarters are in Boston.

WIHS-TV operates with 214 kw from a tower that is 740 feet above average terrain (834 feet above ground). Its rate card calls for \$500 an hour in prime time.

Relighting WGBS-TV • Since 1954 Storer has owned the permit for channel 23 in Miami, the company's home base. WGBS-TV was acquired by Storer in that year when it bought the construction permit for channel 23 held by WMIE-TV Miami for \$35,410 and the facilities of WFTL-TV (ch. 23) Fort Lauderdale, Fla., for \$300,000. The station operated until April 1957 when it went dark, after sustaining operating losses of \$433,000.

Last May, when the FCC was holding hearings on the extensions of construction permits for UHF stations, Storer told the commission it intended to reactivate channel 23, and subsequently it ordered a high gain, directional beam-tilt antenna from RCA that will place a 436 kw signal over Miami. The antenna will be placed on the 900-foot tower owned by Storer in the Miami antenna farm.

Two weeks ago, Storer announced that Ralph R. Rust, program and operations manager of WSPD-TV Toledo, had been named general manager of the



Traffic helicopter crash takes two lives

The traffic watch team of KMYO-AM-FM Little Rock, Ark., died last Monday morning (April 4) when the station's helicopter crashed at the city's edge.

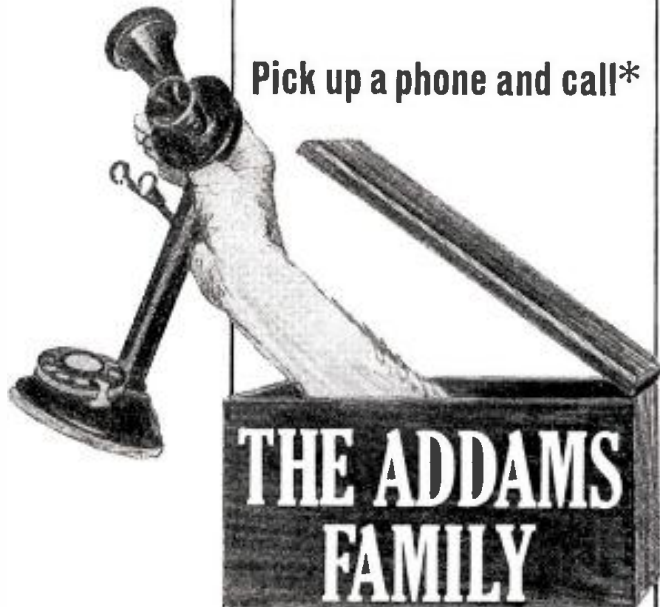
Dead are Jimmie W. Givens, 34, off-duty policeman who provided the morning reports, and pilot Harley C. Heath, 36.

Cause of the crash has not been

ascertained.

Clifford B. Ford, executive vice president of the stations, said emergency repairs of wrecked equipment would permit the traffic service to continue. He also said the station received many calls from volunteers to take over the helicopter duties.

Stations' traffic reports have been a service since June 1964.



64 half-hours being syndicated for Fall start after two full years on the ABC-TV network- This is the perfect all family show for prime and transition time.



*LEN FIRESTONE FILMWAYS SYNDICATION SALES 51 WEST 51 STREET, NEW YORK, N. Y. 10019 212-LT-1-9200

revitalized WGBS-TV (BROADCASTING, April 4).

New Group Owner ■ GE moved into full group ownership of television and radio stations last week when the FCC approved its purchase of WSIX-AM-FM-TV from Louis R. Draughon and others.

The commission vote was 4 to 1, with one commissioner abstaining and one absent. Dissenting was Commissioner Robert T. Bartley who said a hearing should be held.

Chairman E. William Henry, in a statement concurring with the approval, called attention to the fact that he had voted against renewing GE's licenses in 1964 because of that company's involvement in the price-fixing antitrust case. Since a majority of the commission voted to renew GE's licenses, he said, he didn't think he should continue his opposition in the Nashville purchase. GE owns WGY, WGFM(FM) and WRGB(TV) in the Albany-Schenectady-Troy area of New York state.

He also noted, he said, that GE had proposed a number of improvements in the operation of the WSIX stations, "particularly in the area of locally originated programming." He said he would rely on these promises to be reflected in the stations' renewal application.

Abstaining from voting was Commissioner Kenneth A. Cox. Absent was Commissioner Lee Loevinger.

GE History ■ GE is a pioneer broadcaster. It put WGY on the air in the 1920's. It also established KOA Denver

and KGO San Francisco in those years. WRGB, on channel 6, was established in the years just before World War II. GE also holds a minority interest in WHUM Reading, Pa.

WSIX was founded in 1927 and operates fulltime on 980 kc with 5 kw. WSIX-FM began operating in 1948 and is on 97.9 mc with 100 kw. WSIX-TV on channel 8 went on the air in 1953.

Moving to New England ■ Steinman Stations acquired its fourth VHF television station with commission approval of its purchase of WTEV.

In this instance, however, Commissioner Bartley concurred because, he said, "it remedies an overlap situation which contravenes our rules."

The overlap involves the holdings of Harold C. Arcaro and Edyth Hamin, widow of the late Samuel Hamin, in WTEV and in off-the-air WNET(TV) (ch. 16) Providence, R. I. New Bedford is 28 air miles from Providence and normally would be considered a single market. The FCC's duopoly rules forbid ownership in more than one station in a market.

The Steinman group is based in Lancaster, Pa., where it owns WGAL-AM-FM-TV. It also owns WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania, and WDEL-AM-FM Wilmington, Del. Three years ago, the Steinmans acquired KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz. Clair McCollough is president and general manager of the Steinman Stations,

which also publishes the *Lancaster Intelligencer-Journal* and *New Era*.

In announcing the purchase of the New Bedford station last February, it was reported that Vance L. Eckersley, general manager, and the present staff of WTEV would be retained.

WTEV-TV Inc., licensee of the channel 6 station, is 55% owned by E. Anthony and Sons, and 45% owned by New England TV Co. New England TV is principally owned by Mr. Arcaro, who is also the owner of WHUM Providence.

Since last fall, E. Anthony and Sons has sold its newspapers and radio stations to Ottoway Newspaper-Radio Group. The newspapers are the *New Bedford Standard-Times* and the *Cape Cod Standard-Times*. The radio stations are WNBH-AM-FM New Bedford and WOCB-AM-FM West Yarmouth, both Massachusetts.

WTEV is affiliated with ABC.

Radio Sale ■ The sale of WMIE Miami by E. D. Rivers Sr. to the Appell family was approved with one dissenting vote.

Commissioner Bartley said he felt a hearing should be held to determine whether the assignment would bring about an improvement in broadcasting.

The Appells own WSBA-AM-FM-TV York, Pa.; WARM Scranton, both Pennsylvania; WCTC New Brunswick, N. J.; WHLO Akron, Ohio; WICE Providence, R. I., and WGBB Freeport, N. Y.

WMIE, founded in 1947, operates on 1140 kc with 10 kw days and 5 kw nights.

Review board makes its first TV grant

The FCC review board last week handed down its first final decision in a TV case under authority delegated to it by the FCC almost two years ago.

It granted the application of Associated Television Corp. for a new TV station to operate on channel 29 in St. Paul and denied the application of Deil O. Gustafson for the same facility, that city. Among the officers and stockholders of Associated are Vincent B. Welch and Edward P. Morgan of the communications law firm of Welch & Morgan, Washington.

An FCC hearing examiner issued an initial decision last November in which he had recommended the grant to Associated (BROADCASTING, Nov. 29, 1965). The review board said that it agreed with the hearing examiner that Mr. Gustafson had failed to meet his burden of proof under the financial qualifications issue. Therefore, there is no need to discuss the other comparative issues in the case, the board said.

The FCC extended the authority of the review board to issue final decisions to TV proceedings in order to ease its work load (BROADCASTING, May 11, 1964).

Write-in campaign makes Dub Rogers mayor

On the strength of a 48-hour write-in campaign, a former broadcaster last week was elected to the \$75-a-month job of mayor of Lubbock, Tex., population 163,000.

W. D. (Dub) Rogers, former owner of KDUB-AM-TV (now KLBK-AM-TV) Lubbock and KEDY-TV (now KWAB [TV]) Big Spring, Tex., was elected 7,884 to 4,390. Mr. Rogers had been defeated in his bid for the mayoralty in 1962 and 1964. This year he was planning on moving to Dallas where he has new business interests and said he would not seek a place on the ballot. Except for a few hours Tuesday (April 6) morning, Mr. Rogers was in Dallas while the 11th-hour write-in campaign was conducted without his encouragement.

It was estimated that the write-in war chest was about \$1,000 with the bulk of that money spent on radio and TV spots. In each of his losing efforts, Mr. Rogers was estimated to have spent about \$30,000 on adver-

The write-in campaign started Sunday (April 3) following newspaper reports of a secret city council meet-



Mr. Rogers

ing at which raises were approved for the city manager and city attorney. The only mayoralty candidate on the ballot this year was Roland Simpson, a member of the city council.

Mr. Rogers has been chairman of the National Association of Broadcasters television board, former chairman and one of the founders of the Television Bureau of Advertising and former chairman of TV Stations Inc., a film-buying firm and is perennial president of the Society of Television Pioneers.

Lots of action at NAB exhibits

Broadcasters go to buy, make 1966 another record year for sales; color motivates many big-ticket orders; fear of copper shortage also boosts purchases

Once upon a time the National Association of Broadcasters had lots of nice, bright new equipment on display in its convention exhibit halls. And broadcasters from far and near came to browse, look at the lovely girls in the booths and then go home to twiddle their budgets and wait for the salesman to call.

But that lazy day is gone forever.

Now the NAB technical exhibit is a world marketplace where fast-action buying and selling runs high into multiple millions of dollars and each year the off-the-floor sales soar higher and higher. Now the broadcasters more often than not go home and wait for their turn to come up on the factory backlog of orders, waiting in some cases for as long as a year for a new color-camera chain or video-tape recorder.

Color in the Spotlight • Color was indeed king at the NAB exhibit this year. The big switch to color by the networks has brought new demands for color gear at every level of the industry, for color cameras, high-band video-tape recorders, film chains, lighting and all the other related, expensive accessories. The switch to color for many stations means an investment of a substantial sum, but without it they are competitively disadvantaged in going after national business that is thinking color, too, these days.

By and large exhibitors this year reported the best sales ever, most half-again as much as last year, which also was a record breaker (BROADCASTING, April 4). Sales off-the-floor also broke all previous records, most exhibitors said.

Sales would have gone even higher, some indicated, had the national tight-money problem not pinched a little those seeking credit in some of their big-ticket purchases. And the NAB's biggest problem now is to find still more exhibit space for the growing show next year.

Copper Shortage • Apart from the sheer order backlog causing production delays, another factor was widely evident that may cause slowdowns in component deliveries all along the line. That is the growing shortage of copper, now critical. But many big firms saw it com-

ing and are well stockpiled for much of this year at least.

One basic trend evident throughout the exhibit this year was the almost complete transition to transistors and solid-state devices for products in both television and radio. Even color cameras have gone "solid" except for pickup tubes and so have transmitters except for basic power tubes. Along with transistors have come modular construction, great compactness of size and

television also, especially in systems that take the panic and error out of complex "panic period" switching such as station-break time.

Automatic logging for both programming and transmitters is on the increase, as is transmitter remote control. Billing to agencies and advertisers is feeling the sharp punch of computer-type gear, often tied-in with the program logging functions so that a spot is billed the instant it is aired.



Most elaborate of the NAB exhibits were those set up by the color camera manufacturers. Each included care-

fully prepared stages occupied by relays of photogenic models. Each attracted capacity traffic of delegates.

design and lower operating and maintenance costs.

In radio, both AM and FM, it was apparent automation has become the major factor in equipment operation and procurement. This includes both total station systems incorporating various sources such as tape cartridges and reel-to-reel tape as well as partial systems using mixes of these components. Stereo for FM is now a big business market at the NAB, including the SCA multiplex background music field.

Fewer Errors Allowable • Automation is becoming more important in

Neither last nor least as a major money market is the newest addition to the NAB exhibit family: community antenna television. Most all of the major CATV suppliers were there and all reported high business interest.

The exhibit lasted only four days. Some firms spent nearly \$100,000 just to put high fashion impact into their live shows. But buyers and sellers came from around the world and in those four days the millions changed hands at a furious pace—quite a change from the days when the browsers came to Chicago just to look at the girls.

RCA Report on NAB Equipment Exhibit

From cameras to transmitters, all the equipments needed for live, film and tape colorcasting were on display for the first time.

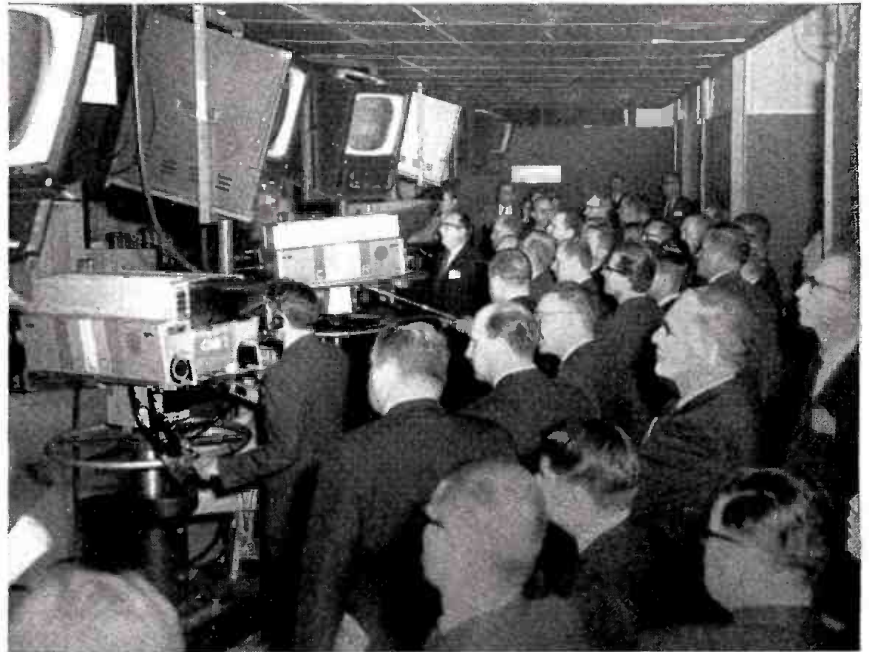
The "Matched Line" for Color

These new equipments constitute a "matched line." They are matched in design, styling and performance—to work together as a system for the exacting requirements of color broadcasting.

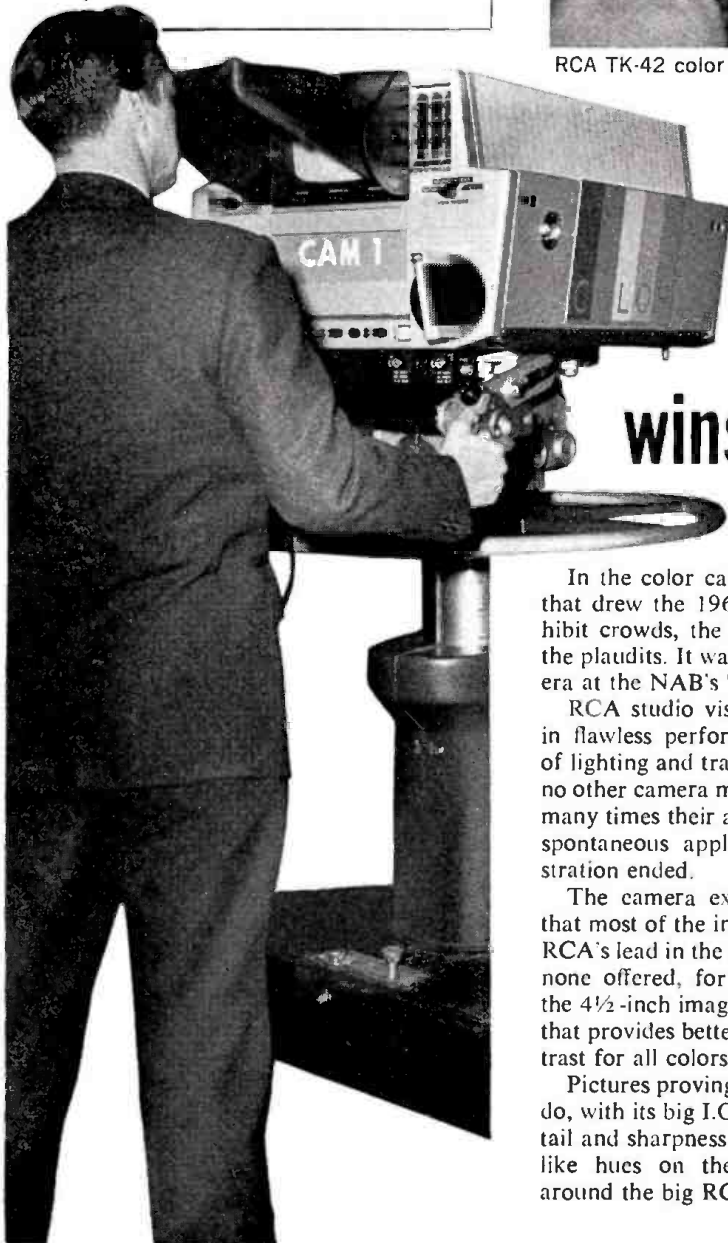
"New Look" Advantages

The new line is the end result of a multi-million dollar engineering program to produce a new generation of broadcast equipment, incorporating newest developments — Transistorization, Modularization, Stabilization and Standardization.

Broadcasters view...



RCA TK-42 color camera demonstrations drew big crowds in the color studio area.



RCA's "Big Tube" Color Camera wins plaudits at NAB show

In the color camera demonstrations that drew the 1966 NAB's biggest exhibit crowds, the TK-42 won most of the plaudits. It was the "big tube" camera at the NAB's "biggest show."

RCA studio visitors saw the TK-42 in flawless performance over a range of lighting and tracking conditions that no other camera maker attempted. And many times their approval was given in spontaneous applause as the demonstration ended.

The camera exhibits made it clear that most of the industry was following RCA's lead in the four-tube design. But none offered, for the fourth channel, the 4½-inch image orthicon "big tube" that provides better resolution and contrast for all colors.

Pictures proving what the TK-42 can do, with its big I.O. providing extra detail and sharpness, glowed in rich, life-like hues on the 18-color monitors around the big RCA exhibit.

More than one broadcaster remarked on the TK-42's spectacular performance and the extra color fidelity that RCA engineers had designed into the electronic system.

They were thrilled all over again with color. And in the TK-42 they had a camera equal to the exacting requirements of the broadcaster, and one that supplies the natural-color pictures admired on the home receiver.

Visitors to the RCA TK-42 Color Camera demonstration wrote their own reviews of the spectacle with such comments as:

"You've done a wonderful job!"

"The camera display brings out things you are not normally aware of."

"Best show to demonstrate light level!"

"Color really stays put—regardless of light conditions."

"They really put the TK-42 camera through its paces."

the first complete TV system designed for color



Color studio, Set No. 1—to demonstrate color capabilities of TK-42 at all light levels.

TK-42 color camera put through its paces

Three Color Studio Sets made it possible for the broadcaster to see and to demonstrate for himself the extraordinary color performance of the RCA Color Camera.

SET NO. 1

In this area, the TK-42 Color Camera was demonstrated under a wide variety of conditions in order to simulate all the difficulties encountered in normal operation.

Severe underlighting and overlighting: Light levels ranged from normal of 250-foot candles to as low as 60-foot candles and as high as 500-foot candles—without deleterious effects on the picture.

Silhouetting: One of the more difficult feats to achieve (even in monochrome)—the silhouette was superbly handled with dramatic results.

Color fidelity: Subtle shades of difference in various colors of packaged products were accurately reproduced.

Polarization: The “green light” effect seen on backlighting dark subjects, such as the brunette model or a dark leather wallet, has been eliminated.

Specular response: Highlights were beautifully pictured without halo or flash, from jewelry, sequined dresses, crystal chandeliers, lighted candles, silverware and place settings.

(continued on next page)



Set No. 2—to allow customers to operate the TK-42 for themselves (Leroy Bellwood, Director of Engineering of KOGO-TV, San Diego takes a turn at the camera).



Set No. 3—for making glamorous tapes in living color.

(continued from preceding page)

SET NO. 2

Broadcasters operated the TK-42 in this area. Models and a variety of packaged products were available so that flesh tones and commercial colors could be experimented with. A nearby camera control position permitted the broadcaster to operate iris and to view results on a color monitor.

SET NO. 3

Glamorous color tapes were produced in this area by the TK-42 (using the TR-70 Color Highband Recorder). A series of colorful costume changes by professional talent against a spectacular background provided the theme. Result: Beautiful natural-color pictures both on the camera monitor and on tape.

TK-43 Color TV Camera with External Zoom Lens

The type TK-43 camera uses the basic design of RCA's TK-42, a four-tube color camera now being delivered commercially with a built-in zoom lens. The TK-43 is scheduled for commercial delivery at end of the second quarter of 1967.

For the convention demonstration, the TK-43 was equipped with a Varotal V lens providing 1.6 to 16 inches focal length at maximum aperture of f.4. Equivalent lenses may be used, with either manual or remote control.



The TR-5 mobile recorder for location recording.

First fully integrated system



Designed, built and factory tested as a completely integrated color tape system, the TR-70 offers better performance than previous high-band machines.

New TR-70 Recorder heads the show in busy RCA tape area

TV Tape's "live picture" realism was never demonstrated more convincingly, and in the rich beauty of full color, than in RCA's 1966 NAB exhibit.

What made it all possible was the TR-70, RCA's newest entry in the field and the first fully-integrated TV tape recording system for high-band color recording and playback.

Exhibit visitors who took time to compare found the TR-70 provided unsurpassed performance. As they queried the RCA engineers on duty, and had a close look for themselves, it became apparent that the new system was "state of the art." That's engineer

jargon for best possible design and performance, as of now.

What sets the TR-70 apart, the visitors learned, is that it is designed, built and factory-tested as a complete color tape system. What's more, it offers more versatility, operational simplicity and ease of maintenance than any other high-performance tape equipment you can buy now.

In the NAB demonstrations, the TR-70 showed the ability to make superb multiple generation tape copies of color tapes. And it will maintain uniformly high quality on a day-to-day basis.

As an exclusive feature, the TR-70

of television tape for high-band color



Crowds flocked into the RCA tape area where the most complete taping systems were demonstrated.

system boasts instant selection by switch of a choice of three recording standards: Low-band monochrome, low-band color, or high-band monochrome/color.

The TR-70 sits at the head of RCA's TV tape family. Around the table are the deluxe TR-22 machine and the TR-3 Player, the TR-4 compact and the TR-5 Mobile Recorder. All of them are designed for color operation, and all acquitted themselves beautifully in the NAB demonstrations.

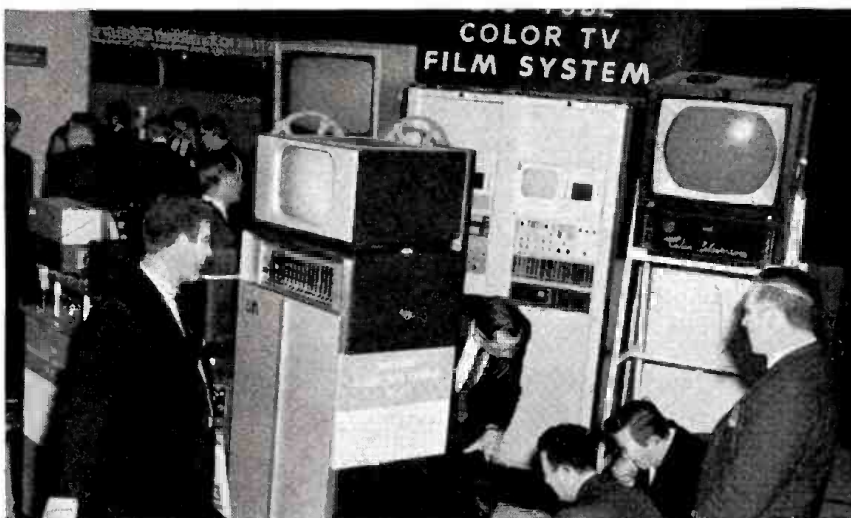
To make these color machines even more useful, RCA announced that next year it would begin delivering kits for converting them to high-band operation. This is in keeping with an established RCA policy: Upgrading broadcast equipment to include the latest engineering advances.

"Big Tube" Color Film System

Near the tape area, NAB visitors watched the full color fidelity inherent in RCA's TK-27 color film system. Some 200 such systems are in use and almost as many are on the way.

Color Effects and Automatic Switching

In an adjacent area, RCA showed how its TS-40 modular switcher provides a smooth way to handle transitions, wipes and a wide choice of other effects for Color TV productions. The TSA-3 pre-set switcher demonstrated how a station break can be handled via controlled automation — to eliminate switching errors.

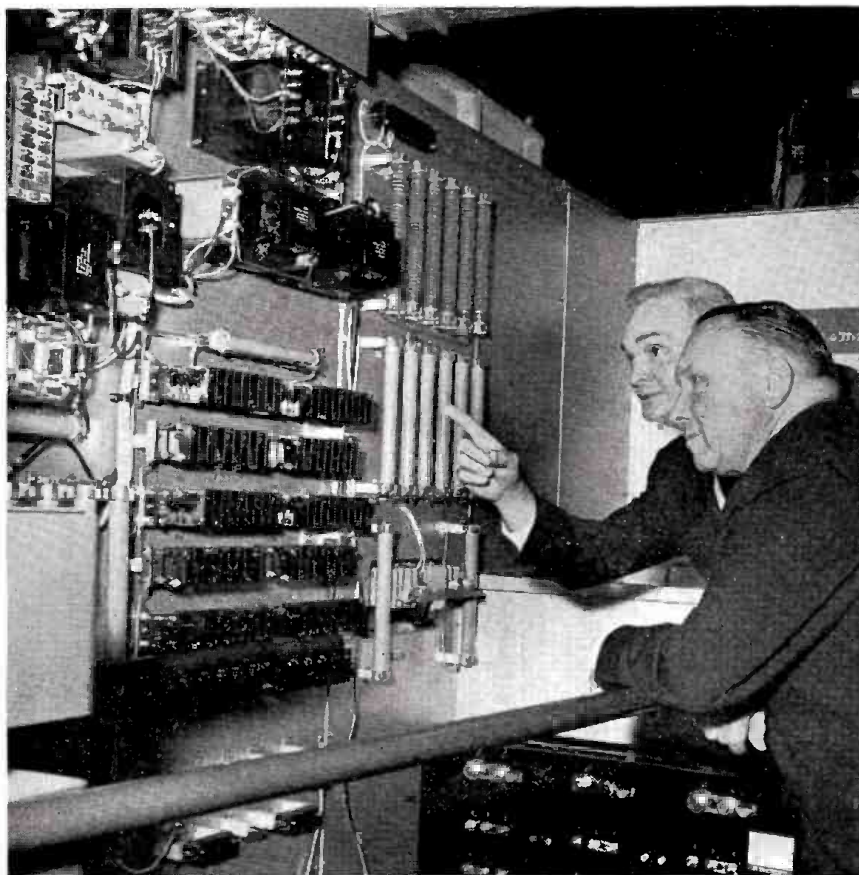


The "Big Tube" film system made superb color film reproductions.



The automated TS-40 color switching and effects system.

Transmitters, TV-Relay and "Matched" Audio Systems



Noel Luddy, Merchandising Manager, RCA Transmitters, points to solid state rectifiers of new 25KW VHF transmitter.

Unveil new high-power television transmitters

for low band VHF and for UHF

New television transmitters for the high power service planned by VHF and UHF broadcasters were exhibited. The new 25KW VHF transmitter was shown to have advanced "New Look" features, with low-profile styling, proven circuitry, silicon rectifiers, and walk-in design. It includes built-in color capability and is ready for remote control.

Also in the impressive line-up was seen the new 55KW UHF television transmitter for the higher power needed by a growing number of commercial and educational broadcasters. It uses three identical 30KW vapor-cooled klystrons. When coupled with a high-

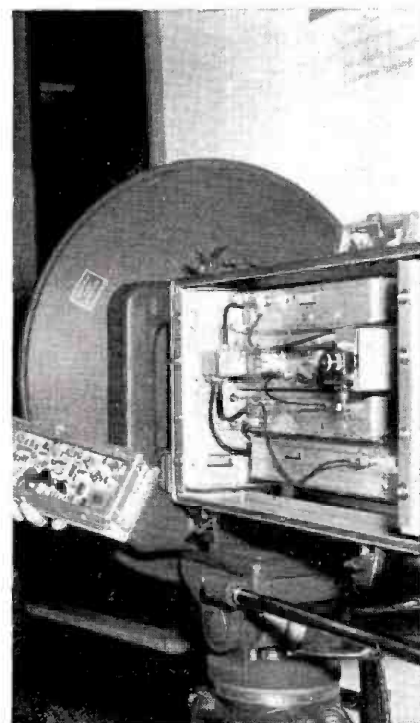
gain antenna, this new transmitter is capable of more than 2 million watts ERP. The visual amplifiers are diplexed, which permits uninterrupted transmitter operation in the event of tube failure. In addition to improving reliability, diplexing also has the inherent ability to cancel reflections caused by any transmitter system mismatch, and tends to enhance overall picture quality.

To capture the interest of radio station equipment users there were AM and new FM transmitters, and a complete line of "Matched" Audio equipment.

A new all-solid-state 6000-megacycle

microwave system, TVM-6A was introduced for studio transmitter links or inter city relay service.

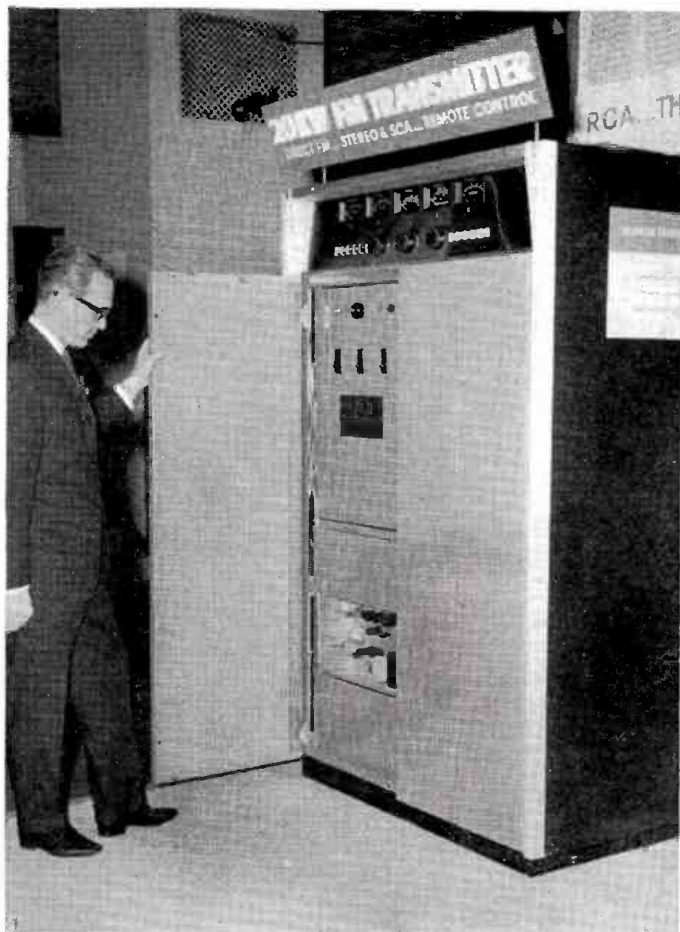
In the antenna area a complete line for FM, VHF and UHF was displayed. Shown for the first time was a complete 12-foot section of the new "Vee-Zee Panel" antenna for UHF broadcast use. A 600 pound section of an RCA "Traveling Wave" antenna with portion cut away to reveal the feed system and connections, also was displayed.



New Microwave Relay System Introduced . . .

A new 6000-megacycle microwave system was shown for the first time—the TVM-6A. Operating in the 6000-megacycle microwave band, it is adaptable to either rack mounted or portable applications. The equipment uses RCA's "New Look" design and features solid-state plug-in modules for all operating units. The receiver unit is entirely solid state, with elimination of all tubes, including the klystron.

For portable use, the RF units are contained in four compact carrying cases which fit RCA's standard microwave tripod and dish mounts. Optional features include equipment for off air monitoring of visual or aural signals at the transmitter, plug-in modules providing up to three separate sound channels, and an optional 24-48 volt DC power supply for remote operation.



"New Look" line of FM transmitters in a full range of powers up to 40KW.



A complete "Matched Line" of audio equipment in the New Look styling.

Automatic Logging for Transmitters

Automatic logging equipment using an all-solid-state design and capable of recording 5, 10 or 20 functions of broadcast transmitters at local or remote locations was introduced by RCA at the convention.

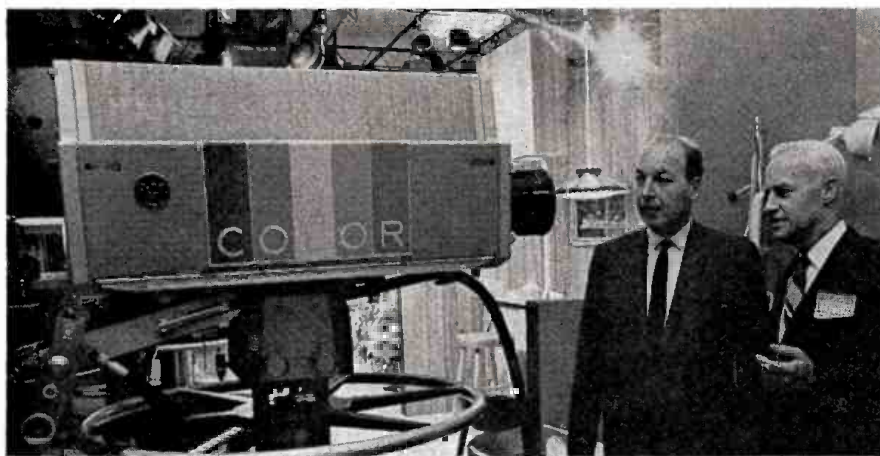
The equipment is suitable for AM, FM or TV systems, or any combination of them, and records all functions every five minutes or less, using different patterns for identification of each recorded signal. Built-in alarms provide alerts on frequency deviation and changes in power output and current radio.

Automatic Program Logging and Billing for Radio Stations

This new RCA equipment hooks up to a teletypewriter to automatically record the program log and to produce a punched tape for use in automatic billing machines. It operates from signals on the audio tape used for programs and commercials. Many visitors were interested in this demonstration.



New Vee-Zee Panel antenna and others were on display.



RCA President Robert Sarnoff (l) broadcast sales, reviews RCA's TK-42 listens as E. C. Tracy, vice president, and TK-43 'instant' color cameras.

Broadcasters get wide color camera choice

General Electric, RCA, Sarkes Tarzian, Marconi and Norelco get big play for 3 and 4-tube models

Color television cameras were undoubtedly the queens of the show this year, being demonstrated in stylish studio settings with pretty models galore.

They commanded queenly prices too, with orders totaling into the millions of dollars for the major manufacturers. And like any real lady, you'll have to wait for her to show up for your date. In most cases stations ordering cameras at convention will not get delivery until this time next year.

Significant new entries were shown this year by General Electric, Marconi, RCA and Sarkes Tarzian. Norelco scored high interest again this year with a new Plumbicon model that is an improved version of that introduced last year. Shibaden exhibited its low cost two-tube color chain used in Japan.

All the manufacturers had broad lines of monochrome cameras too. Nearly all were also solid state. But their more glamorous color sisters outdrew them in attention most everywhere.

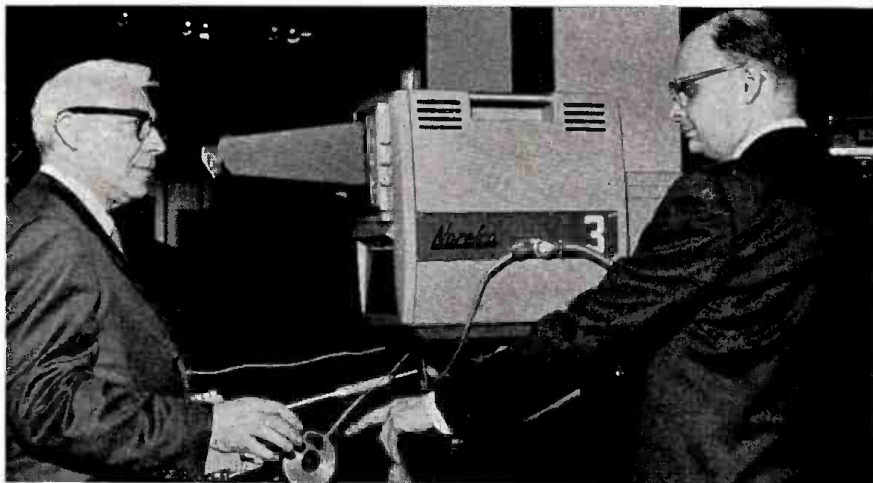
New Item ■ GE's PE-250, a four-Plumbicon head featuring a separate luminance channel for the optimum black-and-white performance, was one of the hits of the convention exhibit. The fully equipped camera, weighing less than 150 pounds, has a built-in removable 10:1 continuous zoom lens. It's all solid state and costs \$70,000.

GE also showed a new live mono-

chrome camera PE-26 equipped with an Evershed remote control tilt-pan system. With monitoring and control equipment this one sells for \$15,500.

Another featured item at the GE exhibit was the new TE-21, a closed-circuit television camera reported to have extreme sensitivity and high resolution. With control unit and monitor it sells for \$2,895.

Among tubes shown by GE was the 3-inch image orthicon (Z-7866) suitable for color remote and studio work and



Merle Worster (l), director of TV operations, ABC-TV, New York, tries out Norelco's Plumbicon color camera



Exhibit hostess Carol Day is the model for a demonstration of Dage-Bell's \$35,000 "520" studio system.

claiming high sensitivity and a good signal to noise ratio. They're available singly or as a factory matched set.

RCA displayed its new line of color cameras capable of producing "instant color." They will be used by NBC News in its instant news color studio this fall. RCA is even further expanding production facilities to catch up with orders. Completely solid state except for the three new improved vidicon color tubes and the 4½-inch image orthicon used for the fourth high detail monochrome channel, the RCA cameras eliminate the long warmup time earlier models required.

RCA's TK-42 features an internal zoom lens system and comes as a complete basic chain at \$78,700. The TK-43 is priced the same but features ex-

with help of the U. S. distributor representative, Visual Electronics Corp.'s George H. Wagner.

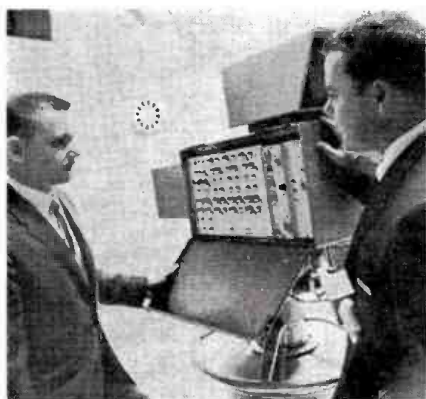


General Electric had a 'PE 250 Room' where talks were held behind closed doors for those shoppers seriously interested in its PE 250 color camera.

ternal zoom which runs \$7,000 to \$9,000 more. RCA also showed its wide line of camera tubes including new color videcons and the big 4½-inch image orthicons, as well as its lines of monochrome cameras.

No Hands ■ Marconi since the introduction of its new four-tube, solid-state Mark VII color camera in England at Christmas time had sold 200 of the chains up until the NAB show. The B3205 is relatively light weight and has fast warmup, costs \$81,000 with manual controls and \$85,000 with servo controls. The Mark VII is designed for hands-off color operation and can produce acceptable color pictures with light levels as low as 25 foot-candles. The Marconi camera is distributed in the U. S. by Ampex Corp.

The new Norelco Plumbicon PC-70 three-tube color camera handled by Visual Electronics is claimed to be "vastly improved" over earlier Plumbicon models and is more compact and functional than most systems. Norelco's



Sarkes Tarzian marketing manager Russ Ide (r) and Don Srenaski, WGN-TV Chicago, engineer, look inside the Sarkes Tarzian Series 88 color camera.

Here GE's Jim Douglas shows the camera to Bob Roth and George Ing (l), both from KONO-TV San Antonio, Tex.

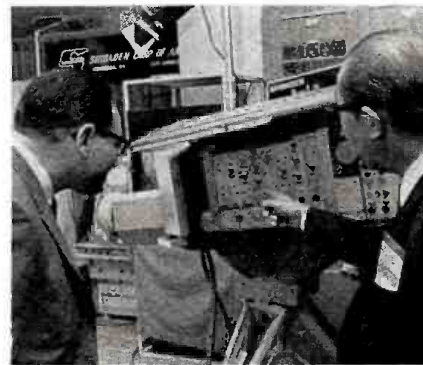
PC-60 color camera shown last year also was displayed. The new PC-70 features zoom optics, prism beam split, printed circuit cards and modular construction. Designed for hours of hands-off operation, the PC-70 is said to give "perfect matching" between cameras even for closeup flesh tones.

The color camera head weighs but 162 pounds, including the 42 pound lens that has servo operation for all functions. The sealed light-splitting assembly eliminates any need for optical relays, dichroic mirrors and field lenses. Norelco's new PM-60 black-and-white camera line also was featured as was Visual's own Mark 10 zoom camera. Visual also showed the Elcon color tube line.

Interchangeability ■ Sarkes Tarzian's



The Marconi Mark VII Plumbicon color camera distributed by Ampex Corp. is viewed by Donald Collins, chief engineer of Videotape Productions, New York. Tom Mayer, manager of the broadcasting division of Marconi Co., England, points to a new feature.



Low cost two-tube color camera that covered the Olympics in Japan is examined by Bernard Mandel (l), Dynamobile, Toronto, and Bob Okazaki of the manufacturer, Shibaden Corp. of America.

new series 88 studio color camera using four Plumbicons was shown. First deliveries of the model are expected in September. The complete \$67,500 unit weighs 137 pounds, has a removable viewfinder, plug-in construction and its design makes interchange of pickup tubes possible.

ST also had its 6000L series image orthicon camera on display. The lightweight camera costs \$13,400 without zoom lens. It can use all currently available 3-inch IO's. The camera's plug-in 8-inch viewfinder is mounted on a sliding track for maintenance convenience. Remote iris control of the manually operated zoom lens is provided.

Shibaden Corp. of America displayed the Shiba two-tube color camera (\$49,000) used by Japanese broadcasters to cover the 1964 Olympics. Two 3-inch image orthicon tubes are used; one for chrominance and the other monochrome detail. Signals in the color channel are sampled by a colorstripe filter. Shiba also is offering a color video-tape recorder (\$90,000) shown in the U. S. earlier this year but too large for the



Anyone asking questions about Television Zoomar Co.'s lens systems got answers straight from the inventor, Dr. Frank G. Back.



Sylvania Electric Products displayed its compact two-camera mobile TV production unit housed in a 1966 Chevy-Van. The fully equipped unit, at \$45,000, has been aimed at the ETV market. But interest in the mobile equipment was shown outside educa-

tional ranks. Above Russell Pilcher, Sylvania district sales manager, shows it to Robert Loos (in van), general manager of Dubuque TV-FM Cable Co., who's considering it for use in conjunction with a community antenna system.

firm's small space at the convention.

Another color camera promoted at the convention was the Cohu Electronics "1000 Series" with built-in registration reference. A specially designed optical system focuses color images from the objective lens on three vidicons. The camera has remote control to 1,000 feet, optional lenses and an optional 9-inch viewfinder. Basic price is \$25,000.

The Dage-Bell subsidiary of Raytheon showed its Dage 520 monochrome camera with choice of vidicon or Plumbicon tubes. The equipment boasts detail response of 100% to beyond 300 lines and has 600 lines of corner resolution. The camera has three-position viewfinder video selection and relay operated sweep reversal.

Both Television Zoomar Co. and Albion Optical Co. reported high interest in their lines of zoom lens, standard lens products and servo controls for remote control of camera systems. Zoomar's #3 lens is now in the Smithsonian Institute, #1 having been sold

in 1946 to WMAR-TV Baltimore and #2's whereabouts unknown.

Zoomar's latest system is the compact 10:1 image orthicon zoom which weighs 11 pounds (\$4,500). Zoomar's automatic remote control Autocam system (\$11,000) was introduced last year and most recently was installed at WFLD(TV) Chicago.

Albion Optical featured the Varotal variable focal length lenses for image orthicon, Plumbicon or vidicon color cameras as well as the Vitidal and Ortal lines of fixed focus lenses. Albion also demonstrated its servo control systems for Varotal lenses.

Transmitters for AM, FM, TV

New transmitters for all three of the broadcast media were shown at the NAB this year along with standard



Roy Leavesly (r) of Albion Optical Co. shows Robert Hall, WHYY-TV Philadelphia-Wilmington how servo controls work the Varotal zoom lens on a TV camera.

units long available or introduced in recent years.

RCA displayed its new 55 kw UHF television transmitter for the higher-power service planned by more and more commercial and educational telecasters. When coupled with a high-gain antenna, the TTU-50C is capable of more than two megawatts of effective radiated power, according to RCA. The unit has built-in color capability, uses three identical 30 kw vapor cooled klystrons, two for visual and one aural. Basic model is \$285,000 with deluxe model \$299,500.

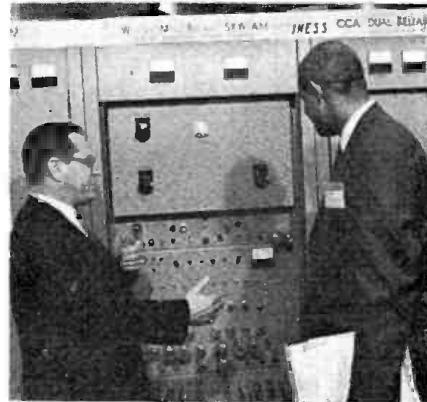
Marconi has new hopes of television transmitter sales in the U. S. now that WFLD(TV) Chicago has paired two of its mostly solid-state UHF transmitters for efficient parallel operation with a full megawatt ERP. Marconi took many prospects to WFLD to see its gear there.

New GE Units ■ GE transmitters included two new remote-control units: a 50 kw UHF, model TT-59, at \$279,000 and a 30 kw VHF, TT 530, for \$133,500. Connection terminals for remote operation provide for metering, logging and control functions. The only motorized controls incorporated in the trans-



Gates Radio Co.'s new vapor cooled 50 kw AM transmitter holds attention

of M. E. Richmond (r), WMEX Boston, and Larry Cervone, Gates.



Fred Chassey, mid-Atlantic states salesman for CCA Electronics Corp. (l), describes the CCA 'Dual Reliable' 5 kw AM transmitter to Earl Stewart of WMPP Chicago Heights, Ill.

Who ever thought Miss Brown would be running the station?

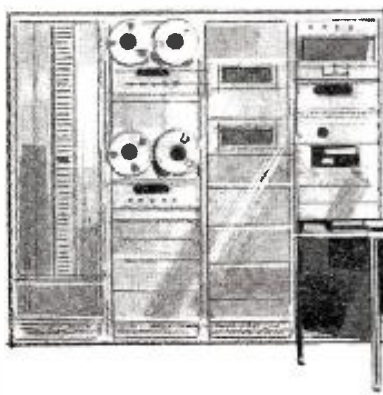


Certainly not Miss Brown. The closest she ever came to broadcasting was a man-on-the-street interview.

But today she's a traffic manager at an ATC-automated radio station. And the little IBM cards she punches out do indeed run the station.

The new ATC punch card programmer works in conjunction with other ATC equipment to give a broadcaster truly efficient automation.

There's also a magnetic tape control system, and a time/sequence control system. They work wonders, too, even though Miss Brown isn't in there punching.



When you consider the benefits of station automation, cost doesn't mean much. But broadcasters live with budgets, so you want to know what it's going to cost.

Can you sell \$65.00 worth of extra spots a week? AM and/or FM? That's all it takes to automate your station. In many cases, even less.

You can buy the system outright. Or finance it. Or lease it.

Then you can take your creative announcers away from purely mechanical control room work. Give them more time to prepare better programs. Better commercials. Better newscasts. To make more sales.

ATC automation lets you do that. For a few hours a day or around the clock.

And the truly gratifying thing about ATC systems is that you buy only what you need

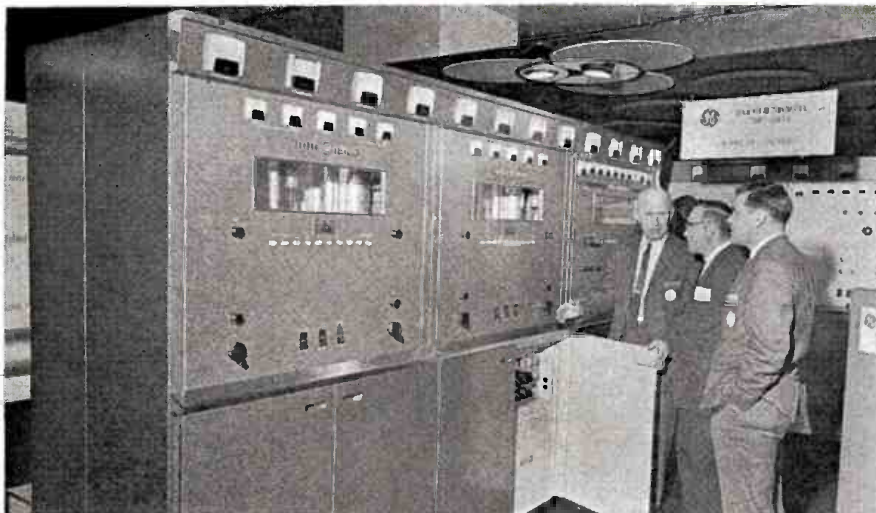
to serve your purpose—and your budget. If you want to expand later, you just add on.

One more important point: ATC came into being because a group of broadcasters saw a need. From the beginning we've looked at automation through a broadcaster's eyes.

Why not find out today how automated broadcasting will work for you? Who knows, you may have a Miss Brown in your station some day.

AUTOMATIC TAPE CONTROL INC.

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Bloomington, Illinois
309-829-7006



Bill Goetter, senior consultant on transmission equipment for General Electric (l), and Paul Fletcher, district sales representative from Atlanta (r),

show a General Electric 30 kw VHF TV transmitter (TT-530-AB) to Edgar Bigbie of Lewis Broadcasting, Savannah, Ga.

mitters are for controlling aural and visual power output.

Gates Radio Co. unveiled its new 50 kw vapor-cooled AM transmitter (\$75,000) that has only four tubes and is solid-state otherwise. The vapor-cooling feature permits ductless one floor installation in small space and makes the unit well suited for dusty regions or areas of temperature extremes.

Gates also showed its 5 kw transmitter for AM that has only four tubes and is otherwise solid state, plus its new Vanguard II one-tube 1 kw AM transmitter. The Vanguard claims extremely low intermodulation distortion for audio performance rivaling FM.

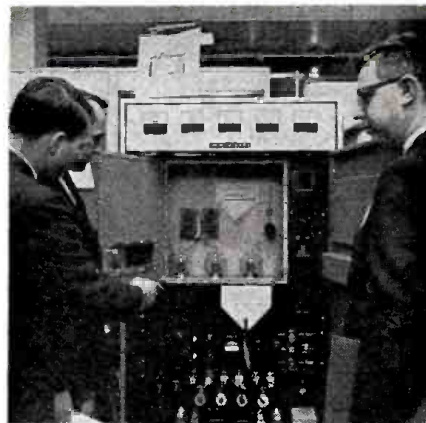
Collins Radio Co. featured its AM transmitter that is transistorized for operation in the 5-10 kw range. Collins

also showed its model 830D-1A FM transmitter that accepts a composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.

New at Visual ■ Visual Electronics Corp. introduced a new 5 kw AM transmitter, a 20 kw FM transmitter and the DFM-10-A direct FM exciter of solid-state construction throughout. The AM transmitter features a modulator that is large enough for a 10 kw rig and is capable of modulating the unit on positive peaks of 120% continuously. The FM transmitter also is designed to function with high stability.

American Electronic Laboratories Inc. displayed two new 1 kw transmitter entries, one for AM (\$5,295) and the other for FM (\$5,690). Both units include provisions for remote-control operation.

Two AM transmitters, one for 5 kw



New AM transmitter of American Electronic Laboratories is examined by Stan Davis (l), technical consultant, Vancouver, B. C., and R. A. Langford (r), CHOW Welland, Ont., with AEL's Robert Jordan (c).

operation and the other for 10 kw, were highlighted by Bauer Electronics Corp. They have been standard equipment for several years. Bauer this year however introduced its line of new FM transmitters in the 3 to 10 kw range. All feature exclusive ceramic tuning, automatic power control and direct FM exciter. One price: \$10,500.

CCA Electronics brought a new "dual reliable" AM transmitter to the convention. The 5 kw unit exhibited will switch, in case of a fault, to 50% of normal power output while maintaining continuity of service. Each section of the two-transmitter unit produces half the normal total power output. A combining system produces the rated power output under normal conditions. Priced at \$19,500, the twin transmitter contains two independent RF exciters.



A discussion at the Varian Associates exhibit involves Don Doughty (l), chief engineer of WCEE-TV Rockford, Ill., and Varian's Jesse Kendall, who have their hands on the company's VA 890 A vapor cooled klystron.



Townsend Associates' 55 kw UHF TV transmitter (TA-55AT) is shown to Ward Bledsoe of KERO-TV Bakersfield, Calif. (c) and Theodore Untiedt of KCET(TV) Los Angeles (r) by William Putnam, president of Springfield Television Broadcasting. Springfield owns Townsend Associates.



Standard Electronics Corp.'s \$40,000 50 kw VHF amplifier is shown to George Woods, chief engineer of WRUN Utica, N. Y., by Standard's field and applications engineer Erwin Taper (l).

All power supplies use silicon rectifiers. These operate at one-third of maximum voltage and current ratings.

Radio 50 kw ■ A \$95,000 50 kw AM transmitter was shown by Continental Electronics. It features low-power consumption, a new modulated amplifier, air cooling throughout, compact design requiring only 62 square feet of floor space and built-in magniphase line protection system.

Rust Corp. of America again featured its FM transmitters for stereo operation and with solid-state power supply. The line includes 1 kw, 5 kw and 15 kw models.

Standard Electronics Corp. featured a new 5 kw transistorized VHF transmitter. Visual portion of the unit delivers a standard AM signal of 5 kw peak when a standard composite video signal is fed into the visual transmitter

input; the aural portion delivers a standard FM signal of 500 w. The RF signal is generated from a transistorized oscillator. Frequency multiplying modules are broad-banded.

Townsend Associates picked its TA-55-AT 55 kw UHF transmitter from its line for major display. It features complete test and monitoring facilities as an integral part of the driver. Driver mounting panels can be opened to show the entire chassis. Solid-state power supplies are mounted on the rear walls. Klystron tuning controls and loading adjustment are exposed for tuning ease.

Varian Associates transmitter tubes on view included a four-cavity Klystron for UHF transmitters (4 KM150LA) priced at \$8,000 and a 5-500A pentode for retrofit into 1 kw AM transmitters for power output reserve.



The little Westel portable TV camera that drew big attention and a big sales list at the convention is held by F. Cary Fitch, chief engineer of KIII(TV) Corpus Christi, Tex. Westel engineer Moghazi Barkouki looks on. The one-man 'Video Cruiser,' complete with power pack, sells for \$10,500.

TV tape recorders grow smaller

Color boom brings wide range of new models, delivery dates vary as widely as models offered

The race grew hotter in video-tape recorders at the NAB this year as high-band color reproduction of masters and multiple generations of color copies took the center stage. The choice of available models widened including the tiny new Westel portable system with single head recording and tape camera (BROADCASTING, April 4).

Available—that is to order. Delivery continues to be a matter of wait and hope, sometimes as much as a year although some new units will be installed later this year.

Ampex introduced its new VR-1200 high-band color machine designed primarily to do for medium to small stations what the company's earlier VR-2000 giant is doing for networks and the big operators that can afford them. The smaller VR-1200 is priced from \$46,500 to \$70,000 depending on accessories. Ampex said it will begin deliveries this month on early orders.

Ampex introduced a compact new VR-1100E recorded designed chiefly for mobile use (\$28,000 to \$50,000) that is solid-state and but two-thirds the size of the studio version. Ampex also featured modernization kits (\$13,000 and up) to modify older VR-1000 and VR-1100 machines for high-band recording as well as new accessory products for

the high-band VR-2000 machine.

RCA presented the new TR-70 recorder (\$82,500) that it described as "the first fully integrated TV-tape recording system for high-band color recording and playback." One exclusive feature is instant selection by switch of a choice of three recording standards: low-band color, or high-band monochrome and color. The TR-70 also has built-in facilities for equalizing headwheel performance.



Jim Pennock of WCOV Montgomery, Ala. (r), surveys the 3M demonstration of its new 'Scotch' brand video tape

No. 399 with Duane Windahl, 3M sales manager, answering questions about the equipment.



Sony Corp. of America's new video-tape recorder with electronic editing features is topic for Ken Nees of Sony and Georgia Otterson, broadcasting student at Stephens College, Columbia, Mo.

tures that Allen has proven over the years in "Allenizing" other machines. Visual also introduced a \$50,000 economy version of the Continental.

The Westel innovations involve two unique systems, one a highly compact (75 pounds, 2½ cubic feet) studio record and playback machine (\$15,000) that can handle "wide-band" color when a plug-in color module (\$10,000) is attached, and the other a light-weight backpack recorder with tape camera (\$10,500, less lens) that makes spot-news sight-and-sound coverage ready for the air immediately.

Westel's systems are 60% integrated circuits and feature a highly proprietary single head "Coniscan" recording device that eliminates many interference and alignment problems inherent in four-head systems, as well as tape and head wear. Tape pressure of the head on the one-inch tape is said to be around three ounces. The systems also use servo controls and are both mechanically and



Big tape user Howard W. Town (l), director of engineering, National Educational Television network, questions Don Kleffman, Ampex Corp. video products manager, about his newest high band color recorder, the VR-1200.



Reeves Soundcraft salesman Rex May holds out a length of the company's new one-inch helical video tape for the view of Donald Patton, chief engineer of WKRG-TV Mobile, Ala. The new Reeves tape was introduced at the convention.

electronically self-correcting after each scan line, claiming to actually improve faulty tape recordings of other machines by making corrections in the re-recording.

The Westel TV-and-sound recording camera is transistorized and features cathode screen viewing so that the cameraman sees exactly what he is shooting. Being a "live" type TV camera, it is more sensitive than film. It weighs seven pounds. The backpack, containing complete video recording facilities of broadcast quality, weighs 11 pounds. The batteries add another 12 pounds. The system can shoot a full half-hour continuously with plenty of



Memorex Corp.'s lines of video recording tapes are conversation starter for (l to r), Lieutenant Robert Feldman, Army Special Warfare School, Fort Bragg, N. C., with Mary O'Leary and Al Domine of Memorex.



Disk video-tape recorder that produces stop-action effect for sports and other action TV shows is demonstrated by MVR Corp.'s Frank Gonzalez Jr. (r), to Jim Schmidt (l), WDAF-TV Kansas City, Mo., and Lynn E. Dryer, KAET (TV) Phoenix.

reserve time for preview and setups. The system works anywhere a man can walk, climb or crawl, Westel claims.

Sony Corp. displayed its small portable model PV-120U video-tape recorder that features variable slow motion, stop motion and editing. It is easily handled by two people.

Datapulse Inc. and Orion Associates featured the Model 301 Videograph which is a new customized system for complete evaluation, qualification and certification of video tapes. Cost ranges from \$7,000 to \$25,000. The system detects, totalizes and records video tape imperfections, producing a tape dropout profile that is a permanent record. The system enables the producer to precheck tape quality before priceless recordings are wasted or lost.

Eastman Kodak Co. displayed its professional sound recording tapes and its comparatively new Extrachrome EF film (type B) which is very fast and specially suited to news work. With the new 100 degree ME-4 processing it is



Visual Electronics Corp.'s president, James B. Tharpe (r), describes the new Allen-Visual high band color video-tape recorder to Lorenzo Barquin, general administrator for Pantel S.A. which is programing TV stations in Lima, Peru; Caracas, Venezuela, and Buenos Aires.



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THE CONTINENTAL

MASTER COLOR VIDEO TAPE RECORDER Model V/A100G

The new Visual/Allen High-Band Color Video Tape Recorder — The Continental — was an instant success at the recent NAB Convention in Chicago . . . offering these and other broadcaster-approved features: • All Band operation at the flip of a switch, • routinely providing the best in High Band Color performance • long head life • precision tape transport • operations-oriented console housing • full monitoring and playback processing facilities, and more!

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the full line
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for every station's
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TRT/HB High
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machines . . .
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solid-state Allen
"Sync-Lock"
Servo and
All-Band
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rebuilding at the
Allen factory
transforms old
VR1000s into
Allenized VTRs
with performance
second to none.

HB22 Allen High
Band color
conversion of
TR22s with three
options — signal
system plus servo
plus video
processing and
time base
correction.

V/A50G
A completely
new High Band
VTR economy
package with
the same
high-performance
Allen VTR
electronic
systems used in
the best
Master Video
Tape Recorder.



And remember . . . all Visual/Allen VTR Units are separately available for most existing VTRs for field installation to improve their day-to-day operations.

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT



Eastman Kodak Co.'s John Pistor discusses potentials of super-8 mm format for TV news with reporter holding Kodak's new M-6 super 8 camera. System still is under consideration.

ready to go on the air in less than 18 minutes. The film comes magnetic striped for single sound system use also.

Memorex Corp., long a basic supplier of tapes for data processing and instrumentation markets, went into full production earlier this year with its precision Type 77V tape for telecasters. The tape is magnetically and electrically compatible with video tape currently in use and may be intermixed with other brands without the need for recorder adjustments. Memorex puts free extra lengths on each reel to allow recording of color bar and calibration signals desirable in color recording.

MVR Corp., which last year introduced its compact MVR-65 portable TV tape recorder (\$11,350), this year unveiled the new stop-action disk recorder (\$10,200) and sold its exhibit model to WGN-TV Chicago for use this season in baseball telecasting. The MVR Videodisk recorder permits instant replay and stop action in either live or tape programs and was developed in cooperation with CBS-TV.

The instant replay allows up to 20 seconds of program review. At any point during replay the "freeze" button can be pressed to stop the action and hold the frame for as long as is wished. The recorder employs the same principles as the tape recorder except that the magnetic medium is an aluminum disk 3/16 inch thick and 12 inches in diameter. CBS-TV first used the machine for an NFL preseason exhibition game in 1965.

North American Philips Co. professional products division displayed its recently introduced low-price video-tape recorder. The compact VTR 3401 A/54 sells for \$3,450.

Reeves Soundcraft was showing a



Jacques Savoyen of the French network CSF, Paris, takes close look at Westel's compact new color-TV tape recorder with Bill Irwin of Westel.

new quadruplex 2-inch video tape for high-band color and critical monochrome applications. Designated "Type 303," the tape is made with a micro-plating process intended to insure good tape-head contact.

The 3M Co. demonstrated the quality of its new Scotch brand 399 video tape on TV screens at its convention booth. The new, long-life, low-noise tape is designed for multiple-generation copying. Improved signal-to-noise ratio is accomplished with a new low-noise oxide and refined binder and coating techniques. The tape has been tested for up to 2,000 passes without indication of tape wear or picture degradation. Shelf life is reported to be "almost indefinite."

The company also exhibited an updated model of its 3M brand professional recorder with all components incorporating quick-change plug-in modules. As an unmounted tape transport the system is priced at \$2,750. It has solid-state circuitry and a tape speed range of 3 3/4 to 120 inches per second.



Robert J. Kreis (l), WLWC(TV) Columbus, Ohio, discusses RCA's new high band color video-tape recorder, the TR-70, with manufacturer's H. H. Klerx.



Andrew Corp.'s line of heliax cables is looked over by Jim Granahan (r), staff engineer of the Automatic Electric Co., Northlake, Ill., and Andrew product planning manager Kenneth Martin.

TV, radio, CATV cable displayed at convention

Specialized cable suppliers for all applications were among the exhibitors at this year's convention.

Andrew Corp. featured foam dielectric and heliax flexible air cable for CATV, TV and radio applications.

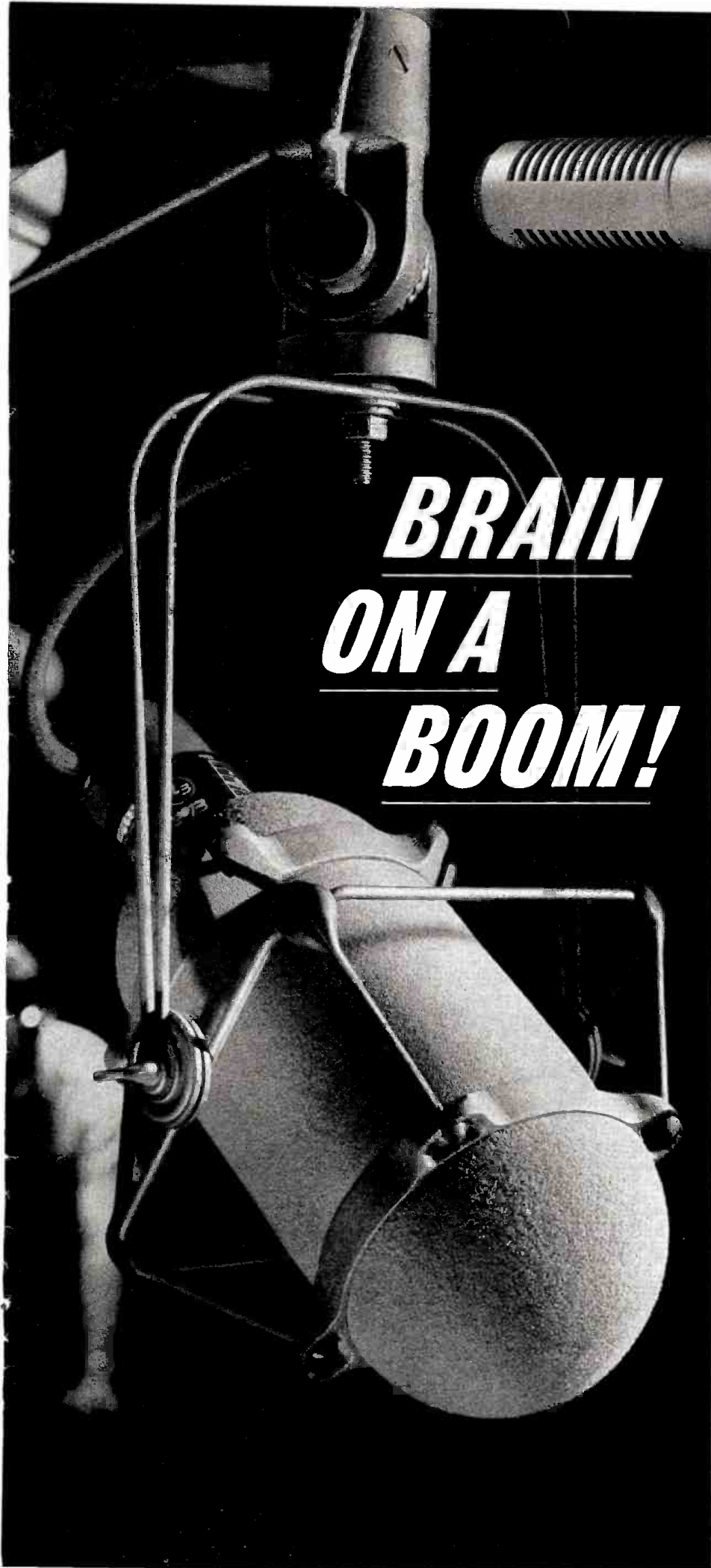
Andrew's elliptical heliax waveguide claims the advantages of easier system planning, simpler field installation and lower cost. A standard elliptical waveguide provided by Andrew is meant for short and medium-haul radio relay systems and connectors can be attached in the factory or in the field.

A premium elliptical waveguide is available for long-haul high-capacity radio systems.

Boston Insulated Wire & Cable Co. demonstrated its line of television camera cables featuring good flexibility, kink-proof jackets and crush-proof rope-lay construction to prevent lead stress. The BIW cables use three types of dielectric materials: cellular polyolefin, polyethylene and Teflon.



Joseph Burley (r), president of Boston Insulated Wire & Cable Co., shows his TV camera cable wares to Roger Frye, chief engineer of the television office at the University of California.



New E-V Model 668 Dynamic Cardioid Boom Microphone

with built-in
programming panel!

***BRAIN
ON A
BOOM!***

EY It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D* systems provide this uniformity, yet permit high output (—51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ windscreen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed **UNCONDITIONALLY** against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 667 Identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List price: Model 667, \$345.00; Model 668, \$495.00 (less normal trade discounts).

Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

ELECTRO-VOICE, INC., Dept. 461BR;
660 Cecil Street, Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND



Just a finger touch activates Northern Electric Co. Ltd.'s custom video switching system for master control, NEC's G. I. Baxter (l) demonstrates

for G. A. B. Moore and J. P. Petolas of Sir George Williams University, Montreal, as G. L. Groome (r) of NEC watches.



Jim Barnes (r), Cohu Electronics engineering manager of video switching systems, talks about a video switcher with Marshall Williamson, chief engineer of WLUK-TV Green Bay, Wis.

The gear between camera, transmitter

Television engineers select from wide range of amplifiers, sync generators, monitors

The equipment that is between the camera and the transmitter was displayed in profusion at the National Association of Broadcasters convention. Switching gear, amplifiers, computerized program controllers, color generators and other items were in evidence. Much of the equipment was solid-state.

American Panacor displayed a new 30-event pre-set programmer billed for high flexibility and allowing separate audio and video switching. The model displayed at the convention, a 21-input machine, was purchased by WISN-TV Milwaukee. These units may range in price from \$60,000 to \$75,000.

Ball Brothers Research Corp. exhibited a new line of video and pulse distribution amplifiers. The Mark IX video-pulse distribution amplifier, at \$255, has high bandwidth capabilities, can accommodate standard monochrome and color signals and is compatible for high-resolution television systems. Modular design permits installation of up to 10 individual units in a single rack. The company's new Mark VIII automatic-gain-control video amplifiers enable continuous monitoring of TV signals from a variety of originating equipment. Two units are available: the standard "A" unit at \$3,340 for local

use and a "B" model for remote operation priced at \$4,540.

Cleveland Electronics Inc., which designs and manufactures a wide range of deflection yokes for cameras, power transformers and other basic compo-



Catherine Wild of Conrac gives smiles along with details of her firm's lines of TV monitors for both color and monochrome.

nents, emphasized the need for modernizing and upgrading system elements to meet the needs of color TV for highest quality signals all along the line. Older cameras can be updated by insertion of such things as new deflection yokes. Cleveland now supplies yokes for 90% of the Plumbicon color-tube market in the U. S.

Compact ■ A new 2470 series miniaturized rackmounting sync generator of Cohu Electronics was shown with composite sync, mixed blanking, horizontal drive and vertical drive for either broadcast or closed-circuit systems. The compact 1 3/4 inch high system with genlock and color standard sells between \$945 and \$2,240. Cohu also displayed a new solid-state color encoder priced at \$3,500.

Raytheon's subsidiary, Dage-Bell Corp., had a new sync generator (type 585) at the convention with solid-state integrated circuit. The equipment uses



Deflection yokes for the new Plumbicon and other color-camera tubes are discussed by T. B. Brask, WFSU-TV Tallahassee, Fla., ETV and Richard Tanczos (r), of Cleveland Electronics Inc.



Stephen Hare, Grass Valley Group sales engineer (l), and Wayne Semple, chief engineer at WAND(TV) Decatur, Ill., flank Grass Valley's model 711 C color processor and 750-4 sync generator and modular video units.

digital logic switching techniques and has cross hatch, dot-bar and subcarrier generator options. The unit occupies 5½ inches of vertical rack space and is available in scan-rate options to 1203 lines. It's priced at \$1,365.

Among new equipment shown by Dynair Electronics was a solid-state television tuner (model RX-4A) with etched circuit-board construction and color capability said to provide excellent differential phase and gain. The VHF/UHF unit sells for \$990 and the VHF crystal (no UHF) for \$1,100. Dynair also showed a new video-amplifier module, module frame, sync mixing video-amplifier module, pulse-amplifier module and sync-adder module.

General Electric had a new color encoder at the NAB show for live and color-film camera systems. Designated TV-112-A and selling at \$4,500 this unit features synchronous timing of color and monochrome outputs and acceptance of a range from 0.75 to 4.5 volts peak-to-peak for sync, sub-carrier

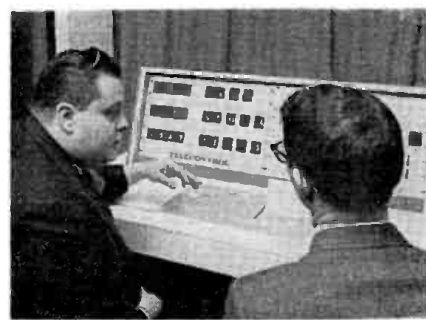


Trompeter Electronics patching and switching equipment is explained by Edward Trompeter, company president (l), to representatives of the Air Force Academy's TV division Billy Hillin and Oscar Means (r).

and blanking. The system has an optional remote chroma-level control allowing adjustment of chroma content.

Solid State ■ A wide range of amplifiers, sync generators and other video-signal processing gear was displayed by The Grass Valley Group Inc. for both audio and video signal handling, mixing and distribution. Modular solid-state construction is featured throughout.

Grass Valley's audio line includes such equipment as the Model 609 preamplifier with remote gain control (\$230) and the 641R limiter/compressor with meter and gain control (\$475) suited to loudness control applications. Video gear ranges from the 700 distri-



Hancock Telecontrol's Unicon II automatic television program controller is shown by project engineer and designer Jerry Goldfeld (seated) to Warren Williamson, vice president of WKBN Broadcasting Corp., Youngstown, Ohio.

bution preamplifier (\$330) to the 750-3 sync generator with sync lock, color standard and color counter (\$2,100).

Grass Valley also introduced its new Model 730-31 insert keyer with color control (\$750), which is a video effects device designed to insert matted titles into a video signal. It can be used with a video mixer using the switcher output normally feeding the mixer or it can be used with separate switcher outputs. All components are modular solid-state. Model 730 is for monochrome only (\$400).

Hancock Telecontrol had its Unicon II automatic television program controller at the show. The \$55,900 unit can control all programming steps and effects for maintaining program continuity. The equipment has a nonsequential memory system and four modes of operation: elapsed time, time of day, manual control and electronic cue control.

Sound Mixer ■ A new 12-channel sound mixer for television (\$10,000) drew wide interest at the Marconi dis-



Vital Industries displayed stabilizing, video distribution and pulse distribution amplifiers. Here Otto Goetz (l), systems and sales engineer for Vital, discusses the equipment with Thomas Barr of 'Huntsville (Ala.) News.'



The International Good Music 600 system for programming and logging by punch card is explained by IGM president Rogan Jones Jr. (r), to Everett McCrary, president of WJSB and WAAZ-FM Crestview, Fla.



Dale Grundon (r), chief of TV at the U. S. Army Photographic Agency, gets information on Dynair Electronics Apollo advertising amplifiers from Dynair advertising and publication manager William Killian.

play. Fully transistorized, the unit enables two group mixing, one group of six low-level channels and one of two low-level channels. The remaining four channels accept high or low level inputs and can be switched to either group. The units can be paired for 24-channel operation.

New solid-state TV monitors were introduced this year by two suppliers, Miratel and Conrac, with the latter also offering color monitors as well as monochrome. Miratel has recently expanded its St. Paul production facilities to meet demand.

Conrac's new workhorse monochrome monitors are 9-inch models (\$725) that still can be paired in standard rack mounts. Conrac's color monitors come in both 17-inch and 21-inch tube size (\$2,450). Miratel's monitor lines range from 8 inches to 23 inches in monochrome, feature 10 mc video bandwidth for up to 800 lines resolution.

New line of special effects gear was exhibited by Marconi for complete flexibility in both color and monochrome inlays and overlays, wipes and similar patterns. The basic B3740 series starts at \$9,300 including control desk. It is modular solid state.

Moseley Associates remote control systems on view at the convention included the WRC-10T now offered with all-silicon transistor circuitry. The \$980 unit's specifications cover 10 raise and 10 lower commands, 10 telemetry channels plus calibration and fail-safe operation protecting from system failure exceeding 20 seconds. Moseley systems require only one signal circuit between the studio and transmitter site.

Custom Switching • Northern Electric Co. Ltd. demonstrated its custom video switching system for master-control-room operations. The system incorporates an 8 by 5 video control matrix with a preset automatic mixing system, a 13 event memory unit and a Richmond Hill special-effects generator. The



New Talex line of stereo earphones handled by Magnecord Division of Talex Corp. is shown by firm's Chet C. Mylin (l) to Wayne Semple, WAND Decatur, Ill.

system involves standard plug-in units so that custom design can fit any need.

Northern Electric also displayed its line of signal routing apparatus, a new sync and set-up stripping amplifier (\$450) used in the cascade with a video-mixing amplifier to remove sync and setup from composite monochrome signals, plus its video-mixing amplifier (\$1,900), introduced last year, that includes stripper and control arms.

Also on display was RCA's special effects generating system, the TE-60B, which can produce over 100 effects patterns. With the addition of the TA-60B video mixing and insert amplifier, dissolves and fades, lettered insert switches etc. may also be handled.

RCA demonstrated its TS-40 video switching equipment which now is in wide use and is of plug-in modular solid state construction. It is available in standard units or custom formats.

The TSA-3 preset switching system



Roger Czerniak, assistant distributor sales manager of Nortronics Co. (l), shows Nortronics-made replacement heads for an Ampex recorder to Nobu Kitakoji and Kanji Horikawa (r) both of Tokyo Broadcasting System.



G. Kurt Butenhoff (r), president of Ward Electronic Industries talks to George Merrill of KSTP-TV St. Paul-Minneapolis, about some new Ward equipment: a solid state television demodulator and solid state color phase equalizer.

also was shown by RCA. It has been on the market about four years and enables one man to handle up to 10 complete preset events and features 15 audio-video sources and automatic on-air switch after pre-roll.

Riker Video Industries put its new \$1,400 colorizer on display at the convention. The equipment permits color without a color camera or encoder for color station breaks, color commercials and network color inserts using existing monochrome cameras. The colorizer has various modes of operation including any three preselected colors, manual selection of color and automatic cycling through the color spectrum at a selected rate.

Riker also showed a new encoded color-bar generator with a front panel switch permitting full raster or split screen presentations. Another piece of new equipment shown by Riker was a vertical interval preset switcher with custom designed control panel and ranging in price from \$25,000 to \$50,000.

A new Riker automated master control switcher was shown with a Chrono-Log automation system. The Chrono-



The Sarkes Tarzian VIS 88 production switcher gets a look-see from Ron Spangler (l), president, Lew Ron Ltd., Baltimore, as Russ Ide, marketing manager for ST, explains operation.



Tektronix Inc.'s new 529 TV monitor combination is explained by firm's Jim Jacobs (l) to Don Smith, WOUB-TV Athens, Ohio.



Robert Lynch (far right), midwestern sales manager for Riker Video Industries, holds an audience for a group of chief engineers from Storer Broadcasting. The equipment being shown includes encoded color bar generator, colorizer, video processor and encoder.

Log "STEP" system features automatic control of wipe and fade operations. Riker is Chrono-Log's national sales representative for this equipment.

Big Interest ■ Sarkes Tarzian's new version of its digital programming computer, the APT-1000B, got heavy inspection at the convention. The system, designed for ease of operation, is constructed with three basic features: integrated system approach for computer, video switcher, audio switching, etc.; instant access to programming functions, and a fail-safe manual mode of operation. The new version has increased time and audio capacities. Its basic price is \$60,000.

ST's vertical interval switching system (VIS-88) priced from \$50,000 to \$100,000 features solid-state circuitry, plug-in cross points, centralized routing, modular expansion and is said to provide exceptional color performance.

Telemet's line of solid-state studio equipment at the Chicago show included a new subcarrier regenerator with built-in power supply and automatic changeover from remote to local color standard. The unit, designated 3516-A1 and priced at \$1,800, is completely self-contained and provides a continuous clean and controllable color subcarrier signal locked in frequency and



The Chrono-log STEP system that automates station break switching in master control to eliminate make-goods and errors is sold for less than \$9,000. Riker is the U. S. sales representative for the system.



Floyd Kinard, chief engineer of WLBT(TV) and WJDX-AM-FM Jackson, Miss., sits at Sarkes Tarzian's APT 1000 computer-controlled automatic programmer. Nubar Donoyan of Sarkes Tarzian looks on.

phase to the remote program subcarrier.

Telemet also displayed a new push-button special effects generator, a new electronic pointer and a new modular color processing amplifier.

Switching Systems ■ Trompeter Electronics Inc., which was organized to develop and produce interface equipment for telemetry, instrumentation and communications, exhibited its video switching systems designed to replace manual patching or programed patch panels with remote controllable matrices or multiple switching units. The unlimited variations make them suited for custom TV installations. Trompeter also supplies a full range of standard coaxial patch panels, connectors and accessories.

Visual Electronics had an elaborate exhibit of its solid-state switching gear to demonstrate vertical interval and fast lap switching, a complete station production switching system with special effects, and master control switcher panels showing how all machine control panel buttons may be located on the panel.

Visual also showed a simple pre-select switcher for video, audio and trans-



Summit Engineering's Videograph Model 301 video-tape evaluator gets the full treatment from representative John Wood (r) for Edgar P. Smith, Time-Life Stations, New York, and Charles Clements, consulting engineer.



A processing amplifier at the Telemet Co. exhibit is shown to Gerald Dreger of KTVO(TV) Ottumwa, Iowa (r), and Robert Fallis of WEAU-TV Eau Claire, Wis., by Telemet sales manager Eric King.

itions (dubbed VAT for short) with a new pre-select option that may be incorporated with Visual's type LS8 24X8 custom switching system. Visual exhibited its pulse assignment switcher too. It is solid-state pulse switching and distribution equipment designed to give full flexibility for remotely assigning any one of the sync pulse generator outputs to any group of equipment with no requirements for patching.

Vital Industries demonstrated its new VI 1000 solid-state color-video processing amplifier. Priced at \$3,950, it will deliver constant video, set-up, burst and pulses. Vital's color stabilizing amplifier model VI-500, also shown in Chicago, features color AGC, sync-tip clamping and noncomposite output from composite inputs. It's priced at \$1,750.

A solid-state television demodulator (type TD-880 for VHF and TD-880U for UHF) with silicon transistors throughout was a new unit shown by Ward Electronic Industries. It features plug-in modules and a switchable "flat" or "receiver" frequency amplitude/phase transfer characteristic. Optional with the gear is an audio demodulator module providing direct carrier and intercarrier aural signal monitoring.

Ward also displayed a transmitter color-phase equalizer system, TA-860, designed to precompensate television transmitters for video-signal phase errors.



Shift of TV monitors to solid state is one feature Bill Toeller of Miratel Electronics Inc. talks about with Buddy M. Kline, Indiana State University.

Automation in audio tape

**Tape cartridge and
reel-to-reel system
attract attention**

Broadcasters were given a big choice of automation devices for use in programming at the NAB equipment displays. They included:

Equipment shown by Audio Devices included a modified Audiopak type cartridge with uni-tension pressure pads and spring action for uniform tape-to-head contact, a free floating head for low wow and flutter, and cue spring lock for holding the cartridge in place for smoother operation. The company's line of audio recording tapes was also featured.

Automatic Tape Control, a pioneer in the tape cartridge and station automation field, introduced its new model STC-9 Simplex programmer (\$1,600), the heart of its latest Simplex automation system incorporating reel tapes, cartridge decks and the big ATC-55 multiple cartridge unit, all of which are also available as individual components.

The STC-9 can control as many as nine tape sources in any combination of cartridge and reel units. Thumb-wheel switches provide sequential control of up to 24 events that will repeat until changes are inserted or the unit is turned off.

ATC also showed its Criterion series of tape cartridge machines introduced two years ago and now in wide use as are ATC's earlier systems programmes,

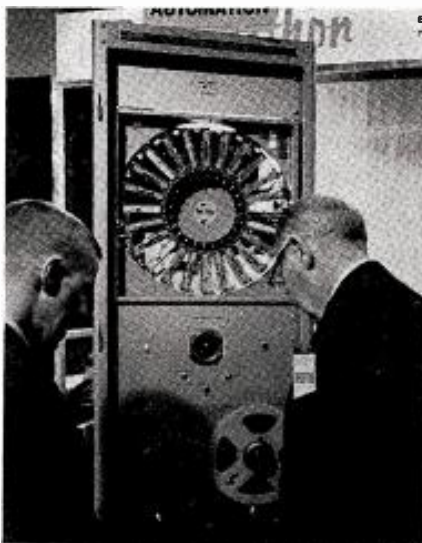


Irwin Knopp, chief engineer at WAKR Akron, Ohio, looks at a new Audiopak continuous loop lubricated tape cartridge held by Gerry Meyer, sales representative of Audio Devices.

models SP-10 and SP-19, which feature telephone dial control to order sequence of events. Another key unit is the ATC remote control with elapsed time indicator.

Five or Ten — Broadcast Electronics Inc. introduced its new spotmaster five-spot multiple cartridge reproducer that also comes in a 10-spot version. It is designed for radio-TV stations and recording studios requiring the use of multiple cartridges on instant demand. Each reproduce channel has its own cueing amplifier and program amplifier. Also a pioneer in the tape cartridge field, Broadcast Electronic's full line of Spotmaster components was highlighted.

The Continental Electronics automatic programming and logging system—Prolog—for AM and FM stations was shown. Priced from \$27,190 to \$35,000, this equipment enables automatic



Gordon Alsum (l), WCWC-AM-FM Ripon, Wis., listens to product pitch of C. A. Montgomery for his Tape-Athon Corp. program automation system.



Vernon A. Nolte (r), Automatic Tape Control Inc., explains key elements of ATC's new Simplex automation system to Lee Gahagan, WPRB(FM) Princeton, N. J.

programming from information typed on the program log. It can operate unattended for 24 hours or more and will assemble program elements from 250 sources. The flexible system can provide any combination of automatic and live programming.

Gates Radio Co. exhibited its model 202 programmer which is an economical audio programming system combining the Gates Cartritape machines with disc and live program sources. Gates also highlighted its Cartritape production center, an entirely solid state assembly providing complete recording facilities for cartridge tapes which frees other studio facilities for normal use.

International Good Music featured its series 600 and 500 IGM control systems. This equipment, with a price range starting at \$15,000, automatically programs a station from any number of music or nonmusic inputs, with sequence and function controlled from standard punch cards.

A new Actan programming drum was shown. For use with IGM's 500 series, this \$1,000 unit permits sequential control of two to eight inputs. Sixty sequences can be programmed before re-



The Continental Electronics Manufacturing Co. Prolog automatic programming and logging system is described for John Colin (r), general manager of WREO-AM-FM Ashtabula, Ohio, by Continental Vice President Thomas Moseley.



Betty Tincher of Perfection Music Inc. tells Philip Ray May, WJBO-AM-FM Baton Rouge, La., all about Perfection's stereo music automation system.

"KPOL-NOT SETTLEMENT . . . BUT UNION DESTRUCTION,"

A STATEMENT FOLLOWING ONE YEAR OF STRIKE

By the IBEW and AFTRA

April 2nd marked the end of one full year since radio station KPOL management refused to agree to an immediate vote of the twelve announcers on its staff. The result would have determined, in accordance with established labor-management procedures, whether or not the union shop system would continue at the station.

Refusal by KPOL to abide by this democratic, fair process and the company's attack on IBEW's long established working conditions and job responsibilities caused the strike against the station by the Los Angeles Local, American Federation of Television and Radio Artists, and Local 45, International Brotherhood of Electrical Workers.

Such an adamant stand by KPOL management is obviously motivated by a fanatical anti-union policy. Both unions have offered substantial concessions . . . to no avail! It is recognized that management is not seeking terms of settlement but instead the destruction of these two AFL-CIO unions in Los Angeles.

Meanwhile, the entire broadcast industry has been made aware of the effectiveness of the strike and the price that is paid for attempting to destroy, without purpose or reason, the hard-won gains of union members.

Drop-off of sponsors at various stages during the year represented losses down to 45% of normal business volume at the station. These reductions in commercial announcements, the result of organized labor's intense sponsor boycott activity, are reported to have cost KPOL an estimated \$750,000 over the past twelve months.

As a union shop operation, profits at the station for the last few years prior to the strike were reported at approximately \$500,000 per year! Despite enjoying these enormous earnings before the strike, then suffering heavy financial losses during the strike, this employer refuses to consider a settlement.

This is not a "Happy Anniversary," nor is it one of defeat. With the cooperation of the entire labor movement as announced by George Meany, president of AFL-CIO, we pledge to continue this struggle until an agreement is achieved with honor and dignity.

Local 45,
International Brotherhood of
Electrical Workers

AFL-CIO

Los Angeles Local,
American Federation of
Television and Radio Artists



Broadcast Electronics Inc.'s Ross Beville (l) tells Paul Braden, WPFB Middletown, Ohio, about firm's new five-spot tape cartridge deck.

peating.

All-cartridge audio automation systems at the KRS Instruments exhibit featured a new Stact broadcaster SB6AP-A six-deck unit with playback only and remote control. These simplifications, said to be desired by many users, reduce the price of the unit to \$1,985. The KRS line of Stact broadcasters ranges in price up to \$4,150 for a stereo model with five decks playback only and one deck, a combination erase-record-playback and all six, reversible.

MaCarta, supplier of continuous-loop tape cartridges and recording and playback equipment, had a new Mark II time announcer (581) for \$1,195, a dual-cartridge self-contained unit for automatic correct time announcements. It's 7 x 19 x 19½ inches, built for slide-out rack mounting and has a tape speed of 7½ inches per second.

Stereo Tape ■ Magnecord Division of Telex Corp. highlighted its new model 1024 tape recorder (\$600) for



Jo Ann Woodworth of Tapecaster Electronics describes the operation of a telephone delay unit (model 700RP-D) for use on live talk programs to Jose Martinez of Telesistema Mexicano, Mexico City.

stereo work. It has a frequency response of 45 to 18,000 cycles per second at a tape speed of 7½ inches per second. Optional tape speed of 15 inches per second is available. The machine is modular solid state and is available in half-track or four-track styles.

Perfection Music Inc. demonstrated its automation system and music program library services that are patterned after typical good-music station operation. Music tapes and systems come either monaural or stereo and the equipment is flexible to meet varied degrees of automation.

Schafer Electronics, producer of program automation systems since 1953, showed its new ANP-800 automatic network switching system (\$1,500) that permits automatic joining of the network and return to local programming according to preselected event sequences. Accurate timing is assured through a digital clock.

The unit also may be programed to accomplish many other functions, such

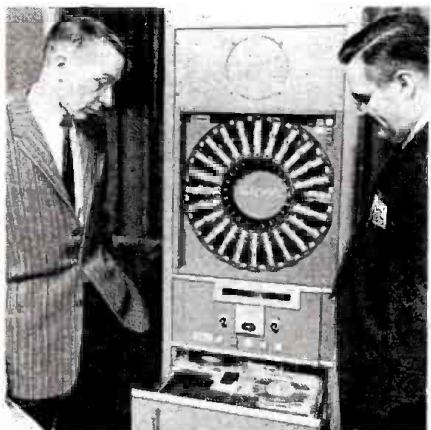


James Johnson of KRS Instruments points to the KRS six-stack continuous-loop cartridge tape recorder (SB6-AP) and describes its operation to Leslie Germany of Pye TVT, Cambridge, England.

as turning transmitters on and off, switching directional arrays, inserting programs from other sources at set times, etc. Schafer also displayed its all-Ampex 800 automation system with random access spot locator, audio clock and other features.

Tape-Athon Corp. expected high interest in its solid-state studio tape recorder (\$1,200) but didn't think in terms of off-the-floor sales at the NAB. It sold 17 there. The machine's dual capstan drive tape transport system is claimed to be the most precise and fastest-acting in its class with start time of 0.01 second and stop time equal to one-half inch of tape with machine running at 7½ inches per second. On a 30-minute tape running time will coincide within two seconds for the first and subsequent runs.

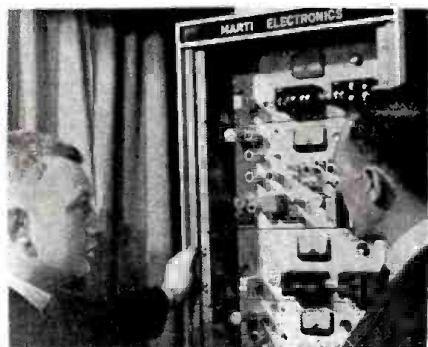
A new series of tape cartridge machines was presented by Tapecaster Electronics featuring remote control of all functions and designed for automation with secondary tone output. This "700" series has regulated power supplies with electronic filtering and uses all silicon transistors. Tapecaster also showed a telephone delay unit (700-RP-D) for use on live programs where phone interviews are conducted.



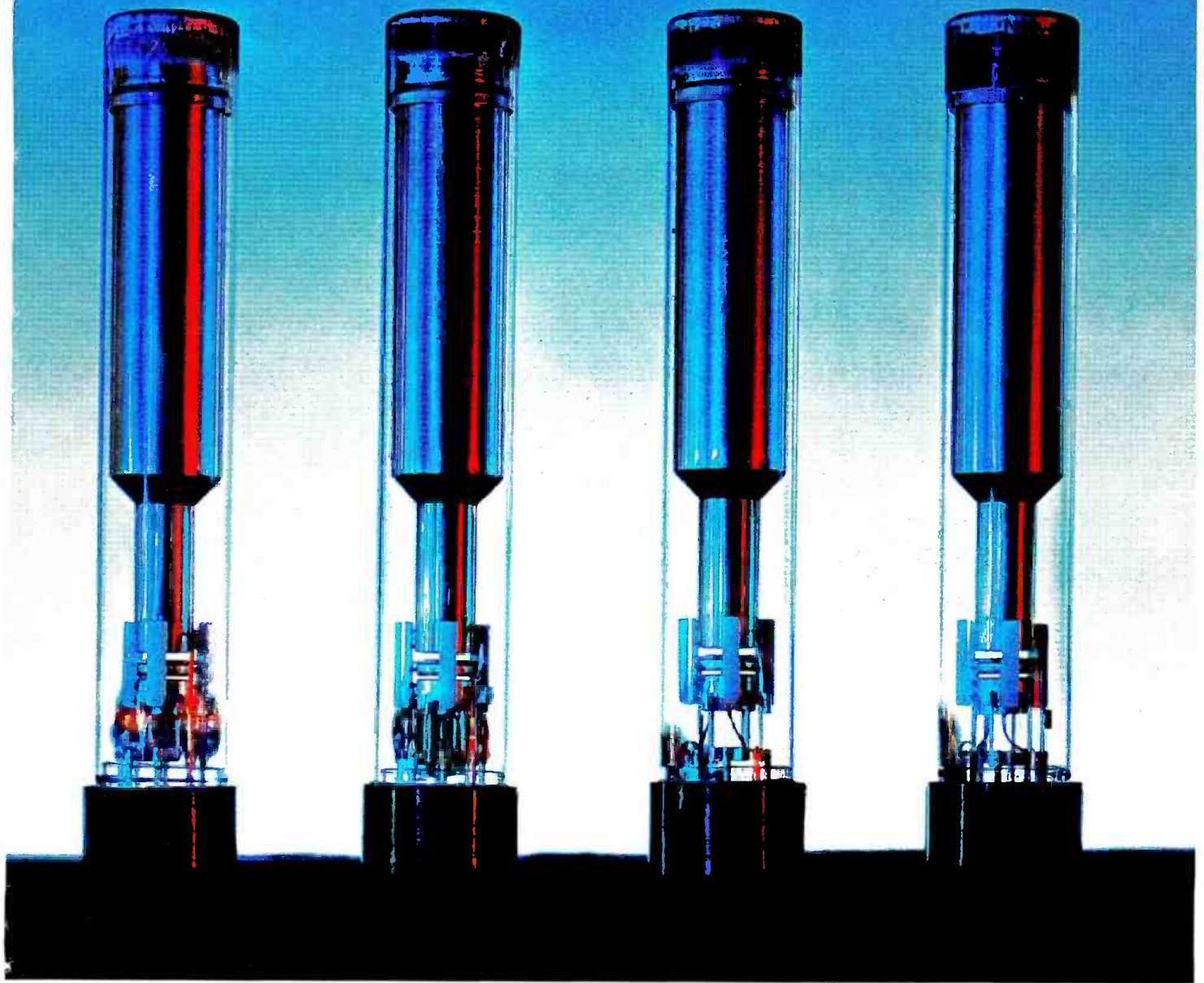
The MaCarta 'Carousel' tape cartridge handling system, recording system and time announcer are demonstrated for Ed Tink (l) of Blackhawk Broadcasting, Waterloo, Iowa, by William Moulic, chief engineer of MaCarta.



Schafer Electronics' stereo program-automation systems always got ample demonstration by firm's president, Paul C. Schafer.



Marti Electronics sales and marketing manager Bob Richards (r) and Doug Sutherland, KBLL-TV Helena, Mont., have a look at Marti's dual channel STL-transmitting common antenna system.



**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.

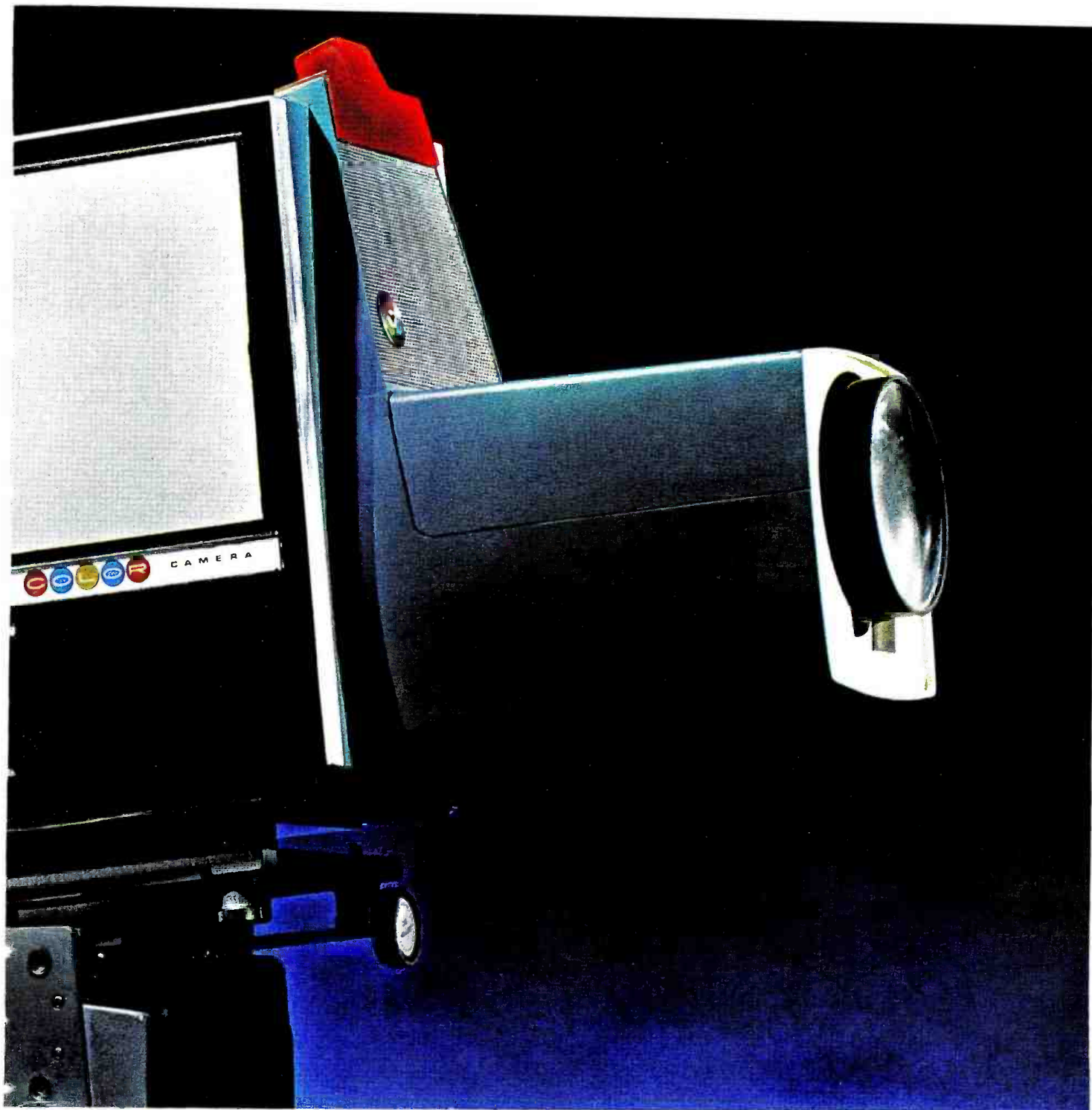
Look at the diagram — the light path

to the Plumbicons is simple but precise. This is a key factor in the camera's amazing performance.

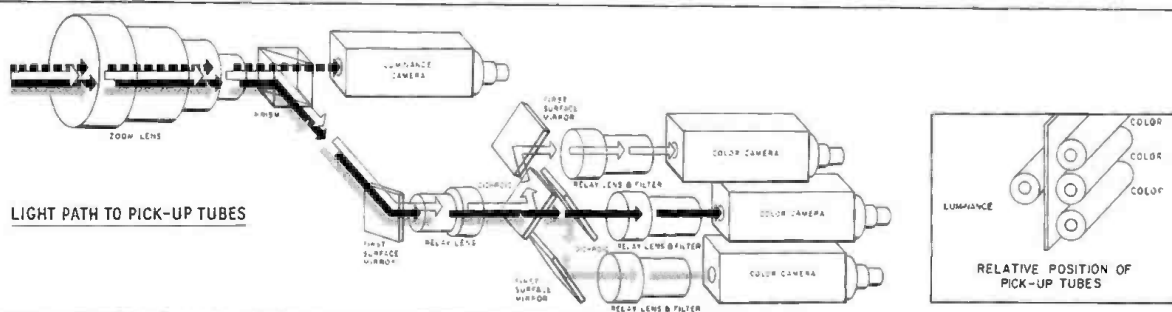
These important new features make General Electric's new PE-250 the best live color camera in television.

But you don't need a zoom lens to see that. Just write General Electric, Visual Communications Products, 7-3 Electronics Park, Syracuse, New York.

*Registered Trademark of North American Philips Company.



n 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.

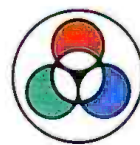
All 4 cameras include precision optical bench and precision adjustments.

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.

GENERAL  ELECTRIC



Consoles show refinement

Number of new series ready for AM, FM, TV; makers report business brisk

An unusually large number of new audio consoles were offered, incorporating many new advanced features this year.

New audio console series 910 for either minaural or stereo operation was shown by Bauer Electronics Corp. Featuring all solid state components and available either factory assembled (\$1,750) or in kit form. The basic unit has eight mixers, talk back and other facilities. Bauer produces audio consoles in other configurations as well.

New audio consoles for TV, AM, FM and recording were offered by General Electric. Designed for maximum operational flexibility, they were said to incorporate new and improved solid-state circuitry for increased reliability with minimum maintenance. Model BC-35-A has four input amplifier channels and four mixers; the BC-35-B has eight input amplifier channels and eight mixers. In other respects the two models are identical, and representatives said adaptability for stereo operation would be available in the near future. GE also showed its transistorized BC-31-B stereo/monaural console providing up to 18 low-level inputs, 22 high-level inputs and up to 12 mixers (14 by removing talk-back facilities). BC-31-B monaural consoles may be converted to stereo by use of appropriate available



Michael Cook, field engineer for the North American Philips Co. (l) describes the company's video-tape recorder 3401A/54 (\$3,450) to Jack Walkmeyer of Midwestern Broadcasting Co., Traverse City, Mich.



George Alexandrovich of Fairchild Recording Equipment Corp. (r) shows the company's stereo broadcasting console model 830 to Jim Heavner of WCHL Chapel Hill, N. C.

modules.

Collins Radio Co.'s working display of its new 212S-1 stereo speech input console drew much traffic. Collins showed that by use of a photoconductive cell and a lamp in sealed container it has eliminated pops, clicks and hums and can guarantee noiseless sound switching.

The 212S has five stereo inputs from local sources plus one of four remote stereo inputs or one network stereo input. Each local's stereo input may have two selectable sources. Collins also exhibited its 212M monaural speech input.

Gates Radio Co. highlighted its Stereo Statesman console with five full stereo mixing channels and featuring new silicon transistor amplifiers as well as its Duralux II and Gatesway II audio console lines. Duralux II simplifies combination AM-FM with FM stereo programming while also accommodating SCA operation. Gatesway II is a solid state console line succeeding Gates' earlier standard consoles.

Studio Equipment - Fairchild Recording Equipment Corp. demonstrated radio studio equipment including a



Joseph C. Amatore of WPOP Hartford listens with earphones to check sound of new dual-channel console of Bauer Electronics Corp. as Sam Holman of WPOP assists.



Jack Lawson of Sparta Electronic Corp. (r) talks with John Lee, chief engineer of KTR(TV) San Bernardino, Calif., about Sparta's AS-30 stereo audio console.

pushbutton "DJ fader" meant for a disk jockey who manages his own turntables, tape cartridges and board operations. Fairchild calls the equipment a miniature semi-automatic mixer console. It permits the DJ to turn his mike on and, at the same time, fade from 1 to 20 db all other program material. The basic unit, which can handle one microphone and three program sources, is priced at \$180. Each additional program source fade channel adds \$45.

A portable audio broadcast console, introduced last year, was again featured by Northern Electric Co. Ltd. The solid-state R5461C (\$680) is compact and includes four input channels with VU meter and other controls. Northern Electric also highlighted its program control amplifier (\$990), first shown last year, which gives overmodulation protection as well as average higher modulation levels for sound channels in TV as well as AM-FM.

Featured by Sparta Electronic Corp. were a number of new items including the Sparta-matic stereo tape cartridge unit (600-RP) complete at \$950, an audio console (A-20) for \$895 with nine mike inputs, three turntable con-



Collins Radio Co.'s new stereo speech input console 212S-1 prompts exchange of information for Richard L. Kaye (l), WCRB-AM-FM Waltham, Mass., and Collins' A. Prose Walker.

trols, 12 high-level inputs and completely transistorized, and a two-channel remote control pickup amplifier (RA-5) with built-in audio oscillator. It runs on batteries or AC power supply.

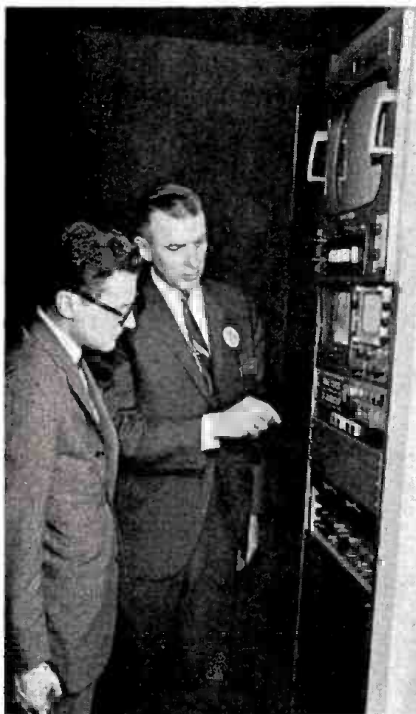
Also new from Sparta is a 13-input audio console (A-15) for approximately \$400 and a line of "mix 'n' match" modular-design control room cabinetry. A prototype design of a Sparta-matic multicartridge playback unit (MC 104) was brought to the convention to test broadcaster reaction. The four-motor unit, not yet in production, accepts all cartridge sizes and would cost approximately \$995.

Visual Electronics introduced the new McCurdy Radio Industries Ltd.'s PE-2400 portable console, a rugged but compact solid-state unit with four mixers. It is designed to handle up to eight microphone inputs or four high-level inputs.

Better microphones ready for talk shows

With the growth of talk programming in radio, microphone attachments that improve telephone recording or pickup are becoming more necessary. Altec Lansing, for instance, reported considerable interest in its relatively new 690A dynamic microphone and amplifier assembly (\$35) that replaces the carbon talk transmitter module in a regular telephone handset. The transistor amplifier is powered from the phone line itself.

Altec also introduced its new 677A lavalier microphone (\$39), a moving



coil dynamic type that weighs less than an ounce, and measures seven-eighths inch in diameter and 1 3/4 inches in length. It is omnidirectional, has frequency response of 70 to 12,000 cycles.

Sennheiser Electronic Corp., exhibiting for the first time at the NAB, put its line of microphones on display including a new condenser shotgun mike (MKH 805) costing \$351. It has a sound stage distance of up to 30 feet. The model has an exceptionally narrow front lobe and high front-to-back ratio with an output impedance of approximately 10 ohms.

coiled dynamic type that weighs less than an ounce, and measures seven-eighths inch in diameter and 1 3/4 inches in length. It is omnidirectional, has frequency response of 70 to 12,000 cycles.



James Boudreau of CKDA and CFMS-FM Victoria, B. C., holds the mike.

No Windscreen ■ Shure Brothers Inc. led its display with the newly available SM50 omnidirectional dynamic microphone that is said to need no external windscreen. At \$75 it is billed as "the cleanest sounding professional microphone at anywhere near its price class." It is meant for remote interviews, news, sports pick-ups and a variety of field and studio applications.

Vega Electronics Corp. demonstrated its compact new wireless microphone (\$250) that can be hand-held or used lavalier style. Measuring 1-inch diameter by 5 inches, the Vega mike works in the 25-45 mc FM band and has acoustic response of 80 to 14,000 cycles.

Compact receiver for the microphone (\$297) can be paired with a Vegatrol remote-control carrier relay (\$70) that will turn recorders on or off and enable a newsmen to work in the field alone with a wireless mike and have his recorder function unattended in his car. If he wears Vega's helmet accessory (\$27.90) to give extra height to his mike antenna he'll look like the man from Mars and he'll stand out in any crowd.

Vega also displayed its new line of capacitor microphones (\$185) for high quality studio work and featuring 20 to 20,000 cycle response. Well shielded for RF interference, the cable mikes can be used next to 50 kw transmitters without noise.

Two new microphones of AKG/Norelco, distributed in the U. S. by Visual Electronics, were introduced at the show. The D-202 is a rugged high quality dynamic mike that divides the frequency range between two capsules, one for the base ranges and the other for treble, giving smooth response from 30 to 15,000 CPS with 20 DB front-to-back ratio over the entire range. A tiny lavalier model, D-109, is a low cost general use mike.

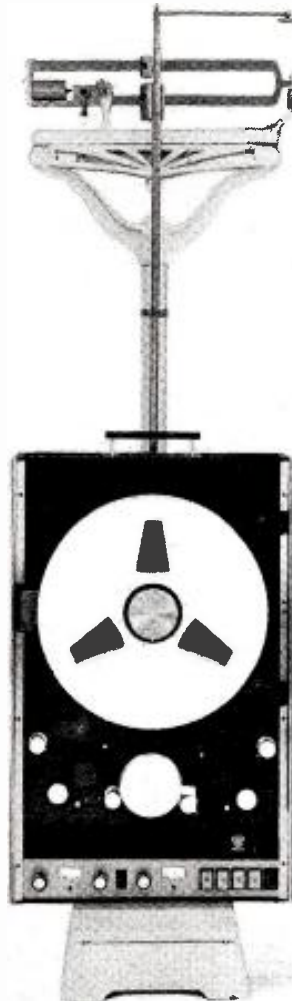


At right is Robert Carr, Shure Brothers professional products division manager.



Vega's wireless FM microphone system 'Vega-Mike' (\$546.90), distributed by Sparta Electronic Corp., is shown by Sparta hostess Trudy Powell. The helmet carries antenna for the system.

Heavyweight



This is the "brute" of the Westel television recorder line. You may remember that our unique self-contained, self-powered recording camera weighs only 30 pounds complete with tape and batteries for 33 minutes of picture and sound recording. Well, we let ourselves go on this studio machine and took all of 75 pounds to create the WTR-100, a full broadcast quality television recorder with two high quality audio channels. But, since we weren't trying to design an immovable object, we saw no reason to make it any heavier or any bulkier.

The thing to remember, though, is that it's *not* a portable, but a full-capability studio recorder that meets all FCC standards for time base stability and picture quality. In fact, it was designed from the start to meet the stringent require-

ments of the NTSC color system. (For color use you just plug in some modularized electronics, but they hardly change the weight and add only three controls.)

All this exotic performance has been made possible by the proprietary Westel Coniscan® recording system, by the most advanced sample/hold servo systems that control every moving part, and things like that. We'd like to tell you the whole story so we put it all into a 20-page brochure that's pretty exotic itself. Say the word and we'll send you one. But remember, the Westel® WTR-100 is *not* a portable. It's *not* an immovable object. It's a full-capability broadcast studio television recorder. For further information write: Westel Company, 298 Fuller Street, Redwood City, California 94063. **WESTEL**



Everything available for operational CATV

Manufacturers offer complete financing as well as necessary equipment for large and small systems

Community antenna television manufacturers came to the convention offering complete CATV service from financing to turnkey construction.

Among those with "total" CATV capability was Ameco, which displayed its "mainliner" series of CATV gear, a complete line of transistorized amplifier equipment, coaxial cable and tap-offs. Among new CATV products shown in Chicago was Ameco's epoxy-molded color keyed directional taps with colors indicating the DB tap value for easy ground level identification. They're tested to sustain 500 lbs. lateral stress through a temperature range of 250 to minus 70 degrees.

Entron Inc., CATV equipment manufacturer, showed its new solid state in-line B-1 bridging amplifier. It features two outputs on each end to provide power for feeder line extension amplifier without jumper plugs or slide switches.

Entron's new solid state model: model CU UHF-VHF converter (\$449.50) has crystal controlled oscillator for frequency stability.

Jerrold Electronics, another full-range CATV company, displayed its Starline equipment series and several new items. New back-matched single and multi-output pressure taps with toroidal-design transformer inserts for high-quality color reception were featured and a VHF channel control unit (Channel Com-



mander) was exhibited. The unit receives any VHF channel. It is suited for adjacent-channel transportation on a CATV main trunk and has plug-in modular construction. Jerrold's new "440" microwave unit with solid-state, high-output klystron design was also shown.

Amplifiers ■ Kaiser Corp.'s new Phoenician series of trunk and bridging amplifiers was also on display in Chi-

cago. The K-C gear features die-cast aluminum housings and universal type fittings. The Phoenician line permits combinations of trunkline and bridging amplifiers and interchange from a trunkline amplifier to a multi-output bridging amplifier. The company was also providing financing opportunities and turnkey construction service.



shields a discussion involving Russell Sheerin, sales manager, New England Bell Telephone (l), Dick Yearick, Ameco vice president product sales (standing) and Edward Harmon, the company's director of contract sales.

Spencer-Kennedy Laboratories Inc., supplier of CATV equipment as well as engineering services, introduced a new model wideband transistor high-level distribution amplifier for telephone pole mounting in CATV systems. The high-powered channel unit replaces multiple smaller bridging amplifiers and splitters, thus serving an area four times as large as previous installations. SKL also showed its line of regular CATV hardware as well as a number of specialized

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John Jopling (r) of Rentavision of Brunswick Georgia Inc. (Fuqua Industries) is filled in on Viking's line of CATV gear by Sam Street, Viking's

director of marketing. They're standing in front of the company's new in-line directional taps and CATV 59 U type cable.



Spencer-Kennedy Laboratories Inc.'s president, Charles H. Wright (r), describes new CATV pole amplifier to Robert G. Owens, president of Cal-Tel Construction Co., subcontractor that builds CATV systems.



Jerrold Electronics Corp.'s John Chaney (l), sales engineer in Denver office, discusses the company's 'Star-line' solid state CATV distribution system with Ralph Harmon, consultant to RCA and Westinghouse Broadcasting.

test instruments.

Still another CATV firm providing A-to-Z service and displaying its wares in Chicago was Viking Industries, which showed its basic "goldline" series of amplifiers. These amplifiers, solid-state and modular, can be cable mounted in various positions. A "push-pull" design permits operational changes without service interruption. Viking also put on a display of its "news-a-rama" service by which CATV systems can subscribe to 24-hour UPI news, which is typed out on a news printer and picked up by a stationary TV camera. Optional equipment allows locally produced news to be originated over the same channel using the same printer equipment. The



United Press International kept broadcasters at the convention up to date on its latest services. Here Wally Nelskog (l), general manager of KIXI-AM-FM Seattle is shown a map indicating cities where subscribers to UPI Audio network are located. He hears from Peter Willett, UPI New York, that there are now 265 customers for the audio service.

service costs between \$75 and \$95 per week.

Another Viking service presented at the NAB show was "Weatherama," a \$6,900 system complete with camera that focuses on six weather instruments, a clock and calendar.

Accessory gear for CATV construction was shown by American Pamcor including a house installation grounding kit and a line of nine coaxial cable connectors.

Testing equipment in new refinements

As broadcasting becomes more complex special testing equipment becomes more important. This year a number of new refinements were available in the NAB exhibit halls.

For proof of performance work in both AM and FM, Altec Lansing showed its new model 9704 gain set (\$950) with accuracy in frequency response 0.1 db from 10 to 50,000 cycles per second. Aside from measuring frequency response, the unit also precisely measures the gain, loss and signal level of audio devices. Simultaneous input and output measurements may be made.

Entron displayed its new TV field strength meter designed especially for use in the CATV market. The solid-state Model M-1 (\$249.50) weighs but 4 pounds and is useful for antenna orientation, finding the tapoff level at the CATV subscriber's location and setting the level of CATV amplifiers.

A fully transistorized FM stereo modulation monitor, the 900C-1, was introduced by Collins Radio Co. It accurately measures and monitors FM stereo multiplex programming according to FCC standards.

Hewlett-Packard demonstrated a time



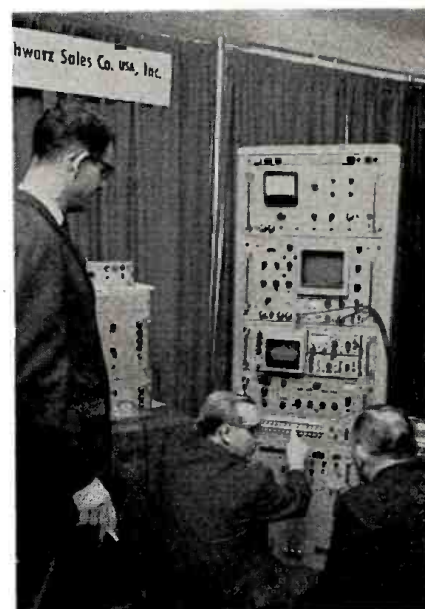
Entron's new field strength meter and its chief features are reviewed by firm's Jim Carter (r) and George Kanen before exhibit rush begins.



Wilkinson Electronics President Guffy P. Wilkinson (r) goes over the features of his \$950 solid-state field meter (model 4 N1) for Thomas Crosnoe, vice president of Golden West Broadcasters and director of engineering.

domain reflectometer (H-P 141A) for locating cable faults. This unit, priced at \$2,325, was shown along with a new H-P television oscilloscope (191A) for which 1% vertical accuracy is claimed. The \$1,295 oscilloscope has free run sweep for video-level measurement, is all solid state and is compatible with color equipment.

Stereo Testers — For test work in the FM and SCA fields, McMartin Indus-



R. W. Goebel (c) of Rohde & Schwarz Sales Co. stoops to show sophistication of his firm's television transmitter testing assembly to Mel Zegel (standing, l) of Tektronix of Canada and D. E. M. Allen, Winnipeg consulting engineer.



Direct FM exciter equipment at the Moseley Associates exhibit is viewed by Jack Moseley, company president, and Peter Niblock (r) of Hoyles Niblock & Associates, consulting engineers, Vancouver, B. C.

tries Inc. introduced several new units. The new solid-state TBM-4500 FM stereo monitor (\$1,200) gives simultaneous reading of right and left channel modulation as well as direct meter reading of separation and crosswalk.

McMartin's new TX-200 field meter (\$160) is capable of very high accuracy for antenna orientation and gives both visual and audible readings. McMartin's new TX-100 FM/SCA multiplex signal generator (\$130) is hand-wired, crystal controlled and is used for main and sub-channel IF alignment of seven frequencies.

Tektronix Inc. this year offered several new products for measuring and testing TV signals. Its new Type 453 oscilloscope covering DC to 50 MHz comes in a compact rack mount version (\$2,135) and an even more compact portable style (\$2,050) suited to rugged applications.

Last year's Type 529 rackmount waveform monitor (\$1,100) is now also



Hewlett-Packard's time domain reflectometer (H-P 141 A) for locating cable deficiencies is demonstrated by H-P engineering group leader Ralph Reiser (r) for Roger Frye of the University of California.



Ken Wyborny (l), of McMartin Industries Inc., talks about new FM stereo monitoring gear with J. E. Martin, KNUZ Houston.

being made available by Tektronix in a newer half-size square style (\$1,050) that permits portable use or mounting on a single rack in pair with an 8 or 9 inch monitor.

Tektronix also highlighted a new TV sync separator component (\$85) which is easily attached to conventional oscilloscopes to convert them for viewing TV waveforms. Many standard scopes are in use to help maintain video tape machines and thus they can easily be adapted to trouble shooting other TV equipment as well.

Logging programs and transmitters

Automatic logging devices for both programing and transmitter logs were an attraction at several displays.

Bauer Electronics Corp. showed its new Series 500 program logger (\$1,195, single channel) which will record up to 307 hours on one tape reel. The unit also can incorporate Bauer's automatic transmitter logger for compact and simplified operation unattended.

Bauer reported a five months backlog of orders for its Model 440B auto-



Glenn F. Bircher (l), WINU Highland, Ill., asks about new Nems-Clark solid state field intensity meter held by Carl Finley of Vitro Electronics, manufacturer.



Rust Corp. of America's transmitter remote control and logging systems are lively topic for William Fleckenstein (l), WHOT Campbell, Ohio, Robert H. Sauber (c), WFRA Franklin, Pa., and Rust's Ed Maddox.

matic "log alarm" system (\$1,850) which checks radio transmitter performance and flashes deviations. The system has been a popular item for several years.

RCA introduced its new line of automatic transmitter logging equipment that is of all solid-state design and capable of recording 5, 10 or 20 functions of transmitters at either local or remote sites. The equipment works with AM and FM as well as TV transmitters and records all functions every five minutes or less. Built-in alarms alert for deviations. Prices run from \$2,190 to \$3,990.

RCA also showed its new automatic program logging and billing system for radio that incorporates standard components from the punch tape and Teletype fields. With the basic price of \$1,200, the system also includes leasing of units for the Teletype printout, log and billing data. The same information punched in the eight-level computer tape can be given to local service organizations to run off the bills to be sent to customers.

RCA demonstrated the logging-billing system in association with its four-deck tape cartridge RT-8A system (\$1,000) that permits four modes of continuous program operation, manual, remote, sequential or automation, in either monaural or stereo. The unit is joined with the RCA tape programmer, reel recorders and cartridge recorders to make a complete automation system.

Rust Corp. of America this year introduced its new telephone line converter (\$350) that makes a single phone line pair do the work of two pairs in Rust remote-control systems for transmitter operation, thus cutting phone bills by one-half. The TLC is solid state. Its use requires no modification in existing remote systems.

Rust also showed its new Autolog automatic alarm panel that is designed to operate with the basic Autolog systems or as an independent unit. Auto-

Schafer Electronics introduced its new series 330 program logger recorder (\$1,495 single channel, \$1,795 dual). It is a transistorized, very-slow-speed unit that operates at $\frac{1}{8}$ inch per second. In continuous 24-hour operation the unit will record three days per track on a 3,600 foot reel. The dual-track model permits AM-FM combinations to log both operations when programing separately. The 330 is a standard four-track machine but it is available as eight-track on special order.

As the FCC and industry become more concerned with commercial loudness issues, the devices that control spot and program loudness levels are drawing increased interest.

CBS Laboratories, the research-and-product-development division of CBS Inc., featured its new FM Volumax (\$695) and Model 600 wide range program monitor (\$345) at the NAB as well as the Volumax automatic peak controller (\$665) introduced two years ago. Since its first exhibit in 1962, CBS Labs has enjoyed a 10-fold increase in sales and this year reported very heavy action on all models.

Fairchild Recording Equipment Co. introduced its Conax Model 602 equalization control in 1959. It now supplies the unit in both monaural (\$395) and stereo (\$595) and has found a big market in recording as well as broadcast. Fairchild this year introduced its new Model 656 balance-guard



BROADCASTING, April 11, 1966

solid-state / 540 to 1600 kc
taut band meters / lightweight / compact



NEW 135 FIELD INTENSITY METER

The FIM-135 incorporates all the latest innovations for portable test instruments. Dial locks provide a fixed setting at any point across the entire broadcast range. A taut band meter movement accurately displays from 10 microvolts per meter to 10 volts per meter, making it equally effective for interference studies at low signal strength and for close-in measurements on high-power directional arrays. Write for complete information.

***Vitro* ELECTRONICS**

Producers of NEMS-CLARKE Equipment
A Division Of Vitro Corporation Of America

919 Jesup-Blair Drive • Silver Spring, Maryland
2301 Pontius Avenue • Los Angeles 64, California



'I'll make 'em, you move 'em,' says Art Davis (l), vice president of Altec Lansing and responsible for development of firm's new line of audio controls products, as he chats with Altec's sales manager, William Hazlett.

control (\$300), designed to provide better audio balance between various live and recorded program sources that are combined to produce both TV and radio shows.

Two new field strength measuring indicators for television were shown by Rohde & Schwarz Sales Co., the German manufacturer of a range of highly intricate test devices for all phases of broadcasting including TV transmitter manufacturing quality control. The firm's new UHF field strength indicator (\$2,960), like the new VHF version that also covers FM, is very compact, solid state and battery powered.

Vitro Electronics this year introduced a new Nems-Clark field intensity meter, the FIM-135 (\$950), that is all solid state and lightweight. It covers the 540-1600 kc band and a taut band meter movement accurately displays from 10 microvolts per meter to 10 volts per meter, making it equally effective for interference studies at low signal strength and for close-in measurements on high power directional arrays.

Vitro's Type 912 phase monitor (\$1,-



Borg-Warner Corp.'s Hal Bowen Jr. (facing camera) tells group of broadcasters about his firm's line of metal cabinets and racks to house gear they are buying elsewhere in exhibit halls.



Last fall's northeast power blackout accentuated standby generators and boosted traffic for Cummins Engine Co.'s booth. J. A. Hutchings (l) Cum-

mins sales executive explains his product to William C. Forrest (c) and Mel Egger, both of WIBU Poyette, Wis.

735) introduced last year measures phase and current data for directional AM systems up to nine towers and is adaptable to remote control operation with a special reading panel accessory (\$140).

For FM modulation monitoring as well as measuring of TV and FM frequency deviations, Vitro showed again its Nems-Clark type SDM-520 spectrum display monitor (\$1,250). It is capable of determining the amount of sideband or subcarrier attenuation as well as locating spurious radiation and identifying sources of interference.

A new field intensity meter (4N1),

battery powered and light-weight, was demonstrated by Wilkinson Electronics. A measured loop antenna on the unit provides RF in input to the receiver and audio output from the speaker identifies the signal to be measured. It incorporates a standard signal generator with calibrated output from 10 microvolts to one volt. Null detection is visual.

One-of-a-kind items exhibited

Necessary accessories find convention good market place

Accessory equipment was spotted around the displays at the National Association of Broadcasters. Visual tape transports, stainless-steel jacks and



Q-TV Sales & Distributing Corp.'s horizontal tape dispatcher featuring white-on-black typing is demonstrated by George Andros, Q-TV sales vice president, for Jack Roth, Mission Broadcasting Co.



Donald A. Trimmer (l), of Tele-Cam Inc., talks over his company's Gemini system of combination TV camera and film camera with Frank Maser, KDKA-TV Pittsburgh.

COLOR IT FAITHFUL

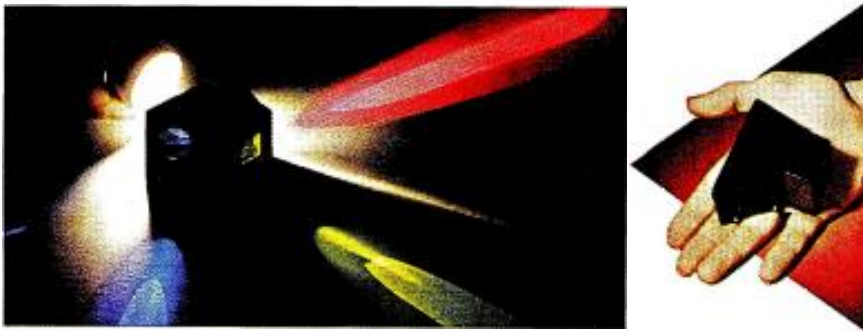


...with **Norelco**® PC-70 PLUMBICON Color Cameras

The Norelco PC-70 Plumbicon Color Camera permits hours of "hands-off" operation and exact color matching between cameras...even for close-up flesh tones and over wide variations of indoor and outdoor light levels, including highlights and shadows. No need for "color painting." This exceptional color stability and color balance are the achievements of precise grey-scale tracking, stable gamma circuits and automatic black level stabilization circuits, the Plumbicon's long linear transfer characteristic and absence of dark current. PC-70 Plumbicon features include... • Operational sim-

licity—permits one man setup at the control console, typically in less than 15 minutes • Solid state design • Short warm-up time—15 minutes for on-air operation • Narrow profile, lightest weight camera—120 pounds with 42 pound zoom lens detached • Transistorized design coupled with Plumbicon characteristics eliminate need for heating or cooling devices in camera head • Stabilized deflection circuits • Built-in test circuits—including push-button check of power supplies, calibration and alignment signals, front panel test points • Power consumption for entire chain—only 350 watts.

COLOR SEPARATION SYSTEM



Remarkable, yet simple, the Norelco color separation system eliminates need for optical relays, dichroic mirrors and field lenses. This unique assembly, consisting of a sealed prism block only three inches long has many advantages which contribute to the superiority of

the PC-70... • Complete absence of ghost images or spurious reflections normally caused by dichroic mirrors • No astigmatic aberrations • Negligible color errors due to polarized light • Patented color separation prism block—sealed off from dust and moisture.



PC-70 CAMERA HEAD

If Plumbicon tube replacement is required, complete yoke assembly can be removed from the camera than reinstalled and optically aligned—all in less than 15 minutes.



TWO ZOOM LENSES AVAILABLE

For normal use, Type 10x18J with a lens speed of f/2.2 and nearest object-focus distance of 3 feet, provides an equivalent focal length of 1.4 to 14 inches. Type 12x50 is designed for long focal length use. This lens, with a maximum aperture of f/4.5 and less than 1° smallest taking angle, provides continuous zoom over the equivalent focal length range of 4 to 48 inches.

• All three lens functions—zoom, focus and iris are servo operated • Four preset zoom positions are provided • The zoom control is continuous over the entire range with no reduction in lens speed... no switching is necessary • Range extenders are available • Each lens can be quickly removed from the camera, reducing both weight and physical dimensions, for maximum portability.

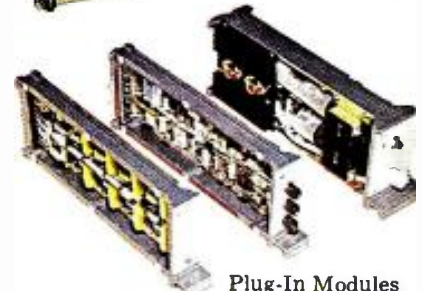
CAMERA CONTROL



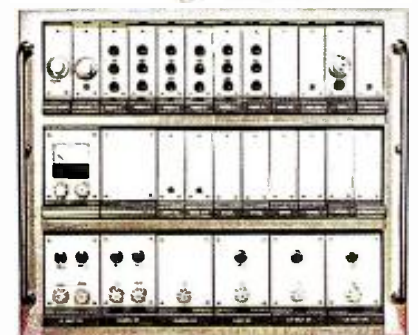
Control Panel



Registration Panel



Plug-In Modules



Camera Control Unit

The Norelco PC-70 achieves maximum installation flexibility with Registration Panel and Control Panel remotely operable from the Camera Control Unit.

The Camera Control Unit is constructed of rugged plug-in modules which utilize printed wiring and solid state components throughout. Mounts in standard 19 inch rack — including power supplies, is only 15 1/4 inches high.

Norelco
STUDIO
EQUIPMENT
DIVISION
NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550

Plumbicon
is a registered
trademark



Bob Swanson, president of Telesync Corp. (l), explains the merits of his company's visual tape transport projection system to Herb Evans of Florida Atlantic University.

plugs, cabinet makers and others vied with the other exhibits for the attention of the delegates.

Addressograph Multigraph Corp., displayed its multilith offset 85 for log book production, the model 1250 for promotional pieces the Bruning 2000 electrostatic copier for general office work.

For years a basic supplier to the major broadcast equipment manufacturers, Borg-Warner's Ingersoll Products Division this year exhibited typical cabinets and enclosures from its broad lines. Styled specifically for radio-TV gear, the Ingersoll modular enclosure systems come in three Emcors lines, ranging from utility to high-fashion design.

Ever since last November's power blackout in the northeastern part of the country, station interest in standby power generation equipment has accelerated. The FCC's newly placed importance on auxiliary power has helped too, so reported Cummins Engine Co. which enjoyed high traffic at its NAB exhibit this year.

Cummins generator units will deliver 1.5 kw (under \$1,000) to 125 kw (\$11,000) for general applications in radio broadcasting. Even higher power units are supplied for TV station use with the top rating being 400 kw.



Latest camera head and dolly devices of Quick-Set Inc. are shown by firm's Tony Briglia (c) to A. L. Harmon (l), WTTG(TV) Washington, and Fred West, WHK Cleveland.



Richard Zeitler, manager of the Tele-Beam division of Kalart/Victor Co. (l), describes the Tele-Beam rear and front screen projection system to William Kolb, chief engineer of KSWB-TV Roswell, N. M.

Effective with the NAB exhibit, Tele-Cam Inc. assumed sales responsibility of the Gemini video-film system that previously was handled by MGM Telestudios for two years. Tele-Cam is the developer and manufacturer of the Gemini system that produces simultaneous direct 16 mm color film during monochrome video-tape production. Gemini couples a 16 mm film camera to the live image orthicon camera both mechanically and optically.

Tele-Cam said that in the near future it will announce a completely integrated film-video camera that has been specifically designed for film production using TV techniques and that will be known as the Gemichrome. This new camera is self-blinded with a precision 16 mm registration pin movement, has a high quality vidicon channel, TV viewfinder, a 10-to-1 zoom lens and 1,200 foot film capacity. It will be very compact for remote use.

Telesync's \$2,600 visual tape transport projection system was shown in action. Information is typed on a carbon ribbon with electric typewriter, resulting in white-on-black lettering. An anamorphic condensing system, coupled with reducing lens or wideangle objective, forms the image. The system is designed for remote operation, with vidicon-telecine pickup and rear and front screen projection effects. Letters can be enlarged up to one foot.

Q-TV Sales & Distribution Corp. demonstrated its \$2,011 Q-Dispatcher system, also with white-on-black typing eliminating polarity reversal. The system includes typewriter, tape dispatcher and control unit and is adaptable for multiplex operation.



American Pamcor's senior development engineer John Lentz describes a video switcher and master control console to a group of television station engineers. This unit was sold to WISN-TV Milwaukee before the convention.

Quick-Set Inc. showed its line of Gibraltar camera heads, mounting pedestals and dollies designed for both studio and remote use. The model 6450 pedestal (\$650) for example, will handle 200 lbs. and has operating features usually found only on more expensive mountings. Model 5650 dolly (\$295) has big 11-inch pneumatic tires so it can work smoothly over rough spots out-of-doors.

The Solari digital clock, permitting direct reading of hour, minute and second by number panels rather than the usual clock face, was featured at the Visual Electronics booth. The clocks have become well known through use on space launch telecasts.

A new line of stainless-steel packs and plugs was introduced by Vitro Electronics to meet a demand for more rugged jack panels with better electrical performance in the higher frequencies. Vitro for years supplied these lines in conventional brass that was protected by silver plating with an overall gold flash.



Addressograph Multigraph Corp. salesman Pete Anderson (l) shows off the A-M model 3000 electrostatic copier (\$1,875) to Lawrence Ruhnnow of the University of Illinois.

Film, too, gets color boost

Cameras, processors, etc. are of intense interest to broadcasters

With the upswing in color and the growth of TV news filming at the local level, color film chains, continuous film processors and related film editing and inspection gear drew heightened interest at the NAB this year.

Arriflex Corp. of America displayed its lightweight self-blinded Model 16BL sound film camera (\$8,000 including lens) which is built around the company's well-known mirror-shutter reflex system and registration pin movement. Residual noise level is cut to meet the most critical location sync sound requirement (31 db). The 16 mm camera can be shot from the shoulder as well as tripod with single system sound, double system, or both.

Beckman & Whitley's new portable CM16 15-lb. single system sound film camera got close inspection from station personnel for possible news department use. The compact instrument with zoom lens measures 3 x 8 x 16 $\frac{3}{4}$ inches has pin-registered continuous film movement, versatile power pack and single system plus double system sound.

Although Filmline Corp. had no units to show, the company featured its new 16 mm Ektachrome color processor \$15,750, and its lines of standard black-and-white film processors including the new portable model ND-100 16 mm negative-positive processor now in use at all three TV networks. Its dry-



Harwald Co.'s film inspection and editing machine is demonstrated by company's Bill Stelcher (l), for Rex Marx, WBAY-TV Green Bay, Wis.

to-dry cycle is four minutes with speed of 60 to 85 feet per minute for negatives.

Updated ■ General Electric's new version of its color film system shown at the convention, the PE-240-A/B, with automatic control system, is a redesigned model of its earlier PE-24. The four-vidicon transistorized film camera, for use in both color and monochrome film systems, features focus coils in series, high-focus field and wide bandwidth for high resolution for the luminance channel. Its low-noise preamplifier circuitry is designed for noise free pictures. A common horizontal and vertical sweep amplifier for all vidicons provides maximum registration stability. The system is also billed for easy accessibility to all circuitry. It sells for \$49,500.

GE also had on display its new 7038-V vidicon whose primary application is in color film camera chains. The tube, with low dark current and interchangeable for all color channels, sells at \$185.

The Harwald Co. displayed its Model Q Mark IV Inspect-O-Film Editor (\$6,000 basic, \$7,450 with cleaning unit) that electronically inspects film for tears or breaks, times footage, counts splices as well as makes them and otherwise cleans and prepares film for on-



Filmline Corp.'s continuous processor for Ektachrome 16 mm film is explained in detail to Robert M. Allingham (r), KTAR-TV Phoenix, by Margaret and John Koteas of Filmline.

air use. The firm's electronic cleaning machine is available separately (\$1,500), will handle up to 1,000 feet per minute, both cleaning and lubricating the film.

Houston Fearless Corp. featured its new ME-4 processor (\$28,180) for fast Ektachrome that will work dry-to-dry in 17 minutes at 110 degrees what earlier 80-degree processing took 45 minutes to do. Firm's new Anscochrome model (\$18,758) and smaller standard reversal black-and-white model (\$8,280) also were shown.

D. B. Milliken Co. exhibited its new 16 mm kinescope film recording camera (\$14,000) that features maintenance-free operation. Total transport and stabilization are accomplished during the standard TV vertical blanking interval to assure highest quality recording. The camera is easily phase locked to composite video on any existing recording system.

RCA reported high traffic for its TK-27 four-tube color film camera chain (\$54,900 less monitor) which went into production last spring and had an order



D. B. Milliken Co.'s kinescope recording camera is explained to N. R. Olding (l), Canadian Broadcasting Corp., Montreal, by Milliken's T. H. Truesdell.



Paul VomBrack, cameraman at WBKB-TV Chicago, tests the heft of the 15 lb. Beckman & Whitley 16 mm sound camera (\$4,990). Next to him is Donald Tucker, marketing manager, cine products, for B&W.



Jim Logan (l), KONO-TV San Antonio, looks over continuous color film processor of Houston Fearless Corp. with help of firm's Bert Rosenberg (r), and Wade Weaver.



Arriflex Corp.'s professional 16 mm camera for TV news work is discussed by Witold Marczewski, McClatchy Stations, Sacramento, Calif., with Victor James of Arriflex.

backlog of some 150 units going into the NAB convention this year. The all-transistor machine features four electrostatically focused vidicon tubes, including the larger 1½-inch vidicon for luminance or monochrome detail channel. RCA's unit also has sealed prism dichroics and plug-in optics for more efficient operation.

Sarkes Tarzian's new Series 77 color-film camera system with an optical system that can use various sized vidicons, was shown as a self-contained unit in a heavy-duty film-pedestal assembly. Use of electrostatically focused tubes is meant to provide exceptional flatness of field in both luminance and chrominance channels. All optics, including the primary field lens, are self-contained in the camera pedestal. The system is designed for completely automatic operation and pushbutton control is provided to disable any part of the automatic control system. The Series 77 unit sells for approximately \$47,500.



Raytheon sales manager Jack Banister points to a feature of the 'Dual Link II' STL microwave system as chief engineers Ken Karr of KTVC(TV) Ensign, Kan. (I) and Dave Chumley of KTHI-TV Fargo, N. D., listen attentively.

Relays for every application shown

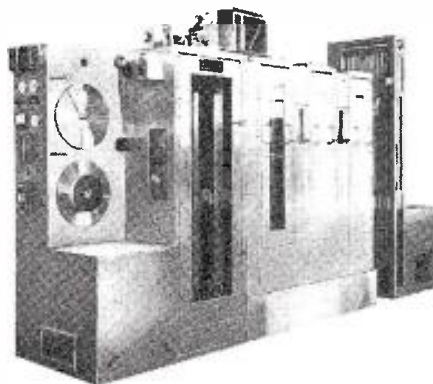
Relay systems were among the many types of equipment of special interest to broadcasters.

Collins Radio Co. showed its new 1-watt microwave relay system for color TV and especially designed for use as a studio-transmitter link. It features a unitized powering concept and solid-state receiver.

Lenkurt Electric, subsidiary of General Telephone & Electronics, highlighted its microwave relay system for television. They are all solid state and handle color as well as monochrome. The 76TV (\$7,500) serves as either terminal equipment or repeater station and has been in use several years. The newer 75A (\$11,000) is usually employed as a repeater and for a typical 10-hop section the differential gain is held to less than 0.5 db.

RCA exhibited its Type TVM-6A microwave relay system that will func-

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RTS	Rev. & Neg./Pos.	B&W	16mm	85-125FPM
R-36	Rev. & Neg./Pos.	B&W	16mm	36-72FPM
R-60S	Rev. & Neg./Pos.	B&W	16mm	60-100FPM
316DS	Neg./Pos.	B&W	16mm	60-100FPM
*ND100	Neg./Pos.	B&W (TV News)	16mm	60-85FPM
NP36	Neg./Pos.	B&W	16mm	90FPM
S-90	Neg./Pos.	B&W Spray	16/35	90FPM
S-120	Neg./Pos.	B&W Spray	16mm	135FPM
S-150	Neg./Pos.	B&W Spray	16/35	160FPM
FE-30	Ektachrome	Color	16mm	30FPM
FE-100	Ektachrome	Color	16 or 16/35	100FPM

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Lenkurt Electronic Co.'s TV microwave relay systems provide informal round-table for (l to r): Art Bettes, WINK-TV Fort Myers, Fla.; Jim Teslik of Lenkurt; Glenn R. Wilson, Northern Illinois University, and Bob Verlander of Lenkurt.

tion either portable (\$10,900) or as standard rackmount permanent installation (\$9,800). Also solid state, the RCA system features remote tuning of both transmitter and receiver. It handles either color and monochrome TV signals and up to three audio program channels at the same time.

A newly designed solid-state microwave television relay system which allows use for television pickup, studio-transmitter links and intercity relay was demonstrated by Microwave Associates. Featuring low power consumption, it was designed for use in permanent microwave relay stations and portable system applications including airborne operation. It's priced at \$9,400.

Raytheon's exhibit included the "Dual Link II," a hot-standby TV microwave system allowing automatic transmitter switching and duplicated receiver protection. The all solid-state unit, priced from \$17,900 to \$23,000, comes in a single 7½-foot rack or can be mounted in standard EIA cabinets. Fully automatic receiver switching is optionally available and the equipment is warranted for five years.



Mike Fields, marketing manager of Microwave Associates (l), shows the MA-7A rack mounted solid state microwave TV relay system to Richard Oldham, assistant engineer at WGBH-TV Boston.

Tower displays made up of pictures

Unglamorous but so essential for the best broadcast performance are antenna towers and accessories. Major tower and antenna fabricators found the NAB exhibit once again a good place to renew contacts and talk about performance even though most of their product can't fit indoors for display.

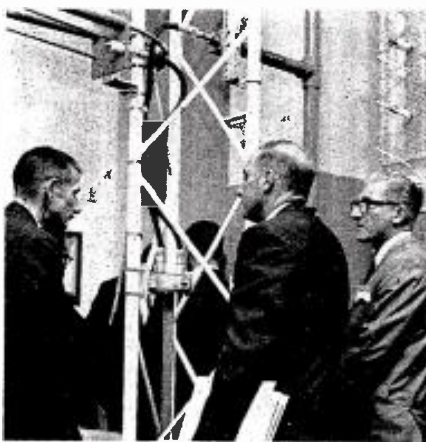
Advance Industries displayed pictures of its tower and tower building installations and microwave passive reflectors. Advance's pre-assembled steel or aluminum buildings designed to house electronic equipment and temperature controlled with special ventilation and weather proofing were shown.

Alford Manufacturing Co.'s television broadcast transmitting equipment included the UHF television type 1046 unit with a base price of \$5,000. It's meant for omnidirectional operation and consists of a series of slotted rings mounted on a channel. It is designed for channels 7 through 13 and is capable of 316 kw ERP with a four-bay array with a gain of 16 and a 25 kw transmitter.

Collins Radio Co. supplies dual polarized FM antennas to the trade while RCA and General Electric also are basic suppliers of TV antennas for both UHF and VHF as well as radio.

Dresser-Ideco Division of Dresser Industries talked about its recent tall tower jobs, including the 2,000-footer completed last fall for KATV(TV) Little Rock, Ark. It also has completed a Candelabra tower for WDCA-TV Washington, that will allow mounting of a second antenna.

Jampro Antenna Co. emphasized its new UHF zig-zag antenna that recently



FM and TV antenna performance holds the attention of this trio (l to r): Larry Seese of Jampro, antenna manufacturer; Elmer Troutman, WIRC Hickory, N. C., and Max J. Weiner, WNEW New York.



Arland Walkley, of Dresser-Ideco, tells passerby his firm builds towers up to 2,000 ft. He stands by picture of 1,500 ft. job in Dallas.

was installed for TV use in Germany and is being installed in the U.S. at four station sites. Jampro also featured its dual polarized FM antennas plus its line of VHF antennas.

CATV, Too ■ A new antenna system for the community antenna TV industry was shown in model form by Fort Worth Tower Co. The tropospheric parabolic scatter system uses two screens for space diversity to eliminate fading and interference. When the signal strength from one antenna falls below a given microvolt, a switch automatically connects the other antenna to the receiver. The dual system is said to give steady signal level from 100 to 200 microvolts.

McMartin Industries displayed its new nondirectional FM receiving antenna



Some equipment was just too big to carry to Chicago so pictures had to suffice. Here Don Heald (l), general manager of WSB-TV Atlanta, talks to Lewis Tokarczyk of Advance Industries, which exhibited photos of its tower buildings, microwave passive reflectors and broadcast, microwave and CATV towers.



Ronald Nelson (l) points out details of Utility Tower Co.'s type 2201 base insulator with spark gap to M. H. Stuckwisch, WTIM Taylorville, Ill.

that incorporates pickup of both vertical and horizontal polarization in the single element. It also is designed for SCA use.

Rohn Manufacturing also displayed photos of its towers and tower accessory equipment. A few SSV tower line of heavy-duty quality for microwave and TV broadcasting was described for construction to ordered specifications in addition to microwave passive reflector equipment. Also presented was Rohn's tower lighting equipment, including single and double obstruction lights and beacon flasher units.

Utility Tower Co., which has a broad line of towers for all radio, TV and microwave applications, featured its solid round structure design of high strength steel bars. This line minimizes the problems of a tower in areas where salt water, high winds, air pollution and ice can quickly damage angle iron and some pipe towers. Utility also produces its own line of base insulators.



A model of Fort Worth Tower Co.'s troposcatter antenna screens for reflecting TV signals onto head-ends of CATV systems is shown by Ronnie Stephens, vice president of the company. Ralph Hillard of Rock Island Broadcasting, which has cable TV subsidiary in Galena, Ill., listens.



Alford Manufacturing Co. senior engineer Fred Abel (l), shows a section of a high-gain, multi-element, truss-mounted UHF omnidirectional antenna to Ray Jackson of WNDU-TV South Bend, Ind.



Ralph L. Weber (l), Johnson Electronics Inc. president, explains his line of SCA transistor multiplex turners, receivers and amplifiers to Ray Boyd, KNOE-TV Monroe, La.

Amplifiers are among specialties featured

Various types of amplifiers offered refinements on old as well as new applications to broadcasters.

Two new amplifiers for audio circuits were introduced this year by Altec Lansing. Both feature card plug circuitry for easy maintenance. The Altec 9476A monitor-cueing amplifier (\$150) is a fixed gain device providing 8 w output and frequency response of plus/minus 0.5 db from 20 to 20,000 cps. The Altec 9471A monitoring amplifier gives 20 w output with the same frequency range.

Altec showed its lines of precision attenuators and networks for control of

audio signals, including the firm's new straight-line controls. Introduced last year, they permit extra-rapid audio wipes. Altec's attenuator contacts are now made of pure silver and never need cleaning. Other metals like copper oxidize and generate noise voltages. Silver ultimately gains a silver sulphide coating that acts as a lubricant and does not affect electrical performance.

Johnson Electronics Inc. exhibited its line of solid-state receivers and ampli-



Grady Rooker (l), microwave sales manager for Rohn Systems, holds a Strandvisse turnbuckle for the inspection of William Karnes, Telesystems, Glenside, N. Y.



Al Zukerman, audio products manager of Melcor Electronics Corp. holds a \$125 tape-phono preamplifier for the view of Tom Whitmore, chief engineer of WBAI(FM) New York, noncommercial station.



Latest advances of Kliegl Bros. lighting for television are demonstrated by Herbert R. More (r) for Robert Alshouse, Broward County Schools, Fort Lauderdale, Fla.

fiers designed especially for the FM/SCA multiplex background music market. The basic MT3 tuner (\$125) is available with a number of accessories

while the amplifiers come in 10 watt (\$55) and 25 watt versions (\$69.50) plus accessories.

A new solid-state 50 w monitor amplifier (AB-47 series), demonstrated by Melcor Electronics Corp., with sound system and monitoring applications, has high impedance input available both at the terminal strip and on a "phono" type input receptacle. Speaker load can be matched at low impedance or fed from a 70 volt tap via stepdown transformers at each speaker location. Heat dissipation is low enough to permit stacking AB-47's in a rack without spacer panels when handling speech and music. Also shown by Melcor was a tape/phone preamplifier, model ATP-24, for \$125 with front panel controls for gain and high frequency tape response.

Color makes lighting developments important

With the increase of color in television, lighting and lighting control



Ball Brothers Research Corp. manager of customer services Ronald Jansen (l) tells Thomas Noveske of Picker X-Ray, Cleveland, about the Ball Bros. Mark VIII video automatic gain control amplifier.

systems have become of new importance as basic program building blocks, much to the delight of suppliers of specialized equipment.

Kliegl featured its complete new line of TV lighting using the quartz-iodine lamp which is especially suited to con-

BROADCAST ADVERTISING

20 minutes an hour is tops

In FCC's books, that's maximum amount of commercials for AM-FM

The FCC appears to regard 20 minutes of commercial time per hour as the amount a radio broadcaster can reasonably be expected to carry. The public-interest justification of anything over that amount, the commission feels, should be explained.

The commission took this position in its continuing effort to police over-commercialization on a case-by-case basis, in instructing the staff last week to ask for explanations of April 1 renewal applicants proposing 21 minutes or more of commercial time per hour.

The commission thus took a harder line than that recommended by the staff. The staff's suggestion called for letters to stations proposing 22 minutes of commercial time per hour (CLOSED CIRCUIT, March 21).

The applicants involved, all from New England, are the first ones to use the new program-reporting form. This requires more specific information on commercial policy and practices than does the old form and therefore makes an across-the-board standard easier to

apply.

Code Is Stricter ■ The cut-off point would permit radio stations two minutes more of commercial time per hour than the 18-minute maximum permitted under the National Association of Broadcasters code. The commission turned to the case-by-case approach in January 1964 after being forced by congressional pressure to drop plans for adopting the code as a commission rule (BROADCASTING, Jan. 20, 1964).

Presumably, stations that offer a good reason, in terms of public-interest considerations for carrying 21 minutes or more of commercial time in an hour will win renewal without difficulty.

But the history of the commission's case-by-case policing of overcommercialization indicates that most stations queried will simply revise downward their proposed commercial policies.

If the New England situation is any guide, the percentage of radio stations likely to be affected is not great. Some 178 AM and 64 FM stations filed for renewal from New England. And the staff, in suggesting that inquiries be sent to stations proposing 22 minutes had prepared letters for six licensees, including one FM owner and one owner of an AM-FM combination. The lower cut-off point, sources say, means that two more licensees will be queried.

Stations Affected ■ The seven stations whose records were before the commission last week, and their proposals, according to staff reports, are WVCA-FM Gloucester, Mass. (33 minutes); WINF Manchester, Conn. (24 minutes); WOKW

Brockton (24 minutes), WSPR Springfield (24 minutes), and WLLH-AM-FM Lowell-Lawrence (22 minutes), all Massachusetts and WLNH Laconia, N. H. (22 minutes).

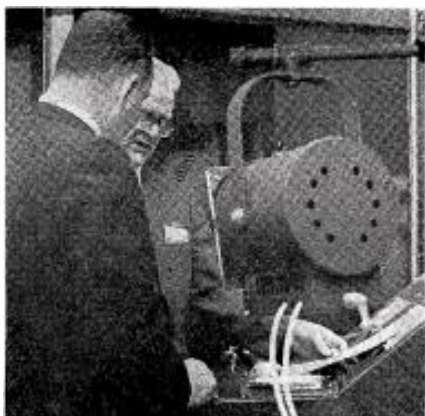
The commission is also taking a close look at when and under what circumstances stations would exceed their normal maximum of commercial time.

WBSM New Bedford, Mass., and WLNH will be asked to explain their answers to that question. WBSM proposes 23 minutes daily during peak traffic hours. WLNH proposes an outside maximum of 26 minutes, said to be the highest among the April 1 renewal applicants.

The commission, in addition, is querying seven AM and FM stations on apparent discrepancies between the commercial policies they proposed and their actual practices. They are WBJs Bristol, Conn.; WHEB-AM-FM Portsmouth, WKBK-AM-FM Manchester and WSMN Nashua, all New Hampshire, and WSAR Fall River, Mass. WBis is said to have exceeded its limit 31% of the time; the others, about 20%.

Ad groups outline 9-point truth code

The advertising fraternity's campaign to establish truth in advertising makes its initial bid for local support Tuesday (April 12) in Dallas at a luncheon sponsored by the Dallas Advertising



Century Lighting Inc.'s Earl Koehler (face to camera) goes over studio light specifications with Gus Papa-john, Allstate Insurance Co.

verting studios to color. Kliegl's basic 400/650 watt XKE fresnel (\$43) has 6¾ inch lens. Kliegl also demonstrated its popular SCR dimmer, a solid state device first introduced in 1958.

Century also displayed its full range

of quartz-iodine lighting systems, including its new 14 inch 500/1000 watt floodlight (\$64) that can be focused. The light itself for these units runs about \$20. Century introduced its portable borderlight units which come in both 6 ft. and 12 ft. strips (\$64, 6 ft.). Other new Century units are the 8 and 12 inch quartz-iodine Fresnelite spotlights which expand the line from the earlier 6 inch version. The standard 6 inch 250/750 watt spotlight (\$16.25) continues available.

Lighting equipment included Colortran Industries solid state dimmer rack for studio and portable use. The model designated KCP12-0612L is priced at \$5,630. New television studio lighting gear shown by Colortran was single and double "broad" with variable and fixed focus. Also new from Colortran is a line of quartz adapters with designation AQB6 for up to 650 w and AQB-10 for 1,000 w, and a small new crab dolly with front wheel steering. It's 26¾ x 39 inches and is especially designed for studio or location shooting in confined areas.



Joe Tawil (l), assistant eastern sales manager of Colortran Industries, talks with William Lee of Maryland Telecommunications, Cockeysville, Md. Here they are talking about the Colortran solid state dimmer rack (which is designated KCP12-0612L) priced at \$5,630.

League and the Better Business Bureau.

The nine-point Advertising Code of American Business will be spelled out to more than 3,000 businessmen. Its sponsors say it shows that advertising, "as the voice of business, is responsible and dependable and that American business, locally and nationally, can and does effectively regulate its own advertising and marketing practices."

The text of the code, developed by the Advertising Federation of America, the Advertising Association of the West and the Association of Better Business Bureaus, follows:

1. Truth—Advertising shall tell the truth, and shall reveal significant facts, the concealment of which would mislead the public.

2. Responsibility—Advertising agencies and advertisers shall be willing to provide substantiation of claims made.

3. Taste and decency—Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.

4. Disparagement—Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services or methods of doing business.

5. Bait advertising—Advertising shall offer only merchandise or services which are readily available for purchase at the advertised price.

6. Guarantees and warranties—Advertising of guarantees and warranties shall be explicit. Advertising of any guarantee or warranty shall clearly and

conspicuously disclose its nature and extent, the manner in which the guarantor or warrantor will perform and the identity of the guarantor or warrantor.

7. Price claims—Advertising shall avoid price or savings claims which are false or misleading, or which do not offer provable bargains or savings.

8. Unprovable claims—Advertising shall avoid the use of exaggerated or unprovable claims.

9. Testimonials — Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest choice.

Katz rebuts views on spot television

The Katz Agency last week issued an analysis challenging the accuracy of agency and network officials who recently questioned the efficiency of spot TV (BROADCASTING, March 21).

Katz made a point-by-point rebuttal of comments voiced by various agency and network executives who were questioned regarding the fall-off of spot TV expenditures during the first quarter of 1966. The national-advertising representative contended that criticism regarding spot TV in the areas of rate increases, efficiency, agency buying and rates and product protection policies was "unwarranted."

Using the BBDO Audience, Cost and

Coverage Guide as a yardstick, Katz claimed that network prime rates have risen 7% more than spot rates during the past 10 years. Katz noted that network increases involve blanket notifications to advertisers, while spot rises are announced station by station, creating "an illusion of constant increases."

With respect to efficiency, Katz pointed out that a comparison of spot and network prime time minutes on the basis of cost-per-thousand shows the following: average network C-P-M is \$4 and average local C-P-M is \$3.05. In daytime, both network and spot have relatively the same efficiency value. (Katz used the BBDO guide in conjunction with the Katz Spot TV Cost Summary #38 in the study.)

Katz referred to agency complaints that spot is more costly to buy than network and conceded the point, but added: "Do agencies select media on the basis of agency profit, or on the basis of the media which will do the best job for their clients?"

With respect to spot-TV rate-and-product protection, Katz said individual stations are as cooperative as self-interest permits. To maintain equity between buyer and seller in the spot market there must be some relationship between length of cancellation notice and the period of rate protection, Katz argued. As for product protection, stations attempt to provide this but the proliferation of piggybacks and the variety of combinations on which the 30-30's are organized for broadcast make it increasingly difficult for stations

COMMERCIAL PREVIEW: Flying A goes into orbit

An orbital flight by Axelrod, the basset hound merchandising symbol of the Tidewater Oil Co., is the climax of a new color commercial being introduced this month on TV stations in the East on behalf of Flying A gasoline.

The TV commercial (and its radio version) continues to accent reassurance to motorists and to dealers who worry about cars. It also highlights the Win-a-Check promotion, a money prize game to stimulate gas station traffic.

The commercial will be carried in various sports events, including New York Yankee baseball television broadcasts; NBC-TV's *Game of the Week* baseball telecasts and profes-



sional football and basketball telecasts.

The commercial was produced by Rose-Magwood, New York. Grey Advertising, New York, agency for Tidewater, created the copy theme and served as production supervisor.

to police competitive proximity, according to Katz.

Summing up, Katz ventured that agency and network criticism of spot TV could be explained this way: "It is possible that with spot sales down, they considered it an opportune time to press their advantage: the networks to gain sales; the agencies to win concessions in the competition between buyer and seller."

Business briefly . . .

Laura Scudder's, Anaheim, Calif., division of Pet Milk Co., St. Louis, through Doyle Dane Bernbach Inc., Los Angeles, is almost doubling its television in western markets. This year's campaign will run 52 weeks in 15 California, Arizona and Nevada markets as compared to about 30 weeks of TV promotion in 1965. The advertiser will spend an estimated \$650,000 to promote its entire line of snack food products including potato chips. Flights of 10-, 20-, and 60-second color spots have started in 10 California, three Arizona and two Nevada markets. In all, the spots will be aired on 35 TV stations.

Rosarita Mexican Foods Co., Mesa, Ariz., division of Beatrice Foods Co., Chicago, through Campbell-Ewald Co., Los Angeles, will spend about \$150,000 in a radio campaign to back its line of frozen dinners and pizza. Kickoff for the promotion was last week with a flight of radio spots starting on 22 stations in nine markets in California, Arizona, Colorado and New Mexico. An average of 30 spots per week per

station is scheduled for an initial flight run of eight weeks in all markets.

Procter & Gamble Co., Cincinnati, through Leo Burnett Co., Chicago, will sponsor CBS-TV's *Miss USA Beauty Pageant* in color on May 21 (10-11:30 p.m. EDT) from Miami Beach, Fla.

Voice of Prophecy Inc., Washington, an affiliate of the General Conference of Seventh-Day Adventists, through Milton Carlson Co., Los Angeles, has renewed sponsorship for 52 weeks in NBC Radio's weekly *Voice of Prophecy* for the 11th consecutive year.

Toute Sweet, a product of Hermes Sweeteners Ltd. of Zurich, Switzerland, will be advertised by its distributor, United Pure Food Co., through Pampel & Associates Inc., both New York, in a 13-week spot TV campaign beginning May 15 in Baltimore; Boston; Hartford, Conn.; New York; Philadelphia and Providence, R. I. The sweetener will be on 20 spots each week on two or more stations in each market. Last year the campaign was limited to the Boston area.

Sinclair Refining Co., through Geyer, Morey, Ballard, both New York, has bought a 26-week co-sponsorship in CBS Radio's *The Morning Report* and *Alexander Kendrick Reporting*. CBS Radio also announced that **Oldsmobile** division, General Motors Corp., through D. P. Brother, both Detroit, has purchased five participations a week for nine weeks in *News* and *Dimension* programs starting April 16. **Baldwin Piano & Organ Co.**, Cincinnati, through

Campbell-Ewald Co., Chicago, has purchased four participations a week for five weeks in CBS Radio news broadcasts. Baldwin's campaign begins April 20.

Pepsi Cola Co., through BBDO, both New York, has started a radio-TV campaign featuring its Teem beverage mix. The company is asking 350 bottlers to support the promotion that features 60-, 20- and 10-second TV spots of the late Buster Keaton (filmed in Spain) and 60- and 30-second radio commercials which use the sound of boxing gloves for the theme "Teem can lick any mixer in the house." The campaign is in scattered markets in the Midwest.

Kingsford Co., through Fessel, Siegfried & Moeller Inc., both Louisville, Ky., will begin its first network TV advertising campaign in mid-May with participations in NBC-TV's *Today* show. The spots, which will advertise Kingsford's charcoal lighter fluid, charcoal briquets, and Bar-B-Base, will continue through early July.

Libby, McNeill & Libby, through J. Walter Thompson Co., both Chicago and **Dodge** division, Chrysler Motors Corp., Detroit, through BBDO, New York, have signed for sponsorships in NBC-TV's *Tuesday Night at the Movies*, beginning Sept. 13 (9-11 p.m. EDT).

Glenbrook Laboratories, division of Sterling Drug Co. Inc., through Dancer-Fitzgerald-Sample, both New York, will be in *The Man From U.N.C.L.E.*, beginning Sept. 16. **Consolidated Cigar Co.**, through Lennen & Newell, both New York, has bought sponsorship in NBC-TV's *The Virginian* (Wednesday, 7:30-9 p.m.), starting Sept. 14. **Lanvin-Charles of the Ritz Inc.**, through Clyne Maxon Inc., both New York, and **Simmons Co.**, through Young & Rubicam, both New York, have bought into *The Girl From U.N.C.L.E.* (Tuesday, 7:30-8:30 p.m.). *Tuesday Night at the Movies* (9-11 p.m.) and *Laredo* (Friday, 10-11 p.m.), all starting in the fall on NBC-TV.

Ralph's Grocery Co., Los Angeles, through Hixson & Jorgensen, same city, last week began a radio schedule featuring Martha Randall, the food chain's home economist, within its 50-store marketing area. Miss Randall suggests recipes, menus and new ways to use Ralph's products and is spokeswoman for consumer interests in a corporate radio schedule on KNX and KMPC, and in a cooperative radio schedule on KABC, KLAC and KRLA. All stations are in Los Angeles except the last named which is in Pasadena.

Y&R, DDB get Bristol-Myers windfall

Bristol-Myers Co., New York, has reassigned about \$8.5 million in billing from its product division to Young & Rubicam, New York, and Doyle Dane Bernbach, New York, it was reported last week.

Y&R has gained approximately \$5 million by landing Vitalis hair dressing, which is leaving Needham, Harper & Steers, New York. An estimated \$4 million of the account is in TV-radio.

DDB was given Softique bath oil, billing about \$1.5 million (\$1 million in broadcast), and Resolve seltzer tablet, billing an estimated \$2 million, (\$1.5 million in TV-radio). Softique is departing from Needham, Harper & Steers and Resolve from Ogilvy & Mather, New York.

The changes are effective June 1.

Lorillard introduces new filter cigarette

P. Lorillard Co., New York, in a move as expected as its resignation two weeks ago from the Cigarette Advertising Code was



Mr. Yellen

unexpected, last week announced True, a new king-size filter cigarette specifically designed to reduce the nicotine and tars reaching the smoker.

Announcement of the new cigarette, which will be hurriedly in-

troduced in New York this week, came 10 days after Lorillard's sudden resignation from the code. The voluntary code bans the advertising use of a product's tar-and-nicotine level without an additional statement of the scientific significance of that level.

According to Manuel Yellen, Lorillard's chairman of the board and chief executive officer, Lorillard resigned because of the Federal Trade Commission's announcement on March 25 that tobacco firms could advertise their products' nicotine - and - tar content (BROADCASTING, March 28). Mr. Yellen regarded the FTC action as "a stimulus to the further production of filter cigarettes."

The new brand will appear in a blue and white soft pack and be available nationwide within three weeks. It was not test-marketed but reportedly has been in development for some time. The firm's announcement revealed

nothing more about the product or its marketing.

Only last Monday (April 4) Lorillard began test marketing a filter cigarette called Danville in Danville, Va. and Syracuse, N. Y.

The FTC's new policy reversed a ruling against the listing of a product's tar-nicotine content. It still prohibits tobacco advertising from incorporating explicit health claims.

Cameraman forms TV commercial firm

Phil Schultz, former director-cameraman with MPO Videoelectronics and J. Walter Thompson Co., both New York, last week announced the formation of his own television commercial and industrial film production firm in New York. Mr. Schultz disclosed that his firm's first assignment will be a series of 1967 Ford Thunderbird commercials for JWT.

Holiday Inns select new agency

Holiday Inns of America Inc. has chosen the newly formed agency of Beard, Lawson & Potter of Memphis to handle its advertising. The campaign will include advertising for the International Association of Holiday Inns, which is currently placing spots on the *Today* and *Tonight* shows on NBC-TV. *The Arthur Godfrey Show* on CBS Radio, and *Monitor* on NBC Radio.

Agency principals are: John Beard, media and copy; Buford Lawson, art and production, and Dick Potter, radio and TV.

Beard, Lawson & Potter will also manage advertising operations for Inn Operations, Innkeepers Supply Co., Holiday Press, General Data Corp., Merchant's Hotel Supply Co., Coffee Host, Institutional Mart of America and General Innkeeping Acceptance Corp., all of which are subsidiaries or divisions of Holiday Inns of America Inc.

NH&S drops Standard of N.J.

Needham, Harper & Steers, New York, announced last week it is resigning the corporate advertising account of Standard Oil Co. of New Jersey as well as Humble Oil Co.'s heating-oil account. Standard's corporate business is not active now, the agency said. La Roche, McCaffrey & McCall, New York, gains Standard while Humble moves to the Houston office of McCann-Erickson.

Radio's sales power stressed by Stephenson

Better than any other medium, radio can provide the frequency that enables advertising messages to be heard—and remembered—above the clamor of all the advertising that reaches the consumer through all media every day, according to Marion Stephenson, vice president in charge of administration for the NBC Radio Network.



Miss Stephenson

In a speech prepared for delivery today (April 11) before the Roanoke (Va.) Sales Marketing Executives Club and the Roanoke Advertising Club, Miss Stephenson said that radio "is the most effective way of breaking through the communications barrier to get a sales story told clearly, concisely and economically."

By developing techniques to show the cumulative reach of radio—92.1 million adults a day, 111 million a week—NBC Radio's new CRAM research project can provide the "missing ingredient" for better radio selling, Miss Stephenson asserted. CRAM, for cumulative radio audience method, was developed over a period of three years and its first findings were revealed a few weeks ago (BROADCASTING, March 14, Feb. 28).

National ads account for most of prime time

Robert W. Morris, president of Broadcast Advertisers Reports Inc., New York, explained the operation of his business and gave some figures on local and national spot television advertising in the top-75 markets to the House Small Business Subcommittee on Regulatory and Enforcement Agencies.

Mr. Morris stated last week that in the top markets, nearly 100% of prime-time advertising is placed by national advertisers, although local advertisers can find their way to the screen via independents and on network affiliates in the fringe areas.

He pointed out that the national advertisers had changed their buying habits to the extent that they now buy all year instead of dropping off their buying, as they once did, in the summer months.

This, he said, was due to their need to maintain a continuity of selling, but he would not comment on whether it was also due to the discounts they receive from year-long schedules when

asked by Chairman John D. Dingell (D-Mich.).

Mr. Morris stated that the top-75 markets account for almost 90% of all television advertising revenues and that these markets account for 80% of the unduplicated homes in America.

He pointed out that the national spot advertisements account for more than 54% of the 5-7:30 p.m. ad units as against only 26.1% during prime time.

He found that network advertising is 20.9% of the units during the early fringe time and soars to 58.2% during prime time.

Local advertising consumes about 24.4% of the 5-7:30 p.m. ad units and drops to 15.7% during prime time.

Mr. Morris stated that while prime-time advertising is scarce, it is not impossible that a local affiliate will preempt the national network ad for a local ad and that it does happen in practically all markets.

He informed the committee that mostly local advertisers are those local retailers who are not advertising national products but are giving the particulars of their own operations via the air waves.

This study was made at the request of Mr. Dingell and is a part of the subcommittee's continuing investigation of the FCC and its related activities.

No-Cal plans N.Y.C. radio-TV campaign

No-Cal Corp., Brooklyn, N. Y., this month plans to introduce its "Skinny Genie" to TV and radio audiences in the New York area. Of a \$650,000 budget for 1966, approximately one-half (some \$325,000) will go into TV

and about \$162,500 to radio.

Comedian Jack Gilford will play the magic genie who talks about No-Cal's dietetic soft drinks. After April 18, he will start appearing in three different color commercials of 60-, 20- and 10-second lengths, in prime time on WABC-TV, WCBS-TV and WNBC-TV, all New York. A week later, the advertiser will begin 92 one-minute radio spots on a weekly basis on New York stations WHN, WNEW and WINS, WPAT Paterson, N. J., and WVNJ Newark, N. J.

The idea of a genie who produces optical tricks was conjured up by No-Cal's new agency, Solow/Wexton Inc., New York. The manufacturer was formerly with Gardner Advertising Co., St. Louis.

FM penetration survey planned

Everyone acknowledges that FM set penetration is growing. But, they ask, how fast is it growing and what is the penetration today?

Now three industry associations plan to step in and attempt to answer the questions. It will be some time, however, before any survey actually begins.

Within two weeks, executives of the National Association of Broadcasters, the National Association of FM Broadcasters and the Radio Advertising Bureau plan to sit down and figure out how to learn: how many homes have FM sets, how many FM sets are in each home and how many cars have FM radios.

The extent of the survey; i.e. the number of markets will have to be decided once the three associations figure out how much money is available for the project. NAB and RAB are very budget conscious, each organization having spent \$125,000 on the All-Radio Methodology Study. The NAFMB treasury will be built up through the \$5 a month increase levied on all members, but this probably will not be enough to defray a one-third share of a major survey.

BBDO's Cantwell on own

Alexander Cantwell, vice president in charge of radio and TV production for BBDO, New York, has resigned to form his own TV and industrial film production company at 301 W. 45th Street, New York. Mr. Cantwell was agency supervisor for such TV shows as *The Armstrong Circle Theater* and the *GE Theater* and was closely associated with BBDO's handling of the Miss America Pageant on TV.

Daytime up 28% as NBC-TV sets record

NBC-TV sold a record \$20.5 million worth of daytime business in this year's first quarter, a 28% increase over the same period last year.

The record was established in spite of 29 hours of pre-empted time during the quarter, according to network sources, representing unrecovered billing of about \$1.5 million.

The unusually heavy number of pre-empted programs resulted from coverage of Senate hearings, the United Nations, a speech by President Johnson and the Gemini VIII space mission.

NBC-TV's daytime programs (Monday through Friday and Saturday morning) were over 96% sold for the quarter according to John M. Otter, the network's sales vice president. He said every available position in the afternoon schedule over the three-month period had been sold.

The sales record was partially achieved on new business from Admiral Corp. through Campbell-Mithun, Kaiser Aluminum & Chemical Corp. through Young & Rubicam and Milton Bradley through Harvey & Carlson.

Other sponsors contributing to first-quarter sales were General Foods through Young & Rubicam, Procter & Gamble through Grey Advertising, Colgate-Palmolive through Norman, Craig & Kummel, Best Foods Division of Corn Products Co. through Lennen & Newell, H. J. Heinz through Doyle Dane Bernbach, Star-Kist Foods through Leo Burnett, International Latex through Ted Bates and S. C. Johnson through Foote, Cone & Belding.

Ex Tinker executives form their own agency

Three key executives of Jack Tinker & Partners resigned on April 1, opened a new agency last Monday (April 4) and revealed later in the week they had obtained the \$6.5 million Braniff Airlines account currently at Tinker.

The new agency is Wells, Rich, Greene, New York, and will be headed by Mrs. Mary Wells, president, who was the senior partner in charge of building creative services at Tinker. Bill Rich who was in charge of copy services at Tinker, will be treasurer of the new agency. Stewart Greene, who was in charge of the art department at Tinker, is secretary.

The Braniff account spent only \$150,000 in TV in 1965, but Mrs. Wells said that the agency will be "highly TV oriented."

The agency moved last week into temporary headquarters in the Hotel Gotham at Fifth Avenue and 55th Street, New York.

Compensation report due

The Association of National Advertisers has surveyed its members on current attitudes and practices in agency compensation methods and will present a preliminary report, based on responses from 200 companies, at a workshop to be held Wednesday (April 13) at the Plaza hotel in New York.

The one-day session, on advertiser-agency financial relationships, will also hear the views of 11 speakers representing advertisers, agencies and consultants. It will be open to ANA members and also, on invitation, to representatives of their agencies.

Domestic satellite OK in Comsat's view

The Communications Satellite Corp. will tell representatives of the television networks and allied broadcasting and communications organizations meeting tomorrow (April 12) in Washington that a domestic satellite for broadcasting is feasible and can result in economies for the users. But, Comsat will say, many questions have to be answered, including how many circuits each network will need and whether they are willing to share the satellite with other communications services.

A major factor, it is known, is whether a separate satellite for TV should be used or whether a domestic communications satellite, available to all communications media, should be considered.

In fact, Comsat has scheduled for April 18 a separate meeting with AT&T and Western Union Telegraph Co. to discuss whether this type of communications satellite should be used for telephone and telegraph communications as well as for broadcast needs.

This week's meeting stems from the ABC request to the FCC, earlier this year, for permission to put up its own satellite to feed TV programs to its affiliates. The FCC returned the application without action, stating it was too early to determine how to handle the suggestion. Comsat at that time told the commission, and ABC, that it feels it is the only authorized entity entitled to establish a domestic satellite communications system.

The Roster ■ More than 20 communications organizations, plus government and congressional observers, are expected to attend this week's meeting. It will take place in the Colonial Room of the Mayflower hotel, beginning at 10 a.m., with Dr. Joseph V. Charyk, president of Comsat, as chairman. The meeting has been termed a seminar.

Among the companies to be represented: ABC, CBS, NBC, Sports Network Inc., National Educational Television, UPI Telenews, AP Communications, National Association of Broadcasters, National Association of Educational Broadcasters and Canadian Broadcasting Corp.

Also AT&T, Western Union Telegraph Co., Western Union International, International Telephone & Telegraph Co., General Telephone & Electronics Corp., United States Independent Telephone Association.

And Hughes Aircraft, RCA, General

Electric, Philco, Boeing Aircraft, Lockheed Aircraft, TRW Inc.

Government observers will attend from the Senate Commerce Committee, Senate Space Committee, House Commerce Committee, House Military Affairs Committee, the FCC, Department of Justice, Office of Telecommunications Management, National Aeronautics and Space Administration and also from the United Nations.

New approach taken in 770 kc marathon

The FCC began a new effort last week to solve a very old problem—the 25-year-old fight between ABC's WABC New York and KOB Albuquerque, N. M., involving the 770 kc frequency on which both stations operate.

The commission last week vacated an order issued in July providing for reopening the record and called on the two parties and the Broadcast Bureau to present views on what steps should

be taken to implement an appeals court decision in the case.

The court, in a decision handed down on Feb. 25, 1965, held that the commission had not been fair to ABC in requiring WABC to share 770 kc with KOB.

The court noted that the result was to make WABC, as well as KOB, class 1-B stations, which are required to protect each other at night, while CBS and NBC are operating clear channel 1-A stations in New York, WGBS and WNBC (BROADCASTING, March 1, 1965).

Over the Years ■ The court, which held that the needs for service in Albuquerque might have changed over the years, sent the case back to the commission for further proceedings.

The commission proposed to hold a hearing on KOB's application for full-time operation on 770 kc with 50 kw, directionalized at night, and WABC's application for an unlimited, nondirectional on the same frequency with 50 kw.

However, the court said that type of proceeding was not what it intended. The commission then asked the Supreme Court to review the Feb. 25,

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1965, decision, and that request was rejected. (BROADCASTING, Feb. 28).

Because of the adverse court decisions, the commission said it cannot go forward with the proposed hearing and, instead, wants fresh ideas of how to proceed.

The case began in 1941 when WABC, then WJZ, was moved from 760 kc to 770 kc as a class 1-A clear channel station, and KOB was shifted from 1180 kc to 1030 kc with 10 kw but with special permission to use 770 kc with 50 kw.

The moves were required because of provisions in the first North American Regional Broadcasting Agreement, that removed 760 kc and 1180 kc from U. S. use. Through countless commission proceedings and court battles in the succeeding 25 years, ABC has been trying to eject KOB from 770 kc.

KBIM-TV back on air despite tower loss

KBIM-TV Roswell, N. M. reported last week it hopes to complete installation of a new tower and to be back on the air with full power by Sept. 1. The station's 1,839-foot tower collapsed "due to a structural weakness" on April 1, according to officials, leaving only a 400-foot segment standing (BROADCASTING, April 4). The loss was covered by insurance, a spokesman said.

KBIM-FM was also temporarily off

the air when its antenna fell from the 1,700-foot level, it was reported last week. The FM station had switched to a new maximum power transmitter on March 27. After the fall, engineers switched back to FM equipment in use prior to the move.

KBIM-TV was scheduled to be back on the air today (April 11) with reduced power. A temporary TV antenna was installed atop the White Building in downtown Roswell.

IEEE's June agenda heavy on broadcast

The Institute of Electrical and Electronics Engineers last week focused a spotlight on its 1966 International Communications Conference, set for June 15-17 in Philadelphia. An IEEE spokesman said broadcasters can expect at least 10 engineering papers in their area.

Communication satellite systems, community antenna television, radio broadband systems and international telecommunications are among the broadcast-oriented subjects.

The annual meeting, which for the first time is open to a broadcasters group (BROADCASTING, Sept. 27, 1965), will include 27 subject areas dispersed over 39 sessions. More than 150 speakers will present some 140 technical papers or participate on discussion panels at Philadelphia's Sheraton hotel.

John M. Barstow of the Communications Satellite Corp., Washington, said his session would look at the Early Bird communications satellite as a "cable in space" with two terminals.

At a keynote address, guest speaker W. Deming Lewis, president of Lehigh University, Bethlehem, Pa., will contribute to the theme, "Compatibility—A challenge for Universal Communications." A panel speaker at this session will be Asher Ende, associate chief of the FCC Common Carrier Bureau.

FCC Commissioner Kenneth A. Cox will participate in a panel discussion of "The Future Allocation of the Radio Spectrum with Emphasis on the 25-890 MHz Bands."

Standard size of TV screens get more time

The effective date of the trade regulation rule designed to prevent deceptive advertising of television picture tube sizes has been extended by the Federal Trade Commission from July 1 to Jan. 1, 1967. The rule will not apply to television receivers manufactured prior to July 1, the FTC said last week.

The action was taken in response to industry petitions pointing out produc-

tion difficulties and financial burdens involved in meeting the July 1 deadline.

The FTC said that it would accept any accurate industry standards of picture measurement as long as the standards conform to the requirements of the trade rule. The Electronics Industries Association's Joint Electron Devices Council standards, for example, would be considered proper, according to the FTC. The trade commission also stated that it did not object to the practice of rounding off fractions of an inch to the nearest inch to indicate the size of the screens.

The FTC order, issued Feb. 25, required advertising to present the dimensions of the viewable picture alone, which may be measured diagonally, horizontally and vertically or by the square inch.

WCCO request for 750 kw gets protest

An application from a radio station seeking FCC permission to operate with 750 kw of power on a regular day-and-night basis ran into opposition last week.

KSTP Minneapolis-St. Paul said that the application of WCCO Minneapolis-St. Paul should be dismissed until the FCC has had time to evaluate the question of high-power operation on clear channels in a rulemaking proceeding. The station said that only through a rulemaking proceeding can the commission properly consider the many problems that increased power would present.

KSTP also said that WCCO had submitted no evidence to support a conclusion that its programming would be designed to meet the needs of the increased service area.

The FCC staff is working on recommendations that would authorize the 12 unduplicated clear-channel stations to operate on power up to 750 kw on a developmental basis.

Eight applications are now pending before the commission asking for an increase in power to 750 kw on an experimental basis.

WCCO, however, last December filed an amendment to its application to request a power of 750 kw on a regular basis rather than on an experimental basis.

Technical topics . . .

In a merging mood ■ The Society of Motion Picture and Television Engineers and the Society of Photographic Scientists and Engineers are considering a consolidation into a new society. The proposal will be reviewed at a meeting of the SPSE and SMPTE govern-



The tower's remains

ing boards at a meeting in early May, and if agreement is reached, the membership of the two societies will vote on the action.

Mobile unit ■ Logos Teleproductions, Arlington, Va., has announced the construction of a color television tape mobile unit which will become operational next month. The unit will be equipped with two new Ampex VR-2000 high band Video Tape recorders.

Sparta moves ■ In its third shift to larger quarters in less than five years, Sparta Electronic Corp. has moved into new headquarters. The broadcast equipment firm has more than doubled office, plant and warehouse space in making the latest move. New address: 5851 Florin-Perkins Road, Sacramento, Calif. 95828. Phone: (916) 452-5353.

New from Ball ■ Ball Brothers Research Corp., Boulder, Colorado, is offering a new line of video-pulse distribution amplifiers. The fully transistorized Mark IX series was developed specifically for use in television studios. Especially suited for color, the equipment features 20 megacycle broadband amplification, low differential gain and phase distortion, quality de-rated components, and self-contained electronically regulated power supplies.

Job loss not a factor in VHF proposal—NAB

The FCC was urged last week to limit its consideration of remote control for VHF television transmitters to the technical aspects of the proposal.

The National Association of Broadcasters said that the question of possible loss of technical personnel and the effect this might have on station revenues is wholly outside the scope of this proceeding. The National Association of Broadcast Employees and Technicians (NABET) had expressed fear that remote control privileges for VHF TV transmitters would result in a loss of jobs for technical personnel.

The FCC's proposed rulemaking is the result of a request from the NAB to extend the remote-control privileges now enjoyed by AM, FM and UHF facilities to VHF operations (BROADCASTING, March 1, 1965).

The association said that most present-day television transmitting equipment is extremely stable and requires very little adjustment during the course of a program day. And the few minor adjustments which must be made can be made equally as well at the remote control location, the association said.

The commission also received support for its proposal in joint reply com-

ments filed by ten groups and stations. Since there was no further extension of the deadline for reply comments, last week's comments were the final batch before the commission takes action in this proceeding.

WLBT(TV) decision mentioned in filing

The U. S. court of appeals decision in the WLBT(TV) Jackson, Miss., license renewal case was cited for the first time in a filing with the FCC last week.

WSUN-TV St. Petersburg-Tampa cited the case in its second filing opposing the application of WLCY-TV Largo, Fla., to move its transmitter closer to the Tampa-St. Petersburg market.

WLCY-TV argued that WSUN-TV had not proved "new economic injury" and therefore did not have standing in the case. Citing the Jackson case, WSUN-TV claimed that it did not have to prove new economic injury to have standing.

In its decision on the WLBT case the court of appeals said that factors other than economic injury and electrical interference could be considered in resolving questions of standing. The case was considered a landmark decision because the court also said that representatives of the listening audience have standing before the commission (BROADCASTING, March 28).

WSUN-TV has argued that it is a financially unstable operation and that if WLCY-TV's application is granted, WSUN-TV will almost certainly be forced off the air.

What to expect of future satellites

John Richardson, Hughes Aircraft executive, said last week that by 1970 it should be feasible to orbit 1,500-pound communication satellites, each with 10,000 voice channels. "These could be launched into synchronous orbit," he said, "and worn like a necklace by the earth around the equator."

Such satellites, Mr. Richardson commented, could provide worldwide weather and navigation information to planes and ships, intercontinental telephone and television service, and educational TV for newly emerging nations.

Hughes Aircraft designed and built Early Bird, the communications satellite owned and operated by the Communications Satellite Corp. The 80-pound Early Bird was launched from Cape Kennedy April 6, 1965 and began commercial trans-Atlantic service last June, relaying telephone and television service between the U. S. and Western Europe.

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Sparger stars at TV festival

His explanation of rating tampering aired at meeting; NABET's Orme blasts TV

Like any other would-be Hollywood extravaganza, the Hollywood Festival of World Television, which held its third annual get-together in Palm Springs, Calif., earlier this month (April 1-3), was badly in need of a star. Faced with the likelihood of getting low publicity ratings, festival officials trotted out Richard (Rex) Sparger, former congressional investigator and the man who admittedly rigged the Nielsen ratings on several network shows (BROADCASTING, March 28).

Explaining his actions in tampering with the ratings of at least two network shows, Mr. Sparger indicated that "anyone can find the Nielsen homes if they have a little time, money and inclination." His motivation, he claimed, was to fight the ratings and give control of TV back to the people.

"The ratings," he said, "have greater control over programs than the FCC."

Mr. Sparger pointed out that a methodology that involved telephone interviews with viewers on what shows they watched would be a more accurate measure than the Nielsen technique.

Criticism Galore ■ For the most part, Mr. Sparger's supporting cast of speakers at the festival seemed bent more on burying television than praising it. Frank Orme, executive vice president of the National Association for Better Radio and Television, rolled just about every criticism made about television into one lingering verbal blast.

It is "a national tragedy," he said, "that a handful of merchants whose primary objective is to sell merchandise have been permitted to gain monopolistic control over the world's most important instrument of communication." Under this control, he added, "the bulk of our available creative talent is denied access to audiences and audiences are denied the right to hear and see the programs this talent could produce."

On somewhat steadier and less subjective grounds, a workshop session on "Television Financing Today" came to specific conclusions on projects of independent television film makers. The attitude of the panel, which included consultant George Younsling and Harold Berk-

witz, partner in the firm of Kaplan, Livingston, Goodwin & Berkowitz, was summed up by Bank of New York executive Vice President Elliott Averett: "This is not the time to come to New York for bank financing of TV projects," was his blunt appraisal.

Keynote speaker during the initial workshop seminar of the festival was Vaughn Shaner, Eastman Kodak Co. engineering and sales service supervisor. He contended that the TV film production industry has predominated in the face of competition from videotape manufacturers. He estimated that some 75% to 80% of all prime time programming—both network-affiliated and nonnetwork—is now distributed on motion-picture film, mostly produced in Hollywood. In addition, he said, this programming increased from 20% to 60% color during the current season and "the trend is surging upward." Film, Mr. Shaner stressed, not only "fits the needs of color television broadcasting, it also permits realization of residual benefits out of television markets."

In all, about 35 speakers addressed the seminar workshops. One day was given over to the screenings of television program award winners from its previous festivals.

Second postponement in Sparger hearing

Rex Sparger, former House Commerce Committee investigator who has been charged by A. C. Nielsen Co. with attempting to rig several TV shows by getting in touch with a number of Nielsen audience sample homes (BROADCASTING, March 28 et seq.) won a second continuance last week from a federal judge in Oklahoma City.

At the request of Mr. Sparger's at-

torney, J. Howard Edmondson, former Oklahoma governor, U. S. District Judge Luther Eubanks set April 13 as the date for Mr. Sparger to appear in answer to the complaint. Mr. Sparger originally was due to appear March 31, but was excused to April 6 when he came down with the mumps. The continuance last week was to permit Mr. Edmondson to become better acquainted with the case.

109 NFL games set for TV by CBS

CBS-TV will broadcast live 102 regular-season games of the expanded 1966 National Football League schedule this fall, plus seven preseason and postseason NFL contests to make 109 games televised. This is five more regular games than last year and, according to CBS, the most regular professional games carried by any network thus far.

The cost for this season's rights: \$18.8 million. Most of the games are to be broadcast coast to coast and many presented regionally will be in color.

The broadcast schedule opens Friday, Aug. 12 at 9:30 p.m. with the first of four televised preseason games: the season opener, the champion Green Bay Packers vs the Baltimore Colts at Milwaukee, will be aired nationally Saturday, Sept. 10 at 9:30 p.m. Color for the opener is doubtful at this time because of lighting problems.

The games in evening prime time over a national network are a first for pro football. The network will also televise eight double-headers on Sunday afternoons, up five from last season.

At Least One a Week ■ With the lifting of the traditional blackouts this season, viewers in NFL cities will have an opportunity to see at least one game every Sunday. Under this plan, when a team is at home a game between two other NFL teams will be broadcast in that city.

The broadcast schedule closes with three-post-season games: the championship game (set for Jan. 1), the Playoff Bowl (Jan. 8) and the Pro Bowl (Jan. 15).

Last year CBS televised 97 of the 98 regular season games plus nine additional NFL games. This year's NFL schedule is the longest in the league's history, partly because of the addition of the Atlanta Falcons as the 15th team.

The expanded league schedule cuts into the baseball season a week more

The correct dates

In a story on the A. C. Nielsen Co. suit against Rex Sparger, former House Commerce Committee staff investigator during the ratings probe (BROADCASTING, April 4), it was erroneously stated that Mr. Sparger had appeared before the committee in January 1963 to answer charges that he was misusing information. The correct date is January 1964. Mr. Sparger resigned from the committee staff in April 1963.

Squabbling TV crews upset Senator Hartke

Broadcasters may have alienated a longtime friend in the Senate in a squabble between two TV crews over placement of equipment for the coverage of the Commerce Committee's auto-safety hearing.

Senator Vance Hartke (D-Ind.), a member of the Subcommittee on Communications, and a spokesman for the repeal of Section 315 of the Communications Act as well as responsibility in broadcasting, became incensed because lighting crews from two networks were bickering on the amount of light in the room and the placement of each network's lighting apparatus.

NBC-TV was shooting the hearing in color and CBS-TV in black and white. The monochrome crew sought less light than the color crew wanted.

Senator Hartke told both that if they couldn't settle the issue among themselves, he'd evict them from the hearing room.

Almost immediately, order was established.

But Senator Hartke didn't stop with the short admonition to the crews. He placed a statement in the hearing record saying:

"It should be repeated that, at these congressional hearings, they are held for the benefit of the commit-



Senator Hartke
Take this message back

tee, the witnesses and the public, and not basically for the convenience of television, radio or newspaper reporters, although, we do try to accommodate them as we see fit.

"I think the difficulty we have here generally this morning among

competing television broadcasters over the setup of the hearing room demonstrates the long-felt need for better coordination among competing television broadcasters in their desire to televise public hearings. I hope that those people who are representing the principals here will take this message back to their principals, so that we will not have repetition of such incidents."

Edward Jarrett, chief clerk of the Senate Commerce Committee, added that broadcasting people have a peculiar knack of "pushing people around, leaving a mess and taking space in the hearing rooms normally reserved for spectators and the press."

He stated that the equipment for broadcast coverage in the hearing room reduced the number of seats for spectators from 75 to 20.

And he added that a deep cigarette burn had been made in the rostrum and that replacement of the solid walnut piece would cost about \$10,000.

He said that he personally feels the broadcast coverage is distracting and does disturb the decorum of the proceedings. But, he feels that broadcasters do have a right to cover the proceedings.

than last year. A CBS Sports official said that nationally televised football and baseball games will conflict only during the World Series, which starts Oct. 5. Regional broadcasts, however, will clash more often.

CBS increased its coverage of regular games reportedly to amortize its record football expenditure. The network's two-year contract with the NFL indicates that Pete Rozelle, league commissioner, believes expanded TV coverage will not, as his critics contend, curb the game's growth.

NBC-TV carries the American Football League pro games and ABC-TV, the college games.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions Inc.): WCHS Charleston, W. Va.; KOWH Omaha; WJPG Green Bay, Wis.; WARN Fort Pierce, Fla., and WRNC Raleigh, N. C.

Audio Program Service (Triangle): WAKW-FM Cincinnati; WWJC-FM Superior, Wis.; WKEI-FM Kewanee, Ill.; KORA-FM Bryan, Tex.; WSNW-AM-FM

Seneca, S. C. WRUN-AM-FM Utica, N. Y.; WNDP-AM-FM Daytona Beach, Fla.; WHBR-AM-FM Selma, Ala.; WAAB-AM-FM Worcester, Mass., and WLIP-FM Kenosha, Wis.

Anniversaries in Sound (Triangle): WCUB Manitowoc, Wis.; KOLY Mobridge, S. D.; WBCK Battle Creek, Mich.; wxva Charles Town, W. Va.; WEIC Charleston, Ill.; WNIL Niles, Mich., and WPOW Dowagiac, Mich.

The First Christmas, Easter the Beginning and Closeup (Woroner Productions Inc.): Kswo Lawton, Okla.

July 4, 1776 (Woroner Productions Inc.): Ksxx Salt Lake City.

Tips on Tots (Woroner Productions Inc.): Wvmt Burlington, Vt., and WPRO Providence, R. I.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WIYN Rome, Ga.; WLUX Baton Rouge, La., and KEZU Rapid City, S. D.

The Shadow (Charles Michelson): KJNO Juneau, Alaska; WLNH Laconia, N. H., and WMEG Melbourne, Fla.

Uniform poll-closing bill introduced

Senator Carl T. Curtis (R-Neb.) last week introduced a bill (S-3200) that would require a uniform closing time for all voting places in the country.

In a statement made on the floor of the Senate, Senator Curtis said that he was introducing the bill because "the psychology in elections is that people like to be able to say that they voted for the man who won, regardless of whether they agree with his views."

He said that he didn't contemplate a requirement that news media would be asked to withhold information and, indeed, would oppose such a restriction. But he said that technological advancements that enable communications media to project the outcome of national elections from the returns of a few states could possibly affect the outcome of close elections.

He stressed that a uniform closing time would be "more fair to all national candidates." His suggested schedule of

Lindsay hopes to reverse production exodus

New York Mayor John V. Lindsay last week reported results of a new reading the city has taken on the health of New York TV production. The general diagnosis: It's sick. The treatment: less city red tape for producers of TV program film and commercials.

Mayor Lindsay told an International Radio and Television Society audience that the "shooting permit system is the greatest single handicap to production in New York City."

As he explained it: "To shoot indoors in the city, a producer needs a permit from the commerce and industrial development department and endorsement by any other city department or agency involved. This can include the police, the highway department, the department of water supply, gas and electricity (if cables or wires are used), the buildings department or parks department.

The permit must be submitted with either five or seven copies and a separate permit required for each day and each location and all permits must be applied for 72 hours in advance of the shooting.

If this red tape isn't enough to discourage producers, city practices have come up with more. The mayor pointed to restrictions—"irritants," he called them—such as those that

require a licensed electrical contractor to supervise all electrical connections, that prohibit the filming in local parks of a staged robbery or other crime and that frown on filming of scenes that call for an aged



Mayor Lindsay

school building, a trash-filled lot "or other backdrops which might reflect unfavorably on their [officials'] domains."

Tape Scissors ■ Mayor Lindsay said the city would seek a cutting of red tape. He mentioned the possibility of the issuance of a single permit for all shooting by a single production unit, the assignment of an assistant to the mayor to "improve and speed cooperation between the industry and city officials" and a reduction in the 72-hour rule that "in effect obliges a producer who wants to shoot a scene in the rain to predict precipitation three days in advance."

About three hours after the mayor spoke, WPIX (TV) New York, planned a one-minute shooting of news footage in Central Park using a car fea-

tured in the New York auto show being held at the Coliseum. The station said the one-minute shooting required \$38 worth of permits which took an hour and 10 minutes to clear through various city offices.

The mayor noted current plans afoot to build new production complexes including the \$50-million Cinema Center proposed by Madison Square Garden Corp. (BROADCASTING, March 14).

From the official New York City point of view: TV production started westward some 15 years ago, accelerating in subsequent years as a result of several factors including fewer studios available in New York, possibly greater cooperation by West Coast technical and craft unions, larger pool of actors and equipment in Hollywood, an accelerated use of film and the importance of residuals. He admitted that New York most likely couldn't have stopped television production's westward trek with "even the most diligent and intensive efforts. . . . The odds simply were against us."

Mayor Lindsay also announced that his office was giving thought to conducting "telethons" during which he could answer questions of residents directly over the phone and on camera.

poll closings: 9 p.m. eastern time, 8 p.m. central time, etc. (The earliest closing would be in the far western parts of Alaska on Bering standard time, 3 p.m.)

Mr. Curtis' bill would become effective in 1968.

Contempt ruling sought on 'Place in the Sun'

NBC and Paramount Pictures Corp. were ordered last week to show cause why they should not be held in contempt of court for a telecast last month of the movie "A Place in the Sun."

George Stevens, who directed the film, contended that commercials inserted in the March 12 telecast by NBC-TV were in violation of a court order.

Los Angeles Superior Court Judge Ralph H. Nutter last Feb. 11 ordered NBC not to destroy the "artistic impact" of the movie with commercials. Mr. Stevens complained there were nine interruptions for 33 commercials in the movie telecast.

"The very enormity of the defendants' assault on the film demonstrates their contempt of the injunction," said Mr. Stevens.

Paramount Pictures was named a defendant because it had acquired rights to the film and licensed NBC-TV to show it. A spokesman for the network's legal department said it "cannot argue the merits of the case at this time," but that its attorneys are convinced NBC "did not violate the original injunction."

Judge Nutter set the contempt hearing for April 26.

Orr forms production firm

William T. Orr, former vice president in charge of TV production at Warner Bros. Pictures, is forming his own independent production company to produce television and feature-film product. Headquarters and production staff for the new William T. Orr Co. are still to be determined. Mr. Orr was with Warner Bros. for 19 years. He headed the studio's TV activities for the past 10 years.

Krantz Films expands into TV production

Krantz Films Inc., New York, is broadening its base from the syndication end of television into production, it was announced last week.

The company's newest expansion was spurred by almost \$2 million in sales from its first TV program venture, the *Marvel Comics* cartoon series.

Stephen Krantz, president, reported in an interview last week that since its founding 15 months ago, Krantz Films has functioned primarily as a distributor of syndicated product from other organizations. Krantz obtained the TV rights to the *Marvel Comics* line last year, produced 195 six and one-half minute color cartoons through the Grantray-Lawrence Anima-



Mr. Krantz

tion Co., Hollywood, and has sold the series in 18 markets over the past month.

He voiced the view that initial sales on *Marvel* represent "the fastest and largest sale of a cartoon package in the history of television."

Mr. Krantz, who formerly was a program executive with NBC and Screen Gems, has set his sights on a network program sale. He has four half-hour color series in various stages of development: a co-production with Filmways on *Presidential Scholars*, a contest program of opposing top college students; *Hairbreadth Harry*, a live-action "camp" series based on the comic strip; a co-production with King Features, and two situation comedies, a co-production with Greenway Productions.

"I think the time is ripe for new faces to become more active in production," Mr. Krantz revealed. "I think the FCC effort to diversify sources of programming is a healthy move."

For the next few months, Krantz will concentrate its efforts on sales for *Marvel Comics*. According to Mr. Krantz the series already has been bought in New York; Los Angeles; Detroit; Boston; Memphis; Chicago; Denver; Philadelphia; Baltimore; Buffalo, N. Y.; New Orleans; San Francisco; Salt Lake City; San Juan, P. R.; Washington; Albany, N. Y.; Charleston-Huntington, W. Va., and Providence, R. I.

Mike Nichols signed to 3-year CBS contract

To keep the programming bins stocked with talent and show ideas, the TV networks appear destined to continue to stalk top names in show business. CBS-TV has added one for the future by signing Mike Nichols, former comedian and now in the forefront as a director of Broadway hit plays and of a movie, *Who's Afraid of Virginia Woolf?*

Michael H. Dann, CBS-TV vice president-programs, said last week that Mr. Nichols has been signed to a three-year contract. Precise plans were not disclosed, though Mr. Dann specified four areas—writing, directing, performing and producing—from which the versatile Mr. Nichols may be called on to lend his hand. Mr. Nichols is set for exposure later this year on another network. ABC-TV's first program in its *ABC Stage '66* series is "The Many Worlds of Mike Nichols," which will be on Sept. 14 (Wednesday, 10-11 p.m.).

Mr. Nichols directed such hit plays as *Barefoot in the Park*, *Luv*, and *The Odd Couple*. He earned prominence initially in his satirical comedy sketches performed with Elaine May. In his negotiations with CBS, Mr. Nichols was represented by Robert Lantz.

Pros and cons of television

NET panel gives varied views, Henry calls U.S. system best in world

A critical examination of television by network executives, advertising-agency officials and others associated with the TV business was offered in a one-hour documentary produced by National Educational Television and presented on more than 100 educational TV stations last week.

Those employed in TV directly were generally kind to the medium though they acknowledged certain limitations. Newspaper critics and some officials formerly associated with the medium criticized TV for "mediocrity" of programming, lack of diversity and reliance on ratings.

John Schneider, CBS group vice president for broadcasting, said he considered TV "a commercial art form" and that his objective is to attract most of the people to tune to CBS-TV. He added that TV should be regarded as "a mix," primarily an entertainment medium and incidentally an informational source. He decried references to the 1950's as the "golden age of television," claiming that many of the programs presented at that time were "dreadful" and "wouldn't stand up today."

Thomas Moore, president of ABC-TV, questioned about TV's obligation to minority programming needs, replied that TV is still in a developmental stage, and indicated that minority programming by some part of the industry would emerge in the undetermined future.

Terrence O'Flaherty, TV critic of the *San Francisco Chronicle*, said the role of commercial TV is "to sell products." Both networks and sponsors are interested in sales, he claimed, and "they have set mediocrity as their ideal."

Richard A. R. Pinkham, senior vice president in charge of media and programming for Ted Bates & Co., challenged Mr. O'Flaherty's opinion. He said the role of TV is not to sell products but to put on attractive programs which will gain advertisers, so they can sell products. The sponsor is interested in buying programs that will sell products, he added.

A Matter of Taste ■ Michael H. Dann, vice president-programming, CBS-TV, said he selects programs that he thinks will be popular with most of the

people. He conceded that most of the programs on CBS-TV are not to his taste, but said "that goes for most books, newspapers and magazines."

Edgar Scherick, who was vice president in charge of network programming for ABC-TV at the time the NET panel was produced but has since resigned, commented that he personally may not have viewed all the programs he selected for ABC-TV, but said he considered it "suicide to put any show on the air that you did not like."

Mort Werner, vice president, programming, NBC-TV, explained NBC-TV's "design for survival" in selection of programs. He said that his department watches the competition, programs against other networks and selects those series with the best-organized staffs and the best possibility of doing well. He noted that in some cases, NBC-TV seeks high ratings and in others is looking for other dimensions and values.

FCC Chairman E. William Henry voiced the view that the U. S. system of commercial and noncommercial TV is the best in the world, but said that noncommercial TV should have more money, be more interesting and attempt to appeal to more people.

The NET program closed with an editorial urging that Congress enable the FCC to license the networks as well as the stations. The editorial also asked viewers to send complaints they may have about television to the three commercial networks and to NET.

Ohio general assembly considers TV coverage

The Ohio general assembly may soon be under the sensitive scrutiny of its public via radio and television. Live radio-TV coverage of the state government's sessions has been recommended by the assembly's Committee on Legislative Facilities.

Architect Carl Bentz told the committee that \$100,000 would be needed to install lights, TV cables, camera platforms and other equipment to make the house and senate chambers more compatible with television.

Several radio and television executives also assured the committee that live and filmed coverage would not interfere with the government's daily business.

Casting his vote for the proposal, Republican committeeman Robert Levitt said: "People back home don't really have much idea of what we're doing. It should raise the status of the legislature."

The Buckeye general assembly will determine the fate of the proposal when it convenes next year.

Expansion planned for Manhattan Sound

Manhattan Sound will expand its TV and motion-picture sound services as part of a reorganization plan in affiliation with Pellin Enterprises Inc., New York, a management and development organization.

Pellin has purchased Manhattan's equipment, assets and receivables, according to a report by Fred B. Adair, president of Manhattan and Frank E. Pellegrin, president of Pellin. Within six weeks, they said, the studios at 460 West 54th Street will add a mixing theater on three levels, equipped with recording and re-recording units. This service will provide continuous interlock changeover screening for up to eight tracks. A negative developing process will also be prepared at the facility.

Mr. Pellegrin, a former president of H-R Television, New York, is president of General Cablevision, a holder of 15 CATV franchises of which five are operating.

Ball begins to roll toward program clinics

More than 100 broadcasters have registered for the six radio program clinics to be conducted this spring by the National Association of Broadcasters. The advance registrations are substantially ahead of last year, according to Sherril Taylor, NAB vice president for radio. The 1965 clinics drew 625 registrants.

Mr. Taylor said the two-day sessions, which open May 9-10 in Portland, Ore., will cover a variety of program formats including: country music, modern music, "beautiful" music, how to improve public service programming, how to improve news operations in large and small markets, and how to program FM for profit.

For the sites and dates of the clinics see page 18.

ABC News reopens bureau in Moscow

ABC News reported last Thursday (April 7) that its Moscow news bureau would be reactivated. ABC said George Watson, an ABC News correspondent in Washington, had received a visa from the Soviet Union and was to leave for Moscow the next day (April 8).

ABC's bureau there had been inoperative since last Sept. 30 when the Soviet Union expelled Sam Jaffee, ABC News correspondent then running the bureau, because of "false reports about



Carson to stick around

NBC has signed Johnny Carson to a long-term contract to continue as host of the *Tonight Show* (Monday through Friday, 11:15-1 p.m.), it was announced last week. Mr. Carson began his late-night comedy and variety color series on Oct. 1, 1962.

Concluding the arrangements last week were (l to r) Mr. Carson: Don Durgin, president of NBC Television Network, and Julian Goodman, president, NBC.

the Soviet Union" (BROADCASTING, Oct. 4, 1965).

At the time, ABC News president Elmer Lower claimed that Mr. Jaffee's ouster resulted from a report originating with ABC News diplomatic correspondent John Scali in Washington on Sept. 15. Mr. Scali had referred to a power struggle within the Kremlin that could result in a shakeup of the existing government.

Mr. Jaffee had been scheduled to leave Moscow a couple of months later to assume a new post as Hong Kong bureau chief. He currently shuttles from Hong Kong from time to time to assist in ABC's coverage in Vietnam.

Mr. Watson had been assigned to Moscow to replace Mr. Jaffee but the Soviet Union cancelled his visa.

'Wackiest Ship' syndicated

Screen Gems announced last week it is syndicating 29 one-hour episodes of *The Wackiest Ship in the Army*. The series, produced in color, has been on NBC-TV this season. The off-network programs are for showing next fall.

According to Dan Goodman, vice president in charge of the syndication sales division, the series has been pre-sold to WPIX(TV) New York, KCOP(TV) Los Angeles and WGN-TV Chicago.

Scherick takes on ATV project

Edgar J. Scherick, who resigned recently as vice president in charge of network television programs for ABC-TV to enter the field of independent production, announced last week that his initial undertaking is an affiliation with Associated Television Co., London.

Mr. Scherick said the association with ATV, headed by Lew Grade, would involve him in the development, consultation and supervision of ATV series as they relate to the American and world market.

He later told BROADCASTING that he is in the process of incorporating his company and setting up headquarters in New York. He will be active in Hollywood and London as well as New York. Mr. Scherick reported that the ATV project is one of several in which he will become active.

Ahrens Productions plans TV sport shows

Sports programs will be the main product offered by the newly formed Bob Ahrens Productions Inc., New York, to local TV stations.

Bob Ahrens, president, announced last week that his first project will be a half-hour color baseball program expected late this month or early in May. Two other TV pilots in areas not connected with sports are also underway, he indicated.

Credited with three years at Grey Advertising as TV producer, Mr. Ahrens has also worked on TV and radio production for the Boston Celtic basketball and Boston Bruins hockey broadcasts. His New York office is at 305 East 24th Street.

NBC-TV special to tour through LBJ's Texas

The house where President Johnson was born, the new Johnson ranchhouse in Johnson City, the place where he will be buried are points on the tour the President will conduct in the NBC-TV color special, *Lyndon Johnson's Texas*.

The program, to be broadcast Monday, May 9, 10-11 p.m. EDT, is narrated by NBC White House correspondent Ray Scherer, but President Johnson provides most of the commentary as he guides the camera crews around the 80-mile-long, narrow strip of Texas hill country he calls home.

Mrs. Johnson joins the President for

part of the tour as he describes his feeling for the countryside and reminisces about his childhood, his courtship of Mrs. Johnson and his political career.

Fred Freed, who has produced many of the NBC News *White Paper* programs, is executive producer and Len Giovannitti, is the producer.

Film sales . . .

Amazing '65 (AI-TV): WBKB-TV Chicago; WBAP-TV Fort Worth; WEMT (TV) Bangor, Me.; KHON-TV Honolulu; WPRO-TV Providence, R. I.; WBRZ (TV) Baton Rouge; WTTV (TV) Bloomington-Indianapolis, and WIRL-TV Peoria, Ill.

Adventure '66 (AI-TV): WBKB-TV Chicago; WTEN-TV Albany, N. Y.; WEMT (TV) Bangor, Me.; KGMB-TV Honolulu; WPRO-TV Providence, R. I., and WTTV (TV) Bloomington-Indianapolis.

Epicolor '64 and *Epicolor '65* (AI-TV): KVII (TV) Amarillo, Tex.; KOLO-TV Reno, and KGMB-TV Honolulu.

Thrillers from Another World 1 and *2* (AI-TV): WKYT-TV Lexington, Ky., and WTTV (TV) Bloomington-Indianapolis.

Alakazam (AI-TV): KCFT-TV Concord, Calif.; KIII (TV) Corpus Christi, Tex.; WTRF-TV Wheeling, W. Va.; WJET-TV Erie, Pa.; WOOD-TV Grand Rapids, Mich.; WBMG (TV) Birmingham, Ala., and KSL-TV Salt Lake City.

Sinbad (AI-TV): KCFT-TV Concord, Calif., and KSLA-TV Shreveport, La.

Tarzan Features (Banner Films): KMID-TV Midland-Odessa and KTSN-TV El Paso, both Texas.

The Twilight Zone (CBS Films): WTCN-TV Minneapolis; KXTV (TV) Sacramento, Calif., and WDBJ-TV Roanoke, Va.

Perry Mason (CBS Films): WGN-TV Chicago; WTVJ (TV) Miami; KVOS-TV Bellingham, Wash., and KVOO-TV Tulsa, Okla.

The Twentieth Century (CBS Films): WPIX (TV) New York.

The Alvin Show and *The Astronaut Show* (CBS Films): WGN-TV Chicago.

Rawhide (CBS Films): KWGN-TV Denver.

Blondie (King Features): KHJ-TV Los Angeles; WITI-TV Milwaukee; WTCN-TV Minneapolis; KWGN-TV Denver; WJRJ-TV Atlanta; KGMB-TV Honolulu, and KIRO-TV Seattle. Now in 19 markets.

Looney Tunes (Seven Arts): KMBC-

Red Lion attacks fairness doctrine in court

A frontal attack on the FCC's fairness doctrine as "vague, indefinite, uncertain . . ." and in violation of the First, Fifth, Ninth and Tenth Amendments was made last week when Red Lion Broadcasting Co. and the Reverend John M. Norris filed their brief in the U. S. Court of Appeals for the District of Columbia.

The case is an appeal from an FCC notification last year to Red Lion, which is the licensee of WGB-AM-FM Red Lion, Pa., that it is a licensee's obligation to present both sides of a controversial issue, whether both programs or only one of them is paid for, especially where a personal attack has been made on an individual.

The case started during the 1964 political campaign when the Reverend Billy James Hargis in a paid broadcast attacked Fred J. Cook, author of an article in *The Nation* magazine, entitled "Radio Right: Hate Clubs of the Air."

Red Lion claims it offered Mr. Cook the right to reply at the same rates Mr. Hargis paid for his time.

Mr. Cook objected. The commission, which took no action against the station, notified Red Lion that this was not enough.

In its brief, Red Lion also contends that the fairness provision placed in Section 315 of the Communications Act in 1959 constitutes an "unlawful delegation" of Congress' legislative function.

The *Nation* article was sent early in 1964 by the Democratic National Committee to several hundred radio stations carrying some of the programs identified in the magazine. Red Lion instituted a suit in the U. S. District Court in Washington against the Democratic committee and the FCC on this count also.

The First Amendment forbids Congress to make any law abridging freedom of speech and press; the Fifth Amendment deals with due process; the Ninth Amendment deals with rights retained by the people, and the Tenth Amendment deals with powers reserved to the states or the people.

TV Kansas City, Mo.; WXYZ-TV Detroit; WDBJ-TV Roanoke, Va.; WTAE (TV) Pittsburgh; KSD-TV St. Louis; KHAS-TV Hastings, Neb.; WTPA (TV) Harrisburg, Pa.; WFBM-TV Indianapolis, and WSPD-TV Toledo, Ohio.

Out of the Inkwell (Seven Arts): WJW-TV Cleveland; WXYZ-TV Detroit, and KCTO (TV) Denver.

Oh, My Word! (Seven Arts): WGN-TV Chicago, and WCPO-TV Cincinnati.

Group #1 Features (Official Films): KNXT (TV) Los Angeles; WBBM-TV Chicago; WCAU-TV Philadelphia; KMOX-TV St. Louis; WPIX (TV) New York; WBRC-

TV Birmingham, Ala.; KOIN-TV Portland, Ore.; WTVN-TV Columbus, Ohio; WBIR-TV Knoxville, Tenn.; WBJA-TV Binghamton, N. Y.; KAAR (TV) San Diego; KSHO-TV Las Vegas; KSBW-TV Salinas, Calif.; WSPA-TV Spartanburg, S. C.; KHTV (TV) Houston; WAFB-TV Baton Rouge; WNEP-TV Scranton, Pa.; WHIO-TV Dayton, Ohio; KOB-TV Albuquerque, N. M.; KVAL-TV Eugene, Ore.; KCFI (TV) Concord, Calif.; KFYY-TV Bismark, N. D.; WNBE-TV New Bern, N. C.; KBOI (TV) Boise, Idaho and WMBD-TV Peoria, Ill.

Bold Journey (Banner Films): KTBC (TV) Austin, Tex.



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TV NETWORK SHOWSHEETS: the lineups for spring and summer

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 *Beany & Cecil* (C), part.: 10:30-11 *Peter Potamus* (C), part.: 11-11:30 *Bullwinkle* (C), part., 11:30-12 *Discovery*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.: 10:30-11 *Look Up and Live*, sust.: 11-11:30 *Camera Three*, sust.: 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service: 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '66*; 1:30-2 *Issues and Answers*, sust.
CBS-TV 1-2:30 No network service.
NBC-TV 1-1:30 *Meet the Press* (C), part.: 1:30-2 *Religious programs and public affairs*, part.

2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 *Range Riders*, part.; 4:30-5 *Topper Toys Cartoon Fun*, *Topper Toys*.
CBS-TV 2-2:30 No network service; 2:30-4 *1966 Sports Special*, part.; 4-4:30 *Alumni Fun*, Amer. Cyanamid; 4:30-5 No network service.
NBC-TV 2-4 No network service; 4-5 *NBC Sports in Action* (C), part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Mr. Ed*, part.; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 *Vietnam Weekly Review* (C); 5:30-6 *GE College Bowl* (C), General Electric.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 No network service.
NBC-TV 6-6:30 *The Frank McGee Report* (C), part.; 6:30-7:30 *Bell/Actualities* (C), Bell, part.

7-8 p.m.

ABC-TV *Voyage to the Bottom of the Sea* (C), part.
CBS-TV 7-7:30 *Lassie* (C), General Foods; 7:30-8 *My Favorite Martian* (C), Kellogg, part.
NBC-TV 7-7:30 *Bell/Actualities*, cont.; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Eastman Kodak, Ford, RCA.

8-9 p.m.

ABC-TV *The FBI* (C), Aluminum Co. of America, Amer. Tobacco, Ford.
CBS-TV *Ed Sullivan* (C), P. Lorillard, Whitehall, Lever, Burlington Mills.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Branded* (C), P&G.

110 (PROGRAMING)

9-10 p.m.

ABC-TV *The Sunday Night Movie* (C), Colgate, Gillette, R. J. Reynolds, Chevrolet, part.
CBS-TV *Perry Mason*, Chevrolet, part.
NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Movie*, cont.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *What's My Line*, part.
NBC-TV *The Wackiest Ship in the Army* (C), part.

11-11:15 p.m.

ABC-TV *Bob Young with the News*, part.
CBS-TV *CBS Sunday News with Harry Reasoner* (C), Whitehall.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-7:35 No network service; 7:35-8 *Mike Wallace News*, part. 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *I Love Lucy*, part.; 10:30-11 *McCoys*, part.
NBC-TV 10-10:25 *Eye Guess* (C), part.; 10:25-10:30 *NBC News Morning Report*; 10:30-11 *Concentration*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Supermarket Sweep*, part.; 11:30-12 *The Dating Game*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Morning Star* (C), part.; 11:30-12 *Point Paradise* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Jeopardy* (C), part.; 12:30-12:55 *Let's Play Post Office* (C), part.; 12:55-1 *NBC News Day Report*.

1-2 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, Clairrol.

2-3 p.m.

ABC-TV 2-2:30 *Confidential for Women*, part.; 2:30-2:55 *A Time For Us*, part.; 2:55-3 *News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party* (C), part.
NBC-TV 2-2:30 *Days of Our Lives* (C), part.; 2:30-3 *The Doctors*, Colgate, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Nurses*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills, Hunt Foods; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV 4-4:25 *Never Too Young*, part.; 4:25-4:30 *Arlene Dahl's Beauty Spot*, Clairrol; 4:30-5 *Where the Action Is*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.;

4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV *Peter Jennings with the News* (various 15-minute feeds), part.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite* (1st feed) (C), part.; 7-7:30 *CBS News with Walter Cronkite* (2d feed) (C), part.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (C) (1st feed), part.; 7-7:30 *Huntley-Brinkley Report* (C) (2d feed), part.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *12 O'Clock High*, part.; 8:30-9 *The Legend of Jesse James*, R. J. Reynolds, part.
CBS-TV 7:30-8 *To Tell the Truth*, Am. Home, part.; 8-8:30 *I've Got a Secret*, Gen. Foods; 8:30-9 *The Lucy Show* (C), Gen. Foods.
NBC-TV 7:30-8 *Hullabaloo* (C), part.; 8-8:30 *The John Forsythe Show* (C), Colgate; 8:30-9 *Dr. Kildare I* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *Man Called Shenandoah*, Consolidated Cigar, National Biscuit, Sterling Drug; 9:30-10 *Peyton Place I*, part.
CBS-TV 9-9:30 *Andy Griffith* (C), Gen. Foods; 9:30-10 *Hazel*, P&G, Philip Morris.
NBC-TV *Andy Williams/Perry Como Specials* (C), Kraft (*Kraft Summer Music Hall* [C], Kraft, starts 6/6).

10-11 p.m.

ABC-TV *The Avengers*, part.
CBS-TV *Hollywood Talent Scouts*, part.
NBC-TV *Run for Your Life* (C), part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, R. J. Reynolds, Kellogg.
CBS-TV 7:30-8:30 *Daktari* (C), part.; 8:30-9:30 *Red Skelton Hour* (C), Amer. Home, Philip Morris, Reynolds Metals, F.T.D.
NBC-TV 7:30-8 *My Mother the Car* (C), part.; 8-8:30 *Please Don't Eat the Daisies* (C), Lever, Speidel, Libby; 8:30-9 *Dr. Kildare II* (C), part.

9-10 p.m.

ABC-TV 9-9:30 *F Troop*, R. J. Reynolds, Bristol-Myers, Quaker Oats; 9:30-10 *Peyton Place II*, part.
CBS-TV 9-9:30 *Red Skelton Hour*, cont.; 9:30-10 *Petticoat Junction* (C), P&G.
NBC-TV 9-11 *Tuesday Night at the Movies* (C), part.

10-11 p.m.

ABC-TV *The Fugitive*, part.
CBS-TV *CBS Reports*, IBM.
NBC-TV *Tuesday Night at the Movies*, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Batman I* (C), part.; 8-8:30

Patty Duke Show, part.; 8:30-9 Blue Light (C), Armstrong, Bristol Myers.
CBS-TV 7:30-8:30 Lost in Space, part.; 8:30-9 Beverly Hillsbillies (C), Kellogg, R. J. Reynolds.
NBC-TV The Virginian (C), part.

9-10 p.m.

ABC-TV The Big Valley (C), part.
CBS-TV 9-9:30 Green Acres (C), P&G, Gen. Foods; 9:30-10 Dick Van Dyke Show, F. Lorillard, P&G.
NBC-TV Bob Hope Chrysler Theater (C), Chrysler.

10-11 p.m.

ABC-TV Long Hot Summer, part.
CBS-TV Danny Kaye (C), S & H Green Stamps, R. J. Reynolds, part.
NBC-TV I Spy (C), part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Batman II (C), part.; 8-8:30 Gidget (C), Armstrong, Campbell, Contac; 8:30-9 The Double Life of Henry Phylle (C), Bristol Myers, Quaker Oats.
CBS-TV 7:30-8 The Munsters, part.; 8-8:30 Gilligan's Island (C), P&G, part.; 8:30-9 My Three Sons (C), Toni, Hunt.
NBC-TV 7:30-8:30 Daniel Boone (C), part.; 8:30-9:30 Laredo (C), part.

9-10 p.m.

ABC-TV 9-9:30 Bewitched, Chevrolet, Quaker Oats; 9:30-10 Peyton Place III, part.
CBS-TV 9-11 The CBS Thursday Night at the Movies (C), part.
NBC-TV 9-9:30 Laredo, cont.; 9:30-10 Mona McClusky (C), part. (9:30-10 Mickie Finn's [C], part., starts 4/21).

10-11 p.m.

ABC-TV The Baron (C), part.
CBS-TV Thursday Night Movie, cont.
NBC-TV Dean Martin (C), part. (The Dean Martin Summer Show [C], part., starts 6 21).

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 The Flintstones (C), part.; 8-8:30 Tammy (C), part.; 8:30-9 The Addams Family, part.
CBS-TV 7:30-8:30 The Wild, Wild West, part.; 8:30-9 Hogan's Heroes (C), Philip Morris, Gen. Foods.
NBC-TV 7:30-8 Camp Runamuck (C), part.; 8-8:30 Hank, Bell, part.; 8:30-9:30 The Sammy Davis Jr. Show (C), part. (8:30-9:30 Sing Along with Mitch [C], starts 4 29).

9-10 p.m.

ABC-TV 9-9:30 Honey West (C), part.; 9:30-10 Farmer's Daughter (C), Clairol, Johnson & Johnson, Motorola.
CBS-TV 9-9:30 Gomer Pyle, USMC (C), Gen. Foods; 9:30-10 Smothers Brothers, Alberto-Culver, Amer. Tobacco.
NBC-TV 9-9:30 The Sammy Davis Jr. Show, cont. (9-9:30 Sing Along with Mitch, cont.); 9:30-10 Mister Roberts (C), Lever, Liggett & Myers.

10-11 p.m.

ABC-TV Court Martial, part.
CBS-TV Trials of O'Brien, Miles, Colgate, part.
NBC-TV The Man from U.N.C.L.E. (C), part.

SATURDAY

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 Captain Kangaroo, part.; 9-9:30 Heckle & Jackie (C), Gen. Mills, part.; 9:30-10 Tennessee Tuxedo (C), Gen. Mills, part.
NBC-TV 8-9 No network service; 9-9:30 The Jetsons (C), part.; 9:30-10 Atom Ant (C), part.

10-11 a.m.

ABC-TV 10-10:30 Porky Pig (C), part.; 10:30-11 The Beatles (C), A. C. Gilbert.

BROADCASTING, April 11, 1966

The specials on tap this quarter

ABC-TV

April 15: 9-10 p.m.
The Big Guy (b&w), B. F. Goodrich.
April 16: 3:30-5 p.m.
Tournament of Champions (b&w).
April 17: 4-6 p.m.
Tournament of Champions (b&w).
April 18: 10 p.m.—conclusion.
Academy Awards, Eastman-Kodak.
April 22: 7:30-9 p.m.
The Poppy is also a Flower, Xerox.
April 22: 9-9:30 p.m.
The Man in a Square Suit, Bristol-Myers.
April 24: 4-5 p.m.
Beethoven: Ordeal and Triumph (repeat).
April 25: 9-10 p.m.
The Surprising Middle West, DuPont.
April 27: 10-11 p.m.
Red China—Year of the Gun, 3M Co.
May 1: 4-5 p.m.
Operation Sea War: Vietnam (repeat).
May 8: 8-9 p.m.
To Be a Soldier, B. F. Goodrich.
May 14: 9:30-10:30 p.m.
Holiday on Ice.
May 22: 4-5 p.m.
The Big Guy (b&w), (repeat).
May 23: 10-11 p.m.
In Search of Man (repeat), 3M Co.
June 12: 4-5 p.m.
To Be a Soldier (repeat).
June 16: 10-11 p.m.
The Baffling World of ESP (b&w), B. F. Goodrich.
June 18: 6-7:30 p.m.
U.S. Open Golf Tournament.
June 19: 6-8 p.m.
U.S. Open Golf Tournament.

CBS-TV

April 28: 7:30-8:30 p.m.
The World of Jacques Yves Cousteau (National Geographic special), Encyclo-

pedia Britannica, Aetna Life & Casualty.
May 1: 10-11 p.m.
Magic of Broadcasting, Saving & Loan Foundation.
May 8: 9-11 p.m.
Death of a Salesman, Xerox.
May 21: 10-11:30 p.m.
Miss USA Beauty Pageant.
May 22: 10-11:30 p.m.
Emmy Awards.
June 8: 8:30-9 p.m.
Good Grief, Charlie Brown, Coca Cola.

NBC-TV

April 17: 6:30-7:30 p.m.
White Paper—"Countdown to Zero."
April 20: 9-10 p.m.
Danny Thomas Show—"Road to Lebanon," Timex, Consolidated Cigars.
April 20: 10-11 p.m.
Testing: Right, Left or Center?, Institute of Life Insurance, Armour.
April 25: 9-10 p.m.
Perry Como's Kraft Music Hall, Kraft.
April 27: 7:30-9 p.m.
Hallmark Hall of Fame—"Lamp at Midnight," Hallmark.
May 9: 10-11 p.m.
Testing: What is your P.A.I.Q? Institute of Life Insurance, Armour.
May 15: 10-11 p.m.
Sinatra—A Man and His Music, Anheuser-Busch.
May 16: 9-10 p.m.
The NARAS Awards, Timex.
May 19: 8:30-9:30 p.m.
A Funny Thing Happened on the Way to the White House, Bulova.
May 20: 7:30-8:30 p.m.
Armed Forces Special.
May 22: 6:30-7:30 p.m.
Russian Sports Revolution.
June 15: 9-10 p.m.
The Undeclared War, Armour.
All specials are in color unless identified as black and white (b&w).

Quaker Oats, Mars Candy.
CBS-TV 10-10:30 Mighty Mouse (C), Nestle, Deluxe, part.; 10:30-11 Adventures of Lassie, Gen. Foods, Mars.
NBC-TV 10-10:30 Secret Squirrel (C), part.; 10:30-11 Underdog (C), part.

11 a.m.-Noon

ABC-TV 11-11:30 The New Casper Cartoon Show (C), part.; 11:30-12 Magilla Gorilla (C), part.
CBS-TV 11-11:30 Tom & Jerry (C), Mattel, part.; 11:30-12 Quick Draw McGraw (C), part.
NBC-TV 11-11:30 Topcat (C), part.; 11:30-12 Fury, part.

Noon-1 p.m.

ABC-TV 12-12:30 Bugs Bunny Show (C), part.; 12:30-1 Milton the Monster (C), part.
CBS-TV 12-12:30 Sky King, Nabisco; 12:30-1 Linus the Lionhearted (C), Gen. Foods.
NBC-TV 12-12:30 The First Look (C), part.; 12:30-1 Exploring (C), part.

1-2 p.m.

ABC-TV 1-1:30 Hoppity Hooper (C), DeLuxe, Gen. Mills, part.; 1:30-2:30 New American Bandstand '65, part.
CBS-TV 1-1:30 My Friend Flicka, DeLuxe, part.; 1:30-2 No network service.
NBC-TV 1-2 No network service.

2-5 p.m.

ABC-TV 2-2:30 American Bandstand, cont.; 2:30-5 No network service.
CBS-TV 2-4 National Invitation Tournament, part.; 4-5 CBS Golf Classic, Miles Labs.
NBC-TV 2-5 No network service (2-conclusion Major League Baseball [C], starts 4 16).

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.
CBS-TV 5-7 No network service; 7-7:30 CBS Evening News with Roger Mudd, (C), part.
NBC-TV 5-5:30 No network service; 5:30-6 Golf with Sam Snead; 6:30-7 The Scherer-MacNeil Report (C), part.

7:30-9 p.m.

ABC-TV 7:30-8 Ozzie & Harriet (C), part.; 8-8:30 Donna Reed Show, part.; 8:30-9:30 Lawrence Welk (C), part.
CBS-TV 7:30-8:30 Jackie Gleason's American Scene Magazine, Philip Morris, Ralston, part.; 8:30-9:30 Secret Agent, Brown & Williamson, Gen. Foods, part.
NBC-TV 7:30-8 Flipper (C), Mattel; 8-8:30 I Dream of Jeannie, part.; 8:30-9 Get Smart! (C), Lever, R. J. Reynolds.

9-10 p.m.

ABC-TV 9-9:30 Lawrence Welk (C), cont.; 9:30-10:30 Hollywood Palace (C), part.
CBS-TV 9-9:30 Secret Agent, cont.; 9:30-10 The Loner, Philip Morris, Am. Motors.
NBC-TV 9-11 Saturday Night at the Movies (C), part.

10-11 p.m.

ABC-TV 10-10:30 Hollywood Palace (C), cont.; 10:30-11 ABC Scope, sust.
CBS-TV Gunsmoke, Amer. Tobacco, Whitehall, part.
NBC-TV Saturday Night Movies, cont.

11 p.m.-1 a.m.

ABC-TV 11-11:15 Bob Young with News, part.; 11:15-1 No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11-15-1 Tonight Show (C), part.

Bartley wants better answers on program needs

FCC Commissioner Robert T. Bartley is going to be a tough man for AM and FM license-renewal applicants to satisfy on the question of their efforts to ascertain program needs.

The question is the first one in the new AM-FM program reporting form, being used for the first time by license-renewal applicants from New England.

Commissioner Bartley abstained last week from voting on the license-renewal applications because, he said in a statement, they "are being granted without adequate consideration given to the replies concerning determination of community needs, methods by which they were determined and proposals of the applicants to meet those needs."

The commissioner opposed adoption of the AM-FM form on the ground it didn't require what he

considers a sufficiently detailed showing as to applicants' efforts to determine, and provide for, community needs. He has said the commission should rely on the listening and viewing audience to hold stations to their programming promises.

In his statement last week, he said that in the applications he checked he found "a substantial divergence in the applicants' treatment and responses" regarding their replies, "which leads me to the conclusion that clarification of the commission's intent is necessary."

"If, as I contend, we should depend upon the local citizenry to bring to the commission's attention failures of stations to meet the needs of the community," he said, "we should have, now, adequate representations by the applicants as to their proposed treatment of such needs."

entry, the Atlanta Falcons. The WQXI stations will carry the 14 regular season games and five exhibition contests, and will originate them for a Southeast network. The network is expected to include 150 to 200 stations in Georgia, the Carolinas, Alabama, Tennessee, Kentucky, Florida and Louisiana.

Old world style ■ *Continental Showcase*, a weekly musical variety series featuring top stars of Europe with Jim Backus, veteran character actor, as host, will premiere Saturday, June 11 on CBS-TV (7:30-8:30 EDT). The 14-week series is the summer replacement for *The Jackie Gleason Show: The American Scene Magazine*.

London show ■ NBC-TV will telecast this summer a series of six one-hour variety-musical programs taped in color at London's Palladium. The specials will feature Jonathan Winters, Lorne Greene, Kate Smith and three other American personalities as hosts. The programs will begin on NBC-TV in May. Exact dates and time periods have not been announced.

Program notes . . .

Conference ban ■ The first controversy of the year involving politics on TV in California arose last week when Republican gubernatorial candidate William Penn Patrick demanded that Los Angeles television stations put an end to televising the weekly news conferences of Mayor Samuel Yorty. Mayor Yorty is an announced candidate for the Democratic gubernatorial nomination. In a letter to Los Angeles station managers, Mr. Patrick charged that Mayor Yorty had turned his news conferences "into slick political forums from which he expounds the virtues and merits of his candidacy."

Military film ■ "Runway 8," a 15-minute weekly radio program designed to explain the role of the Military Airlift Command in today's U. S. Air Force, is now being offered to stations. The tapes can be obtained from Jim Ownby, KNDI Honolulu.

Cleanup film ■ Association Films Inc., New York, is offering on free-loan basis to TV stations a 16mm 23-minute color film on water pollution, "The New River," presented as a public service by Kimberly-Clark Corp., shows a paper manufacturer's work in protecting streams from pollution problems. Association Telefilms regional libraries in Ridgefield, N. J.; Oakmont, Pa.; La Grange, Ill.; Dallas and Hayward, Calif., carry prints of the film.

Time for plays ■ More than 40 dramas by both new and established playwrights and acted by top repertory companies

is set for the 1966-67 season by National Education Television network (NET). Among works to be featured in the weekly *Playhouse* will be those of Maxwell Anderson, Thornton Wilder and Arthur Miller.

Nutcracker encore ■ Tchaikowsky's "The Nutcracker" ballet, performed by the New York City ballet and accompanied by the Philharmonic orchestra of Budapest, will be rebroadcast this Christmas season on CBS-TV.

Atlanta audio ■ WQXI-AM-FM Atlanta has signed to carry the 1966 games of the National Football League's newest

Compendium of knowledge ■ "Consumers All: The Official Consumer's Guide," a soft-cover version of the "1965 yearbook of agriculture," is being offered jointly by Pocket Books Inc. and United Press International to UPI broadcast subscribers. Each copy of the \$2.75 hard cover volume will be resold by subscribers, in its soft-cover version, at \$1.50. Subscribers can order quantities or single copies.

Conservative on radio ■ Jonathon Kirby Enterprises, P.O. Box 14, Anaheim, Calif., 92805, is now syndicating *Straight Talk*, a weekly 15-minute program, featuring Tom Anderson, Nash-

Newsman makes news while on the job

Merrill Ash, news director of KIRO-AM-FM Seattle, not only was reporting the news on March 24 when



Mr. Ash

Acree. Radio newsman Ash asked to speak with the gunman, tried to talk

him out of harming the hostages and into giving himself up to police. The appeal was credited with helping to save the lives of the hostages. Gunman Acree, however, later killed himself to avoid capture.

The Associated Press, United Press International and most other radio and TV services picked up the story of how a radio newsman used a phone to conduct a person-to-person interview with a gunman in the midst of the tension and dramatic action of a breaking story and gave it national distribution. KIRO-TV rushed the audio version of the phone conversation to CBS in New York for national use on Walter Cronkite's evening news program.

ville. Mr. Anderson, publisher of *Farm and Ranch* magazine and a member of the national council of the John Birch Society, is making his first entry into radio on a regular basis.

New interview series ■ Margaret Truman will conduct a new five-minute radio program, *Author in the News*, starting June 6. On the program, which will be broadcast daily by mid-summer, Miss Truman will talk with authors about their latest books or magazine articles. The series, produced by Greene Inc., New York, is being syndicated to radio stations in the top 250 markets.

Emmy producers ■ Julio Di Bendetto and Thomas Egan have been named as Hollywood and New York producers,

respectively, of the *Emmy Awards* program. The show, which will be produced by Bob Banner Associates, is scheduled to be telecast in color on CBS-TV May 22 (10-11:30 p.m. EDT). Mr. Di Bendetto and Mr. Egan are on the staff of Banner Associates.

Heroic films ■ Two stories on ABC-TV's *Saga of Western Man Film Series*, "Leonardo Da Vinci" and "The Pilgrim Adventure," both in two parts, are being offered as 16mm 54-minute films for sale or rental to schools and the public by McGraw-Hill Text-Films, 330 West 42nd Street, New York. Price is \$275 each or for individual parts, \$150. The "Pilgrim" film is also available in color for \$550, or in part

at \$300.

Gary and guests ■ *The John Gary Show*, a weekly musical variety series in color, featuring singer John Gary and guests, will begin on CBS-TV Wednesday, June 22, 10-11 p.m. EDT, as the summer replacement for *The Danny Kaye Show*.

Canadian venture ■ *The Northwestern University Reviewing Stand*, network radio public affairs series since 1934, recently completed a four-program package produced in and about Canada. The specials, all created with the help of the Canadian Broadcasting Corp., will be aired over 175 stations (Mutual and some independents) beginning April 11.

INTERNATIONAL

Canada's BBG softens radio-TV election rule

Canada's Board of Broadcast Governors plans to allow broadcasters a little more latitude on political broadcasts at election times. The BBG on April 4 issued a more relaxed interpretation of the 1958 parliamentary decree that forbids stations from broadcasting material of a partisan political nature on election day or during the 48-hour period prior to election day.

The BBG's move is understood to be a ploy to induce a further clarification of the decree by Parliament.

Interpreted literally, the ruling affects political broadcasts offered during all federal, provincial and municipal elections. This means that a municipal campaign in Banff, Alberta, could theoretically call a three-day halt to broadcasting of a federal election across all of Canada.

The BBG's version of the ruling now states that for the three-day period only those stations sending signals into the affected area will be prohibited from airing political broadcasts during federal and provincial elections. As far as municipal elections are concerned, the board will not act on possible station violations until Parliament has clarified the ruling.

MIP-TV business triples that of '65

Fifty-five countries participated in the International Television Program Market held at Cannes, France last month. Also referred to as MIP-TV (Marche International des Programmes de Television), the market provides an annual meeting place for television pro-

fessionals who are interested in programming and production trends.

MIP-TV officials have announced that this year's business transactions tripled last year's figures. Another highlight of this year's market was the participation by three organizations who were not present last year: The State Committee for Russian Radiodiffusion and Television, the RAI (Italy), and the BBC. United Nations Television/UNESCO appeared at the market as a representative for all the nations.

MIP-TV's extensive facilities embrace 104 offices, 1,447 programs in the film library, 3,000 kilometers of film (equal to the distance between Paris and Moscow), 28 hostesses and interpreters, 80 technicians and officials.

The 1967 MIP-TV market will again be held at Cannes from March 11 to 17.

British offshore AM to emphasize news

Britain's latest unlicensed commercial radio station, scheduled to go on the air April 21, will use a new program format for offshore stations. Instead of continuous pop music the new station, Radio Tower, will use 60% of its 7 a.m. to 7 p.m. daily air time for local news, features and current events, sports, farming and industrial news.

This format is similar to that suggested by the BBC for the local radio stations it wants to operate. Radio Tower will operate from an unused military installation outside the three-mile limit. It will cover East Anglia, most of London, Kent and Sussex.

Peter Jeeves, joint managing director of the company that will run the station, said the station does not intend to become another floating juke box. Its

policy will be to interest minority groups as well as put on shows of broader appeal. He estimated the station would cost \$112,000 a year to run.

Abroad in brief . . .

Small world ■ The small world of television encompassed the exotic Middle East last week with the announcement that RTV International Inc. is starting



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 ¼ hour	2860	2320	920

** TERRE HAUTE, INDIANA

4 County Metro Area

*** - Not Reported

a foreign language dubbing center in Amman, capital city of Jordan. The New York-based communications organization will offer facilities for the conversion or addition of various languages to 16 mm TV films. James W. Bentley, RTV International project director, and William Halstead, president of Unitel Overseas Inc., New York engineering firm that developed the new multi-lingual audio system to be used, are supervising the construction of the facility at the Rangertone Electronics Corp. plant in New Jersey.

Food advertisers ■ Supermercados S. M., San Juan, Puerto Rico, a retail food chain, has appointed the Puerto Rico office of Sullivan, Stauffer, Colwell and Bayles to handle its advertising. A new campaign using a barrage of 30-second radio spots began this month.

McCann/ITSM adds four offices

In a worldwide expansion move, McCann/ITSM, an industrial advertising agency in the Interpublic Group of Companies Inc., both New York, has established four new offices, two in the U. S., one in Canada and another in Belgium.

An office in Miami will cover the Caribbean and South and Central America. The major client to be serviced initially is Chemical Technical Services Co., a subsidiary of Standard Oil Co. (New Jersey).

A second U. S. office in Pittsburgh will be staffed to service Westinghouse and other McCann/ITSM clients.

A Toronto office has been set up to service Canadian Westinghouse, Enjay Chemical Ltd. and H. K. Porter Ltd.

A Brussels office will cover the Benelux countries. Its initial clients are Esso Chemical and Gardner-Denver.

Dan Mollo, formerly manager, advertising and sales promotion for the packaging division of Olin Mathieson Chemical Corp., heads the Pittsburgh operation, and Carlton H. Sarver, who was an account executive with McCann/ITSM in New York, will run the Benelux operation.

Canadian Liberals spend most in TV campaigning

Political parties in Canada spent \$716,965 for television time during the last federal election campaign, the Canadian Board of Broadcast Governors has reported. The figures were supplied to the BBG by private TV stations and by the privately owned Canadian Television Network.

The Liberals invested the most in

telecasts, spending \$317,704 (Canadian dollars). The Progressive Conservatives spent \$236,135; the New Democratic party, \$93,047; the Social Credit party, \$25,070; the Creditistes, \$20,173 and other candidates, \$24,837.

It's cheaper to be American than Canadian

Canadians should beware of being slowly sucked into the "great American melting pot," according to Alphonse Ouimet, president of the Canadian Broadcasting Corp.

Speaking at the Canada Club in Toronto about the entire Canadian economy, he conceded there is much to be said for the American system but expressed concern with Canada's "over-dependency on the U. S. in so-called cultural matters." The CBC president said this condition has grown in all mass communications media, including radio and TV.

"Our Canadian mental diet is overwhelmingly American," Mr. Ouimet observed. He cited the Fowler Report findings that CBC English language TV is 40% American in the evening while CTV (commercial network) stations average over 60% American shows.

"In television, as in so many other things in Canada, it is cheaper or more profitable to be American than Canadian."

International film sales . . .

Batman (20th Century-Fox TV): Independent Television Organization of Canada for CHAN-TV Vancouver/CHCK-TV Victoria, both British Columbia; CFEN-TV Calgary, Alberta; CJAY-TV Winnipeg, Man.; CKCK-TV Regina, Sask.; CJOH-TV Ottawa; CKCO-TV Kitchener, Ont., and CFTO-TV Toronto.

The Womanly Art of Self Defense (ACA Recording Studios): 3KZ Melbourne, Australia.

Volume 1 (Seven Arts): CJCB-TV Sydney, N. S.; CJFB-TV Swift Current, Sask.; CFTK-TV Terrace, CJDCTV Dawson Creek, CFCR-TV Kamloops and CHBC-TV Kelowna, all British Columbia; CHCA-TV Red Deer, Alta., and CBNT(TV) St. John's, Nfld.

Volume 2 (Seven Arts): CJFB-TV Swift Current, Sask.; CFTK-TV Terrace, CJDCTV Dawson Creek, CFCR-TV Kamloops and CHBC-TV Kelowna, all British Columbia; CHCA-TV Red Deer, Alta., and CBNT(TV) St. John's, Nfld.

Volume 3 (Seven Arts): CFTK-TV Terrace, CJDCTV Dawson Creek, CFCR-TV Kamloops and CHBC-TV Kelowna, all British Columbia; CHCA-TV Red Deer,

Alta., and CBNT(TV) St. John's, Nfld.

Volume 4 (Seven Arts): CHCA-TV Red Deer, Alta.; CFCR-TV Kamloops and CHBC-TV Kelowna, both British Columbia.

Volumes 5, 7, 8 (Seven Arts): CHCA-TV Red Deer, Alta.

Volumes 9 and 10 (Seven Arts): CJIC-TV Sault Ste. Marie and CFCL-TV Timmins, both Ontario.

Easter the Beginning (Woroner Productions): McCann Erickson, for showing in Jamaica and Trinidad, British West Indies.

U.S. signs new exchange pact with Russians

The United States and the Soviet Union have signed an agreement for exchanges in scientific, technical, educational, cultural and other fields that provides for exchanges in the radio and television areas.

Both parties agreed to promote exchanges of radio and television programs, exchanges of newsreels, documentary, popular-science, educational and entertainment films, and to promote joint production of TV films and exchanges of other programs, including live broadcasts, under appropriate conditions. Organizations in both countries will arrange the details of the exchanges while the final versions of the programs will be sent through official channels.

The agreement, signed by John M. Leddy, assistant secretary of state for European affairs and by A. F. Dobrynin, Soviet ambassador to the U. S., entered into force from Jan. 1. It is the fifth in a series of two-year exchange agreements between the two countries since 1958.

CBC to give Canadian talent more work

A dispute between the Canadian Broadcasting Corp. and the Association of Canadian Television and Radio Artists has been "resolved to the satisfaction of both parties," ACTRA President Henry Comor has announced.

Following an ACTRA request last fall for more work opportunities, the CBC indicated that it would increase its writer-performer outlay by \$850,000 during the 1966-67 period. The ACTRA's demand for a written guarantee of the increase was not recognized by the CBC at that time.

The dispute was resolved following the CBC's release of a letter restating the corporation's intention to spend the additional funds on Canadian talent.

Advice offered to promotion men

Two station managers last week, speaking at Broadcasters Promotion Association regional meeting in New York, offered advice on the tug-of-war in promotion-top management relations.

Don Curran, general manager of KGO San Francisco and a former BPA president, said a promotion manager's "real secret is to take a good idea and adapt it" in his job. He noted that the promotion man is the only one at a station, other than the general manager, that "gets involved in most areas of station operation." From experience, he indicated, his work included engineering, programing, research, accounting, labor relations, legal, and personnel management. He said a good promotion man should be able to "move into any area in the broadcasting field that his desires and talents may take him."

George A. Koehler, station manager of WFIL-AM-TV Philadelphia, suggested that in preparing promotion six key words should be considered: receive, perceive, create, relate, tell and sell.

Mr. Koehler said the promotion man ought to receive ideas from all sources, with perception pick what's important for a promotional message (then "trim it and hone it" to make sure it's right), relate the idea as part of an overall station look or sound and told as a presentation "even to management." The selling proposition in promotion: a broadcast idea must be "succinct and explicit and detailed," he said. "Omit nothing: include numbers, locations, timing, and above all, budget figures." The best advantage a promotion man can have, he summarized, is to be in a state of over preparation.

Drumbeats . . .

Space identification ■ Starting sometime this month, KIRO-TV Seattle will be going 600 feet into space for its station identifications. The station is permanently installing a television camera atop Seattle's Space Needle. The sky-high broadcasting site will be used for live, remote station-identification telecasts. Home viewers will be able to scan the city scene from the Needle's roof during regularly scheduled station breaks.

Safety competition ■ Entries now are being received in the second annual public service awards competition for broadcast and print media sponsored by the National Safety Council. Deadline is May 1. Awards will be given in 14

different safety topic categories. Address: 425 North Michigan, Chicago 60611.

New Pioneers ■ The Pacific Pioneer Broadcasters Club of Hollywood, an independent offshoot of the national

NBC sports ball and bat

NBC-TV's *Major League Baseball* coverage will be promoted across the country by more than 75 NBC affiliated stations, the network announced last week.

The local stations will conduct tests and giveaways. Prizes include a dozen Little League Louisville Slugger baseball bats and copies of the 1966 edition of Hillerich & Bradsby's *Slugger Year Book*. Miniature Louisville Slugger bats imprinted with "NBC-TV Major League Baseball" are also available to participating affiliates, to be distributed to clients, sports and TV editors.

Broadcast Pioneers, honored veteran broadcaster Harry Lubcke at a luncheon meeting on April 1. Mr. Lubcke, who's credited with starting West Coast TV with experimental station w6xao in 1931, was given a plaque by the radio-TV organization. Mal Klein, vice president and general manager of KHJ-TV Los Angeles, believed to be the offspring of the experimental station, also presented Mr. Lubcke with an award.

Emmy regionals ■ Nine regional winners of the National Academy of Television Arts and Sciences' station award for 1965-66 were announced in Hollywood last week. They are: *I See Chi-*

cago, WBBM-TV Chicago; *The Miner's Story*, WCAU-TV Philadelphia; *Guns Are For Killing*, KPRC-TV Houston; *Make a Joyful Sound*, WCBS-TV New York; *Vietnam '65: A Distant Christmas*, WWL-TV New Orleans; *The Corner*, KTVI(TV) St. Louis; *No Deposit-No Return*, KRON-TV San Francisco; *As They Like It*, KGW-TV Portland, Ore., and *Government by Gaslight* WJXT(TV) Jacksonville. The programs will be screened by a panel in Los Angeles.

Scott gets Missouri award

Walter D. Scott, NBC board chairman and 1936 graduate of the Missouri School of Journalism, has been named one of the recipients of the 1966 Missouri Honor Awards for Distinguished Service in Journalism. The award will be presented to Mr. Scott at special ceremonies on May 6 during the 57th annual Journalism Week at the University of Missouri.

A veteran of 28 years with NBC, Mr. Scott has been chairman of the board since April 1 of this year. The awards list cites him as having been instrumental in NBC's expansion of its color programing.

FCC's Strassburg honored

Bernard Strassburg, chief of the FCC's Common Carrier Bureau, has been named by the National Civil Service League to receive its 1966 career service award. Mr. Strassburg is the first FCC employee to win the league's award. He has been with the commission for 23 years, becoming chief of the Common Carrier Bureau in 1964. His bureau is now engaged in the AT&T rate probe. Mr. Strassburg will receive his award at the 12th annual career service awards program April 29 in Washington.

CATV's ONLY EXCLUSIVE AND PIONEER BROKER

Over \$130,000,000 in Sales in Six Years

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BROKERS — CONSULTANTS — APPRAISERS

RCA makes it 20 in a row

**Profits up 24% in first
quarter; estimate of
color sales revamped up**

RCA last week reported its 20th consecutive quarter in which sales and earnings have shown improvement over the comparable period of the previous year.

The company's sales were 21% ahead of last year's first three months and profits were up 24%.

Sales of color television sets and color cameras were given a major share of credit for the advances. Elmer Engstrom, chairman of the executive committee and Robert Sarnoff, president, said "color television, in all its aspects," continues to account for a significant portion of RCA's volume and profit improvement.

The RCA executives said color-TV receiver sales were 68% ahead of last year's first period and predicted this rate would climb as more sets become available this year.

Profits of NBC, they reported, were up 20% for the quarter and represented another new quarterly record.

Color Estimate Upped ■ RCA says it anticipates it will manufacture and ship over 600 color-TV cameras worth \$40 million during 1966. The company has increased its estimate of industry sales of color receivers for the year upward from 4.5 million to 5.5 million units.

Messrs. Engstrom and Sarnoff noted this would be about twice last year's total, would represent retail sales of almost \$3 billion and would be equal for the first time, to total consumer expenditures for all other home-entertainment products.

Three months ended March 31:

	1966	1965
Earned per share	\$0.53	\$0.43
Sales	574,900,000	475,500,000
Operating expenses	516,300,000	429,300,000
Net profit	31,100,000	25,000,000
Average shares outstanding	58,372,000	57,926,000

Financial notes . . .

■ Gross Telecasting Inc., Lansing, Mich., has declared a regular quarterly dividend of 40 cents a share on common stock, payable May 10 to share-

Is Stradivarius the next in line?

CBS Inc. took another diversification step in the musical instruments field last week. It purchased Rogers Drums, Cleveland and Covington, Ohio, for an undisclosed price.

The company was bought by CBS's Columbia Records Division. The drum manufacturer will be an operating subsidiary of Fender Musical Instruments, an electric guitar

company bought by CBS for \$13 million last year.

Another music instrument company, Electro Music, was purchased last September for \$8 million.

Rogers is reported to have an annual volume of more than \$2 million. In addition to drums the company manufactures and distributes related equipment and accessories.

holders of record April 25.

■ The board of directors of The Outlet Co., Providence, R. I., have declared a dividend of 16¼ cents a share payable on May 3 to stockholders of record April 19.

Bartell records climb in net and earnings

Bartell Media Corp., New York, has reported an increase in net income and improved earnings per share for the quarter ended March 31. "Substantial gains" in distribution and advertising revenues accounted for the improved earnings, according to Lee B. Bartell, president.

For the quarter ended March 31:

	1966	1965
Earnings per share	\$0.165	\$0.09
Net income	303,458	164,703

Teleprompter earnings climb 25% in '65

Teleprompter Corp., New York, which claims to be the country's largest supplier of cable TV reception service, reports earnings for 1965 were 25.7% ahead of their 1964 level.

Irving Kahn, chairman and president, said increased depreciation allowances on the company's community antenna TV systems tended to hold back reported earnings but provided a good source of funds for plant improvement and expansion. Teleprompter owns 16 CATV systems and four master antenna companies in the New York City area.

Year ended Dec. 31:

	1965	1964
Earned per share	\$0.66	\$0.54
Gross revenues	5,686,324	4,461,326
Net earnings	504,321	401,070
Common shares outstanding	763,562	745,835

FC&B billings rose

19%, net up 17%

Foote, Cone & Belding, New York, last week reported gross billings up 19% and net income up 17% in 1965, both at record levels.

In its annual report FC&B told stockholders that 59% of advertising prepared and placed by the agency for its 60 domestic clients had gone to television. FC&B produced 849 commercials during the year.

The agency's report was largely devoted to a picture story describing the history of a TV commercial from conception to TV screen. FC&B estimates the average 60-second commercial requires 310 man hours and 33 people.

Year ended Dec. 31:

	1965	1964
Earned per share	\$1.25	\$1.09
Gross billings	228,094,267	191,144,455
Commissions and fees	34,236,225	27,987,698
Net income	2,731,192	2,349,185

PKL's first quarter

earnings up 36%

The Papert, Koenig, Lois agency, New York, last week reported first-quarter earnings up 36% over the same period last year.

The company has declared a quarterly dividend of 10 cents a share payable to stockholders of record April 15 on April 22.

Three months ended Feb. 28:

	1966	1965
Earned per share	\$0.215	\$0.158
Gross billing	11,424,989	7,970,740
Commission and fees	1,544,496	1,205,681
Net operating income	323,166	236,568
Shares outstanding	799,262	790,112

BROADCAST ADVERTISING

William L. Haworth, VP and account supervisor at Post-Keys-Gardner, Chicago, appointed VP and director of marketing for Rival Pet Foods, that city.

Gene Stokes, director of client services for Campbell-Ewald, Los Angeles, appointed VP. Mr. Stokes continues handling Del Monte seafood and W. P. Fuller paint accounts.

Paul J. Caravatt Jr. named president and chief operating officer of Carl Ally Inc., New York. Mr. Caravatt, former executive VP for marketing and account management at LaRoche, McCaffrey and McCall Inc., New York, succeeds **Carl Ally**, who becomes chairman and chief executive officer.

Andrew J. Purcell, formerly associate media director for McCann-Erickson, Chicago, named VP, director of media and research for Tucker Wayne & Co., Atlanta.

Sidney B. McAllister, VP and account executive at Lennen & Newell, New York, named senior VP and director of marketing services for The Fletcher Richards Co., that city.

Frank J. Fucito Jr., **Eugene H. Kohn**, **William H. Lucas**, **James L. Schisgall** and **Jack M. Young**, account supervisors with Grey Advertising, New York, elected VP's. **Norman Friant**, art director for Max W. Becker Advertising, Long Beach, Calif., joins Grey Advertising, Beverly Hills, Calif., as art director. **Dennis Hahn**, researcher for Young & Rubicam, Los Angeles, joins Grey's Beverly Hills office as research

analyst.

Arthur Heller, VP and associate media director, Benton & Bowles, New York, appointed VP and media director, Ted Bates & Co., same city.



Mr. Fritz



Mr. Hemm

Jack Fritz, VP and New York sales manager of station division of Blair Television, New York, named VP and general manager of station division. **Robert Hemm**, VP-sales of station division, succeeds Mr. Fritz. **Jerry McNally**, station division account executive, named VP-sales. **Thomas Hagner**, formerly with CBS-TV Spot Sales, New York, joins New York sales staff of Blair Television's station division. **Pierre A. (Pete) Watkins**, salesman with Peters, Griffin, Woodward, New York, joins New York sales staff of Blair Television's market division.

Daniel Ladd, formerly VP, advertising, P. Lorillard Co., New York, appointed VP of Selling Areas-Marketing Inc., that city, subsidiary of Time Inc.

Jack Peterson, formerly VP of George P. Hollingbery Co., New York, named advertising sales manager of KOWN-AM-FM Escondido, Calif.

Paul LaGasse, with WJR-AM-FM Detroit, appointed national sales manager.

Robert B. Jarvis, VP of Martin Advertising, Santa Ana, Calif., joins Los Angeles office of Geyer, Morey, Ballard, as creative director. **Walter Hawthorne**, formerly account executive with N. W. Ayer & Son, Portland, Ore., named account executive at GMB, that city.

James B. Nickel, formerly senior TV writer at Young & Rubicam, New York, appointed creative group supervisor at Gardner Advertising Co., that city.

John Cavalier, manager of marketing pharmaceutical division, Colgate-Palmolive Co., New York, named marketing supervisor, MacManus. **John & Adams**, same city. **William P. Johnston**, broadcast director at MJ&A, Chicago, also named copy chief in firm's creative division.

Charles Lee Hutchings, creative director, and **Charles Doe**, executive art director, both at Wade Advertising, Los Angeles, appointed to same positions at

Campbell-Mithun, Century City, Calif.

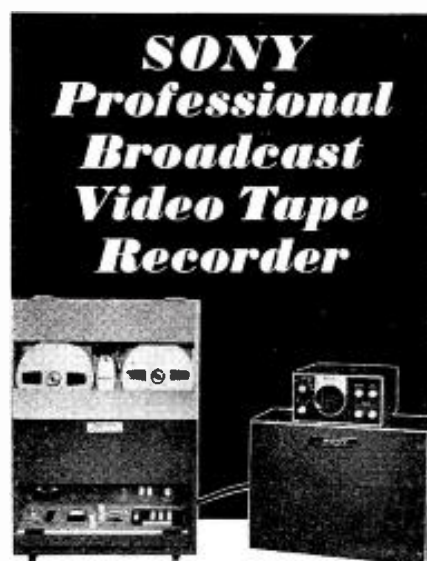
Mary Jo Clayton, formerly with Foote, Cone & Belding, New York, joins Daniel & Charles there as creative group supervisor.

Roland Horn, account executive with McGovern-Guild, New York, appointed manager of firm's Detroit office. **Roger Creaden**, manager in Detroit, succeeds Mr. Horn. **Ed R. Robbins Jr.** named manager of McGovern-Guild's Dallas office. **Tal Jonz** appointed manager of Los Angeles office.

William H. Mallory, account executive with WCBS-TV New York, appointed account executive for CBS Television Stations national sales, that city.

E. Abbott Lawrence, formerly TV buyer and assistant account executive, Leo Burnett Co., Chicago, appointed TV account executive, Peters, Griffin, Woodward, same city.

Thomas D. Amundsen, formerly field crop advertising manager at American Agricultural Chemical Co., New York, appointed account executive for LaRoche, McCaffrey and McCall, that



SONY offers broadcasters the portable Videocorder BV-120—all-transistorized Broadcast video tape recording system. Meeting the highest FCC broadcast requirements, it includes such features as continuously variable forward and reverse slow motion as well as full stop.

SONY TV Tape SVT-500 Long lasting video tape engineered for quadruplex video tape recorders. Featuring drop out and signal to noise ratio characteristics superior to S.M.P.T.E. standards.

See SONY at the NAB Show—Booth #114

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580 Fifth Ave., New York, N.Y. 10036



city.

William E. Schulte, TV commercial editor in New York office of National Association of Broadcasters Code Authority, named radio code editor in New York.

Thomas E. Nipper, formerly business manager of Young & Rubicam's Los Angeles office, named controller of Leon Shaffer Golnick Advertising, Baltimore.

Robert H. Cohen, with Maxwell House division of General Foods Corp., White Plains, N. Y., joins Honig-Cooper & Harrington, San Francisco, as account executive.

Janice Hall, copy writer with Carson/Roberts Inc., Los Angeles, joins Los Angeles office of Erwin Wasey in same capacity.

Dyne M. Englen, formerly director of creative services for Baker Advertising Ltd., Toronto, joins creative staff of Perrin & Associates, Chicago.

Arnold Reffsin, formerly graphics supervisor with New York offices of Keyes, Madden & Jones and Potts-Woodbury, joins Bliss Gruncwald, that city.

Donald Clark, director of marketing and medical service; **Stanley Kohlenberg**, director of consumer client service; **James McMahon**, treasurer; **Ernest Smith**, creative director; **Richard Stevens**, creative advisor; **Alex Weinerman**, scientific director; **Walter Wilkins**, administrative VP, and **Stuart Williams**, director of pharmaceutical client service, all with Sudler & Hennessey, New York, appointed senior VP's.

Pat Patterson, formerly with KFJB Marshalltown, Iowa, joins KMA Shendoah, Iowa, as account executive.

MEDIA

Buck Owens, Capitol recording artist, named president of Thunderbird

Broadcasting Corp., owner of KUZZ Bakersfield, Calif.



Mr. See

Harold P. See named president of Chronicle Broadcasting Co., owner of KRON-FM-TV San Francisco. KRON-FM-TV was recently transferred from parent Chronicle Publishing Co. Other officers of Chronicle Broadcasting: **A. H. Constant**, VP; **Robert M. Raymer**, secretary; and **L. A. Denny**, treasurer.

Fred J. Stevenson, Rogers, Ark., was elected president of Southern CATV Association at annual meeting March 23-26 in Biloxi, Miss. Other officers elected: **Orlando Brilliante**, Melbourne, Fla., VP; **Byron D. Jarvis**, Dallas, secretary-treasurer. Directors, representing each state in association: **Milton Underwood**, Alabama; **Don Garrett**, Arkansas; **Harry Harkins**, Florida; **B. Hillman Bailey Jr.**, Louisiana; **Ira Crosby** and **Robert Jernigan**, Mississippi; **Bob Neathery**, Missouri; **Donald Curtis**, North Carolina; **L. H. Taylor**, South Carolina; **John Campbell**, Georgia, and **R. E. Rutherford**, Tennessee.



Mr. Campbell

Donald P. Campbell, general manager of WMAR-TV Baltimore, named VP of The A. S. Abell Co., publishers of *The Sunpapers* and owner of WMAR-TV.

James P. Turner, formerly with *FDC Reports*, Washington, joins public relations staff of National Association of Broadcasters, that city.

Alfred H. Kirchhofer, president of WBEN Inc., Buffalo, N. Y., who retired as editor of *Buffalo Evening News* (BROADCASTING, April 4), is continuing as head of WBEN-AM-FM-TV. Story in

last issue incorrectly implied that Mr. Kirchhofer was relinquishing his broadcast post.

Jay Raymond, manager of sales for KOWN-AM-FM Escondido, Calif., named assistant manager.



Mr. Frech

Edward J. Frech, formerly television sales executive with McClatchy Broadcasting, Sacramento, Calif., named executive VP and general manager of Roy H. Park Broadcasting of Virginia Inc., owner of WMBG, WCOD(FM) and WTVR(TV), all Richmond, Va.

John V. Jerman, operations manager of WISH-TV Indianapolis, joins WDOH-TV Toledo, Ohio, in similar capacity.

PROGRAMING

Russell Stoneham, director of special programs, CBS-TV, New York, named to newly created post of director of program administration and production, CBS-TV program department, effective April 18. **Michael Campus**, formerly member of John Secondari's ABC-TV special projects unit, succeeds Mr. Stoneham. **Stanley**



Mr. Stoneham

Greene, executive producer with ABC-TV, named general program executive, daytime programs. CBS-TV. **Michael Marden**, associate programing director, Benton & Bowles, New York, appointed general program executive, nighttime programs. CBS-TV. **Boris Kaplan**, director of nighttime programing for CBS-TV on West Coast, named to head all feature film projects in Hollywood.

William Sackheim, producer of ABC-TV's *Gidget* series, named director of program projects at Screen Gems, Hollywood. New post places Mr. Sackheim as executive story consultant for Jackie Cooper. VP in charge of TV program production division, on all shows at Screen Gems. **Stephen Kandel**, producer-writer, signed long-term contract with SG. He will produce company's new *Iron Horse* series, and research and develop new TV properties for 1967-68 season.

Edmund Beloin and **Henry Garson**, writer-producer team, signed to co-produce Don Feddersen Production's new TV series, *Family Affair*.

Edward D. Skotch, formerly with NBC-TV Hollywood, opens program consultant office in Chicago.

Jim Collins, formerly sales manager of International Recording Inc., Dallas,

Is This Child Marked For Mental Illness?



You helped build a future for children without the fear of polio, diphtheria and smallpox. Your support of scientific research helped conquer these dread diseases . . . but what of mental illness? Mental illness strikes more children and adults . . . it creates more tragedy and waste of human lives . . . than all other diseases combined. Help science conquer mental illness.

Support Your Local Chapter of the National Association for Mental Health



CTV elects directors

Affiliates of CTV Television Network Ltd. have appointed new board of directors following last month's approval by Board of Broadcast Governors of the transfer of network shareholders to CTV affiliates. Member stations have agreed that there should be 12 directors of company—president of CTV and one nominee from each of 11 station shareholders.

New directors include: Gordon F. Keeble, president of CTV; Don Jamieson, CJON-TV St. John's, Nfld.; E. F. MacDonald, CJCH-TV Halifax, N. S.; S. Z. Hawyard, CFCF-TV Montreal; S. W. Griffith, CJOH-TV Ottawa; John Bassett, CFTO-TV Toronto; W. McGregor, CKCO-TV Kitchener, Ont.; R. S. Misener, CJAY-TV Winnipeg, Man.; Jack Moffat, CHAB-TV Moose Jaw, Sask.; James Love, CFCN-TV Calgary, and G. R. A. Rice, CFRN-TV Edmonton, both Alberta; J. R. Peters, CHAN-TV Vancouver, B. C.

rejoins Pepper Sound Studios, Memphis, as assistant to president.

Robert Ness, with WHIL-FM Medford, Mass., appointed program director.

Donald Tait, free lance and supervising editor, appointed general manager of Video Editors and Video Opticals of Illinois Inc., affiliate of VPI of Illinois, Chicago.

Walt Framer, American program consultant for ABC Television Ltd., London, joins Van Praag Productions, New York, as director of special projects.

John Patrick, with KQXI Arvada, Colo., appointed program director.

David Trooper, free lance artist, named associate art director at WOR-AM-FM-TV New York.

Paul Major, program director of WLNK-FM Lansing, Ill., joins WMPF Chicago Heights, Ill., as administrative program assistant.

Jim Bonner, formerly with NBC Radio's *Monitor*, New York, named sportscaster for WTVJ(TV) Miami.

Dave Allen, program director for KIDD Monterey, Calif., joins KRM1 Carmel, Calif., as production manager.

NEWS

Marvin Friedman, assistant news director at WCBS-AM-FM New York, named executive news editor, radio news, at CBS News, that city. He succeeds **Alvin Snyder**, who becomes ex-

ecutive producer in news department of WCBS-TV New York. **Rudi Bass**, formerly senior art director for BBDO, New York, named graphics director at CBS News, that city.

Roy Valitchka II, with WLWK-TV Green Bay, Wis., appointed news director.

R. Alan Campbell, newscaster for WQMR Silver Spring, Md., named news director of WQMR and WGAY(FM) Washington.

Tom Isaac, news director of WSVL-AM-FM Shelbyville, Ind., appointed news director of WTAJ-TV Marion, Ind.

Loren Sperry, news director of WKTS Sheboygan, Wis., appointed news director of KQXI Arvada, Colo. **Paul Weyrich**, with WISN-TV Milwaukee, joins news staff of KQXI Arvada as state and political editor.

Don Oliver, news director at KREM-AM-FM-TV Spokane, Wash., joins WKYC-TV Cleveland, as news correspondent.

Stan Vainrib and **Paul Newton**, editors with news department of WBBM-AM-FM Chicago, join news department of WBBM-TV, that city.

Gregory J. Liptak, news director of WJZ Decatur, Ill., joins WAND(TV) there as reporter-photographer.

D. Clark Biggs, with KOVR(TV) Stockton-Sacramento, Calif., named news editor.

FANFARE

Robert E. Rambo, with radio and television division of Triangle Publications, Philadelphia, joins public relations staff of Pepsi-Cola Co., New York.

Gary Todd, with KIMN-AM-FM Denver, appointed promotion director.

EQUIPMENT & ENGINEERING



Mr. Crist

Duane W. Crist, VP in charge of finance and general administration for Kaiser-Cox Corp., Phoenix, appointed executive VP and general manager.

Julius Haber, formerly director, community relations, RCA, since 1957, elected staff VP, community relations, RCA, New York.

A. B. Pollock, manager, materials, RCA Victor home instruments division, Bloomington, Ind., named manager, materials and manufacturing department, same city.

ALLIED FIELDS

Robert Adler, station manager and program director of KPFK(FM) Los

Angeles. Pacifica Foundation station, granted extended leave of absence to accept position of associate director of Festival Theater in Northern California.

Brig. Gen. Harold McD. Brown, commanding general of U. S. Army Signal Center and commandant of U. S. Army School, Fort Monmouth, N. J., appointed deputy chief of communications-electronics for U. S. Army.

Frank W. Erwin, special assistant to Secretary of Labor W. Willard Wirtz, named executive assistant. He was formerly assistant to president of Mutual Broadcasting System, New York.

Ronald A. Siegel, in general counsel's office of FCC, joins Washington communications law firm of Cohn & Marks. Mr. Siegel has been with FCC since fall of 1964.

INTERNATIONAL

Peter Marriott, formerly director of United Kingdom and Continental TV sales, 20th Century-Fox TV International, London, appointed managing director, NBC International (Great Britain) Inc., London. He assumes his new duties at end of April. **Will Roland** and **Lane Blackwell**, sales managers with NBC International, London,

45 45 45 45 45 45 45

MR. STATION OWNER: 45

Here is our answer to your problem, 45



WHERE 45

TO PUT 45

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named European sales directors.



Mr. Johnston

G. Donald Johnston Jr., manager of J. Walter Thompson Co., Tokyo, elected VP with special responsibility for Continental Europe at JWT, New York.

Robert E. Alcock, manager of JWT's Melbourne, Australia, office, succeeds Mr. Johnston. **William Magno**, account supervisor at JWT, Sydney, Australia, appointed manager of Melbourne office.

Leon Lerner, assistant managing director of Hobson, Bates & Partners Ltd., London, appointed deputy managing director.

Clark Grant, promotion manager of WOOD-AM-FM-TV Grand Rapids, Mich., appointed director of advertising and promotion for CKLW-TV Windsor, Ont.-Detroit.

Jose Ramirez Nido, VP and general manager of Lennen & Newell of Puerto Rico Inc., Santurce, P. R., appointed VP and managing director of Young & Rubicam Puerto Rico Inc., that city.

DEATHS

Richard N. Jacobson, 34, director of national sales of Polaris Broadcasting Co., Chicago, died of nephritis at Peter Bent Brigham hospital in Boston on March 29. He was formerly general sales manager at WABC-AM-FM and WOR-TV, both New York. Surviving is his son.



Mr. Jackson

Albert H. Jackson, 59, supervisor of engineering operations and personnel at WTIC Hartford, Conn., died March 31 at his home in West Hartford, Conn. Mr. Jackson joined WTIC in 1926 as engineer.

Sidney Allen, 63, director of agency-plant relations for RKO General Broadcasting, New York, died April 2 in New York's Roosevelt hospital after long illness. Earlier he was with CBS, NBC-TV and Mutual. He is survived by his wife, Mrs. Leontine Polk Allen.

Aime Laurion, 56, president and gen-

eral manager of CHEF Granby, Que., and *La Voix de l'Est*, daily newspaper at Granby, died in Montreal hospital March 31 after long illness. Mr. Laurion was also president, VP and director of about 20 industrial and financial enterprises. Surviving are his wife, Therese, and three children.

Rex Stimers, 65, sportcaster at CKTB St. Catharines, Ont., died April 1 in St. Catharines hospital. Mr. Stimers joined CKTB in 1934.

Mrs. Eleanor Bates Murley, wife of James E. Murley, New England radio and TV program pioneer and daughter of Paula Patterson, former society editor of *Boston Post* and *The Transcript*, died March 31 at her home in Newton, Mass. Surviving are her husband, James, and two sons.

Corporal Michael R. Cuneen, 20, U. S. Marine Corps, killed in action last week in Da Nang, South Vietnam. He was son of Michael J. Cuneen, vice president and general manager of WDLA Walton, N. Y., member of National Association of Broadcasters radio code board.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 30 through April 6 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

Little Rock, Ark.—Victor Broadcasting Inc. Granted CP for new TV UHF channel 16 (482-488 mc); ERP 32.38 kw vis., 6.48 kw aur. Ant. height above average terrain 393 feet, above ground 508.4 feet. P.O. address 4015 West Capitol Street, Little Rock. Estimated construction cost \$263,660; first-year operating cost \$280,000; revenue \$280,000. Studio and trans. locations both Little Rock. Geographic coordinates 34° 45' 57" north latitude, 92° 17' 39" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Fly. Shuebruk, Blume and Gaguine; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principal: Victor Muscat (100%). Mr. Muscat owns KMYO Little Rock, and KIKS Sulphur, La. Action March 21.

San Francisco—Television San Francisco. Granted CP for new TV UHF channel 26 (542-548 mc); ERP 635 kw vis., 359 kw aur. Ant. height above average terrain 1,263 feet; above ground 250 feet. P.O. address 435 Vista Grande, Greenbrae, Calif. Estimated construction cost \$468,374; first-year operating cost \$350,000; revenue \$219,000. Studio location 2482 Mission Street, San Francisco. Trans. location Mt. San Bruno, South San Francisco, Calif. Geographic coordinates 37° 41' 22" north latitude, 122° 26' 06" west longitude. Type trans. RCA TTU25B; type ant. General Electric TY25-C. Legal counsel Joseph Brenner, Beverly Hills, Calif.; consulting engineer E. E. Benham, Van Nuys, Calif. Principals: Lillian Lincoln (90%) and Deane DeVere Banta (10%). Mrs. Banta has various business investments in Cleveland area; Mr. Banta has had staff experience on various California stations. Action April 4.

Jacksonville, Ill.—Moyer Television Corp. Granted CP for new TV UHF channel 14 (470-476 mc); ERP 242 kw vis., 38.6 kw aur. Ant. height above average terrain 389 feet, above ground 442 feet. P.O. address 1232 West Main Street, Taylorville, Ill. Estimated construction cost \$79,200; first-year operating cost \$48,000; revenue \$96,000. Studio and trans. locations both Jacksonville. Geographic coordinates 39° 44' 49" north latitude, 90° 13' 05" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel not listed; consulting engineer Ralph J. Bitzer, St. Louis. Principals: Keith Moyer (95%) and others. Mr. Moyer has 75% interest in KBBM-FM Hayward, Calif. Action April 1.

Lexington, Tenn.—Tennessee State Board of Education. Granted CP for new TV Channel 11 (198-204 mc); ERP 316 kw vis., 63 kw aur. Ant. height above average terrain 640 ft., above ground 496 ft. P.O. address c/o J. H. Warf, 100-B Cordell Hull Bldg., Nashville, 37219. Estimated construction cost \$499,376; first-year operating cost \$25,000; operating funds to be supplied by state appropriations. Studio located in Lexington, trans. west of Lexington. Geographic coordinates 35° 42' 12" north lat, 88° 36' 10" west long. Type trans. RCA TTU-25DH, type ant. RCA TW15A11P. Legal



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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

counsel George F. McCanless, Att. General, State of Tenn.; consulting engineer W. L. Hamilton, Nashville. Principals: Tennessee State Board of Education. Action April 1.

APPLICATIONS

*Norwich, Conn.—Connecticut Educational Television Corp. UHF channel 53, (704-710 mc); ERP 320 kw vis., 64 kw aur. Ant. height above average terrain 681 ft., above ground 481 ft. P. O. address: c/o Ben A. Hudelson, Trinity College, Hartford, Conn. Estimated cost of construction, first-year operating cost and revenue not listed. Geographic coordinates 41° 31' 11" north lat., 72° 10' 04" west long. Studio located Hartford; trans. located New London, both Connecticut. Type trans. General Electric TT-57-A, type ant. General Electric TY-24-E. Legal counsel Dow, Lohnes and Alberston, Washington. Cyril M. Braum consulting engineer. Principal: State Board of Education of State of Connecticut. Ann. April 1.

WGNB Inc.—Bloomington, Ill. UHF channel 15, (476-482 mc); ERP 666.4 kw vis., 133 kw aur. Ant. height above average terrain 488 ft. P. O. address: c/o K. Gordon Murray, 530 Biscayne Blvd., Miami 33132. Estimated cost of construction \$530,750; first-year operating cost \$110,000; revenue \$125,000. Studio and trans. both located Bloomington. Geographic coordinates 40° 19' 24" north lat., 89° 18' 15" west long. Type trans. General Electric TT-57-A, type ant. General Electric TY-25-A. Legal counsel not listed; consulting engineer John H. Mullaney & Associates. Principals K. Gordon Murray (60%) and Irene Murray (40%). Mr. Murray is president of motion picture production company. Irene Murray is director of motion picture production company. Ann. April 4.

Springfield, Mo.—Midland Television Corp. UHF channel 27 (548-554 mc); ERP 349.5 kw vis., 69.9 kw aur. Ant. height above average terrain 699 ft. P. O. address: c/o K. E. Meyer, 2322 S. Cedarbrook, Springfield 65804. Estimated cost of construction \$441,829; first-year operating cost \$224,722; revenue \$235,975. Type trans. General Electric TT-56-A, type ant. General Electric TY-106-c. Studio and trans. both located Springfield. Legal counsel Wilner and Bergson, Washington; consultant engineer Hood and Rich, Springfield. Principals: Kenneth E. Meyer, Thomas A. Barneby, Herschel Karchmer, Urso W. George, Nick M. van Gelder, Julian R. Goodwin, Charles Kindell, H. C. Wattner, George W. Reed, Kenneth (Kay) Wayne Rhoden, Gerald F. Doran, J. T. Gahm, Dr. Irks Franklin, Dorsey Dysart, Steve W. Ball, W. E. Cartes, Alex Fellini, Robert E. Mayfield, Diane J. van Gelder, John Noenning (all 5%). Mr. Meyer has real estate business. Mr. Barneby has office supply company. Mr. Karchmer has metal and iron company. Mr. George has radio communication engineering company. Mr. van Gelder owns tank-trailer company. Mr. Goodwin owns casket company. Mr. Kindell is glass dealer. Mr. Wattner is secretary of real estate company. Mr. Reed is rancher. Mr. Roden owns printing company. Mr. Doran is builder. Mr. Gohm is employed by tank-trailer manufacturer. Dr. Franklin is educator. Dorsey Dysart is employed by tank-trailer manufacturer. Mr. Ball has industrial supply company. Mr. Cartes has restaurant. Mr. Fellini has car dealership. Mr. Mayfield has car dealership. Diane J. van Gelder is college student. Mr. Noenning is general contractor. Ann. March 30.

Memphis, Tenn.—Memphis Telecasters Inc. UHF channel 30. (566-572 mc); ERP 647 kw vis., 64.7 kw aur. Ant. height above average terrain 570 ft., above ground 580 ft. P. O. address c/o Harold Twisdale, 2600 Poplar Ave., room 516, Memphis 38122. Estimated cost of construction \$696,645; first-year operating cost \$597,012; revenue \$550,000. Geographic coordinates 35° 08' 52" north lat., 90° 03' 04" west long. Studio and trans both located Memphis. Type trans. RCA TTU-50, type ant. RCA TFU-30J. Legal Counsel Scharfeld, Bechhoefer & Baron, Washington, consulting engineer David Steel & Associates, Washington. Principals: Harold W. Twisdale (20%),

David L. Steel (20%), Douglas J. Thomas (20%) and others. Mr. Twisdale is dentist. Mr. Steel is broadcasting consulting engineer. Mr. Thomas is contractor. Ann. April 4.

Existing TV stations

New Call Letters Assigned

KCTO (TV) Denver—Assigned KWGN-TV. *Ashburn, Ga.—Georgia State Board of Education assigned WJIA-TV.

*Vicennes, Ind.—Vicennes University assigned WVUT(TV).

Mayaguez, P. R.—Comm TV Electronics Enterprises Inc. assigned WITB-TV.

Fort Worth, Tex.—Trinity Broadcasting Co. assigned KFWT (TV).

New AM stations

ACTION BY FCC

Rochelle, Ill.—Tilton Publications Inc. Granted CP for new AM on 1060 kc, 250 w, DA, D. P.O. address 401 North Main Street, Rochelle. Estimated construction cost \$43,854; first year operating cost \$70,000; revenue \$80,000. Principals: John W. Tilton (72.5%) and Verdelle A. Tilton (27.5%). Tilton Publications publishes newspapers in Rochelle. Mr. Tilton has interest in land, building and finance companies in Rochelle. Action April 6.

APPLICATION

Vinita, Okla.—Gene Humphries & Associates Inc. 1090 kc, 250 w, DA-D. P.O. address: c/o Gene Humphries, Vinita 74301. Estimated cost of construction \$40,489; first year operating cost \$36,850; revenue \$47,850. Principals: Gene Humphries (51%), Lum A. Humphries (24.5%), and Floyd Kail (24.5%). Mr. Gene Humphries owns 50% of KVIN and 1/3 of KHAL Homer, La. Mr. Lum Humphries owns 100% of KWLG Wagoner, Okla. Mr. Kail is contractor. Ann. March 5.

Existing AM stations

New Call Letters Assigned

WIXI Birmingham, Ala.—assigned WLPH. Rockville, Conn. — Eaglecon assigned WRKV.

Kissimmee, Fla.—B & M Broadcast Corp. assigned WJPB.

Honolulu—University of Hawaii assigned KHET.

Urbana, Ill.—Robert Durst assigned WTWC. Port Sulphur, La.—Plaquemines Broadcasting Co. assigned KPBC.

KVIM New Liberia, La.—Assigned KNIR. WNOH Raleigh, N.C.—Assigned WYNA.

Mayville, N. D.—Francis J. Phelan assigned KMAV.

Atoka, Okla.—Bill Hover assigned KEOR. WBPR Lucas Thomas Muniz Bayamon, Puerto Rico—assigned WLUZ.

Waupun, Wis.—Radio Waupun assigned WLKE.

New FM stations

Action by FCC

Morganfield, Ky.—Union County Broadcasting Inc. Granted CP for new FM on 95.3 mc, channel 237.3 kw. Ant. height above average terrain 79.3 feet. P.O. address Box 178, Morganfield. Estimated construction cost \$4,900; first year operating cost \$6,500; revenue \$7,300. Principals J. B. Crawley and W. B. Kelly (each 50%). Messrs. Crawley and Kelly each have 50% interest in WCND Shelbyville, WMSK Morganfield, 33 1/3% interest in WPHN Liberty, all Kentucky, and 25% interest in WPTN Cookeville, Tenn. Action April 6.

Existing FM stations

New Call Letters Assigned

Anchorage—Anchorage Inc. assigned KBYR-FM.

Andalusia, Ala.—Andalusia Broadcasting Co. assigned WNBX(FM).

WHOS-FM Decatur, Ala. — Assigned WDRM(FM).

Florence, Ala.—Florence Broadcasting Co. assigned WJOI-FM.

Gadsden, Ala.—Gadsden Broadcasting Co. assigned WJBY-FM.

Mesa, Ariz.—Maricopa County Broadcasters Inc. assigned KMND-FM.

KCHQ-FM Coachella, Calif. — Assigned KCHV-FM.

KGGK Garden City, Calif. — Assigned KTBT.

KIST-FM Colorado Springs, Colo.—Assigned KPIK-FM.

Atlantic Beach, Fla.—Alumni Radio Inc. assigned WAQB-FM.

Orlando, Fla.—American Homes Stations Inc. assigned WWQS(FM).

WINT-FM Winter Haven, Fla.—assigned WXKL(FM).

WLBA-FM Gainesville, Ga. — Assigned WWQT(FM).

Agana, Guam—Pacific Broadcasting Corp. assigned KUAM-FM.

Kewanee, Ill.—Kewanee Broadcasting Co. assigned WKEL-FM.

Valparaiso, Ill.—Valparaiso University Association Inc. assigned WVUR-FM.

Atlantic, Iowa—Nishna Valley Broadcasting Co. assigned KJAN-FM.

Jamestown, Ky.—Russell County Broadcasters assigned WJRS-FM.

Hyannis, Mass. — Charter Broadcasting Corporation of Massachusetts assigned WKOD-FM.

Cheboygan, Mich.—Straits Broadcasting Co. assigned WCBY-FM).

WKMI-FM Kalamazoo, Mich. — Assigned WESO-FM.

New Albany, Miss.—New Albany Broadcasting Co. assigned WNAU-FM.

Cape Girardeau, Mo. — Missouri-Illinois Broadcasting Co. assigned KZYM-FM.

St. Joseph, Mo. — WSJM Inc. assigned WSJM-FM.

KHOL-FM Kearney-Holdrege, Neb.—Assigned KRNY-FM.

KARA-FM Albuquerque, N. M.—Assigned KBNM(FM).

*Tulsa, Okla.—Oral Roberts University assigned KORU(FM).

Corozal, P. R.—Jose Arturo Fernandez assigned WORO (FM).

WPFM(FM) East Providence, R. I.—Assigned WHIM-FM.

KWGN-FM Abernathy, Tex. — Assigned KWGO-FM.

Daingerfield, Tex. Beamon Advertising Inc.—Assigned KEGG(FM).

Del Rio, Tex.—Queen City Broadcasting Co. assigned KDLC-FM.

McAllen, Tex.—Rio Broadcasting Co. assigned KABG-FM.

Welch, W. Va.—Wove Inc. assigned WOVE-FM.

Ownership changes

ACTIONS BY FCC

WGHF(FM) Brookfield, Conn.—Granted transfer of positive control of licensee corporation, Eastern Broadcasting System Inc., from August J. Detzer (90% before, 9% after) to The Times Printing and Publishing Co. (none before, 90% after). Consideration \$35,000 subject to adjustment. Action April 4.

WINE Brookfield, Conn.—Granted acquisition of control of licensee corporation, Housatonic Valley Broadcasting Co., by August J. Detzer (40% before, 100% after) through purchase of stock from Blair A. Walliser and George F. O'Brien (each 30% before, none after). Consideration \$79,078. In turn, positive control of Housatonic will be transferred by Mr. Detzer (100% before, 10% after) to The Times Printing and Publishing Co. (none before, 90% after). Consideration approx. \$128,500. Times Printing is owned 20% by John W. Nash and 80% by Home News Publishing Co. Mr. Nash and Times Printing are involved in newspaper publication. Action April 4.

WTEV(TV) New Bedford, Mass.—Granted assignment of construction permit from WTEV Television Inc. to WGAL Television Inc. WTEV is owned 55% by E. Anthony and Sons, 45% by New England Television Co. Purpose of application is to end broadcast connections of E. Anthony & Sons. WGAL is principally owned by families of J. Hale and John F. Steinman; WGAL is licensee of WGAL-TV Lancaster, Pa.; KVOA-TV Tucson, Ariz.; KOAT-TV Albuquerque, N.M. Consideration \$5,775,000. Action April 6.

KGMO Cape Girardeau, Mo. — Granted transfer of control of licensee corporation, KGMO Radio-Television Inc., from Norman W. Wood, Rush Limbaugh Jr., Jim Wilson, George E. Brockhorst, Henry L. Jones and

Jerald V. Flynn (each 16.42% before, none after) to William M. Bryan (none before, 100% after). Mr. Bryan is applying for sale of his wholly owned station WDEH Sweetwater, Tenn. Consideration \$150,200. Action March 30.

APPLICATIONS

KABC-TV Los Angeles, KGO-TV San Francisco, WBKB-TV Chicago, WXYZ-TV Detroit, WABC-TV New York.—Seek assignment of licenses from American Broadcasting Companies Inc. to American Broadcasting Companies Inc. Transfer is to satisfy merger agreements with International Telephone and Telegraph Corp. Ann. April 5.

KABC-FM Los Angeles, KGO-FM San Francisco, WLS-FM Chicago, WXYA-FM Detroit, WABC-FM New York and KQV-FM Pittsburgh.—Seek assignment of licenses from American Broadcasting Companies Inc. to American Broadcasting Companies Inc. Transfer is to satisfy merger agreements with International Telephone and Telegraph Corp. Ann. April 5.

WABC New York, KQV Pittsburgh, KABC Los Angeles, KGO San Francisco, WLS Chicago and WXYZ Detroit.—Seek assignment of licenses to American Broadcasting Companies Inc. Transfer is to satisfy merger agreements with International Telephone and Telegraph Corp. Ann. April 5.

KPGE Page, Ariz.—Seeks assignment of license from Harold J. Arnoldus to Lake Powell Broadcasting Co. owned by Thomas H. Cole (45%), Richard J. McDonough (45%) and Dixon Q. Dern (10%). Mr. Cole is owner of television program production company. Mr. McDonough is owner of production company. Mr. Dern is lawyer. Consideration \$18,500. Ann. April 5.

WSKP Miami.—Seeks assignment of license from WSKP Inc. to WSKP Broadcasters owned by Silva Feldman (35%), Ed Winton (25%), Norma Fine (15%) and others. Interest and occupations of principals not listed. Consideration \$325,000. Ann. April 5.

KWBB Wichita, Kan.—Seeks assignment of license to Wichita Broadcasting Inc. owned by Richard C. Schmoker. Mr. Schmoker is lawyer. Consideration \$700,000. Ann. April 5.

WJPD Ishpeming, Mich.—Seeks assign-

ment of license from Ishpeming Broadcasting Co. to WJPD Inc. owned by Eugene A. Halker. Mr. Halker has real estate interest. Consideration \$50,000.

WJQS Jackson, Miss.—Seeks assignment of license and CP from Thomas C. Cutrer (25% before, none after) and Vicky Jo Cutrer (25% before, none after) db/as Radio Station WJQS to Oren V. Zimmerman (25% before, 50% after) and Ann C. Zimmerman (25% before, 50% after) db/as Radio Station WJQS. Consideration \$55,000. Ann. April 5.

KRAC Alamogordo, N. M.—Seeks assignment of license from George O. Cory to Radio Alamogordo Inc. owned by Dennis Behan (33 1/3%), Harlan Johnson (33 1/3%) and Marvin Strait (33 1/3%). Mr. Behan is president of KSIL Inc., Silver City, N. M. and has interest in KLMR Inc. and Media TV, both Lamar Colo. Mr. Johnson is lawyer. Mr. Strait is CPA. Consideration \$97,000. Ann. April 5.

WVAM Altoona, Pa.—Seeks assignment of license from The General Broadcasting Corp. to Blair County Broadcasters Inc. owned by Randolph Burdsall (60%) and Denny Bixler (40%). Mr. Burdsall is investor and student. Mr. Bixler is salesman. Consideration \$225,000.

Hearing cases

INITIAL DECISION

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward (1) granting application of Television San Francisco for new UHF TV to operate on channel 26 at San Francisco, and (2) denying application of Jell Broadcasting Co. for like station in same city. Action April 4.

OTHER ACTIONS

■ By memorandum opinion and order in Reno-Las Vegas—Idaho Falls, Idaho, AM consolidated proceeding commission granted application by WGN Inc. Chicago party to proceeding, for partial review of Jan. 14 action by review board to extent of enlarging issues to make array adjustment and interference considerations applicable to applications of Meyer (Mike) Gold (KLUC) and Radio Nevada, both Las Vegas. Action April 6.

■ By order in proceeding on applications of Emerald Broadcasting Corp. Eugene, and Pendleton Broadcasting Co. Pendleton Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Commission dismissed as repetitious petition by Columbia Broadcasting System Inc., St. Louis, for further consideration of Oct. 20, 1965 action denying latter's petition for reconsideration of hearing issues; dismissed as moot Hi-Desert's motion to strike KMOX's petition for further consideration. Commissioner Wadsworth abstained from voting. Action April 6.

■ By order in Washington TV channel 50 proceeding, commission denied application by Colonial Television Corp. for review of Feb. 1 action of review board which, among other things, denied Colonial's request to add financial issue with respect to Trans-Caribbean Airways Inc. Action April 6.

■ By memorandum opinion and order, commission (1) designated for consolidated hearing applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's to operate on 1130 kc, 10 kw, DA, D, in Edna and Yoakum, Tex., respectively (2) denied petition by Cuero Broadcasters Inc. Cuero, Tex., which opposed Huntley application, and (3) made International Broadcasting Corp. Shreveport, La., which petitioned against both applicants, party to proceeding. Action April 6.

■ By letter commission denied request by Ebberson and Barry Broadcasting Co. for waiver of Sec. 1.569 of rules and returned as unacceptable for filing its retendered application for new daytime AM to operate on 1130 kc, 10 kw, DA, in Camden, S. C. Commissioner Lee abstained from voting. Action April 6.

■ By letter commission denied request by Broadcasting Co. of Carolinas, Inc. for waiver of Sec. 1.571(c) of processing procedural rules to permit expedited consideration of its application for new AM to operate on 1590 kc, 500 w, D, in Cherryville, N. C.; assured applicant that examination to determine acceptability for filing of its application will be completed as soon as reasonably possible and its request for waiver of Sec. 73.37 of overlap rules will be considered in due course. Action April 6.

■ Review board members Berkemeyer and Pincock, with member Nelson dissenting with statement, on April 4 adopted decision

(1) granting application of Christian Fundamental Church for new class B FM to operate on channel 273 in St. Louis and (2) denying application of Lorenzo W. Milam and Jeremy D. Lansman for similar facilities. An April 12, 1965 initial decision looked toward this action. Action April 6.

■ Review board, in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of station WIGL Superior, Wis., and for assignment of license of WIGL to D. L. K. Broadcasting Co. and application of Quality Radio Inc., to change operation of station WAKX Superior, in Docs 16476-8, granted petition by Broadcast Bureau to extend time to April 11 to file responsive pleadings to Quality's petition to enlarge issues. Action April 5.

■ Review board, in Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding in Docs 15835 et al., granted petition by Broadcast Bureau to extend time to April 13 to file responsive pleadings to joint petition by Radio Catonsville Inc., Catonsville Broadcasting Co. and Commercial Radio Institute Inc. for approval of agreement and dismissal of application. Action April 5.

■ Review board by memorandum opinion and order in proceeding on applications of Seven League Productions Inc., for renewal of license of WIII and South Dade Broadcasting Co. and Redlands Broadcasting Co. for new AM's all Homestead, Fla., in Docs 16342-4, granted (1) petition by Seven League to accept supplemental whether Seven League has failed, by inadvertence or by design, to report changes in its officers and contracts concerning future disposition or contract of its stock and if so what bearing such failure has upon its qualifications to continue as licensee of station WIII. Members Nelson and Kessler dissented from addition of issue. Action April 4.

■ Review board by order in proceeding on applications of United Broadcasting Co. for renewal of license of WOOK Washington, and Bowie Broadcasting Corp. for new station in Bowie, Md. (1) granted joint request by applicants' for approval of agreement whereby United would reimburse Bowie for expenses incurred in prosecution of its application in return for its withdrawal; (2) dismissed Bowie's application and (3) retained in hearing status WOOK's application and dismissed as moot its petition to enlarge issues. Action April 4.

■ Review board by order in proceeding on application of B&K Broadcasting Co. for new AM in Selingsgrove, Pa. In Doc 16367, (1) granted motion by Pal Broadcasters Inc. (WHUM) Reading, Pa., to extent of modifying Issue 2 to determine whether proposed operation would cause objectionable interference to WBAX Wilkes-Barre, Pa., and to WHUM, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary service to such areas and populations; and (2) dismissed as moot pleadings by B&K and Broadcast Bureau. Action April 4.

■ Review board granted motion by Voice of Dixie Inc. to extend time to April 12 to file exceptions to initial decision in proceeding on application of Storz Broadcasting Co. (WTIX) New Orleans. Action April 4.

■ Review board in Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding in Docs 15871 et al., granted petition by Broadcast Bureau to extend time to April 7 to file comments to petition by Lebanon Valley Radio to enlarge issues and reopen record. Member Nelson not participating. Action April 4.

■ Review board scheduled oral argument for April 26 in proceeding on AM applications of Flathead Valley Broadcasters (KOFI) Kalispell and Garden City Broadcasting, Inc. (KYSS) Missoula, Mont. Action April 4.

■ Review board in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky., granted petition by Broadcast Bureau to extend time to April 7 to file comments to joint request for approval of agreement, dismissal of Clay application, and grant of The Wilderness application. Action April 4.

■ Review board in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively, certified to hearing examiner for action petition by Woodland for leave to amend its application. Action April 1.

■ Review board members Nelson, Pincock and Slone adopted decision denying the application of Verne M. Miller for new AM

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 7

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,042	24	74	376
FM	1,435	46	206	232
TV-UHF	471	22	19	239*
TV-UHF	90	24	79	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 7

	VHF	UHF	Total
Commercial	513*	192	705
Noncommercial	69	65	134

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1966

	AM	FM	TV
Licensed (all on air)	4,037	1,433	561
CP's on air (new stations)	18	32	45
CP's not on air (new stations)	81	214	97
Total authorized stations	4,137	1,679	705
Applications for new stations (not in hearing)	293	174	150
Applications for new stations (in hearing)	71	46	63
Total applications for new stations	364	220	213
Applications for major changes (not in hearing)	200	47	37
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	238	48	44
Licenses deleted	2	0	1
CP's deleted	0	1	0

* Breakdown on UHF and VHF applications not available.

* Includes three noncommercial stations operating on commercial channels.

to operate on 1240 kc, 1 kw-LS, 250 w-N, in Crystal Bay, Nev. July 1, 1965 initial decision looked toward this action. Action March 30.

Routine roundup

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted petition by WCOV Inc., for extension of time to April 12 to respond to application for review of order affirming indefinite continuance of hearing in proceeding on application of Selma Television Inc. (WSLA-TV) Selma, Ala. Action April 5.

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiner James D. Cunningham

ham to preside at hearings in proceeding on order to Buckeye Cablevision Inc. to show cause why it should not be ordered to cease and desist from further operation of its CATV system in Toledo, Ohio, in violation of Sec. 74.1107 of CATV rules scheduled prehearing conference for April 19 and hearing for April 28. Action April 4.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at prehearing conference of March 31 in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV's to operate on channel 29 in Buffalo, N. Y. scheduled certain procedural dates, further prehearing conference for April 25, further evidentiary hearing for May 2, set aside prior authorizations for filing of reply findings and directed that orders for filing of other findings will be issued at conclusion of

evidentiary hearing. Action March 31.

By Hearing Examiner Charles J. Frederick

■ By notice informed all parties that the examiner does not have jurisdiction to grant request by Industrial Communications System Inc. to withdraw its petition for leave to amend without prejudice to submission of additional petition for leave to amend within near future in proceeding on its application and that of Advanced Electronics in Domestic Public Land Mobile Radio Service at Palos Verdes and Los Angeles, Calif. Action April 1.

By Hearing Examiner H. Gifford Irion

■ Continued further prehearing conference from April 1 to April 25 in proceeding on applications of Tri-City Broadcasting Co. and Henryetta Radio Co. for new FM's in Eufaula and Henryetta, Okla., respectively. Action March 31.

By Hearing Examiner David I. Kraushaar

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES) Johnston and WQIZ Inc. (WQIZ) Saint George, S. C., in Docs 16340-1, granted motion by WJES to reopen record to receive in evidence its exhibit 8 and again closed record; and directed that requisite copies of the exhibit be submitted to court reporter, who is to stamp exhibit as having been received in evidence pursuant to this action and forward it to commission's docket division for inclusion in docket of this proceeding. Action April 4.

By Hearing Examiner Forest L. McClenning

In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, referred notices to take depositions filed by California Regional Broadcasting Corp. and other parties to chief hearing examiner for action with reference to request that depositions be taken before presiding officer. Action April 4.

By Hearing Examiner Sol Schildhouse

■ In Reno-Las Vegas AM consolidated proceeding in Docs 16110 et al., granted motions by (1) Circle L Inc., to continue to June 1 date for exchange of its site survey showing and (2) 780 Inc., and Meyer Gold (KLUC) for postponement to April 26 for exchanging engineering and other material. Action April 4.

Broadcast Action

by Broadcast Bureau

Actions April 6

WNUZ Talladega, Ala.—Granted increased daytime power from 250 w to 1 kw; continued operation on 1230 kc with 250 w-N; conditions. Commissioner Cox abstained from voting.

KOWN-FM Escondido, Calif.—Waived Sec. 1.534 (b) of the rules and accepted and granted application to replace expired CP for new FM station.

WPIX-FM New York—Granted CP's to change ant.-trans. location to Empire State Building; install new type trans.; new ant.; decrease ERP to 5.4 kw; increase ant. height to 1,220 ft., remote control permitted; condition.

WRAY-FM Princeton, Ind.—Granted mod. of CP to install new type ant.; condition.

KDFM(FM) Walnut Creek, Calif.—Granted CP to replace expired permit for installation of new trans., ant., and changes in ERP and ant. height.

Actions of April 4

KPIWB Piedmont, Mo.—Granted assignment of CP to Wayne County Broadcasting Co., Inc.

WNWI Valparaiso, Ind.—Granted license for AM and specify type trans.

..RKO General Inc. Boston—Granted license for low power station.

WDAE-FM Tampa, Fla.—Granted license covering installation of new trans., decrease in ERP, and specify type trans.

WJLK-FM Asbury Park, N. J.—Granted license covering installation of new main trans., new ant., increase in ERP and ant. height.

KWPC-FM Muscatine, Iowa—Granted license covering installation of new trans. and ant., increase in ERP and decrease in ant. height.

WBJC(FM) Baltimore—Granted license covering change in ant.-trans. location, installation of new trans., and changes in ERP and ant. height.

WPLM-FM Plymouth, Mass.—Granted license covering increase in ERP, installation of new trans. and new ant.; specify type trans. and type ant.

WGSL-FM Glassboro, N.J.—Granted license covering installation of new trans.

WENZ Highland Springs, Va.—Granted mod. of license to operate auxiliary trans.

(Continued on page 131)

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RADIO

Help Wanted—Management

Ready to move up? Need selling manager, small Indiana market liberal commission \$20,000 year potential. Box C-272, BROADCASTING.

Top salesman? Pigeon holed? See no future? We need a "go-getting" general sales manager for our top rated, upper mid-west, fulltime, modern music station. Excellent guarantee, beautiful city, college town. Box D-56, BROADCASTING.

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Sales

Those presently in the midwest interested in a top Missouri small market sales opportunity write to Box C-24, BROADCASTING.

New station! New territory! New approach! Sell high quality FM in the heart of booming New England! Our man will be well rewarded—in earnings—in growth—and in career satisfaction. Talented staff to deliver his product. Sell creative advertising on FM radio! All replies answered. Box C-248, BROADCASTING.

Sales manager, California daytimer, excelling in sales, station promotions, community predisposed. Excellent salary, incentives, bonuses. Box C-295, BROADCASTING.

Wanted: Experienced salesman to sell specialty radio station in Metropolitan Chicago. Salary plus commission. Box D-92, BROADCASTING.

Kansas station—active station wants active salesman. 5 day week with reasonable effort will pay you good money. Age or youth of no importance. Send brief background to Box D-95, BROADCASTING.

Wanted: Sales organization to sell excellent FM radio station in top market on commission basis. Permanent arrangement. Box D-122, BROADCASTING.

Iowa. Solid sales opening in city of 30,000 for man with ambition and ability. Box D-137, BROADCASTING.

Commercial manager single station market, county seat. Must have experience all phases broadcasting smaller markets. Remuneration comparable any market this size. KWHW, Altus, Oklahoma.

Key personnel are continually being promoted to management and ownership positions in our mid-west family stations. Current expansion opens opportunities in sales. Contact WISM, Radio, Madison, Wisconsin.

We need a salesman. After one year of very hard work, he will be well beyond the \$10,000 mark. If you are a creative hustler, you are the man we are looking for. Call Mrs. Elliott, at WLEE, Richmond, Virginia.

Immediate opening for salesman at Religious formatted station. Send complete resume to: Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Growth sales opportunity—young salesman western New Hampshire. Must write, produce, sell. Solvent, sober, industrious. Sales plus percentage. Quality group operation. Send resume, tape, Robin Bonneau, Manager, WTSV, Claremont, N.H.

Sales—(Cont'd)

Syndicated radio program sponsored in several states expanding. Need part time representatives in most states but especially west of Mississippi. Lord House, 2561 Mercedes Drive, Fort Lauderdale, Florida.

Announcers

A good midwestern announcer wanted by a high quality Missouri station. Your ability determines salary. Send resume and tape to Box C-25, 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.

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.

3 stations, and still growing: expansion creates opportunity and challenge for announcers, engineers and salesmen. Grow with us, send experience resume, tape to Box C-257, BROADCASTING.

1st phone announcer, some maintenance, Indiana FM station. Box C-273, BROADCASTING.

Major market 5 kw will entertain employing radio school graduate as trainee. Box D-19, BROADCASTING.

Midwest metro daytimer has permanent position open for announcer some sales experience. Excellent salary commission. Modern C&W format. Box D-40, BROADCASTING.

Top 40 personality, afternoon drive time. Important medium-large station. Great Lakes area, No. 1 rated. Tape & photograph will get you immediate answer. Box D-78, BROADCASTING.

Announcer-dj, minimum 6 months experience. Can earn extra income in sales. Also need news director. Box D-81, BROADCASTING.

Southeast Florida Gold Coast power house swinger has outstanding opening for top jock strong on news. Send aircheck & resume at once to Box D-91, BROADCASTING. Professionals only need apply.

No opening now but we would like to contact an experienced announcer with production experience for a future opening. Good station, ideal community in California. Please send complete resume, references and air check. Box D-94, BROADCASTING.

Opportunity, plus; for announcer-salesman. Oklahoma kilowatt needs man now with third ticket and able to hard sell. Management possibility. Good base, plus commission. Good music, well accepted. Right man can make a killing. . . If you have drive. Tape, resume Box D-100, BROADCASTING.

Football play-by-play: Major radio station carrying major league professional football seeking up-and-coming play-by-play sportscaster with current credits. Not seasonal job. Right man will become station's full-time sports director. Send resume and play-by-play air check to Box D-101, BROADCASTING.

Announcers—(Cont'd)

Telephone talk show: Ready for the big opportunity in a top ten city. Are you adult, aware, and articulate? Send tape and experience to Box D-102, BROADCASTING.

Wide awake morning man for New England top rated, top 40 station. One of our other stations also needs friendly middle-of-the-road dj. Immediate openings. Box D-104, BROADCASTING.

Announcer-1st phone for evening shift. Some copy and production. Upper midwest regional station. Starting salary \$130. Box D-126, BROADCASTING.

No. 1—top 40 station in important upstate New York market has an immediate opening for a first phone announcer. Send tape, resume, and photo. Salary open. Experience absolutely necessary. Box D-134, BROADCASTING.

Wisconsin daytimer one kw station looking for announcer-engineer. Send tape and resume to Box D-140, BROADCASTING.

First phone announcers with some engineering ability needed for board shift and light maintenance by midwest station in college town. Send tape, resume and salary requirements. Box D-142, 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 D-150, BROADCASTING.

Are you ready for a more responsible position, possibly program director? Must have bright, personable, but mature delivery. No phoney dj style. Must be versatile, creative, and disciplined for professional production in a good music format. Permanent position with growing AM, FM stereo New England station. Send tape and resume immediately. D-151, BROADCASTING.

Opening mid-West Illinois. Host personality for nightly teen to college format. Tight board. Minimum talk. Pleasant commercial voice required. Send complete resume photo and tape. Box D-163, BROADCASTING.

Arkansas station needs young married announcer with "third and ambition." State salary requirements and if willing to sell-service accounts. Box D-171, BROADCASTING.

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-172, BROADCASTING.

1st phone—metropolitan southwest. Permanent. Excellent opportunity. Box D-175, BROADCASTING.

Top midwestern station currently auditioning for booth announcer. Excellent opportunity for advancement since all vacancies are filled from staff. Good opportunity to switch from radio to TV. Send all pertinent information and audition materials to Box D-178, BROADCASTING.

Immediate opening country dj; 1st ticket; KDKO, Littleton (Denver), Colorado.

Immediate opening for announcer with 1st ticket. Send complete details or phone Gene Loffer, KGEZ Kalispell, Montana. 406-756-4331.

Announcers—(Cont'd)

Announcer with experience in continuity, play-by-play, sales or news. KLTJ, Macon, Missouri.

Need permanent staff announcer for 50,000 watt good music station. Possibly some sports or TV work. Send returnable tape, snapshot, salary & full details to Manager, KSWB, Roswell, New Mexico.

Aggressive station in progressive community seeks early morning man to double in sales. We're number 1 and need a man to provide bright morning listening. Good pay, pleasant working conditions and security are offered to the right man willing to settle down. Send tape and complete resume in first reply to Manager, KWHK, Hutchinson, Kansas.

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.

Announcer with first-class license. Engineering secondary. Contact WCTA, Andalusia, Alabama.

WDBO Orlando, Florida—one of the southeast's pioneer broadcast leaders has an opening for an intelligent, talented dj. This is an excellent opportunity to work and live in the action center of Florida. We are a middle of the road CBS affiliate, top rated in this market for 41 years. Send tape, and resume to Program Director, WDBO, P.O. Box 1833, Orlando, Fla.

Wanted immediately—Announcer with 1st phone for daytime directional, Hartford market. Call WEHW, 203-688-5291.

Kentucky—Have opening for C&W dj, airwork with some sales, continuity, news... permanent position... Immediate opening... family man only... Tapes & references to: Keith Buck, WEZJ, Williamsburg, Kentucky.

Good announcer needed to complete winning team at WGAD, Gadsden, Alabama. Dynamic 5000 watt ABC network station, with good associates, good pay and hours, plus fringe benefits. Send tape, resume and photo. Ed Carrell, WGAD, Gadsden, Ala.

Immediate opening for announcer with good voice and 1st phone who is able to do some production in small but expanding market. Tape and resume to WINU Radio, P. O. Box 303, Highland, Illinois.

Announcer: Who can run own pop show, contest, remotes, need first class ticket. WJDY, Salisbury, Maryland. Norman Glenn, Pioneer 2-5191.

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.

Modern C&W format needs tight dj to handle some production. 1st opening in years. Call or write John Jacobs, WKTC, Charlotte, North Carolina.

Adding to our staff. Morning man wanted. Send resume, tape, salary requirements 1st letter. David Cafe, WKVT, Brattleboro, Vt.

Announcer for eastern Pennsylvania daytime. Prefer experienced, bright sound for music and news operation. Send tape and resume at once. Manager, WMBT Radio, Shenandoah.

Peak time, tight board production announcer needed end of April. Permanent. Good working conditions in beautiful tourist area, small but progressive community near Pennsylvania Grand Canyon. Send resume, audition tape to John A. Fay, WNBZ, Wellsboro, Pa.

WNCG-WKTN FM Stereo will have an opening for a morning announcer who will fit into our format of good, middle of the road music and strong, local news operation. Our morning man is moving into sales in WKTN FM Stereo. We require a mature, intelligent announcer with good taste in adult music programming. Starting salary \$115, 40-hour week, for qualified announcer. Please do not apply unless you have minimum of 3 years experience. Charleston market over 400,000. Send tape, photo, resume to A. D. Cohen, Jr., WNCG, P.O. Box 5758, North Charleston, S. C.

Announcers—(cont'd)

Announcer with first phone wanted. \$135 per week to the right man. Suburb of major market. WPVL, Painesville, Ohio. Send tape and resume first reply.

Twin cities middle of the road station needs announcer with 1st class. Send tape, photo, resume, salary requirements to Charles Conrad, WRCR St. Paul, Minnesota. Phone 612-739-6090.

Immediate opening for announcer at Religious formatted station. Send tape and qualifications to Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Engineer-announcer wanted with 1st class ticket for maintenance and announcing. Good music station. Ed Damron, President, WSSC, Sumter, South Carolina.

WSTU in Stuart, Fla., has immediate opening for announcer-salesman, or announcer-engineer. Send audition tape and complete information to W. L. Britton, Manager, Drawer 417.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

1st phone announcer start \$100.00 per week. Send tape and resume to WVAR Radio, Box 349, Richwood, W. Va. or call 304-846-0071. Virgil Graves, General Manager.

2 Experienced announcers for 5 kw AM, 50 kw FM, combined operation. Send audition and complete resume with references & photo to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc., 68 State St., Ellsworth, Maine.

Experienced announcer must be versatile... copy, production, special events, etc. 5000 watt Florida station. Send resume, tape and photo to Box 790, Eustis.

Alive, bright, swinging 10,000 watter needs experienced, mature announcer-newsman who can work any format. Must be responsible and eager to associate with expanding and dynamic organization. Only professionals need apply. Send tape and resume immediately to Box 1040, Anchorage, Alaska.

Announcer wanted: First phone announcer. No engineering. Will consider beginner. \$70.00 weekly for 40 hours. 803-563-4371.

Needed immediately—engineer for Houma, Louisiana AM/FM operation. Also engineer/announcer and 1st phone announcer (no maintenance) for Florida AM station. Contact Gene Milstein, Operations Director, Dixie Radio, Panama City, Florida 904-763-1777.

Technical

Chief engineer-announcer. Full maintenance for metropolitan daytime. Excellent growth opportunity. Box C-204, BROADCASTING.

Assistant chief engineer. Major market. East coast. Pleasant living. DA-2 array. Up to \$150.00. Box C-251, BROADCASTING.

Engineer-1st class ticket qualified to completely maintain AM station plus associated fleet of motor vehicles with two-way Motorola equipment. \$125.00 per week. Northeastern United States. Top station medium market. Box C-266, BROADCASTING.

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Chief engineer-announcer. Growth opportunity with Talley Group. KSMN, Mason City, Iowa.

1st phone engineer—who would like to be associated with combined radio-CATV system—some TV repair. Good opportunity to grow. Phone Newman, WHRT, Hartselle, Ala. 773-2558.

Openings for radio control room, AM & FM operations, for technicians with broadcast endorsed 3rd class or higher grade license. No announcing duties. Air mail full details to: Pat Finnegan, C.E. WLBC, WMUN FM, Muncie, Indiana 47302.

First class engineer-announcer, \$105.00. Middle of the road, WMVR, Sidney, Ohio.

Technical—(Cont'd)

Engineer-announcer wanted with 1st class ticket for maintenance and announcing. Good music station. Ed Damron, President, WSSC, Sumter, South Carolina.

Maryland station needs man with first class license. No maintenance... limited air shift. Call collect 301-761-7197.

Wanted-announcer with first phone ticket. No maintenance, Martinsville, Virginia. Write or phone Arnold Terry, Day-Bassett, Va. 703-629-2509, night—Collinsville, 703-647-8493.

Immediate opening, chief engineer; some announcing; 1000 watt daytime, also FM. Box 389, Williamsport, Pennsylvania.

Immediate opening for first phone for transmitter shift and board work. Regional 5kw. Car essential. Recreational area. Contact Warren Chase, 802-244-7321, Waterbury, Vermont.

Engineer needed immediately by small AM-FM stereo operation in Fla. east coast town. Should be able to take complete charge of all engineering and maintenance. Experience in announcing or sales helpful but not necessary. Rush resume to W. L. Britton, Mgr., Drawer 417, Stuart, Fla.

News

A major Gulf coast radio station with emphasis on news is expanding. Immediate openings now for competent newsmen who are able to secure news, to airing it. Experience desirable but will consider young men with a desire to learn and develop. Please send brief news tape and all background particulars to Box D-73, BROADCASTING.

Somewhere there is an announcer who yearns to be a news director. Good working conditions... lots of fringe benefits. KMMO, Marshall, Missouri.

Production—Programing, Others

Trafficgirl. Metropolitan Washington, D. C. station. Pleasant living. Send resume, picture and references. Box C-252, BROADCASTING.

Merchandise and sales promotion-girl. Major market. East coast. Exciting city. Pleasant living. Send background data and picture. Box C-253, BROADCASTING.

Traffic manager for leading AM & FM radio station in major market. Excellent company benefits, top dollar for right person. Reply to Box D-26, BROADCASTING.

Program director—announcer with emphasis on copy and production. Michigan regional station. Salary \$650. Box D-129, BROADCASTING.

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Program Director, Texas medium market, top 40 format. Need man with contests, ideas, gimmicks—we now work 4 full time jocks plus part time. You will have complete charge with budget. Will pay for top man—group operation. Send resume, tape, references. KILE, Galveston, Texas.

Immediate sports opening—Last man here 5 years. 50 plus—play-by-play basketball & football games and afternoon record show. Good pay for right man. Send tape, references, and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Key personnel are continually being promoted to management and ownership positions in our mid-west family stations. Current expansion opens excellent opportunities in news and commercial production. Contact WISM Radio, Madison, Wisconsin.

California college student corporation seeks public information director, age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

RADIO

Situations Wanted—Management

Manager, major market, smaller station—successful, heavily sales oriented, will consider good potential. Box C-211, BROADCASTING.

*For Hire: Fourteen years major and small market experience. '65 gross up 20%. Box C-288, BROADCASTING.

Young successful, hard working manager desires position in a small or medium market. Excellent sales record, educated, family, references. Station worked for sold. Low five figures necessary. Box D-87, BROADCASTING.

General or sales manager. Exceptional salesman, creative programmer. Outstanding experience. Want complete autonomy. Contract. College, family, 41, minimum \$15,000 plus. Box D-110, BROADCASTING.

Young energetic veteran with 15 years experience in all phases of contemporary radio—programming management, news, national and local sales. 5 years in leading major market. Ready for management responsibility. If your station needs imaginative leadership, increased sales and tight administration, write Box D-177, BROADCASTING.

Sales

Top-notch salesman, accurate, exciting, play-by-play sportscaster—College-Professional schedule. Box D-164, BROADCASTING.

Imagination and ambition. Wishes sales manager position with aggressive top 40 radio in Texas, California or south. 18 years creative sales experience. Less than 2 years, now top radio salesman in 650,000 market. Produced, sold and directed 80% of commercial promotions. Increased billing 600%. Works with program director. Proven record. References. Objective: Sales and position to direct men for maximum sales! \$15,000 plus. Box D-179, BROADCASTING.

Situations Wanted—Announcers

Wanted 1966 Baseball play-by-play position. Tape, references available. Box C-152, BROADCASTING.

Outstanding professional C&W dj will consider excellent offer. Box D-3, BROADCASTING.

Top 40 . . . ambitious, young, creative deejay. Tight board. Box D-4, BROADCASTING.

Ambitious—northeastern R&B; contemporary — promoter-personality. Third, 24, relocate immediately. Box D-14, BROADCASTING.

Young Negro disc jockey wants to settle. Bright air personality. Box D-41, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box D-51, BROADCASTING.

College student desires summer work . . . 1st phone . . . 2 years commercial experience . . . versatile. Box D-76, BROADCASTING.

Rev Star available for employment/Top 40 RSVP/Box D-80, BROADCASTING . . . What camp?

Bright, happy, experienced dj. Announcer authoritative newscaster, family man, want to settle down. Not a floater. Box D-103, BROADCASTING.

Engineer/announcer, 1st phone. Some experience, some college. Military completed. Broadcast school graduate. Box D-105, BROADCASTING.

Beginner-progressive top 40's, production oriented dj, programming and music directorship knowledge, endorsed third, draft exempt. Box D-107, BROADCASTING.

U.S.M.C. Captain finishing enlistment wants start—age 25—college grad. Board, play-by-play experience. Box D-111, BROADCASTING.

Announcers—(cont'd)

Aggressive young dj announcer, sportscaster, not a floater, beginner, ambitious, tightboard, commercials. 3rd phone. Box D-113, BROADCASTING.

Whirling dj—announcer, authoritative newscaster, sportscaster, tight board, aggressive, 3rd phone. Box D-114, BROADCASTING.

Lively dj-announcer looking to settle. Married. Box D-115, BROADCASTING.

Announcer, dj—newscaster. Experienced. Will relocate. Not a floater or prima donna. Box D-116, BROADCASTING.

Combo dj. Authoritative newscaster. Experienced Negro will relocate. Married. Tight board. Box D-117, BROADCASTING.

Announcer/newscaster/dj. Just completed course/3rd phone. Eager to begin on any reasonable level. Box D-118, BROADCASTING.

1st phone man experienced, presently employed. Desire to relocate. Box D-119, BROADCASTING.

Experienced young Negro dj-announcer available immediately. Box D-120, BROADCASTING.

Top 40 or MOR—All nite or early morning or anything—3rd class endorsed—New York, New Jersey, or Connecticut. Box D-121, BROADCASTING.

Happy dj-announcer, authoritative newscaster, tight board, aggressive, experienced, 3rd phone, wants to settle. Box D-123, BROADCASTING.

First phone announcer: Experienced C&W program director. Married. Tape, brochure on request. Box D-125, BROADCASTING.

DJ/announcer, experienced, bright sound, tight board. Want to settle down, willing to relocate. Box D-127, BROADCASTING.

Top 40 screamer—young voice—bright—year experience — promotion minded — college. Box D-133, BROADCASTING.

Six months experience. Some college, third phone. 212-TR 3-7493 or Box D-136, BROADCASTING.

Picture . . . Commercial dollars stacked four times as high as Rockefeller center. Enough listeners to fill Madison Square Garden for a month!!! Then picture this dynamic—50 kw—wake-up showman on our team. Box D-138, BROADCASTING.

Experienced announcer, dj, authoritative news; no floater or prima donna; family man; personable, dependable. Box D-145, BROADCASTING.

DJ — announcer — versatile. Authoritative news delivery—smooth chatter and interview. All music. Family man. Looking for permanency. Sales experience. Box D-146, BROADCASTING.

Experienced. Dependable dj-announcer, newscaster, family man. Wants to settle. Box D-147, BROADCASTING.

Negro dj/announcer, bright sound—authoritative news. Experienced—third phone—tight board. Family man—not a prima donna or floater—willing to relocate. Box D-148, BROADCASTING.

Sportscaster-newsman. College graduate. Draft exempt. Football, basketball, baseball. Live or re-creation. Tape, references available. Box D-152, BROADCASTING.

Only two available! 2 young men who want to do morning show, featuring good music, comedy, pleasant chatter. Many voices, news, etc. Write own material. Servicing commercials a specialty. Make 2 person show sound like 20. Will relocate. Tape and resumes available on request. Box D-157, BROADCASTING.

Sportscaster available. Top New York City major league record. All sports. Will relocate. Box D-160, BROADCASTING.

Ohio—surrounding states . . . Personality in Cincinnati. PD knows of ad. Desire afternoon, evening, all-nite top 40 show or Television bandstand. 26. Dedicated. Box D-161, BROADCASTING.

Announcer/dj, authoritative newscaster. Family man. Will relocate. Box D-165, BROADCASTING.

Situations Wanted—Announcers

Continued

First phone announcer, familiar all phases broadcasting. Will relocate. All replies answered. Box D-166, BROADCASTING.

DJ-announcer. Experienced. Want R&B, jazz, gospel, or middle road. Authoritative news, 3rd endorsed. Willing to work. Draft free. Box D-168, BROADCASTING.

Negro, dj-announcer, experienced, Married, 3rd class license. Box D-169, BROADCASTING.

Newsman, announcer! Negro, mature. N.Y. experience! Strong news! Can dj—pop, jazz feeling. Idea for show! Box D-170, BROADCASTING.

Looking for quality? So am I!!! Let's talk. My recommendations include seven years experience, versatility, college degree, drama background. . . . Hurry!!! Box D-176, BROADCASTING.

Bright & happy top 40 or M.O.R. dj with 3rd phone, available now. Married & must have day shift, prefer morning. 4 years experience. Also interested in sales. \$450 month. Box D-180, BROADCASTING.

Experienced, reliable top 40 deejay, first phone. 502-447-2779.

Negro dj. First class training. 3rd class endorsed, willing worker, Draft exempt. W. Stoker, Jr. 1213 A. Bergen St., Brooklyn, N.Y.

Talk-telephone star available. News oriented. Has top major market record. Will relocate. 212-KI 3-3498.

Original, quick witted, tightboard, five years in all facets of broadcasting. Family man, 29, lively top "40" jock. Many gimmicks to freshen your format. Just left No. 1 in metropolis. Want to buy home and settle permanently. Good references and tape. \$500 per month minimum salary. Tom Charles, 135 Valley St., Lewistown, Penna. call 248-3489.

Technical

Chief engineer available. Presently employed. Twelve years TV experience. Will consider any area. References available. Reply to Box D-79, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box D-96, BROADCASTING.

AM Veteran, DA studio, construction, 15 years one station, desire relocate Pacific northwest. Box D-99, BROADCASTING.

Broadcasting technician—first class license. Looking for permanent position. Will relocate. All replies answered. Box D-167, BROADCASTING.

First class engineer, experienced in Radio/TV studio, transmitter, microwave designs position. Box D-173, BROADCASTING.

News

Radio-TV journalist seeks career position in the northeast. Experience and interest in writing news copy, editorials, documentaries. College background, thirty years old, best references. Please reply to Box D-86, BROADCASTING.

Newsman-announcer. Third phone. Experienced all phases/news, production preferred. College grad, married. Mid-twenties, draft exempt. Desires medium, large Ohio market; other midwest, mid-Atlantic considered. \$115 minimum. Box D-97, BROADCASTING.

Experienced newsman available June 6th. Contact: Mike McKay, 2580 Wood Drive, Beloit, Wisconsin 53511.

Production—Programing, Others

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.

Sports director, radio-TV, ten years experience. Desires heavy sports programing, play-by-play. Medium or Major markets. Midwest. Present employer is my best reference. Box D-10 BROADCASTING.

Operations manager/pd—Presently employed ten ten market East coast. Sales oriented—cost conscious—13 years experience announcing—programing—production traffic—1st phone—completely familiar with F.C.C. requirements. Box D-30, BROADCASTING.

Available immediately—promotion manager, radio or television. Expert in audience and sales promotion, P.R. Publicity, exploitation and merchandising. Experienced in large market, major chain operations. Quality references. Box D-60, BROADCASTING.

Family. Want permanent position midwest. Box D-88, BROADCASTING.

Sportscaster looking for a sports minded station with plenty of play by play. Married and experienced in all sports & coverage. Box D-108, BROADCASTING.

Innovator . . . 14 years programing, sales, management, first phone, 32, married, vet., \$15,000. Interviews. Box D-109, BROADCASTING.

First phone. Network quality sports, news, announcing, production. Brochure, tapes on request. Box D-126, BROADCASTING.

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.

Announcers

Leading midwest NBC affiliate expanding news operation needs three experienced men. Newsmen, weathercaster and sportscaster. Send resume and salary expected to Box D-174, BROADCASTING.

Top announcer needed to double in promotion. Some live, some directing, but announcing emphasis on good interpretation of copy. Promotion position requires idea man with writing ability. Newspaper background helpful. TV experience not essential. Send tape, samples of writing, photo, and resume to F. Jank, KVOS-TV, 1151 Ellis Street, Bellingham, Washing.

Staff announcer: Immediate opening for an experienced announcer who can do news, weather, sports. Versatility desired. Progressive fullcolor station. Send tape and resume with photo to Bob Jones, Operations Director, WLEX-TV, Box 1457, Lexington, Ky.

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.

Needed immediately—video switching technicians and transmitter operators with first class licenses for progressive, fullcolor, southern station. Operating experience with studio equipment and transmitter desirable. Send complete, concise resume, including salary requirements to Chief engineer, Box C-236, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Experienced technicians 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.

Studio—VTR—CCTV technicians, operations/maintenance—\$6700 first year—no license—Virginia. Box C-243, BROADCASTING.

Immediate opening for experienced chief engineer to supervise installation, operation, and maintenance of southeastern educational television studio, full power transmitter, and micro-wave equipment. Box C-249, BROADCASTING.

Experienced chief engineer for top ten market. Responsibility includes AM-FM-VHF TV. Must have electrical engineering degree, first phone license, and demonstrable record in plant installation, maintenance, administration and labor relations. Send detailed resume to Box D-90, BROADCASTING.

A large northeastern ETV station needs qualified studio and transmitter operators. First class radio telephone license required. Send resume to Box D-139, BROADCASTING. An equal Opportunity employer.

Full color station in upper south central area needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone, required. Send details to Box D-155, BROADCASTING.

Transmitter chief. Excellent salary and fringe benefits. Present transmitter chief accepting chief engineer position. Successful applicant should have experience with GE transmitter. Opportunity for transmitter engineer to step up to transmitter chiefs position now. Call Richard Vincent, Manager, KCND TV, 701-825-6292, Pembina, North Dakota.

Openings for first phone engineers. Radio & television. No announcing required. Union scale. These are permanent positions. Air mail full details to: Pat Finnegan, C.E., WLBC-TV, Muncie, Indiana 47302.

Progressive full color station needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Director of Engineering, Gay-Bell Stations, WLEX-TV Inc., Box 1457, Lexington, Ky.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

Chief engineer—applications are now being accepted for chief engineering positions in Mayaguez and Ponce, Puerto Rico. Applicant must have 1st. class radio telephone license and experience in maintenance of TV broadcast equipment. Excellent salary commensurate with experience. Send resume to: or Contact Billie J. Clark, Director of Engineering, P.O. Box 9986, San-turce, P.R.

The Delaware Educational Television Network needs two experienced video technicians in Dover, Delaware. Experience with I.O. cameras, Ampex video tape recorders, and in general studio operation and maintenance is necessary. Openings immediate. New personnel will assist in moving into new plant. First phone not essential but would be preferred. Write including full details first letter. William C. Lewis, Technical Services Director, Box 893, Dover, Delaware.

NEWS

Good newsmen by top southeastern VHF. Send resume and video tape to Box C-298, BROADCASTING.

Production—Programing, Others

We want to add a combination director and on camera announcer. Should be mature appearing on camera and be able to assume live, commercial—VTR—program on the air directing. This is a tall order and only experienced, qualified people will be considered. Station located in midwest. Reply Box D-18, BROADCASTING.

TELEVISION

Situations Wanted

Management

General sales manager. Successful management and sales management top 50 markets. Proven performance. National, regional, local sales. Complete experience and background. Top references. Box D-36, BROADCASTING.

Young, professional television organizer ready for assistant to manager or like position. Now in management and directing in southeast. College graduate, military completed, varied experience. Box D-158, BROADCASTING.

Announcers

BA degree—big ten university, 1st license, solid radio experience, light TV experience, creative, dependable, want directing and announcing. Box D-143, BROADCASTING.

Technical

Would like to talk with the chief engineer of a southern state TV that could use a capable technician. Installation and maintenance of studio, transmitter, microwave systems. Practical experience that you could depend on, Box D-93, BROADCASTING.

First class engineer desires position in northeast area. Box D-98, BROADCASTING.

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box D-112, BROADCASTING.

Manager of engineering—15 years experience. Excellent record in all phases of technical management. Looking for progressive station or group. Box D-135, BROADCASTING.

News

Newsmen—likes to dig, write and deliver. Being released from service in June. Bachelor's degree and three years radio-television experience. Married, hard working, ambitious, excellent references. Box D-106, BROADCASTING.

Experienced newsmen available June 6th. Contact: Mike McKay, 2580 Wood Drive, Beloit, Wisconsin 53511.

Production—Programing, Others

Available soon: Outstanding "kid show" personality. Best references. Box C-237, BROADCASTING.

Available June 1. One of country's most successful children show entertainers. Performer and producer. Ratings in recent years among the highest in nation. Present show, five years. January A.R.B. shows audience of over 300 thousand. Total twelve years with the kids. Married—college—a real pro with only the best references from all segments of industry. Box C-261, BROADCASTING.

Experienced producer-director. MA, in communications. Available immediately. Box D-144, BROADCASTING.

Director-desires position. 9 years experience in television. Need job immediately. Box D-149, BROADCASTING.

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.

Wanted: One RCA TM-35, Calibration monitor. Reply: Hawaii ETV Network, University of Hawaii, 1776 University Avenue, Honolulu, Hawaii, 96822, Attention: Hank Cronin.

Wanted used 1 1/2 inch 50 ohm copper co-ax, also FM recvr. to drive freq. & mod. monitor. KWNT Radio, Davenport, Iowa.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 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 950 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. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Attention C. P. owners. Complete broadcasting station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box C-299, BROADCASTING.

For Sale—Gates level devil, model M-5546-A. Excellent condition. Cost \$425 when new. Will sell for \$250.00. WOKJ Jackson, Mississippi.

UHF Transmitter, GE 12 kw with remote controls, good condition. Complete less klystrons \$40,000.00 Contact Len Eden, WTVS, 9345 Lawton Ave., Detroit, Mich. 313-896-6075.

Whatever your equipment needs . . . check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Desperate—Property sold—Must remove by April 15, RCA TE-12 AHP VHF superturnstile transmitting antenna. Make me offer, will deal any way. 3601 N.W. 47th Street, Miami, Florida (305)-635-6044.

Schafer model 1200 automation, complete with seven Ampex machines and remote control. Box C-226, BROADCASTING.

Approximately 40 video distribution amplifiers RCA TA-3A and 3B. Mostly 6 outputs. All in excellent condition. \$25.00 each. Box C-256, BROADCASTING.

Complete Westinghouse 10 kw transmitter \$3,500.00. Available immediately—excellent shape. Box D-153, BROADCASTING.

A remote trailer equipped with two turntables, remote console, public address system. Turntable chair and sofa. Single axle, like new tires. Price \$1000. Also available a 62 Ford econoline Panel truck used to pull trailer. Call 301-228-4800.

RCA BC-6 consolette, dual channel. Can be used for stereo. Now in service. Several weeks delivery, and "as is basis". Approximately 4 years old. Write to WHAT Radio, Philadelphia 31, Penn.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners On Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

MISCELLANEOUS—(Cont'd)

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

One liner price war! Granny Applebee, Sexy gal, Frenchman and more! 125 one tape. Airmail \$5.95 to Linrones Promotions, 961 Agard, Benton Harbor, Michigan.

Professional announcers and advertising agency copy writers will write and produce your spots and other station material, promos and intros. Inexpensive sample tape available. Box D-124, BROADCASTING.

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 instruction. 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-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. 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, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

INSTRUCTIONS (Cont'd)

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.

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.

Announcing, programing, commercial production, veteran approved, individual instruction—Broadcasting Institute, Box 6071, New Orleans.

Your 1st. Class License in six weeks or less at the industry's most respected school, The Don Martin School of Radio and Television (serving the entire broadcasting industry since 1937). Reservations are still available for our Accelerated Electronic Theory Class starting June 13th. Train for your ticket at America's foremost school of broadcasting. Lowest costs—finest accommodations available. Call or write Don Martin School, 1653 No. Cherokee, Hollywood, Calif. HO 2-3281.

Radio & TV

Help Wanted

* We're updating our talent files! *
* A National Chain of Radio & Television *
* stations is inviting applications from young, *
* talented broadcasters—Deejays, Radio & *
* TV personalities, creative radio producers *
* & news personalities. *
* No immediate openings but our growth *
* plans are ambitious enough to make it *
* worthwhile for qualified people to submit *
* resumes & tapes (if appropriate). *
* An Equal Opportunity Employer. *
* Box D-162, Broadcasting. *

RADIO

Help Wanted

Sales

SALES ENGINEER BROADCAST EQUIPMENT

Live in Atlanta vicinity and sell broadcast equipment to AM, FM and TV stations in Georgia and South Carolina for a leading broadcast equipment manufacturer. Age to 35. College degree and direct sales experience desirable. Must have 1st Class Radiotelephone license and knowledge of broadcasting field. Excellent salary plus commission and travel expenses. Complete company benefits. An equal opportunity employer. Send resume to

Box D-29, BROADCASTING

Help Wanted—Sales

Continued

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronic firm and a leader in the manufacture of broadcast station equipment. Age 22-30. B.S. degree and First Class radiotelephone license or extensive amateur operator experience.

Located midwest. Finest of schools. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to
Box D-62, BROADCASTING

TELEVISION—Help Wanted—Technical

MICROWAVE ENGINEER

First Class Phone and experienced in microwave. Must be capable of handling complete responsibilities of 10-hop CATV system. Top pay and adequate help for right man. All replies confidential.

Box D-11, BROADCASTING

TELEVISION

Situations Wanted

Management

NEED CONFIDENTIAL

Financial Assistance?
Evaluations-Projections
& Cost Saving Systems
TV SPECIALIST
with many years of
practical experience
Now available for
CONSULTATIONS

Donald Alfred Gray Assocs., Inc.
420 Lexington Avenue
N.Y. Tel 212-OR9-5590

RADIO Help Wanted Mangement

FM and TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer. Send resume to

Box D-28, BROADCASTING

FOR SALE—Equipment

Wollensak Recorder

Push Button Portable. NEW PRICE
\$189.00 A FEW USED IN GOOD CONDITION
FOR ONLY \$79.95

**TAPE
RECORDERS**

SOLD AND
EXCHANGED
WRITE FOR
FREE CATALOG

Tower, Lafayette Hill, Pa. 19444

Announcers

MORNING MAN

Our leading morning announcer 7:00 AM start) and sports play-by-play man leaving for bigger job. He's been great and we need a very good one to replace him. Middle of the road NBC affiliate. Tape, resume to

**WMAY, Box 460, Springfield,
Illinois.**

TELEVISION

Help Wanted—Technical

Continued

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera 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, N. J. 08101.

An Equal Opportunity Employer M&F

RADIO CORPORATION OF AMERICA

TELEVISION

Help Wanted—Sales

ONLY THE BEST!

We're Increasing Our Sales Staff

If you're a top syndication salesman and your suitcase can take a lot of punishment, here's your chance to join one of the entertainment industry's leading distributors.

This is your opportunity to represent the most dynamic firm in the business—offering some of the most important product in syndication today.

If you want to join a top-notch sales force, write in confidence to:

Box D-181, Broadcasting.

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



MISCELLANEOUS—(Cont'd)

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.

NEW CONCEPT

1. For daytimers in markets of 250,000 population or larger.
 2. Station must have adult format.
 3. Ratings are irrelevant.
 4. Station is paid in proportion to market population, estimated billing \$1,000 per month per 100,000 people.
 5. This operation excellent lead to other accounts.
- Owner-Manager, write to Broadcasting
Box D-141. Include coverage map. Your
letter will be answered.

INSTRUCTIONS

LEARN MORE EARN MORE

Announcing & Production
Radio & TV

DON MARTIN SCHOOL OF RADIO & TV

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

EMPLOYMENT SERVICE

ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ'S—SALESMEN

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(Continued from page 124)

by remote control.

Granted licenses for the following FM sta-
tions: WTRW-FM Two Rivers, Wis., and
specify type ant.; KSJT San Angelo, Tex.;
and KCIL-FM Houma, La., and specify type
trans., and studio location.

*Granted licenses for the following non-
commercial educational FM stations: WSSU
Superior, Wis. and WBCR-FM Beloit, Wis.

Granted extension of completion date
for the following stations: WFLM(FM) Fort
Lauderdale, Fla., to July 1; KLIZ Brainerd,
Minn., to June 9; KVET Austin, Tex., to
June 6; WFBC Greenville, S. C., to July 19;
WFFG Marathon, Fla., to June 4; WIBC
Indianapolis, to May 15; WIS Columbia,
S. C., to July 25; WMEX Boston, to Sept. 16;
WPOK Pontiac, Ill., to June 28; WPTX Lex-
ington Park, Md., to May 15; WREO Ash-
tabula, Ohio, to June 1; WSHC Collierville,
Tenn., to Oct. 1.

Actions of April 1

WTVS Detroit—Granted CP to change
ERP to 575 kw vis., and 115 kw aur.; ant.
height 960 ft.; trans. location to Southfield;
change type trans. and type ant.; make
changes in ant. structure, and slight change
in geographical coordinates; condition.

KTXT-TV Lubbock, Tex.—Granted CP to
change ERP to 28.8 kw vis., 5.75 kw aur.,
and change type trans.; condition.

Actions of March 28

Remote control permitted for the follow-
ing stations: WFIA Louisville, Ky. and
KRNL-FM Mount Vernon, Iowa.

New call letters requested

WSIM Mobile, Ala.—Broadcast Services of
Mobile Inc. requests WZAM.

Mendocino, Calif.—Mathew V. Huber and
Maria J. Huber requests KMFB.

Wichita, Kan.—Consolidated Broadcasting
Co. requests KWIS-TV.

Mason, Mich.—M. H. Wirth requests WUNN.

KWRV McCook, Neb.—Semeco Broadcast-
ing Corp. requests KICX.

Las Cruces, N. M.—Chaparral Broadcast-
ing Services Inc. requests KGRD-FM.

St. Paul, N. C.—Duplin Broadcasting Co.
requests WBYB.

Lima, Ohio—Associated Christian Brothers
requests WTGN (FM).

*San Antonio, Tex.—San Antonio College
requests KSYM-FM.

New London, Wis.—New London Enter-
prises Inc. requests WLIH (FM).

ETV fund grants

■ Following grants for educational
television have been announced by
Department of Health, Education and
Welfare:

Newark, N. J.—Educational Broad-
casting Corp. of New York. \$729,122
to improve facilities and promote color
transmission on WNDT-TV, channel
13, Newark.

Mount Pleasant, Mich.—Central
Michigan University. \$171,000 to ac-
tivate channel 14 in Mount Pleasant.

Florence, Ala.—Alabama Education-
al Television Commission. \$221,000 to
establish new station on channel 57
in Florence. Total project cost \$442,-
000.

St. John, Ind.—St. John School.
township of Lake County. \$109,103 to
establish new station on channel 38
in St. John.

Linville, N. C.—University of North
Carolina. \$144,758 to establish new
station on channel 17 in Linville.

Lexington, Tenn.—Tennessee State
Board of Education. \$228,338 to estab-
lish new station on channel 11 in
Lexington.

Lubbock, Tex.—Texas Technological
College. \$173,191 to expand operation
of facilities on channel 5 in Lubbock.

N.E.	small	daytime	\$100M	terms
Fla.	single	daytime	75M	SOLD
Gulf	medium	daytime	65M	15M
N.Y.	metro	UHF-TV	1MM	nego
M.W.	major	daytime	583M	cash



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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 6. 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.

Antelope, Calif.—Finer Living Inc., (William Brainerd and Lee Stoner) has applied for a franchise. If approved the company would charge \$20 for installation and \$5 per month for service. The firm already has a franchise in Red Bluff, that state.

Shasta County, Calif.—Finer Living Inc., Redding, that state, (Lee Stoner, manager) has submitted a bid for a county franchise. The company plans to charge \$5 for monthly service, which would bring San Francisco-Oakland TV and FM stations to the county. Finer Living already holds franchises in Redding and Anderson, both California.

■ **Grand Junction, Colo.**—Wentronics-Community TV has been granted a franchise. Grand Junction voters approved the franchise by a 74-vote margin. Under the terms of the contract, the company will pay 2½% of its annual gross receipts to the city.

Fruitland Park, Fla.—Meredith-Avco (group CATV owner, Steve Shannon, representative) has applied for a franchise. The company is preparing to serve Leesburg, that state, and wishes to include the Fruitland Park area.

Holly Hill, Fla.—Volusia County Cable TV Inc. (Philip Elliott) and Florida TV Cable (presently operating a system in Ormond Beach, that state) have applied for fran-

chises. Florida TV proposes to pay 6% of its annual gross receipts to the city whereas Volusia would pay 8% of its returns to the city.

Austell, Ga.—Electrovision Inc., Atlanta, has applied for a franchise. T.C.A. Tower Inc. is a previous applicant.

■ **Doraville, Ga.**—Georgia Cablevision Corp., subsidiary of Cox Broadcasting Corp. (group CATV owner), has been granted a franchise. The 20-year nonexclusive contract authorizes the company to pay the city a \$500 initial fee and 4% of gross revenues for 10 years and 5% for the second 10 years.

■ **Pana, Ill.**—Friendly Broadcasters Inc. (WEIC Charleston, Ill.), represented by William Keppler, has been awarded a 15-year franchise. Installation fee will not exceed \$20 with a maximum \$5 monthly service charge. The city will receive 5% of gross receipts.

Hartford City, Ind.—Advanced Communications Inc. (Robert P. Cronin, president), which was granted a franchise in February 1985, has assigned its franchise to CATV of Hartford City Inc. (Stephen E. Thomas, president). The city will receive 3% of gross income.

Loogootee, Ind.—Telesis Engineering Inc., Chicago (a group CATV owner), has applied for a franchise.

■ **Paoli, Ind.**—E. and C. Contracting Co. (Phil Brown, owner) has been granted a franchise.

■ **Winona Lake, Ind.**—Valley Cablevision Corp., South Bend, Ind., has been granted a franchise. United Transmission Inc. also applied for the franchise.

Mount Pleasant, Iowa—Anaconda Cable Corp., Sycamore, Ill., (Paul Djos, representative), has applied for a franchise.

Pittsburg, Kan.—Robert Jernigan-John Haroldson Associates (Bill Dunbar, representative) of Miami, Okla., and Cable Television Construction (Larry Hudson, representative) of Iola, Kan., have applied for franchises. Cable Television stipulated that the city would receive 6½% of the company's annual gross receipts, while Jernigan-Haroldson Associates specified 5%. Previous applicants are: KSEK Broadcasting Co. (KSEK, Pittsburg), Thomas Gleason of York, Neb., and Kansas City Southern Industries Inc.

■ **Newburgh, N. Y.**—Hometown TV, that city, (James Z. Patsalos, president) has been granted a franchise. Hightower Telesystems Inc. already holds a franchise and Time-Life Broadcast Inc. has an application pending.

Southeast, N. Y.—Putnam County Community Antenna TV Corp., (William Nichols, president) has applied for a franchise.

■ **Swansboro, N. C.**—Carolina Communications Corp. (subsidiary of the Carolina Telephone and Telegraph Co.) has been granted a franchise. O. J. Peterson of Tarboro, that state, is the company representative.

Wilson, N. C.—Carolina Communications Corp., Tarboro, that state (J. Richard Fowler, executive vice president), Booth Broadcasting Co., Detroit (group CATV owner, E. H. Clark, executive vice president), and Wistar Moore Jr. (assistant manager of WVOT, that city) have applied for franchises. Carolina Communications proposed service from eight to 10 television stations plus a large number of FM stations and offered to pay 3% of its gross receipts to the city. The company obtained its first franchise in Kenly, that state, and presently has franchises pending in 69 other communities. The Booth company proposed a system carrying eight stations plus two reserved for closed circuit television. The company offered the city 3% of its revenues from monthly fees. Both firms would charge \$15 for initial installation. The monthly fee proposed by Carolina Communications is \$4.95 and by Booth, \$5.

■ **Grand Forks, N. D.**—Grand Forks Cable TV (Jack French, president) and KILO Inc. (KILO, that city, Carl Bloomquist, president) have been granted franchises.

■ **North Canton, Ohio**—Stark CATV Inc., an affiliate of Brush-Moore Newspapers Inc., has been awarded a franchise. Installation fee will be \$5 with monthly service charge of \$4.50.

■ **Tallmadge, Ohio**—Seilon Enterprises Inc., a subsidiary of Seilon Inc., Toledo (Edward Lamb Enterprises), has been awarded a 15-year franchise.

■ **Brookings, Ore.**—A 10-year franchise has been granted to Curry County Communications. Owner Vern Garvin announced that his firm will pay 2% of the gross revenues to the city. The monthly service charge will be approximately \$5 per month.

Elizabeth, Pa.—Steel Valley Cable Television Co., represented by Harold S. Gressner, has applied for a franchise. During the

introductory period, installation will be free, thereafter it would be \$5. Monthly rental fee would be \$4.50. The city would receive 3% of gross receipts. Seven channels would be offered.

Harmar, Pa.—Westmoreland Cable TV Co., New Kensington, Pa., (Nelson Goldberg, president) has applied for a franchise.

■ **Plains, Pa.**—Universal Television Cable Systems Inc., Mahoney, Pa., has been granted a ten-year nonexclusive franchise. Nine channels will be offered for not more than \$5 a month service charge. There will be free service to public and parochial schools.

■ **Reading, Pa.**—Conestoga Television Cable Co., Birdsboro, Pa., a subsidiary of Conestoga Telephone and Telegraph Co., has been granted a nonexclusive franchise. The city will receive 3% of its gross receipts annually.

■ **Spring City, Pa.**—Suburban Cable TV Co. (a group CATV owner), a subsidiary of Triangle Publications Inc., Philadelphia, has been granted a nonexclusive franchise. Monthly service charge will be \$5 after an installation fee of \$10. The city will receive 5% of gross revenue or an annual guarantee of \$1,000. The company holds franchises in Shillington, Mohnton, West Reading and Spring Township, all Pennsylvania.

■ **West Norriton, Pa.**—Suburban Cable TV Inc. (a group CATV owner), a subsidiary of Triangle Publications Inc., has been granted a franchise. The township will receive \$2,000 or 5% of gross revenue.

Bennettsville and McColl, S. C.—Reeves Broadcasting Corp., New York, (group CATV owner), has opened CATV systems in both communities. The new systems will serve 3,200 homes and will be managed by Mrs. Jacquelyn Daniels. Next month Reeves plans to open Community Cables Inc. in Enid, Okla. and later Aiken Cablevision in Aiken, S. C. Reeves stations are: WUSN-TV Charleston, S. C.; WKEE and WHTN-TV Huntington, W. Va.; and WITH-AM-FM Baltimore.

■ **Kaysville, Utah**—Wasatch Community Cable TV has been granted a 30-year franchise.

Orem, Utah—Lannox Murdock, representing the three Salt Lake City TV stations that are jointly promoting CATV in Utah, has requested a franchise. The proposed system would offer 12 commercial and educational channels for a monthly service charge of \$5.95. The company presently has systems in Utah County and Provo City, both Utah.

Danville, Va.—Booth Broadcasting Corp. of Detroit (group CATV owner operating locally as the Danville Television System) has filed an amended application to comply with the city's new CATV franchise requirements. The revised ordinance requires a CATV firm to pay the city 3½% of its estimated gross. Booth's new application is based on its expectations for this year with plans to begin operations in the fall.

Auburn, Wash.—KTNT-TV Tacoma-Seattle (Max Bice, general manager) has applied for a franchise. If approved the system would provide five area stations, educational channels, and 24-hour news and weather service.

■ **Stellacoom, Wash.**—Tacoma News-Tribune (George F. Russell, president) has been granted a franchise. The company also holds permits for Fircrest and Pierce County, both Washington.

■ **Tacoma, Wash.**—KTNT-TV (subsidiary of the Tacoma News-Tribune, George F. Russell, president) has been granted a franchise for the Lakewood and University Place areas. Max Bice, KTNT-TV general manager, revealed that his company already has a franchise in Fircrest, that state. Tele-cable Inc. of Seattle had also applied for the franchise.

■ **Point Pleasant, W. Va.**—Village Cable Co. has been granted a franchise. The company, which will pay 2% of its annual gross receipts to the city, has also applied in Ravenswood and Ripley, both West Virginia. **Fond du Lac, Wis.**—KFIZ Broadcasting Co. (KFIZ, that city) has applied for a franchise. Previous applicants are Marcus Theatres CATV Systems Inc., Milwaukee; Valley Community Antenna Inc., Fond du Lac, and Universal Telephone Inc., Milwaukee.

■ **Hudson, Wis.**—Universal Cablevision Inc. (group CATV owner) of Milwaukee has been granted a franchise. Gene Halker, company representative, announced that subscribers would be charged \$25 for installation and \$5 per month for service. The firm, which currently operates CATV systems in 11 Wisconsin communities, hopes to provide reception from as many as 12 channels.

River Hills, Wis.—Universal Cablevision Inc. (group CATV owner, Taylor Benson, representative) has applied for a franchise.

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TODAY AND TOMORROW**

As Gemini 8 was struggling slowly up from its billows of smoke and fire a few weeks ago in Florida, every detail came through clearly on the nation's TV sets, including an agency's color monitor in Chicago's Prudential Building.

Just before the historic event, Ed Thiele, president of Leo Burnett Co., had ducked into the living-room atmosphere of the executive conference suite to watch. Even a comfortable chair couldn't conceal a slight tenseness in his big frame, usually so relaxed of manner.

Then the rocket split its way into the stratosphere with staccato of engine and shock wave, spilling its vapor trail across the screen. Mr. Thiele had but one exclamation.

"Fantastic!"

His reaction went to more than the space feat itself. It also embraced the accomplishments of broadcast news coverage today and the ability of television to take one where the action is, at least emotionally if not literally.

Commitment ■ But the Gemini show didn't tell Mr. Thiele anything he didn't already know about TV's impact. Burnett invests nearly three-fourths of its \$200-million annual billing in television now. "And with that kind of money you must know exactly what you are doing," he notes.

In recent years Burnett has made big gains in total billing, moving up to sixth place in 1965 just a hair under Foote, Cone & Belding. It ranked fourth last year in total TV spending, being third in network-TV expenditures and sixth in spot-TV buying. Equally significant, Burnett has consistently been identified with purchases of the highest-rated prime evening programs, being nosed out last year only by Young & Rubicam. New York.

Among Burnett's better known broadcast accounts: Allstate Insurance, Campbell Soup Co., Gallo Wines, Green Giant Co., Kellogg, Philip Morris Inc., Motorola, Nestle, Parker Pen, Pfizer, Pillsbury, Procter & Gamble, Pure Oil, Schlitz, Star-Kist, Sunkist, Swift, Tums, United Air Lines and Vick Chemical.

"Creativity is the exclusive product of an agency," Mr. Thiele believes, but he is even more intent on seeing to it that Burnett's creativity is fully integrated with its very own brand of marketing expertise.

"Only this way can an agency's advertising be properly rooted in the realities of the marketplace," he says.

Client Partners ■ Mr. Thiele also believes agency creative people should rub ideas on a client now and then. The sparks will sometimes light up product innovations as well as more effective advertising, he feels, recalling how close cooperation among Burnett and Green

Growth is key to Burnett's TV investment

Giant people helped develop profitable new frozen-vegetable lines and build strong shares for the canned goods lines too.

One of Mr. Thiele's key interests is the creative research workshop, underway several years now. It functions with a substantial budget but he thinks Burnett gets its money's worth.

"We can predict with high accuracy the final performance of our print advertising," Mr. Thiele proudly notes. "Television is harder," he admits, "but we are making real progress in this direction too. The important aspect is that in TV you usually must invest say \$6,000 to \$10,000 in film production before you learn whether your commercial is good. We can just about do it with only a storyboard now."

Mr. Thiele takes the broad view when

it comes to ratings, looking well beyond just the numbers themselves. "We don't go for the highest rated show per se," he explains, "but for the target audience." Efficiency is tied to prospect quality as well as quantity, he says, although he will agree the top rated shows often include both for many products.

Color Hit ■ Color has renewed interest in television as far as the Thiele household is concerned and he feels color has done the same for others too. His personal concern is that programming is the industry's primary problem today. He worries about the need to improve programming lest people become satiated and turn to other diversions.

"I guess movies may be improving TV fare," he notes, "because they are getting bigger audiences. But what are we going to do when we run out of movies?"

No one could ever accuse Burnett of not trying hard to find an answer, if another of Mr. Thiele's favorite projects continues its aggressive role. That is the agency's program search and development department that, for the past few years, has been digging out authors, story materials, producers and directors as well as whole series.

"We produced 'Search for Tomorrow' from scratch for P&G on CBS-TV," he adds, explaining: "We're willing to pull a program together but we don't think an agency should own a show."

Mr. Thiele can't recall a time he wasn't interested in advertising, his father having been in the magazine field and his own first job in newspaper merchandising. He became very impressed with the power of radio, though, when working at H. W. Kastor & Sons before World War II on the P&G, Tums and Welch's grape juice accounts. During the war years he learned marketing details with Shell Oil Co.

Media Basics ■ After the war as advertising director for Derby Foods he helped treble the sales of Peter Pan peanut butter by pouring 90% of the budget into radio. Then he moved on to Derby's parent firm, Swift, and added other product management responsibilities. Radio activity soon was joined by television.

As general manager of Reddi-Wip Inc. for two years, he used both broadcast media again to help expand the franchise operation from less than a half-dozen markets to a national position. He joined Burnett in 1951 as account executive and 10 years later became president.

"If you don't grow," he says, "I think you're in trouble."

But he is more concerned with making this philosophy work for clients. Then, he claims, it seems to work as well for the people involved.

WEEK'S PROFILE



EDWARD MORTON THIELE—president, Leo Burnett Co., Chicago; b. Roswell, N.M., Aug. 12, 1914; AB 1937 Denison U., Granville, Ohio; merchandising dept., 'Chicago Evening American', 1937-38; account executive, H. W. Kastor & Sons, Chicago, 1938-41; marketing supervisor, Shell Oil Co., Chicago, 1941-45; advertising manager, Derby Foods, Chicago, 1945-47; assistant advertising manager, Swift & Co., Chicago, 1947-48; general manager, Reddi-Wip Inc., Chicago, 1948-51; joined Leo Burnett Co. 1951 as account executive, becoming VP and account supervisor in 1954, executive VP and director in 1958 and president in 1961; director, Chicago Assn. of Commerce and Industry; past president, Lake county school board No. 106; m. Pleasant Williams of Chicago June 1, 1940; children—Mrs. Richard Rowland Jr., Mrs. John Whitney, Elizabeth 21, and Edward Jr. 10; home—Bannockburn, Ill.; hobbies—photography, golf, curling and tennis.

Exit Mr. Henry

THE only surprise in the resignation of E. William Henry as chairman of the FCC was that it was so long in coming. Since the 1964 election of President Johnson—and before—it had been widely understood that the new administration wanted few if any Kennedy holdovers, and Mr. Henry indeed was just about the last in high office.

Even now it can't be said that Mr. Henry left of his own accord. Word had been dropped repeatedly that it was hoped he would "see the light" and quit. But the chairman, lacking any official word, said he had no reason to resign—at least until he had enticing offers of an important position or a law partnership. Mr. Henry knew, as did almost everyone in communications, that the President was disinclined to provoke trouble at the FCC because of sensitivity over his family's ownership of KTBC-AM-FM-TV Austin and interests in other southwestern broadcast and CATV properties.

What triggered Mr. Henry's resignation is not divulged. A good guess, however, is that one big mistake was in raising the issue of cigarette advertising in his luncheon address 10 days ago at the convention of the National Association of Broadcasters in Chicago. His attack, quick as a flash, was picked up by Senator Robert F. Kennedy (D-N. Y.), his friend and mentor, but no bosom friend or confidant of President Johnson. Representative Horace E. Kornegay (D-N.C.) just as quickly blasted Mr. Henry for usurping jurisdiction of the Federal Trade Commission. Mr. Kornegay, along with other legislators from the tobacco-growing states, obviously didn't relish this broadside against their economy. And they knew where to go in an election year.

Until quite recently, Mr. Henry had done just about everything wrong in the eyes of broadcasters. He had also tangled with AT&T by initiating a full-scale rate investigation, and there is no more formidable adversary in communications.

Mr. Henry, who is 37, should have a bright future in law and perhaps in Tennessee and national politics. He happened to be on the wrong Democratic team. But political fortunes change. He is capable and should profit from his nearly four years on the FCC.

The question now is who will succeed to the chairmanship? A new appointee? An incumbent commissioner? With Mr. Johnson's fetish for secrecy, it's anybody's guess.

Blow from the bench

THE most restrictive features of government regulation of broadcast programming have been endorsed—and perhaps intensified—by last month's decision of the U. S. court of appeals in the WBLT(TV) Jackson, Miss., case.

As reported in this publication's issue of March 28, the court ordered the FCC to hold a hearing on the license renewal of the station and admit as a party of interest the United Church of Christ. The church had appealed the commission's original act of giving the station a short-term renewal and denying the church's petition to participate in a hearing.

In its unanimous decision, a three-judge appellate court found that as a general rule the FCC ought to grant hearings in renewal cases when "responsible and representative groups" demand them. "We can see no reason to exclude [from participation in a renewal proceeding] those with such an obvious and acute concern as the listening audience," the court said.

At another point in the decision, the court said: "A broadcaster has much in common with a newspaper pub-

lisher, but he is not in the same category in terms of public obligations imposed by law. A broadcaster seeks and is granted the free and exclusive use of a limited and valuable part of the public domain; when he accepts that franchise it is burdened by enforceable public obligations."

If this decision stands, it will considerably extend the FCC's power to direct the programming of both radio and television. Its thrust is to confirm the commission's authority to demand, according to the prevailing tastes of its majority, that stations broadcast more of this or that kind of programming or less of some other kind. Moreover it installs minority segments of the public in a position of influence that is out of proportion to their representation in the total population. A small but activist group of "responsible" citizens can apply pressures to get programming that appeals to them—even though the vast, inactive majority may be perfectly satisfied with a station's performance as is.

The mischief that can be caused by the appellate court's decision is almost unlimited. Once the word is around, any group of "responsible" citizens can abuse its power simply by threatening to demand a hearing at the station's next license renewal. In such circumstances the station's management cannot resist except in the knowledge that it must bear the heavy expense of an FCC hearing—in which the burden of proof is on it. As the court said: "When past performance is in conflict with the public interest, a very heavy burden rests on the renewal applicant to show how a renewal can be reconciled with the public interest."

Who is to take this case to the Supreme Court?

Not the United Church of Christ; it got what it wanted.

Probably not WBLT; it faces a license renewal soon, no matter what, and does not want to stir up any more legal problems than it already has.

That leaves only the FCC as a party of original interest with the standing to appeal. We have no doubt that some members of the commission and its staff would like to see the decision stand. These are the hard-line regulators whose own theories of control have been given appellate support.

Hopefully, however, the commission will submit to the ultimate test and ask the Supreme Court to review the appellate court's findings. That would create an opportunity for earnest debate on the principles.

During the recent convention of the National Association of Broadcasters both FCC Chairman Henry and Commissioner Cox said they would welcome court tests of the FCC's power. Here's a chance for those statements to be backed by action.



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"Tell the producer of those dental paste spots to be a little more careful where he leaves his pencils!"

**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



20

KPRC OF HOUSTON



*"Is he wise
who hopes
to attain
the ends
without
the means?"*

John Tillotson
(1630-1694)
Archbishop of Canterbury

Griffin-Leake thinks not.
That is why G-L stations are
asked to determine with great
accuracy the most effective
programming for their
respective markets . . . then
follow through to achieve it.

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

