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THEMATIC 3 FROM CRC*!

CAUTION
CRC thematic series build an image so strong that we are forced to DRASTICALLY limit sales in order to avoid an overlapping of image between markets. Rush YOUR request today!

BELL RINGER
You ain't heard nothin' like it—CRC's newest THEMATIC radio package with bright, crisp ID's echoing the 1/4 hour striking of London’s BIG BEN with modern jazz group instrumentation. NEWS, WEATHER, SPORTS, PUBLIC SERVICE—all in sparkling new wraps ready for the up-tempo operation. BELL RINGER buyers also receive six new jingles per month for an entire year!

SOUND OF GOOD MUSIC
Speaking of good music, wait 'til you hear 'This is the sound of wonderful music.' The orchestra is of small symphonic size using strings, woodwinds, harp and french horns coupled with dance band brass and rhythm section for zest and motion. The only THEMATIC package available for today's well-rounded station containing such a wide variety of easily identifiable promos.

CONTEMPORARY
You haven't seen anything like CRC's THEMATIC CONTEMPORARY PACKAGE—perfect for the good music broadcaster. Suave, discreet treatments cover a panoply of moods from lush strings to calypso rhythms. You also receive spot breakers and musical tags in a variety of styles and instrumentations, plus 6 completely new jingles per month for an entire year!

COMMERCIAL RECORDING CORPORATION
3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004 • CALL, WRITE OR WIRE DIRECT
Yes, adult audiences in the Baltimore metropolitan area have long been in love with WCBM adult-level programming.

They love WCBM's music—the kind of music that adults prefer.

They love WCBM's news—ALL the news—covered in depth—with an emphasis on local and state news—collected daily by WCBM's far-ranging legmen.

They love WCBM's special shows—"Dialing for Dollars", "Speak to Me" and others, plus CBS Network features.

They love the mature approach, the friendliness of WCBM's announcing staff.

This continuing love affair pays off at the cash register for advertisers!

Reach the adults—the mature buyers with money to spend—the DECISION MAKERS. Schedule WCBM Radio—Baltimore's perfect showcase for any product or service!
OUR 14th YEAR
provides continued opportunity
to program WGAL-TV in such
diversity and depth as to best
meet the widely divergent needs
and desires of the many communities
WGAL-TV is privileged to serve.
To this end we pledge the conscientious
use of Channel 8 facilities.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

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

BROADCASTING, March 26, 1962
Three-way race?

It may be pure hearsay but new name has cropped into speculation as possible successor to FCC Commissioner John S. Cross in event President Kennedy decides not to reappoint Arkansas incumbent for another seven-year term beginning June 30. Max D. Paglin, FCC general counsel and 19-year veteran with agency, is being mentioned. Herefore only other name heard Kenneth A. Cox, chief of Broadcast Bureau for past year and former special counsel of Senate Commerce Committee on communications matters.

Mr. Paglin, New York Democrat, was named general counsel last March at same time Mr. Cox, Seattle attorney, was appointed chief of Broadcast Bureau. Current word from White House is that appointment has not yet been formally considered although it is known that Arkansas delegation in Congress has strongly urged reappointment of Mr. Cross. Mr. Cox is reported as certain to get appointment in 1963 if he doesn't make it this year. Then term of veteran Commissioner T. A. M. Craven expires and he won't be eligible for reappointment since he will have passed retirement age of 70.

Research research

House Regulatory Agencies Subcommittee (formerly Oversight) will take its investigation of radio rating services to NAB convention next week. Subcommittee staffs Robert Richardson and Rex Sparger will be at convention headquarters to gain “further insight into ratings and their use” through talks with broadcasters. Once hearings are held, committee will seek to pinpoint secondary services which are said to give station subscribers results of surveys which were never made.

Radio woos dept. stores

New plan to expedite department store use of radio will be unveiled shortly by RAB. Department Store Radio Advertising Campaign (DSRAC) will replace its department store radio advertising seminars (DSRAS), four-hour presentations which were credited with bringing in more than 20 stores into radio on significant basis in 1961. Under DSRAC, RAB will take over from original presentation through store’s first six months on air, advising on budgeting, planning of merchandise, scheduling, measuring results, etc. Stations getting DSRBC business will be asked to contribute percentage to RAB to help pay costs, as has been done in tests in Los Angeles and Omaha. Size of percentage will depend on size of store and its radio budget.

Reason for change from DSRAS to DSRAC: many stores, even when sold on radio’s sales effectiveness, have no one to plan and execute campaign—often cannot rely on advice of local stations because stations themselves disagree on execution.

Deintermix mixup

Congressional-FCC moratorium on deintermixure, if all-channel bill becomes law (see page 52), has left related rulemakings in confusion. FCC has not said what it will do with rulemaking to delete vhf channels from eight cities—or drop in vhf’s in like number—during life of moratorium. Replies are now due June 22. FCC spokesman said agency undoubtedly will suspend replies if all-channel bill becomes law. Some at FCC feel it will move toward finalization of drop-ins during moratorium but others point out it could indirectly hurt uhf and remove area for “horse trading.” Some indecision surrounds proceeding to “foster” development of uhf but one course of action is positive—FCC will take definite steps to foster educational tv with more reservations, primarily in uhf band.

Plan that fizzled

Informal move to organize meeting of tv stations for review of whole music copyright situation during Chicago NAB session was dropped last week. Plan envisioned April 3 afternoon session outside Conrad Hilton Hotel since NAB convention exhibitors’ contracts specify there’ll be no meetings at all at that time, with delegations free to spend whole afternoon at equipment show. Hamilton Shen, all-industry tv music chairman, reports morning of April 3 tfv delegates on what has happened in ASCAP negotiations.

Affiliate compensation

Profit squeeze which has all three tv networks wondering how their affiliate-compensation plans might be adjusted to let stations share more of economic load (BROADCASTING, Dec. 11, 1961 et seq) is almost sure to get fresh attention at CBS-AM affiliates convention in May. Whether specific solution will be offered by network at that time is another question, however. Despite speculation to contrary, officials say they have no plan in mind now and no idea yet whether one will—or can—be developed for submission at May meeting. Annual sessions, usually scheduled about NAB convention time, are set this year for May 3-4 in New York (Waldorf-Astoria Hotel).

JFK’s news award

President Kennedy on Tuesday will formally accept—about six months late—Paul White Award of Radio-Television News Directors Assn. in recognition of his contributions to electronic journalism through “Great Debates” and his news conferences. Presentation will be made by William J. Small, news director of WHAS-AM-TV Louisville, as chairman of awards committee, at wind-up of two-day Foreign Policy Briefing Conference at State Department for all news media.

Conelrad substitute

With demise of Conelrad imminent but with new emergency system still in making, there’s strong feeling among some broadcasters that now is time for industry to help formulate new plan. Broadcasters will be asked to plan facilities at disposal of federal, state and local officials and feeling is they should be in on ground floor of planning. Although FCC already has advisory group, National Industry Advisory Committee, it’s heavily larded with engineers. What’s needed, it is argued, is for top industry management to be working with Pentagon policy group at beginning. Technically, chain of command runs from Pentagon to FCC to Broadcasters.

BCH breakthrough

Quiet that has blanketed spot clearing-house field since three firms announced their entry into it last fall is due to be broken during NAB convention. Broadcast Clearing House expects to be first to announce date for start of service and hopes at same time or a little later to announce some of clients it says it’s already signed. President John Palmer says BCH feels it should put service into operation without waiting for enough clients to make it profitable, so that stations, agencies and reps can evaluate service on basis of actual blueprints. Other services, which like BCH have been concentrating on presentations to prospects, are Broadcast Billing Co. and Central Media Bureau.

Published every Monday, 12th issue (Yearbook Number) published in September, by Broadcasting Publications Inc., 1755 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C. and additional offices.
Because each market is different, there's never a format formula for a Storer Station. As a result, Storer's WIBG has the largest audience of any Philadelphia radio station and leads in homes with above average income.* You can always count on a Storer Station to be your best buy in any of 9 key markets. IMPORTANT STATIONS IN IMPORTANT MARKETS.

Again the industry moves to the vast caverns of the Conrad Hilton Hotel for the April 1-4 convention in Chicago. A special convention section. See . . .

NAB PREVIEW . . . 75
ON TAP IN CHICAGO . . . 76
TECHNICAL PAPERS . . . 79
EXHIBITS . . . 92
REGISTRATION . . . 121
WHERE TO FIND IT . . . 125

The foreign market for TV films is lucrative but it has strange nuances. Now British and Canadian producers are trying pressure tactics to induce U. S. to buy a larger amount of their product. See lead story . . .

FOREIGN FILM PRESSURES . . . 31

The fate of Broadcast Music Inc., threatened by a court-proposed TV settlement with ASCAP, seems more secure after a hectic week of New York meetings. All Industry TV group rejects court's proposal. See . . .

BMI SACRIFICE REFUSED . . . 60

The Oliver Treyz regime at ABC-TV has been exciting. Last week he was removed from his presidential post for organizational reasons. Thomas W. Moore becomes vice president in charge of network. See . . .

TREYZ OUT, MOORE IN . . . 62

Five days and 100 witnesses later the FCC has a mass of testimony castigating network stations in Chicago for absentee landlordism. Special interest groups had their say and they said it with emphasis. See . . .

WHO RUNS CHICAGO TV? . . . 38

TV's stature, as measured by public response, is growing swiftly, according to Television Bureau of Advertising. It's moving just as swiftly as an advertising medium, special TV study by TVB discloses. See . . .

TV CONTINUES TO GROW . . . 34

Light is creeping into one of the really complicated TV markets of Syracuse where 10 applicants want the lone available VHF vacancy. Now nine of the 10 have agreed on an interim operating plan. See . . .

SYRACUSE MERGER PENDS . . . 54

Spring is here and fall is not far behind, as a look at the network autumn TV schedules will reveal. NBC and CBS are pretty well sold out but ABC-TV's schedule is shaping up at a slower pace. See . . .

NBC, CBS NEARLY ALL SOLD . . . 36

Once again the public's dependence on radio for news, entertainment and just plain friendship is shown by a scientific study, Psychological Corp. submits results of intensive research for WMCA New York. See . . .

THEY DEPEND ON RADIO . . . 68
Number One Constitution Plaza, the magnificent, twenty story Connecticut Bank and Trust Company Building, progresses toward a late 1962 completion in downtown Hartford’s dynamic area of urban renewal. Broadcast House, new home of WTIC TV-AM-FM and first building to be completed and occupied in Constitution Plaza, salutes its handsome neighbor, destined to be the tallest unit in the redevelopment area. Like Broadcast House, the Connecticut Bank and Trust Company Building is an important part of the urban rebirth of America’s insurance capital and a further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV’s clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM
Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

BROADCASTING, March 26, 1962
ASCAP members plan study of tv issue

Efforts to settle television stations' rate-making suit against ASCAP, which among broadcasters in past fortnight has become hottest issue in tv music-licensing history, are slated for evaluation from ASCAP point of view this week.

ASCAP announced Friday that its annual membership meeting would be held Thursday (March 29) and officials indicated report on developments in all-industry committee's suit would be presented by ASCAP management. Settlement proposal, under which tv stations would get 17% reduction in ASCAP music rates if broadcasters agree to give up their ownership of BMI (Broadcasting, March 12, et seq.), could also spark floor debate. Though many ASCAP members favor proposal, some others, notably among "smaller" members, reportedly oppose it on grounds it obviously would reduce their payments from ASCAP, and in some cases also on grounds that maintenance of healthy BMI competitor to ASCAP is good for smaller ASCAP members.

ASCAP sources Friday did not appear surprised by reports that all-industry committee had voted to reject settlement proposal in executive session the day before. These reports emerged from competent sources Thursday night and gained wider circulation Friday. But members of committee, headed by Hamilton Shea of WSVVA-TV Harrisonburg, Va., continued to insist they could not reveal decision until their "next step"—not identified—has been taken (see page 60).

Shea said last week's developments amounted to vote of confidence in committee's legal counsel. "The committee has not the slightest intention of changing counsel now or in the future," he said in answer to query about industry speculation as to committee plans.

ASCAP board of directors approved settlement plan two weeks ago on condition that broadcasters approve it, too. ASCAP's membership will be held at New York's Hotel Astor starting at 2:30 Thursday, according to President Stanley Adams.

Account switch criticized

Sen. Carl T. Curtis (R-Neb.) charged March 23 that advertising account of General Aniline & Film Corp. was switched to Lennen & Newell because K. Lemoyn Billings, vice president of L&N, is personal friend of President Kennedy. General Aniline is German firm that used up World War II as enemy party company and has been operated by U. S. Attorney General since. General Aniline spends $1.5 million annually in advertising, Sen. Curtis said, estimated fees to L&N at $225,000-$250,000.

Dodd delayed

Senate Juvenile Delinquency Subcommittee, headed by Sen. Thomas Dodd (D-Conn.), was reported ready to hold "final" hearing on its television inquiry Thursday (March 29). Late last week, however, prospective witnesses were notified hearing was postponed. No new date was set, but Sen. Dodd said he plans to hold session "within a couple of weeks." All three networks are expected to be represented at hearing by top officials.

Chicago tv quality high, says Sanabria

Quality of Chicago tv station programming surpasses fondest dreams of industry founders, FCC program hearing was told in Chicago Friday by Ulises A. Sanabria, inventor-manufacturer.

Fifth and final day of hearing (early story page 38), brought mixture of praise and criticism.

Mark Satter, Chicago attorney and civic leader, hit "double standards" of those who criticized tv stations at hearing, charging majority are "guilty of greater failure" in their efforts to serve needs of city. He described these efforts as "vast intellectual wasteland where would lecture tv stations without correcting their own shortcomings."

Mrs. Marion Larson, Pan American board of education, said tv has portrayed more sympathetic understanding of South American problems than other media. She criticized quality of show coverage of local Latin events, charging material is rewritten into commonly accepted stereotypes.

Lar Daly, splinter-party candidate, suggested all Chicago stations should get together to saturate air with special candidates' programs on election days as means of getting out vote. He said Chicago stations are doing good job scheduling local live programs in view of public apathy toward these shows.

FCC counsel clarified what file material it wants from ABC, CBS and NBC next month. FCC wants all memos concerning Chicago network outlets in 1958-59 and 1961-62 seasons which pertain to: time scheduling of local live programs; pre-emption or discontinuance of local live programs; rejection of requests or recommendations for local live programming; rejection of requests for network clearance; programming policies for each station and directives relative to network clearance.

AB-PT gross in 1961 rose to $363 million

AB-PT Inc. reported Friday (March 23) that its gross income in 1961 hit all-time high of $363.1 million or nearly $30 million more than previous year.

Net operating profit was $9.9 million ($2.31 per share) as against record level of $10.4 million ($2.46 per share) in 1960, and net profit was up from $11.8 million ($2.78 per share) to $15 million ($3.51 per share).

ABC Div., according to AB-PT President, Leonard H. Goldenson, had record income of $254,280,000, increase of $31.8 million. It's expected that ABC-TV National Sales, newly organized in year to represent owned tv stations, "will bring further benefits to the owned tv stations," AB-PT said.

Mr. Goldenson noted that ABC Div. is expected to do "somewhat better" in first quarter of 1962 compared to like period of 1961 despite costs of tv coverage of spaceman shot in February.

More CBS-TV shows reported sold out

CBS-TV is said to have achieved "sold-out" status on two more shows for next season, though network has yet to announce purchases.

Adviser is Pillsbury Mills, which reportedly has filled opening caused by Colgate-Palmolive withdrawal from alternate-week sponsorship in Ed Sullivan and also has purchased remaining alternate-week of The Nurses (see earlier story on next season buys, page 36).

Sellers rush to beat FCC's 3-year rule

About two dozen station sales were filed at FCC Friday before FCC rule requiring hearings on sales of properties held less than three years...
Guy della Cioppa, vp, programs - Holly-wood, CBS-TV Network, re-signs effective May 15 (Closed Circuit, March 19). With CBS for more than 20 years, Mr. della Cioppa has served in all aspects of broadcasting. As producer he received number of radio's outstanding citations, including the Peabody Award. Following service in World War II as tactical chief of Psychological Warfare Branch under William S. Paley, Mr. della Cioppa returned to CBS as assistant to board chairman and has been in Hollywood since 1949 in various creative and administrative posts. As vp in charge of CBS Radio Network, he was responsible for bringing to network such programs as Gunsmoke and December Bride. Later in his capacity as program vp at CBS-TV, Hollywood, Mr. della Cioppa actively supervised Playhouse 90 for which he received the Emmy Award in 1960 as executive producer of series. No future plans have been announced.

Thomas W. Moore, vp in charge of programming, ABC-TV replaces Oliver Treyz as head of ABC-TV Network (see story page 62). Julius Barnathan, president of ABC owned and operated tv stations, becomes ABC-TV vp and general manager, reporting to Mr. Moore. Mr. Treyz had been president for past three years and before that was vp in charge of network for about 14 months. Mr. Moore has been with ABC-TV since November 1957. Mr. Barnathan joined network in 1952.

Theodore F. Shaker, president, ABC-TV National Sales Inc., elected president of ABC's tv owned and operated stations division Friday (March 23). He succeeds Julius Barnathan (see above). Mr. Shaker joined ABC in June 1961 as vp and general manager of newly-formed ABC-TV National Sales Inc., which rep owned tv stations. He was elected president in July. He had been at CBS starting in December 1951 and was director of network program sales when he moved to ABC.


Warren Bahr and Joseph F. St. Georges named to new posts of senior media directors at Young & Rubicam, New York. Mr. St. Georges also was elected vp, title already held by Mr. Bahr. Mr. Bahr will have responsibility for development of creative media planning and for planning liaison between media and tv-radio departments. Mr. St. Georges will have responsibility for application of new research, accounting and computer techniques to media planning and buying and appointed as administrative officer of media department.


For other personnel changes of the week see FATES & FORTUNES

Kenyon Brown estate sued by Nafi outlets

Suit for over $600,000 has been filed against estate of late Kenyon Brown by KCOP (TV) Los Angeles, and KPTV (TV) Portland, Ore., owned by Nafi Corp., of which Mr. Brown was broadcast division president before his death last year.

Los Angeles station asks $621,346 and KPTV $5,042, charging that from 1957 to 1960 while Mr. Brown was under-contract of $50,000 annually plus percentage of profits he used station money for personal expenditures and that he "secretly" owned companies that did business with stations and charged them inflated prices for goods and services.

Suit was filed in Los Angeles Superior Court after estate refused to acknowledge earlier claims, and is directed against Mrs. Ruth E. Brown.

Pre-sunrise stations set 'emergency' meet

Emergency meeting of Pre-Sunrise Broadcasters Committee has been scheduled Sunday, April 1 in Upper Tower of Conrad Hilton Hotel, Chicago, on first day of NAB convention. Committee chairman Sherwood J. Tarlow, WHIL Medford, Mass., said meeting will be organizational and will indoctrinate pre-sunrise broadcasters on proposed FCC rulemaking to prohibit stations from starting before sunrise.

However, FCC Chairman Minow has meanwhile expressed sympathy with daytimers (see page 30). Legal, technical and congressional representatives and 24 new regional chairmen will attend. Mr. Tarlow said meeting is open to all class III and certain class II stations to be affected by rulemaking. More than 1,000 delegates are expected, he said.

Duke cancels 'Biography'

Scheduled telecast of life of Duke and Duchess of Windsor on WNBC-TV New York was canceled Friday (March 23) after Duke protested half-hour program invaded his privacy. Windsor episode was part of regular Biography series produced by David Wolper, distributed by Official Films Inc., and sponsored by WNBC-TV each Friday by Chemical Bank New York Trust Co.

General Cigar buys football

General Cigar Co., New York, has purchased one-quarter sponsorship for two years in CBS-TV's NCAA football package. Contract calls for two-year sponsorship at $2 million a quarter per season. CBS is completing negotiations with two other advertisers for quarter sponsorships in schedule.
begins behind the screen

Combine the challenge of the theatre, the movies, a newspaper, a circus and the Roman Forum. Select from the varied menus of three networks; add extensive local programming and remote activities; balance your program fare to please most of the people most of the time; keep the advertisers and the agencies happy, too. Meet these essentials and you have a successful TV station.

That reflects the job of alert management... like the people who direct WIBW-TV. We want you to meet Thad, Bob, Rush and Paul.

First names, to be sure, and no high hats.

This is the management group that directs our planning and programming—that has made WIBW-TV the "eyes and ears of Kansas".

Thad M. Sandstrom
Gen. Mgr., WIBW Radio & TV
President of the Kansas Assn. of Broadcasters; member of the Board, Topeka Chamber of Commerce, head of the WIBW-TV management group that has won many awards for news coverage and public service. A firm believer in voluntary compliance with codes of ethics and good taste.

Bob Kearns
General Sales Manager
Received the AFA and Printers' Ink Advertising Men of the Year Award for 1962 from the Professional Advertising Club of Topeka. The awards he values most are continuing contracts from advertisers. Twenty of the largest have averaged thirteen consecutive years on the station. Also busy in community activities.

Rush Evans
Program Manager
Behind the screen and on it, too. Recognized as an outstanding air personality and community leader. Radio and TV instructor at Washburn University.

Paul Winders
Technical Manager
Head of the "magic" department that turns your ideas into electrons. The high percentage of local programing and remote activities makes Paul's assignment one of the most demanding technical positions in the nation.

WIBW
TOPEKA, KANSAS
Channel 13 • CBS • NBC • ABC

Division of Stauffer Publications

*Our apologies and compliments to the coiner of this phrase which so aptly describes our operation.
One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.
A SELF-PROPELLED COMIC / A SOLID GOLD WESTERN AND JFK

LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD
DATEBOOK

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

*Indicates first or revised listing.

**MARCH**


March 26-28—Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.


March 29—Publicity Club of Los Angeles. Eighth annual publicity clinic at Hotel Ambassador, that city. All-day program includes morning workshop on “The Changing Media”: luncheon address by Bill Widder, pr head of Scandinavian Airlines System; afternoon seminar “The Next Ten Years.” Clinic theme is “The New Age of Publicity.”

March 29-30—NAEB Region III meeting. Bali State Teachers College, Murdock, Ind.

March 30-31—Advertising Federation of America, sixth district meeting. Detroit.

*March 31-April 1—Assn. for Professional Broadcating Education annual meeting. Conrad Hilton Hotel, Chicago.

March 31-April 1—National Assn. of Fm Broadcasters. Program and business meeting March 31; joint NAB-NAFMB “Fm Day” April 1. Conrad Hilton Hotel, Chicago.

March 31-April 2—Assn. of Maximum Service Telecasters, annual membership convention and board of directors meetings. Technical committee meeting. 3:30 p.m. Blackstone Hotel, March 31: first meeting of directors will be held at the Blackstone Hotel at 4:30 p.m. Annual membership meeting April 1, Beverly Room, Conrad Hilton Hotel.

9:30 a.m., board of directors meeting, Bel Air Room, Conrad Hilton Hotel, 12:30 p.m. Meetings will be in Chicago.

**APRIL**

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel, Chicago. For full schedule of events see page 76.

*April 4 — Western States Advertising Agencies Assn. dinner meeting at Nikkebok Restaurant, Los Angeles. Fletcher D. Richards, chairman of executive committee.

Fletcher Richards, Calkins & Holden, will be guest speaker.

April 4-6—Assn. of National Advertisers, West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

April 4-8—American Institute of Electrical Engineers’ southern district meeting. Hotel Peabody, Memphis, Tenn.


April 7—Intercollegiate Broadcating System, annual convention. Yale U., New Haven, Conn.

April 7-8—National Society of Art Directors annual meeting.


April 9—Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony at Civic Auditorium, Santa Monica, Calif.


April 11-12—Institute of Radio Engineers Radio & Television Assn., spring meeting. WNE-D-TV, Hotel Lafayette, Buffalo.

April 11-13—Institute of Radio Engineers southwest conference and electronics show. Houston, Tex.


*April 13—Arizona Broadcasters Assn. annual spring meeting. Speakers include Sol Taishoff, editor and publisher of Broadcasters, and Douglas A. Anello, NAB general counsel. HiWay House Hotel, Tucson.

April 13-14—Sigma Delta Chi Region 3 convention. Biltmore Hotel, Atlanta, Ga.

*April 14—Deadline for EMMY Awards nominations.

*April 14—American Humane Assn. will present its “Patsby” awards, animal counterpart of the tv “Emmy,” for best animal tv performances of 1961, in ceremonies starting at 9 a.m. at Hollywood’s RKO Pantages Theatre.

April 16—Deadline for comments on FCC proposal to charge licensing fees for applications for new stations, renewal applications, transfers of control or major facility changes, and other nonbroadcast licenses.

April 16-18—National Educational Television & Radio Center, spring affiliates’ meeting. Denver Hilton Hotel, Denver, Colo.

*April 19-20—Atlanta Advertising Club 12th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: “How to Succeed in Advertising by Really Trying.” Dinkler Plaza Hotel, Atlanta, Ga.

April 21—UPI Broadcasters Assn. of Connecticut, annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.

*April 23—Associated Press, annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-May 5—Second International Telecvision Festival, Montreux, Switzerland.

*April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford

**TVB sales clinics**

May 2—Bond Hotel, Hartford

May 8—Sheraton-Jefferson, St. Louis

May 10—Motel, Tulsa

May 15—Sheraton-Dallas, Dallas

May 15—Sheraton-Dallas, Dallas

May 17—Roosevelt, New Orleans

May 17—Sheraton-Gilbert, Cincinnati

May 29—Hillbrowo, Tampa

May 31—Dinkler Plaza, Atlanta

June 5—Statler Hilton, Buffalo

June 5—Sheraton-Belvedere, Baltimore

June 7—Sheraton-Cleveland, Cleve-

land

June 7—John Marshall, Richmond

June 19—Tropicana Motel, Fresno

June 21—Denson, Portland, Ore.

June 22—Vancouver, Vancouver

June 26—Writers’ Manor, Denver

June 28—Sheraton-Fontenelle, Omaha
Telephone Teaching for Shut-ins
How a Bell System service helps hundreds of students go to school from home or hospital

The days don't have to drag when you're young and confined by illness or accident. Not with School-to-Home Telephone Service. It brings lessons, classmates and school activities almost as close as before—and promotes recovery.

A portable speaker-microphone in the classroom carries every word over telephone lines to a similar unit beside the student's bed. The child can hear and be heard, recite and discuss, just as if present in person.

Whether a youngster is shut in for a few months or for years, scholastic progress need not suffer. Such students not only keep up with their classes but are often stimulated to do still better work and achieve honor rankings.

A few facts for parents

Some 5000 School-to-Home telephone systems are now operating in the U.S. But there are an estimated 125,000 potential users! If local educators approve—and if your child can read, hear, hold a pencil and press a switch, he can probably benefit by this service.

School authorities usually underwrite all or part of the modest cost and arrange for supplementary visits by home teachers. School-to-Home systems are installed and serviced by Bell Telephone specialists. This is another example of our constant effort to bring you the most complete and the finest telephone service in the world.
Pennies make you

RADIO CONCEPTS, INCORPORATED
236 West 55th Street, New York 19, N. Y. Plaza 7-5300

See us at the N.A.B. Convention
RCI Hospitality Suite No. 1135A, Conrad Hilton Hotel
dollars with R.C.I.

**total scope features**

★ RCI HELPS YOU CRACK KEY ACCOUNTS WITH A NOVEL RADIO CONCEPT TO BUILD LOCAL SALES AND PRESTIGE IN YOUR MARKET.

★ Total-Scope Features are designed to sell the hard-to-get advertiser, without slowing the tempo and pace of your station's programming.

★ Now you will be able to sell women's fashion shops, department stores, automotive services, sporting goods stores, product accounts, air and travel accounts, and literally dozens of other categories, at a cost to you of actually pennies. The new RCI Total Scope Radio Concept does not cost -- it pays! Your salesman plus RCI Total Scope Features make contacts become contracts!

★ These strong, audience-building 45-second programettes put scope in your programming and dollars in your bank.

★ For the most exciting money-making presentation in radio history, inquire about an exclusive on RCI Total Scope Features for your station now. Write, wire or phone immediately.

**Our Product is a Signed Contract**

Associate Member of N.A.B.
facts you should know about
WTVY
DOTHAN, ALA.

TOWER:
WTVY's new tower is the tallest in Alabama...it stands 1209 feet above the ground; 1549 feet above sea level.

POWER:
Operating on Channel 4 with 100,000 watts, WTVY serves approximately 200,000 television homes.

COVERAGE:
In WTVY's coverage area there is a population of 1,062,100 with 261,700 total homes in the area. Our signal covers 48 counties—25 in Georgia, 13 in Alabama and 10 in Florida. Retail sales in 1959 for WTVY viewers totaled $824,295,000.

SCHEDULE:
WTVY carries the best of CBS and ABC programming, plus many popular local features.

WTVY
DOTHAN, ALA.
Call: THE MEEKER CO., National Reps; SOUTHEASTERN REPRESENTATIVES, Southern Reps; or F. E. BUSBY at SY 2-3195.

chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.
April 27-28—Oregon Broadcasting Conference, Village Green, Cottage Grove.
April 27-28—Mississippi Broadcasters Assn., annual convention, Broadwater Beach Hotel, Biloxi, Miss.
April 27-29—National Academy of Television Arts & Sciences, trustees meeting, Seattle, Wash.
April 27-29—Sigma Delta Chi Region 8 convention, Pioneer Hotel, Lubbock, Tex.
April 28-29—Sigma Delta Chi Region 10 convention, U. of Washington, Seattle.
April 28-29—Sigma Delta Chi Region 5 convention, Morrison Hotel, Chicago.
April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1016 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.
April 29-May 4—Society of Motion Picture & TV Engineers, 56th convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.
Television, board of directors meeting, Sheraton-Chicago Hotel, Chicago.
April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY
May 2-3—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.
May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.
May 4—Annual awards dinner, Radio-TV Workshop, Indiana U. Speaker will be Sol Taishoff, editor and publisher of Broadcast. Among awards will be two scholarships donated by Sarkes Tarzian Inc.
May 5—Sigma Delta Chi Region 11 convention, Montgomery Hotel, San Jose, Calif.
May 5—Sigma Delta Chi Region 9 convention, La Court Hotel, Grand Junction, Colo.
May 5—Sigma Delta Chi Region 2 convention, Chamberlin Hotel, Old Point Comfort, Va.
May 9-11—Public Utilities Advertising Assn., 46th conference. Queen Elizabeth Hotel, Montreal.
May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.
May 10—Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.
May 10-12—Advertising Federation of America, fourth district meeting. Jackson- ville, Fla.
May 11-12—Sigma Delta Chi Region 1 convention. Columbia U. New York.
May 12—UPI Broadcasters of Illinois, spring meeting, Innman Hotel, Champaign.

May 12—Sigma Delta Chi Region 4 convention, National awards banquet on agenda. Stater Hilton Hotel, Detroit, Mich.
May 15—Comments due in FCC rulemaking (Docket 1419) affecting the presurre operation of daytime only stations. (Rescheduled from Feb. 8)
May 15-17—Annual Medical-Dental-TV Workshop, sponsored by the National Naval Medical Center, National Naval Medical Center, Bethesda, Md.
May 21—Southern California Broadcasters Assn. annual meeting. Golfing, golf and dinner, at Lakeside Golf Club, Burbank.
May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.
May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

JUNE
June 2-3—Oklahoma AP Radio-TV Assn., Tulsa.
June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ont., Canada.
June 14-15—Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.
June 20-23—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.
June 23—24—New deadline for reply comments on FCC proposals to foster uhf, delete single vhf channels from eight markets (de-intermixture) and drop in vhf channels in eight other markets.
June 23-28—Advertising Federation of America, 56th national convention. In conjunction with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-Up." Denver-Hilton Hotel, Denver.
June 23—Advertising Federation of America, ninth district meeting. Denver.

BROADCASTING, March 26, 1962
March 26, 1962

My dear Senator,

Let me express my appreciation to you for helping us introduce our Radio Moscow project.

It has been said that in the Pacific, off Vancouver Island, there is a stretch of water known as the "zone of silence". For the seas here are acoustically dead. No bell or siren can warn ships of dangerous reefs ahead and the floor of this sea is the wreckage of many ships.

I write this letter because so often it has seemed to me that our radio stations have sailed into this "zone of silence" -- so often been "acoustically dead". But then, once in a while, you walk into your newsroom and hear the news machines running, talking to you continually, and you are reminded of the high drama and adventure that radio can be.

The following pages relate our experience with a project that is probably as old as radio itself. Yet it served to remind us of what we might do in our better moments. It reminded us that radio, with one foot in Novaya Zemlya and the other in Johannesburg, still stands like a colossus astride all the other mass communications of man.

Sincerely,

Gordon McLendon

The Honorable
Clinton P. Anderson
United States Senate
Senate Office Building
Washington, D.C.
But there are still people alive today to read, see, feel and hear. To protect themselves, they must know the facts. To that end, McLendon radio stations across the nation recently abandoned regular news programming for one week to carry instead each hour the news in English direct from Radio Moscow. Thus, Americans from California to New York were able to hear Soviet propaganda exactly as it is broadcast to all of the English-speaking world.

Not only are these Americans now better informed but ancillary results were achieved of vital international importance. In the pages of the Paris edition of The New York Herald Tribune, the Berliner Zeitung, Stockholm's Aftonbladet, the Rome Daily American, Paris' Ce Soir, Europeans greeted with near incredulity this indisputable proof of the absolute freedom of American communications. Throughout Europe, the news that a major American radio chain dared and was free to air the actual propaganda of an enemy nation won for the United States an important psychological victory in the cold war.

The McLendon Stations

KLIF/Dallas
KABL/San Francisco
WYSL/Buffalo
KILT/Houston
KTSA/San Antonio
KEEL/Shreveport
dollars with R.C.I total scope features

★ RCI HELPS YOU CRACK KEY ACCOUNTS WITH A NOVEL RADIO CONCEPT TO BUILD LOCAL SALES AND PRESTIGE IN YOUR MARKET.

★ Total-Scope Features are designed to sell the hard-to-get advertiser, without slowing the tempo and pace of your station's programming.

★ Now you will be able to sell women's fashion shops, department stores, automotive services, sporting goods stores, product accounts, air and travel accounts, and literally dozens of other categories, at a cost to you of actually pennies. The new RCI Total Scope Radio Concept does not cost - - - it pays! Your salesman plus RCI Total Scope Features make contacts become contracts!

Our Product is a Signed Contract

★ These strong, audience-building 45-second programettes put scope in your programming and dollars in your bank.

★ For the most exciting money-making presentation in radio history, inquire about an exclusive on RCI Total Scope Features for your station now. Write, wire or phone immediately.

Associate Member of N.A.B.
facts you should know about WTVY

DOTHAN, ALA.

TOWER:

WTVY's new tower is the tallest in Alabama...it stands 1209 feet above the ground; 1549 feet above sea level.

POWER:

Operating on Channel 4 with 100,000 watts WTVY serves approximately 200,000 television homes.

COVERAGE:

In WTVY's coverage area there is a population of 1,062,100 with 261,700 total homes in the area. Our signal covers 48 counties—25 in Georgia, 13 in Alabama and 10 in Florida. Retail sales in 1959 for WTVY viewers totaled $824,295,000.

SCHEDULE:

WTVY carries the best of CBS and ABC programming, plus many popular local features.

WTVY

DOTHAN, ALA.

Call: THE MEEKER CO., National Reps; SOUTHEASTERN REPRESENTATIVES, Southern Reps; or F. E. BUSBY at SY 2-3195.

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*May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.

May 3-6—American Women In Radio & TV, national convention. Sheraton-Chicago Hotel, Chicago.

*May 4—Annual awards dinner. Radio-TV Dep't, Indiana U. Speaker will be Sol Taishoff, editor and publisher of Broadcast. Among awards will be two scholarships donated by Sarkes Tarzian Inc.


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May 10—Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-13—U. of Wisconsin Journalism Institutes, Wisconsin Center, Madison.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

*May 11-12—Sigma Delta Chi Region 1 convention. Columbus U. New York.


May 13—UPI Broadcasters of Tiltons, spring meeting. Inman Hotel, Champaign.


May 15—Comments due in FCC rulemaking (Docket 14419) affecting the pre sunrise operation of daytime only stations. (Re-scheduled from Feb. 8)


May 16-17—Annual Medical-Dental TV Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.


*May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference, Conrad Hilton Hotel, Chicago.


May 23-25—Electronic Industries Assn., 30th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.

*May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

JUNE


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*June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.

June 14-15—Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.


June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.


*June 22—New deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (de-intermixure) and drop in vhf channels in eight other markets.

June 23-26—Advertising Federation of America, 55th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver Hilton Hotel, Denver.

June 25—Advertising Federation of America, ninth district meeting. Denver.

BUT THERE IS NO ZONE OF SILENCE FOR RADIO

...UNLESS WE MAKE IT SO
The city was completely still. We searched for four hours but found only one body, huddled grotesquely on a side street. It seemed that most of the people must have gone to the country to die. In fact, the most remarkable things about the city were the strange gray mist, lethal with radioactivity, and the fact that there was nobody alive at all . . . .
Tv spot sales efforts

EDITOR: . . . I find I am able to catch up on the news of our industry because of the excellent make-up of Broadcasting, and a thank you note is in order.

Your editorial on television spot [EDITORIALS, March 12] was . . . important to me. . . . Your closing line, "High sales levels can be maintained, but only if high levels of sales efforts are maintained first," was most helpful.

TvB believes in spending its time selling the advertiser—and not its membership—on our efforts. — Norman E. Cash, president, Television Bureau of Advertising, New York.

Factual account

EDITOR: . . . I thought your story [LEAD STORY, March 12] was the most factual of those published.—Herman Finkelstein, counsel, ASCAP, New York.

Uhf in South Bend

EDITOR: . . . a fine factual article showing how uhf can work [SPECIAL REPORT, March 12]. I have observed many times the growing acceptance of uhf by the people in the South Bend area. High towers and bedspring arrays were once seen on homes and buildings in the area. Now few are left. A more common sight is a corner reflector and bowtie or no outside antenna at all.—William A. Tynan, president-manager, WHFS (FM) Bethesda, Md.

EDITOR: Congratulations on the excellent article on uhf in Northern Indiana. We have ordered reprints.—Paul C. Brines, vice president-general manager, WSJV-TV South Bend-Elkhart, Ind.

EDITOR: I think all of the television industry will benefit ultimately from your searching analysis of the true facts of uhf life. Please quote us a price on reprints.—Tom Hamilton, general manager, WNDU-AM-TV South Bend, Ind.

[Reprints of the South Bend-Elkhart special report on uhf are available for 20 cents each.]

Not so complete

EDITOR: In . . . your complete and interesting coverage of the ASCAP question [LEAD STORY, March 19] the names of the members of the All-Industry Television Station Music License Committee are listed and mine is omitted. The purpose of this letter is to tell you that I am a member, I have attended several meetings, and have been active in this work. . . .—Campbell Arnoux, board chairman, W TAR-AM-TV Norfolk, Va.

[Mr. Arnoux' name was omitted inadvertently from the all-industry committee listing.]

Not philanthropists

EDITOR: ASCAP is not a philanthropic organization. Should the present broadcasters fall for this ASCAP-estimated 16% reduction deal for dumping BMI I feel that, in their stupidity, they'll lose their shirts, pants, etc. . . .

I personally endured the condition existing so long as they had a monopoly; these conditions ceased only when their monopoly was broken. To voluntarily create another monopoly. . . seems to be incredible folly.—Gene O’Fallon, Gene O’Fallon & Sons, representing Boothe Leasing Corp., Denver.

Double error

EDITOR: In the article, "What set off the double-billing blast?" [GOVERNMENT, March 19], there are references to ANA which I want to . . . clarify.

Your article states: "The prestige of

“Don’t do it,” they said . . .

“Don’t start a new representative now. Timing’s not right and business too tough. The big representatives are invading markets they formerly wouldn’t touch.”

But we don’t agree and we started our own shop . . .

Mort Bassett & Company
Representing Superior Radio & Television Stations
16 EAST 42nd STREET NEW YORK 17, N. Y. PHONE TN 7-5180

AND HAVE BEEN APPOINTED SPECIAL REPRESENTATIVE OF WVNJ
NEWARK, NEW JERSEY
Great Albums of Music
RADIO STATION OF THE NEWARK NEWS

NAB CONVENTION CHICAGO
The Racquet Club
1363 N. Dearborn
Superior 7-3200

OPEN MIKE ®
Radio and TV is so low among co-op advertisers that many specifically exclude them from their plans," a 1959 ANA report states." Actually, this quotation is taken from a talk by Mr. Edward C. Crimmins of the Advertising Checking Bureau, entitled "New Techniques for More Effective Administration of Cooperative Advertising," presented at the ANA Cooperative Advertising Workshop Jan. 29, 1959. Though this talk was made at an ANA workshop, the views reflected in it are the views of Mr. Crimmins and do not necessarily represent those of ANA.

Another statement in your article says: "The ANA, on the other hand, maintains that double billing by radio and TV stations is more widespread than by daily newspapers." This is a statement which, to the best of my knowledge, was not made by a representative of ANA, since we do not have any basis for knowing the extent, if any, to which double billing does exist in any medium. —William D. Kistler, vice president, ANA, New York.

The wrong agency?

EDITOR: Really now, who's kidding who? Complaints about "double billing" coming from newspaper associations is without a doubt the laugh of the century [At Deadline, March 12].

Every broadcaster knows his local merchant was educated in the practices of double billing by the local newspaper long before radio came along.

We all agree the practice should cease... but let's make sure the FTC has a hand in it—not the FCC. The FTC can exert the same pressure on newspapers and radio, but the FCC can't. What's the use of putting a stop to it in the radio industry if the papers go on and on and on! —Ted A. Smith, vice president and general manager, KUMA Pendleton, Ore.

Radio recognition

EDITOR: [During the storms] on the Eastern seaboard, it was common practice for radio station operators to work around the clock to keep the stations on the air and not unusual for them to risk life and limb to serve the public. The floods in the Ohio Valley the week before the storms and the devotion to the industry by the radio people then are other examples.

Are these heroic efforts so commonplace that they should be passed almost unmentioned in the daily press and in Broadcasting, too? This failure of recognition is particularly regrettable at a time when so many people have sought to condemn the industry and to paint it in a bad light for the public.—Harry J. Daly, Daly & Ehrig, attorneys and counselors at law, Washington.

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Vice President ............ Maury Long
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Secretary ...................... H. H. Tarkay
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BROADCASTING

The Businessweekly of Television and Radio

Executive and publication headquarters: Broadcasting-Telecasting Bldg., 750 15th St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1023

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*Reg. U. S. Patent Office

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BROADCASTING, March 26, 1962
VOL. 3—"FILMS OF THE 50's"—NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS
KIRK DOUGLAS  DORIS DAY  LAUREN BACALL

SEVEN ARTS "FILMS OF THE 50's"—MONEY MAKERS OF THE 60's

YOUNG MAN WITH A HORN!
Johnny Green's
"WORLD OF MUSIC"

**The Star** — JOHNNY GREEN — brilliant composer, conductor and commentator. Eleven time Academy Award Nominee — three time OSCAR WINNER. Conductor of the PROMENADE CONCERTS of the LOS ANGELES PHILHARMONIC ORCHESTRA. Composer of half a dozen of the all-time great "standards" in the field of popular music, including "BODY AND SOUL," "OUT OF NOWHERE" and "I COVER THE WATERFRONT."

**The Program** — ONE FULL HOUR — five times a week from Johnny Green's home — from concert halls — recording studios — motion picture sound stages — an exciting world of music with sparkling commentary and discussion.

**The Concept** — The NEW SOUND OF PROGRAMATIC is designed to give your station an audience-building, sponsor-attracting individuality. Now in syndication on an exclusive, one-to-a-market basis, these new Programatic features allow you to offer a full range of entertainment available nowhere else.

**GREAT NAMES IN THE WORLDS OF ENTERTAINMENT, MUSIC, LITERATURE AND THE ARTS**

**Guests**

Cyd Charisse
Maurice Chevalier
Van Cliburn
Nat "King" Cole
Norman Corwin
Mary Costa
Bill Dana
Valentine Davies
Donna Day
Ernest Debs
Dr. Walter Ductoux
Elaine Dunn
Leonard Feather
Ferrante & Teicher
Jose Ferrer
Sylvia Fine
Lukas Foss
Betty Furness
Errol Garner
Ernest Gold
Albert Goldberg
Morton Gould

Jose Greco
George G Geeley
Bonnie Green
Chris Green
Kathe Green
Patterson Greene
Dick Gregory
Howard Hanson
Roy Harris
いただける
Skitch Henderson
Lois Hunt
Byron Janis
Shirley Jones
Spike Jones
Bromlau Kaper
Raymond Kendall
George Kuyper
Dorothy Kirsten
Bill Lee
Eric Leinsdorf
Edwin Lester

Richard Lewine
Henry Mancini
Marcel Marceau
Tony Martin
Zubin Mehta
Johnny Mercer
Dina Merrill
Robert Merrill
Howard Mitchell
Peter Nero
Marni Nixon
Patti Page
Leonard Pennario
Gregor Piatigorsky
Walter Piston
Otto Preminger
Andre & Dory Previn
Vincent Price
William Primrose
David Rakskin
Nelson Riddle
Jerome Robbins
Edward G. Robinson
Miklos Rozsa
Artur Rubinstein
Harry Ruby
Dore Schary
George Sidney
Barbara Green Snyder
Denton M. Snyder
Je Stafford
William Steinberg
Isaac Stern
David Susskind
Danny Thomas
Roger Wagner
Franz Waxman
Paul Werth
Paul Weston
Whitemore & Lowe
Earl Wrightson

...and many others of equal caliber.
O-VATION Music — sparkling new tunes plus personalized new format represents the finest automated radio service available. Geared to today’s mature audiences and to FM programming needs, each 8-hour O-VATION Music tape plays exciting new instrumental and vocal arrangements drawn from the world’s great talent. It’s the economical way for a broadcaster to separate FM from AM programming. Played on the superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

Equally important is O-VATION Music’s flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs. Only Programatic equipment is specially designed to play O-VATION Music to maximum advantage. Programatic starts and stops O-VATION Music tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times you select. From the small local broadcaster to big city giants, FM or AM, this means great savings in manpower and operating costs. O-VATION Music is available to only one station per market. Make it yours and open new horizons of audience potential and profit potential. For complete details and audition tapes, send in this coupon now.

SEE PROGRAMATIC IN ACTION! VISIT THE PROGRAMATIC EXHIBIT AT BOOTH 8 E, N.A.B. CONVENTION. FOR RELAXATION AND A CHANCE TO GET TOGETHER, DROP IN TO PROGRAMATIC, SUITE 605 AT THE CONRAD HILTON

Programatic Broadcasting Service
Exclusive Sales Representative
Dept. G
229 Park Avenue South, New York 3, N.Y.

I am interested in the Johnny Green program and other Programatic exclusives for my market. Send me full details.

NAME

STATION

ADDRESS

CITY _______ ZONE _______ STATE _______
One of the more encouraging signs of creativity to be noted in an oftentimes drab marketing scene is the emphasis which has been put on product and package innovation during recent years.

Consider the revolutionary growth of the aerosol can, which was first used during World War II to spray insecticides. Today, many of our most universally used food, drug and cosmetic products are packaged in an aerosol can.

Alcoa is market-testing a new aluminum orange juice can with tabbed tops that peel away with a twist of the thumb. What this will do to the mushrooming market for electric can openers is anybody's guess, but you can be sure that the housewife will love it.

Is there a fly in this creative pudding? Are many of the so-called innovations of product and package nothing more than frivolous gadgets? Do many of today's "convenience" products put an exorbitantly high premium on their convenience?

Even if you don't care about price tags, you're apt to be disappointed in the quality of many of the things you buy today ... and not just in convenience products, but in many of the old standbys. Some of America's most familiar and highly-respected products aren't the same as they used to be. The quality just isn't there.

What has brought about this loss of integrity in the market place? What has caused some of America's most respected brands to sell out their reputation? The answer is to be found in the lack of individual responsibility which is part-and-parcel of bigness in business.

Who, Me? The larger the organization, the greater the reluctance of the average individual to "stick out his neck," to accept responsibility for the integrity of his company's creative thinking in either product or marketing. In this climate, where action is the product of committees, rather than individuals, integrity becomes as flexible as a rubber band.

The discouraging lack of integrity which prevails in the market place wears many faces. It's to be seen not only in inferior product quality, unrealistic pricing and misleading packaging and advertising but, equally significant, in an over-all mediocrity in the marketing process.

Mediocrity is conformity, and conformity is waste ... waste manifest in the tiresome "sameness" of so much of today's advertising ... the near-universal use by manufacturers of off-label deals and similar price incentives to lure consumers to a momentary tolerance of their products ... the greed of retailers who chisel money from spineless manufacturers to pay the cost of their own painfully apparent contributions to marketing mediocrity.

Marketing is big business, and the biggest single ingredient in the marketing mix is advertising. Yet in no other field of business is conformity more worshipped and waste more rampant.

Committee Thinking As the big get bigger in advertising, more and more reliance is put on machines rather than human brains, on techniques rather than ideas. Judgments reflect the gutless "compromise" thinking of committees rather than the imaginative thinking of dedicated individuals.

Machines and committees have a habit of turning out "look alike" advertising.

In an era of marketing in which brands must compete without benefit of substantial product advantage, the future of any brand is in jeopardy when its marketing is imitative. Brand security lies in brand individuality. A "me, too" philosophy in advertising can lead only to mediocrity and eventual brand oblivion.

Too many advertising agencies, particularly the larger ones, find it expedient to prepare advertising on the basis of "what the client will buy" rather than "what the client needs."

Likewise, too many agencies attempt to be all things to all advertisers. And, interestingly enough, many sophisticated advertisers buy this incongruous philosophy.

The truth is that for an advertising agency to be effective in today's marketing climate, it must specialize to the same extent that the successful marketer specializes.

Unsupple As the weed destroys the grass, so does unimaginative "committee" thinking destroy the creative agency service. Thus it is that many agencies which boast a large creative staff fail to provide a truly creative marketing service.

Advertising is made to sell, not to merely entertain. This sometimes is a difficult thing for the advertiser to grasp, and for the agency to remember, but it remains a basic truth. Yet many advertisers and agencies apparently believe that "getting attention" is all that is required of creative advertising. They fail to recognize that an unbelievable premise results in an equally unbelievable conclusion. For example, how many men shave while underwater or parachuting out of an airplane, or how many suddenly get enthusiastic over a shaving cream while riding on a fire truck? And how many families arise simultaneously in the morning to brush their teeth in happy unison in an overcrowded bathroom? No matter how exciting these situations may be to the boys in the ivory towers, few people can project themselves into such a "make-believe" world.

There is a great deal of misdirection in advertising, a great deal of senseless waste ... and much of this waste, unfortunately, is not without design. It carries the brand of the conformist, the curse of a lost integrity.

I suggest that it's time, past time, for each of us engaged in the business of advertising to re-evaluate ourselves and our objectives ... to cast aside what we know is wrong and to have the courage to fight for what is right ... to reject mediocrity for the challenge of excellence ... to reclaim, if you please, our lost integrity. It has a value far in excess of the material comforts for which we have traded it.
WCKY, Cincinnati's powerful 50,000 watt radio station, covering 615 counties in 16 Mid-America states* is proud to announce the appointment of H-R Representatives, Inc. exclusive representatives, effective immediately.
The show begins here.

It's a big show. Cast of thousands:
The 36th Infantry.
You start at Salerno. And move with them all the bloody way to Rome.
And along those man-killing miles, the Texas Division—already famous as a fighting machine—takes its hold on immortality.

_Battle Zone_, on ABC-TV, is their epic story.
Not just the documentation. Not just the actual award-winning World War II film footage. Not just the authentic technical advice supplied by Army men. Not just the wealth of location shots.
But the drama. The human drama of diverse men making, for a brief and uncommon time, common cause. Knowing common glory. Sharing common grief.
Many a man in the television audience lived through the events recorded so vividly in _Battle Zone_.
Or fought similar battles.
For them, for their families, for the millions at home who followed their exploits, for the millions more who shall forever honor them, _Battle Zone_ re-creates this shining hour in history.

*War correspondent Conley (Robert McQueeney) fights the good fight with a potent weapon—his typewriter.*

*Captain Benedict (William Reynolds) is a hard man with a hard job. A combination that wins battles.*

*Ernie (ex-boxer Roland La Starza) would be just as willing to fight, it with his fists.*

*Pvt. D’Angelo (Eddie Fontaine) is handsome and speaks the language. A combination that wins dames.*

COMING ON ABC TELEVISION: BATTLE ZONE
CAN FOREIGN FILM CRACK MARKET?

British, Canadian producers put screws on U.S. programmers to buy so that their countries will use more American film

Foreign producers and distributors jockeying for a bigger share of the world tv film market are creating concern among U.S. television interests through "pressure" tactics that may curtail U.S. sales abroad.

The tactics are designed to "persuade" U.S. programmers to (1) buy more foreign-made films at out-of-line prices, and (2) enter into co-production deals with firms abroad. The instrument of persuasion is the suggestion that foreign sources will not be inclined to buy more U.S. films unless U.S. sources buy more foreign films from them.

The asking price for these foreign films often runs 10 times the price that the same foreign sources pay for U.S. films. This despite the fact that foreign films have a poor track record in terms of appeal to U.S. tv audiences.

Thus far the principal pressures have come from British and Canadian producers and distributors, to whom the U.S. market is the biggest and most lucrative first step toward acquisition of a world market (see page 32). But producers in other countries—Italy, France and Germany, for instance—are expected to become more and more active, and U.S. sources are concerned at what the consequences may be if they, too, resort to this kind of pressure.

Expanding Market — U. S. companies, by far the leading exporters of programs in the world market, grossed $40-45 million from overseas sales last year. The world market appears headed for steady expansion as new stations begin in countries around the globe and established "tv countries" expand their facilities.

U.S. producers and distributors canvassed by BROADCASTING last week asserted they do not fear—in fact, they welcome—"normal competition" from overseas programmers. But they said they resent the pressures applied in recent months by some overseas producers-distributors. In essence the "pressures" are described this way:

Program contractors in Britain and, to a lesser extent in Canada, have been suggesting that U.S. networks buy some of their programs, pointing out that

the foreign contractors have been purchasing American films for their stations for many years. In addition, they have been exhorting both networks and large U.S. independent producers to enter into co-production projects, filming programs in their countries for sale in the United States and throughout the world.

Though threats are not always articulated, American officials acknowledge, implicit in the British and Canadian approach is this overriding consideration: Why should British and Canadian companies buy programs from the Americans if Americans will not buy British or Canadian films or make co-production agreements that will enable "foreign" product to be carried on American television?

BBC's "Binge" — U. S. executives stress that the large producers in the UK are the program contractors, who buy the programs to be carried on commercial tv, and the BBC-TV, which has been on a "global selling binge" for the past two years.

In Canada, both the CBC and other stations and networks are under government mandate to supply Canadian programming for 45% of the schedule. This figure is to be raised to 55% by April 1 (applicable to prime-time evening programs). This places a burden some task on Canadian producers and network programmers and, according to U.S. program officials, has led them recently to press for co-production with American producers to fill the Canadian quota. At the same time they remark pointedly that 45% of the schedule is still available for outside programming, including U.S. films.

One U.S. official outlined the approach this way: "They come to us and, in short, say: 'Look, we have been buying your programs for years. Shouldn't business be a two-way street? We have some excellent programs that you can buy from us. Why should we buy from you if you won't buy from us?' We also have a great idea for a co-production. This would get you around the British (or the Canadian) quota and would help us make some money to buy other programs from you under our quota.' They don't come out and say that they won't buy from us if we don't give in, but the writing on the wall is clear."

The main targets of criticism today are the non-commercial BBC-TV and the commercial program contractors in the United Kingdom. But U.S. officials stress that these "pressures" could
proliferate if production and co-production with the U.S. companies expands in other countries, such as Germany, Italy, France and Australia. They could well adopt the same attitude as their British colleagues, American executives reason.

A spokesman for BBC-TV in New York commented: "Americans have had it too good for too long."

Two-Way Street • He conceded that the BBC-TV has used the "two-way street" gambit in attempting to sell its programs to U.S. networks, and added: "It can see nothing wrong or unfair in this approach. It's a suggestion only and we make our own decisions as to which programs we will buy after we evaluate all considerations."

He denied that BBC-TV uses co-production as a lever to manipulate the buying of programs falling under the U.K. quota. He said BBC-TV has made several co-production pacts with American companies but acknowledged that none has been negotiated with the TV networks, whose film divisions are the most active overseas distributors of TV series.

The New York representative of a British commercial contractor could not confirm that his organization has or has not utilized the sales tactics described by American producers and distributors. He stressed he was not in a position to have knowledge of such a situation, but added significantly: "But frankly, if I were sitting in London, I probably would make the same decision that some of my colleagues are reported to be making."

Networks and producers here insist they face scant competition from overseas programming sources. They recount that over the years British producers, for example, have attempted to produce or co-produce (with U.S. companies) and these presentations have ranged from "mediocre to poor, with few exceptions." The only outstanding success in the U.S. market cited by many U.S. producers was The Adventures of Robin Hood, produced by Official Films and Sapphire Films. This series ran on CBS-TV for four years (1954-58) and Official still syndicates "Robin Hood" to stations.

Not for U. S. • Judged by past performances, foreign companies were not skilled in producing for the U.S. market, which is a key factor for any producer attempting to appeal to the large, U.S. programmers insist. Even when American organizations have been co-producers, they contend, the productions had the stamp of "foreign-made," characterized by a "lack of production sharpness," "a slower pace" and "program themes that lack appeal" for the U.S. market.

There is no unanimity of opinion as to the future course of foreign production. Some U.S. producers insist that even the British, despite many attempts

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**Overseas producers seek global market—U. S. prime target**

An increasing number of television producers in Italy, France, Germany and Great Britain are blue-printing new program series for the global market, particularly the United States. Already planned are at least 10 new series plus single shows, produced in foreign locales. Most are aimed for the 1963-64 season and the large majority are co-production projects with U.S. interests, including the three TV networks.

Probably the most noteworthy of the co-production agreements include the well-known Italian motion picture producer, Dino de Laurentiis. Broadcasting learned exclusively last week that Mr. de Laurentiis has signed with ABC Films for the co-production of two one-hour series planned for the 1963 season.

One will depict the lives of famous women in history. Marie Antoinette, Cleopatra, Mata Hari and Lucretia Borgia already have been selected for dramatization. The other filmed series will be stories based on the Bible.

Henry G. Plitt, ABC Films president, told Broadcasting the series will be filmed in Mr. de Laurentiis' studios and at locations on the Continent "befitting the story content."

Well-Known for U. S. • Mr. de Laurentiis' first venture into television, is "particularly well suited for American co-production of this nature," according to Mr. Plitt. Many of his movies have been directed toward English-speaking markets and he has used American actors, directors and writers in his productions. In addition, he has one of the largest production facilities in Europe and is currently engaged in building a new studio outside Rome.

He said both series will include a minimum of 26 shows and will be made for network showing.

The famous-women series will feature a different well-known actress in each show for the starring role, supported by an international cast.

Another European film maker, anxious to invade the American TV market, is Tadie Cinema of Paris, which recently opened a U. S. subsidiary as a joint venture with Danoral International Films, New York, overseas distributors of domestic films. The new company, Tadie Cinéma International, plans to produce "high-quality" low-budget films for the U.S. market, according to Daniel Boyer, president of Danoral. The company is also seeking co-productions with American producers for international versions to be distributed in the U.S. and abroad.

TV Gypsy • Tadie has already begun production of a one-hour documentary called "Gypsy," which will be made on location in the United States as well as France, Belgium, Spain, Greece, North Africa, Germany, Turkey and India. Production of three other TV shows, including one on U. S. show business as seen through French eyes, are also in Tadie's plans.

The British, represented in U. S. TV for some time, though with only a few successes, have several new offerings in the 1963-64 season. Sapphire Films Ltd., which produced the highly touted Robin Hood series with Official Films, is hoping that a new series called Resistance will surpass or at least equal the popularity of Robin, which is still in syndication in the U.S.

The new series, produced with Hackett Productions, New York, will present true stories of World War II underground movements in several European countries. The shows will be filmed on location in those countries and will use American writers and directors. The cast will include both U.S. and international actors.

First Script will be written by Victor Wolfson.

Other Series • Another new series from Great Britain is Espionage, co-produced by Associated Television Ltd. (ATV) and its American subsidiary, Independent Television Corp. (ITC), NBC International and Plutus Productions Inc. (producer Herb Brodkin), both of New York.

Zero One, a co-production between MGM-TV and BBC, although not yet set for the U. S., will be telecast in England in September. The series is about an airlines security organ-
to aim programming at the U. S. market, still have not acquired the necessary know-how. Others believe that the British have made steady progress and loom as formidable competitors for domestic TV filmmakers.

The British have been the most aggressive in seeking out world markets for their programs. The lucrative U. S. market has eluded them, but several producers, particularly the BBC, have made rapid strides in other parts of the world in the past two years. U. S. distributors of TV films abroad concede the British have made "some inroads" but are not concerned by this "normal competition."

BBC-TV, for example, has sold 3,700 programs in the two years it has accentuated world sale of its programs. A British program contractor, Associated-Rediffusion, reported that in its first year of operations (July 1960-July 1961), it sold 900 programs in 33 countries.

Aggressiveness and Quotas = U. S. producer-distributors, though confident that they can surpass the British and other foreign TV filmmakers in terms of production quality and mass appeal, are concerned over the combination of signs of aggressiveness abroad and quotas. Britain and Canada particularly are sore points.

In Britain, commercial stations must limit their use of "foreign" programs to 14% of their schedules, while the non-commercial BBC-TV uses less than that. The 14% works out to about two hours a day, and, accordingly, competition is "rugged" among U. S. distributors. A common complaint by Americans is this: Because of fierce competition for the restricted time, prices on U. S. programs tend to be depressed.

One U. S. distributor explained: "The price for a top U. S. show is about $2,500 for the entire United Kingdom. This is based on about 12 million sets in the U. K. In contrast, when a Britisher tries to sell us one of his shows, he asks for the 'going rate' here—$35,000 to $45,000. We have approximately four times as many sets here. You'd think the British price for a program to be shown here would be about $10,000. Not at all. They ask for $35,000 to $45,000."

Price is not the irritating ingredient in Canada. It's the quota. At one time, there were no restrictions on exports. Early last year, Canadian authorities stipulated that 45% of the programs had to be Canadian-produced, with the promise that British TV films could account for half of the Canadian output. As of April 1, 55% of the programs must be Canadian, and there are strong indications that British films will qualify 100% under the Canadian category as part of new rules now being formulated.

Americans point out that this factor operates in favor of the British and, in addition, places an extra burden on the Canadians to produce for themselves. This latter consideration has resulted in Canadian producer exhortations to Americans to join them in co-production projects.

The Common Market = The development of the common market in Europe, still in the undetermined future as the TV industry is concerned, could have the effect of limiting the number of U. S. programs carried on member-country stations. U.S. producers believe the common market will encourage circulation of programs of member nations. The industry here hopes that current meetings in Geneva of 37 nations belonging to the general agreement on tariffs and trade can formulate an agreement that will enable U.S. programs to move freely in international commerce without some quotas (Broadcasting, March 19).

"As you can see," one U.S. distributor pointed out, "the international picture is a complex one. As a country in the driver's seat, which has forged ahead in television, we must count on competition in the future. We're not afraid of it—if we can compete freely without the restrictions of quotas and if the buyers of our programs do not set up such artifical conditions as co-productions or 'buy-from-me-and-I'll-buy-from-you' tactics."

Variety artes seek higher fees from BBC-TV

The 2,500 members of the Variety Artists Federation want higher fees from BBC-TV. The federation is considering a new scale of fees it will soon ask from BBC.

Pay increases of up to 65% have been recently negotiated by the VAF with the commercial TV companies.

Minimum payments range from $42 for individuals to $420 for an act of five performers.
Tv audience up by 2.3 million in 1961

AUDIENCE HITS 49 MILLION, VIEWING STEADY, CPM DOWN, SAYS TVB

Some 49 million homes averaged 5 hours and 7 minutes of viewing per day in 1961 compared to 46.9 million homes and 5 hours and 6 minutes in 1960.

Television Bureau of Advertising last week cited these figures among many in its second special report that's designed to show the stature of TV as an advertising medium on a comparable yearly basis. A first report compiled by TVB was issued in the fall (Broadcasting, Oct. 16, 1961).

Viewing all down the line, by average minute audience, by morning, afternoon and evening, weekend and weekday shows increases.

And not only is TV gaining a greater audience but as an advertising medium it's receiving record expenditures of advertisers, while giving advertisers a "better buy" (cost per thousand), particularly in daytime periods. That CPM—commercial minutes delivered or cost per thousand—has gone down from $2.90 in 1957 to $2.72 in 1961 for all network programs. The comparisons for the average costs of nighttime shows: from $3.85 in 1957, up slightly to $4 in 1961 (though down from $4.04 in 1960). And for daytime shows: down from $2.24 to $1.94 last year.

Viewing figures as well as cost per thousand figures—CPM in 1961 dropped from $2.73 in 1960 to $2.72—are based on A.C. Nielsen Co. computations.

Billings Up • As for gross time billings, network and spot, the rise is steady, reaching record heights last year of more than $748.8 million for network and over $682.3 million in spot (Broadcasting, March 19).

The TVB report indicates that 9 out of 10 homes now are TV-equipped, the audience for the average minute up 4.1% to over 13.1 million. Total hours of TV usage during an average day was placed at 240 million hours, which the bureau noted represented an increase of nearly 10 million hours per day from the 230.5 million hours shown in 1960.

Also shown in the figures is the average of TV usage by territory. The east central region is the highest for the third straight year in time spent with TV. During 1961, TVB reported, the east central region averaged 5 hours 26 minutes per day, up 4 minutes from 1960. Little change was reported in the average minute audiences for network programs, day or night.

### TELEVISION USAGE

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### TELEVISION EXPENDITURES

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A WAY TO ‘PRE-RATE’ TV PROGRAMS?

HTI describes upcoming shows to viewers to test popularity

The Home Testing Institute, the research firm that produces TVQ, a service measuring the popularity of programs, now thinks it may be able to estimate TV ratings with "fair success" before a program gets on the air.

HTI's method is to use advance descriptions of programs being prepared for showing the following season, then to sample viewers by questionnaire. In the experimental run, the 1961-62 network TV programs were studied (those for which pre-season information was available). HTI reported on 36 new programs.

In general, HTI asked national cross-sections of families to rate the programs from the descriptions like they would in regular TVQ questionnaires. HTI then evaluated these ratings in terms of the scores made by the same shows after the season started.

**Expository Terms** • Various devices were used. For example, descriptions were kept at a general level and appropriate to a series, no promotional copy was used but in cases where such "glowing terms" existed the show ideas were extracted and the capsulated information (about 50 words per program) written in "expository terms."

The experiments also covered the possible effect of a star name, character-type and the like on questionnaire answers.

Respondents were asked how they "would" rate the show. Controls included the following: 18 returning show descriptions also were presented to provide benchmarks in evaluation; shows were arranged in random sequence and veteran shows were scattered among the new ones to avoid continuity bias. Some questionnaires included stars' names; other didn't.

In all, 500 families were tested, half receiving questionnaires with stars' names, the rest without. Total individuals responding were 1,006. Mailings went out in August and were back to TVQ by early September, well before the new shows were scheduled to go on the air and just before the peak pre-season program promotion.

The researchers found it necessary to use a different set of norms than those in the regular TVQ (for example, the "Q" or quotient is lower on the average). HTI found a strong relationship between pre-season scores based on descriptions and those based on responses after the shows have been on the air.

**Practical Instrument?** • HTI now believes there's promise that if researchers can learn what to put into description

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**Furniture stores use TV**

A survey by Television Bureau of Advertising shows that the number of furniture stores advertising on TV has tripled since 1955.

The study, conducted in cooperation with the National Retail Furniture Assn., also indicates that the average furniture store buying TV time puts 21% of its ad budget into the medium, TVB says.
“Charlotte’s WSOC-TV... enthusiastic support and outstanding results”—Andy Anderson, Wade

Nowhere—but on WSOC-TV—do you find so many fine local programs in the Carolinas. Presentations like award-winner “Clown Carnival.” These programs produce big sales successes for advertisers. They enable you to reach the audience you want, when you want it. Ask us about opportunities for your product here. You will do well with WSOC-TV... one of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

BROADCASTING, March 26, 1962
and what to guard against, “we will have a practical instrument for pre-season estimates of what a show may do after it hits the airwaves.”

HTI also studied possible prediction of audience composition before a program after it hits the airwaves. Although the techniques, evaluations and correlations are technical and complex, a simplified summary of the experimental pre-season rating was given in a talk in New York earlier this month by Henry Brenner, HTI-TVQ’s president, to the Radio-TV Research Council.

New radio-tv rep firm organized by Bassett
Mort Bassett, a broadcasting veteran of 26 years, has formed his own radio and television station sales representation firm, Mort Bassett & Co., with offices at 16 E. 42nd St., New York 17. He says he will be joined by three other broadcasting executives and will open Chicago and West Coast offices in the near future.

Mr. Bassett, most recently executive vice president of Broadcast Time Sales Inc., started in radio with NBC in 1936. He subsequently served with Morse International and with the John Blair radio rep firm. He owned and operated WROD Daytona Beach, Fla., in 1957-58, returned to the rep field with Robert E. Eastman Co. and then served successively as executive vp of Forjoe & Co. and of BTS.

Explaining the story of advertising
To better acquaint its viewers with the goals and problems of advertising, KTVH (TV) Wichita, Kan., presented “Advertising Unlimited,” a one-hour panel discussion program, produced in cooperation with the Advertising Club of Wichita. The station reported receiving enough viewer comment to warrant the production of more shows of a similar nature.

Members of the panel (l to r): Jean Lemons, housewife representing the consumer; Dr. Thomas Ungs, professor, political science, U. of Wichita; John Beach, vice president, Associated Adv.; Jim Yarnell, advertising manager, Beech Aircraft Corp.; Harold Whitehead, president, Lago & Whitehead Adv.; Dr. David Farnsworth, professor, political science, U. of Wichita; Marjorie Setter, advertising manager, Innes Dept. Store; Norman Jacobshagen, advertising and sales promotion manager, Kansas Gas & Electric Co.

NBC, CBS fall line-ups nearly all sold
BUT ABC-TV’S SCHEDULE IS STILL FAR FROM SETTLED
The bulk of the 1962-63 nighttime schedule on CBS-TV and NBC-TV is completed and sold to advertisers. There are still some availabilities on these two networks, but the tone for sales and programming is set. ABC-TV, however, is still uncertain.

NBC-TV can report a “record-breaking” sales week (March 12-16) in which sales representing more than $34 million in nighttime gross billing, and more than $2 million in daytime billings, were compiled. Some of the more important sales not previously reported by Broadcasting:

Carnation, via Erwin Wasey, Ruthrauff & Ryan, for It’s a Man’s World and The Virginian; Thos. Leeming, through Esty, for Saturday Night at the Movies; Kimberly-Clarke, through Sullivan, Stauffer, Colwell & Bayles, moved into Andy Williams Show, Saturday Night at the Movies and Jack Paar Show; P. Lorillard, via Lennen & Newell, bought into The Price Is Right.

NBC-TV also lined up Pittsburgh Plate Glass, via Mason, for Dave Brinkley’s Journal; Smith, Kline & French (Doremus-Eshleman, Philadelphia) for Eleventh Hour and Jack Paar; Noxzema, via SSC&G, for Andy Williams; General Mills (no agency chosen yet) for Empire; Union Carbide, via L&N, for Laramie, Saturday Night at the Movies and Jack Paar.

Nearly all of NBC-TV’s nighttime lineups are now sold, except for Saturday and Monday. But its programming schedule for these two nights is about complete: Saint & Sinners will probably go into the 8:30 slot on Monday, and Sam Benedict (new title for 333 Montgomery Street) has been set for Saturday, 7:30-8:30. Outlaws appears nearly certain now for Thursday at 7:30. Sealtest will probably go with Bob Newhart in its Wednesday at 10 slot; Eleventh Hour is certain for Monday at 10, and It’s a Man’s World (formerly titled The Young Men) is set for Monday at 7:30.

SRO at CBS • CBS-TV, which a week ago appeared to be closest to selling the major portion of its nighttime schedule, is not at a point where the sales picture can be expressed in terms of limited time available. The only availabilities are:

• Wednesday: participations only being accepted for Password and Twilight Zone, also an alternate-week half of Dobie Gillis (Dick Van Dyke is now definite for return to the schedule, sponsored by Procter & Gamble and P. Lorillard).

• Thursday: alternate-week half of Mr. Ed and Nurses, and almost all of CBS Reports.

• Friday: Participants only in Hitchcock and Eyewitness.

• Saturday: an alternate-week half-hour of Gunsmoke.

ABC-TV last week was still trying to make up its mind. The network is now thinking of scheduling motion picture features for the Sunday night period preceding Mr. Smith Goes to Washington at 10 (that show has an advertiser). The proposed Roy Rogers one-hour program for Sunday would be shelved, and Stoney Burke (formerly Rodeo U. S. A.), that had been set for Sunday, would go to Monday at 9. Ben Casey will stay at 10 that night.

Miles Labs, through Wade, has picked up half of Going My Way and has placed that series on standing-room-only basis (American Tobacco Co. had earlier purchased half sponsorship). ABC-TV apparently has also decided to forget its plans to place reruns of the Wagon Train and Warner Bros. series in the late night spot opposite Tonight on NBC-TV.

CBS-TV baseball sellout
CBS-TV’s Baseball Game of the Week has been sold out with the signing of Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample and J. B. Williams Co., New York, through Parkinson Advertising Agency, in the same city.
The place: CBS Films' hospitality center at the Conrad Hilton (Suite 2306 A), NAB Convention headquarters for "...the best film programs for all stations." The time: anytime, April 1-4. We'll be delighted to see you. Don't bother to knock. Just come on in!
Is all Chicago tv run from Chicago?

FCC MAY TRY TO FIND IF MANAGERS OR NETWORK OWNERS CALL TUNE

How much "local autonomy" does the network-owned tv station enjoy? For instance, how free is it to pre-empt network programs for local live shows?

Of equal importance, how much local autonomy is exercised by the tv station owned by an absentee multiple-station operator?

These broad policy questions were raised last week as a five-day parade of more than 100 witnesses sometimes praised and sometimes damned the local program efforts of the city's educational outlet and four commercial tv stations during the FCC's general inquiry into Chicago television before Commissioner Robert E. Lee.

If the Chicago stations could be rated by the mass of frequently conflicting opinions submitted by special interest representatives and individual citizens, this is how they probably would rank:

- WTTW (TV), the city's sv station, came through clean as a whistle with scarcely a complaint.
- WGN-TV, Chicago's only independent, appeared to top the commercial totem role by getting the fewest knocks.
- WBKB (TV) and WBBM-TV, owned by ABC and CBS respectively, shared the next spot with about equal shares of honor and criticism.
- WNBQ (TV), owned by NBC, trailed and bore the brunt of critics' indignation. But WNBQ also drew considerable special mention support from organizations which have profited by broadcast exposure, a development that aroused the curiosity of the FCC counsel and prompted some critics to charge that that supporters were recruited.

It was the series of new complaints against WNBQ by the Chicago local of the American Federation of Television and Radio Artists which in part prompted the FCC to order its unique general inquiry in Chicago (BROADCASTING, Feb. 26). AFTRA wants the NBC station's license set for hearing.

The second phase of the hearing, when the Chicago stations present their cases, has been rescheduled for April 13-14 and the week of April 16. Commissioner Lee made the change Thursday to give the network stations more time to prepare extensive new material requested by the FCC.

The Big Issue - By late in the week the FCC's apparent concern over the autonomy issue brought speculation that the agency may decide it ought to explore the problem more deeply, possibly through some other general proceeding. Commissioner Lee said he felt the commission may want to look at local tv in some smaller market for comparison.

He recalled in a talk to newsmen that during the FCC's network inquiry, network officials attested to the local autonomy of their owned stations. Should the Chicago record turn up substantial questions on this point—and Mr. Lee said he personally hopes it will not—he thought the FCC would consider further general inquiry.

Multiple Owners, Too? - The opinion that if the local autonomy shoe fits the networks' owned stations it must fit the group owners' outlets, too, was voiced on the hearing record by Commissioner Lee Wednesday morning. He, so indicated after the FCC counsel, Arthur Gladstone, won Mr. Lee's approval to order the local network stations to do some research in their files before the next phase of the case.

The network-owned stations must produce all memos in their local files and those at network headquarters or elsewhere since 1958 which bear directly on four subject areas of local autonomy.

Mr. Gladstone contended "serious questions" have been raised by witnesses and the evidence as to whether the network-owned stations in Chicago "have been operated in a manner wherein local programming needs and the local interests of the community have been subordinated or brushed aside because of a management policy requiring primarily the higher priority or satisfying other policies and goals of the networks which own these stations."

Commissioner Lee, in approving the file research order, observed that he, too, has "serious concern" over the evidence heard. "I think this sort of thing strikes at the root of multiple ownership. This is not confined to networks," he said.

File Research - The four areas of information asked of the network stations involved local live programming for the 1958-59 season and the 1961-62 season; budgetary allowances, staff, equipment and physical facilities made available for local live shows for these two seasons; reductions in station staff personnel since January 1958 to date, and memos pertaining to "definition of the standards applicant to and the extent and character of local managerial autonomy which is delegated to each station's resident chief executive officer" since 1958.

On Thursday it was learned the original order is being re-drafted and the network stations have been assured all financial data will be kept confidential. WTTW and WGN-TV are not involved.

The hearing drew extensive local newspaper coverage and some feature coverage on the city's radio and tv stations. WNBQ fed pool coverage to the other network stations. Three cameras were used. WGN-TV covered much of the testimony with its own film camera.

Top legal talent from the networks
KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. A new January 1962 study confirms other studies that KRNT is the most believable station here. Here's the way all this comes about:

1. **We feature one** of the great news outfits in the nation. Every newscast on KRNT out-rates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel!

2. **We feature highly publicized**, highly trained, highly accepted adult personalities. We have the advantage that all our people are seen on our television station; radio listeners really ‘know’ the person that goes with the voice. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we’re the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. **We feature music with melody.** Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. **We feature service to the community.** Last year we broadcast some 12,000 announcements for eleemosynary organizations and 500 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. **We publicize and advertise our activities, our people, our aims and aspirations.** In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (26 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

**KRNT**

"Total Radio" In Des Moines

REPRESENTED BY THE KATZ AGENCY
RCA Introduces a “New Generation” in Broadcast Equipment

The six equipments pictured here are the beginning of a “new generation” in broadcast equipment. In concept, in circuitry, in components, in construction and styling, they mark a radical break from previous equipments—and from the old practice in which new designs were largely modifications of preceding designs.

In appearance these “new generation” equipments are distinguished by their relative compactness; by their clean, cool lines; by their functional flair; by centralized control panels with color-coded, back-lighted push-buttons and by their striking silver-sheathed space-age styling.

See them at the NAB
All of these “space-age” equipments can be seen in operation in the RCA exhibit at the NAB Convention, April 1-4.

In circuits and components they are equally advanced. They use transistors and nuvistors to gain compactness, high reliability, low maintenance cost. They employ stabilized circuits, to reduce warm-up time, eliminate drifting, provide simplified operation. They are designed for remote control and for automated operation. They are built to provide convenient handling, easy access to components, extreme ruggedness.

They will automatically establish a position of prestige and leadership for the stations that use them.

The Most Trusted Name in Electronics

AM-12X New Monochrome Camera provides greatly improved picture quality, grey-scale rendition, freedom from halo effects. Stabilized circuits reduce warm-up time, minimize drift, simplify operation. High quality pictures insure better tape recordings.

PM-13X New Stereo Equipment includes the BC-7 Audio Consolette and the RT-21 Audio Tape Recorder shown here, the BQ-2C Turntable with Stereo Pickup, the BSA-1 Stereo Generator and a whole line of FM Transmitters (from 1 KW to 50 KW) approved for stereo use.
New "M-Channel" design adds a monochrome channel to the red, blue and green color channels. As in four-color printing, the black improves color detail, and reduces registration problems. Also provides a striking "black and white from color" picture.

TR-22 TELEVISION SWITCHING SYSTEM features new RCA "SIMCON" (SIMplified CONtrol) Transition Switcher. Reduces number of controls, provides important cost savings, more "error-proof" operation for manual, as well as, automated operation. Add-on-features include tape, relay and computer-type memories.

TR-22 TRANSISTORIZED TV TAPE RECORDER A deluxe model—the newest and finest TV Tape Recorder ever produced. Fully transistorized, uses plug-in modules throughout. Self-contained and compact, it occupies half the space of previous models. Features centralized color-coded controls, convenient sloped tape transport deck.

TR-1 TELEVISION FILM RECORDER New high-resolution Kine eliminates face plate distortions, resolves up to 900 lines, provides highlight brightness of 160-foot lamberts. New double-aperture camera eliminates shutter bar, lessens vibration. Self-compensating circuits assure uniform contrast, automatic control of exposure. Used with fast film developer to play back pictures in 2 minutes.
10,320 women in and around Fargo are greatly exercised about what Bill Weaver says and does on his daily “Party Line” program every late afternoon.

For example: Bill had “Miss Exercise” appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered (not pushed) every day. In two weeks, 10,320 requests were received.

“Party Line” is doing a magnificent job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

WDAY-TV
makes the ladies PANT!

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and some Washington counsel for the local TV stations sat in as observers.

No Fun • There were few moments of levity. The mass of testimony seemed to impress both praisers and critics. Perhaps the biggest laugh came Thursday, when after repeated calls, the final witness of the afternoon, Lar Daly, failed to appear, and Commissioner Lee said, "He's an old customer. Why isn't he here?"

The range of opinion in the testimony was indicated by the appearances of two of several religious leaders. The Rev. John S. Banahan, radio-TV director of the archdiocese of Chicago, on Monday analyzed Roman Catholic program experiences with the stations. He said that "quite candidly, we have compiled quite a list of broken promises" during the past five years. But he said one virtue of WGN-TV and WTTW is that their executives are "real" in our community. We are able to contact them easily; compromise and adjustment follow.

The next day the Rev. H. Wilbert Norton, president of Trinity College and Theological Seminary, said he realizes "broadcasters are caught in a no-man's land between the FCC and the public." He said he was not there to establish blame, "I'm here to encourage them."

Rev. Norton felt local "good programs are available if the public will seek them out." In his view local groups have as much responsibility as the stations and if they don't get air time perhaps they haven't worked hard enough to prepare the proper material.

Calm, Then Fury • The FCC's inquiry opened Monday morning with a witness favorable to the agricultural broadcasting efforts of the local TV stations, but for most of the first day religious and labor witnesses bore down hard in their criticisms of local TV programming. Robert C. Liebenow, president of the Chicago Board of Trade, testified that all local stations save WBBB have presented what he termed excellent morning agricultural programs, giving farm prices and market quotations.

Independent WGN-TV escaped essentially unscathed by the fire poured on by religious and labor organizations with WNBQ and WBBB bearing the brunt of the attack. Absentee ownership and pursuit of profit rather than community service were repeated themes. Religious leaders complained less about the amount of time stations afforded them than about unfavorable time slots.

Henry Mamet of the broadcasting division, Chicago Board of Rabbis, complained about a 3 p.m. Saturday segment offered his group, a time when orthodox and conservative Jews would not watch television nor participate in a TV show; Rev. John S. Banahan, radio-TV director, Catholic Archdiocese of Chicago, disliked an 8:30 a.m. Sunday time slot, when many Catholics are attending Mass.

"Inadequate" Facilities • The network stations will not provide adequate facilities to religious groups for them to produce their own shows, the religious leaders complained. All agreed that educational WTTW cooperates with religious groups to the best of its ability, but it does not have proper accommodations at its disposal.

Another complaint shared by the religious representatives was that religious programming was lumped together. Each religious group should be handled on an individual basis, they agreed. A time satisfactory to one group may be worthless to another; one group might wish one lavish monthly program while another would want to present a weekly message in simpler fashion.

The Rev. Dr. Edgar H. S. Chandler of the radio-TV department of the Church Federation of Greater Chicago felt TV stations should re-evaluate their distribution of religious time. He pointed out that 52% of Chicago is Protestant, 39% is Roman Catholic, 6% Jewish and 3% of other faiths, yet the stations divide time on an equal basis. Rev. Chandler said local broadcasters "by implication and innuendo ... have indicated a wish to hold down the proportion of Negro participants on our programs."

George A. Tasker Jr. of the Episcopalian Diocese of Chicago said TV stations discriminate against his group by allocating Protestant time to the church federation of which his church is not a member. Only WGN-TV and WTTW have been receptive to Episcopalians, he said. Mr. Tasker charged that the network stations favor shows originating in New York and Hollywood and are responsible for a great outflow of talent from Chicago.

The religious group spokesmen told Commissioner Lee that they had been offered more time and better time slots since December or January. Station executives have conferred with them since that date and more religious programming with better facilities have been promised, they said.

AFTRA Hits WNBQ • Representatives of the Chicago local of AFTRA, Executive Secretary Raymond A. Jones, and attorney Sanford I. Wolff, concentrated their fire at WNBQ. There has been a decrease in local live programming at all Chicago TV stations, they charged, but WNBQ is the worst offender. The union spokesmen insisted that the FCC inquiry was not an acceptable substitute for a license renewal hearing for WNBQ. That station has pursued profits and ignored community needs, they charged.

Mr. Jones offered figures showing that the total profit before taxes of Chicago's four stations in 1960 was $14.6 million, double the profit of the seven stations in Los Angeles. Total broadcast expenses in Chicago were $12 million less than Los Angeles, he said.

Attorney Wolff complained that the FCC had not given sufficient warning of the Chicago inquiry to permit AFTRA and other interested parties to prepare testimony and exhibits. At another point he charged that the stations had solicited "friendly" witnesses and that the FCC should ignore testimony obtained from recipients of special favors from the stations. He said the stations would not cooperate in supplying data to AFTRA (At Deadline, March 12) and that the stations should have been put on the stand first to give the public witnesses a chance to evalu-
Winter in Indiana can be beautiful. It can also bring vehicle traffic to a complete standstill. When that happens, WIBC swings into action. Incoming phones are manned to take the hundreds of calls dealing with school closings, road reports, meeting postponements and cancellations, announcements by industrial and commercial concerns. These notices are broadcast repeatedly so that WIBC listeners become totally familiar with the situation as it exists. Newscasts ... music programs ... all participate in the dissemination of news and information of the storm and its ramifications. The broadcast continues until the phones stop ringing.

Features such as this have established WIBC as the leading station in the area ... the station with the top record for service to the community plus the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This large and loyal audience is available to you ... the national advertiser.

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

Winter in Indiana can be beautiful. It can also bring vehicle traffic to a complete standstill. When that happens, WIBC swings into action. Incoming phones are manned to take the hundreds of calls dealing with school closings, road reports, meeting postponements and cancellations, announcements by industrial and commercial concerns. These notices are broadcast repeatedly so that WIBC listeners become totally familiar with the situation as it exists. Newscasts ... music programs ... all participate in the dissemination of news and information of the storm and its ramifications. The broadcast continues until the phones stop ringing.

No Turndowns • On Wednesday afternoon several organizations praised all five Chicago stations. Some said no station has ever refused them time.

Endorsements were from the Cook County Public Aid Dept.; Citizens Traffic Safety Board; the Lions Club of Illinois; the National 4-H Service Committee; the YMCA; John Howard Assn.; National Live Stock & Meat Board; Poultry & Egg National Board; J. E. Griswold, a citizen; Mental Health Society of Greater Chicago, and Junior Achievement.

Some praised individual stations WGN-TV most often and WNBQ (TV) next.

Special interest groups asked for more air time. Temperance Education Inc. condemned "misleading tv commercials advertising alcoholic beverages" and the "deadly monotony of drinking scenes."

Gardening • The Illinois Garden Guild claimed only WTTW (TV) runs shows for amateur gardeners.

A group of downtown merchants, the State Street Council, said tv generally covers the council's activities well but more documentaries on local issues and problems are needed.

Louise C. Sudler, host of WNBQ's Artists Showcase, said the program has given 80 young musicians and singers from the Chicago area an opportunity to be heard. He credited Lloyd Yoder with establishing the program.

Mr. Yoder did less well by a local
Len Deibert, a local newsman, assigned to a WMAL-TV news truck following a VIP motorcade along the parade route from the White House to the airport, was nervous about getting back to the station in time for his evening TV newscast.

He decided to see if he could estimate the time for the entire trip. After they had crept along for 10 minutes, he turned to his companion, WMAL-TV newsman Hank Wilson, and asked: “How far is it from here to the north entrance of the 14th Street bridge?” Hank, a puzzle fan, answered: “Twice as far as it is from here to the White House.” After crawling along for 3 miles more and crossing the bridge, Len gave it one more try. “Now, how far is it to the airport?” he asked. His cryptic companion replied: “Half as far as it is from here to the north entrance of the 14th Street Bridge.”

They reached the airport 15 minutes later, leaving just enough time for our friend to get back to town. How far is it from the White House to the north entrance of the 14th Street bridge and from the north entrance of the bridge to the airport—assuming they traveled at a constant rate?*

* Your client's message travels at a constant rate, too, on WMAL-TV—FAST. Verify this with the simplest arithmetic. Buy minute participations in one of WMAL-TV's 4 daily half-hour news programs (1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m.). Sit back happily and watch the results add up. While you're sitting back, work out the solution to the puzzle. Correct answers will rate one of our usual apt awards.

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
broadcast sponsor. Jonathan Pugh, advertising manager of Talman Federal Savings & Loan Assn., charged that WNBQ “has been milked like a slum landlord milks a property” since Mr. Yoder took charge. He said WGN-TV has been the only station to put quality programming in a good time slot.

Vhf for Ubh • Mr. Pugh recommended that the FCC force the networks to establish vhf stations in Chicago and give their vhf channels to local owners to assure set conversion and increase local programming.

Jack W. Sampier, a live stock producer, praised WGN-TV and WTTW but complained that the network stations put all “good” programs on the air too early or too late for most listeners.

An advertising executive, Ivan Hill of Hill, Rogers, Mason & Scott, praised and criticized Chicago stations. He thought network stations lacked some local responsibility.

Gratified • On Tuesday a number of local organizations expressed gratitude for support by the commercial stations.

Those who cited WNBQ as “typical” of such help, said they did it for no special reason, they just didn’t want to repeat the same story of support from the other stations.

The Salvation Army, Goodwill Industries, United Cerebral Palsy, National Society for Crippled Children and Adults, Arthritis and Rheumatism Foundation and the Chicago Hearing Society all praised broadcasters’ support. Some said they received as much as $250,000 worth of time annually from each station.

Others offering varying degrees of compliments included the Art Institute of Chicago, Goodman Memorial Theatre, Civic Music Assn., Chicago Business Men’s Orchestra and National Federation of Music Clubs. The music lovers particularly praised WNBQ’s live Performers Showcase. They also applauded WGN-TV’s Great Music From Chicago and other live music shows or events aired by WBBM-TV, WBKB and WTTW.

When the National Audience Board praised a number of local documentaries on WBBM-TV, Commissioner Lee made special mention of the CBS-owned station’s “local autonomy” in pre-empting prime time network programs to present these local shows. He said he hoped other network-owned stations will testify on local autonomy during the second phase of the hearing.

The Illinois State superintendent of public instruction praised the documentaries on commercial stations and on educational WTTW.

Chicago Fire Commissioner Robert J. Quinn offered “great praise” for all radio-television stations for extensive fire prevention education work. He mentioned special aid from WNBQ.

The Chicago Commission on Youth Welfare was “impressed” with the cooperation from local stations.

Late Shows • Several morning witnesses wondered why “good local shows” like Irvin Kupcinet’s At Random on WBBM-TV are run after midnight.

The Adult Education Council of Greater Chicago praised WTTW and WGN-TV, WBBM-TV and WBKB. But “it is hard to know what to say about WNBQ,” a spokesman said.

Irving Meyers, Writers Guild of America East, protested the attrition of writing jobs in Chicago tv. If local network station managers could “speak their minds and keep their positions,” they would agree with the critics, he said.

Lee Retors • A representative of an American Federation of Teachers local felt there is a “vacuum in the atmosphere of the FCC” to get balanced programming and that possibly present members should be “replaced.”

Commissioner Lee thought “our presence here exhibits a certain amount of life” and appeared surprised the FCC hearing should be used to propose the members replacement.

Melting Pot • Wednesday morning testimony came from a roster of ethnic groups which charged television neglects the minorities’ good points and perpetuates the prejudices. There was some commendation, too.

The Joint Civic Committee of Italian Americans condemned network programs like The Untouchables, Naked City and the special, “Crime Does Pay,” but praised WNBQ’s Live and Learn show and Sig Sakowicz ethnic group news reports on WGN-TV.

The Japanese American Citizens League asked why the local commercial stations must continue to carry old anti-Japanese movies from World War II.

Two Negro leaders said local commercial tv stations distort and ignore the Negro’s true status in Chicago life and fail to present constructive programming to heal interracial strife. Counsel Gladstone said he was disturbed that so few Negro representatives wanted to testify if their portrayal on tv is so unfair.

The publisher of the Chicago Daily Defender, Negro newspaper, praised WNBQ’s “balanced” coverage of news about Negroes, but a spokesman for the National Assn. for the Advancement of Colored People charged virtually all news about Negroes on the local stations deals with racial controversies.

The publisher said he appreciated Negro participation on shows on
Jacksonville alone is only part of the television picture in the important North Florida South Georgia region. With 215% more homes per quarter hour outside the Jacksonville metro area ... with a record of always having the top 25 programs in television homes reached since Nielsen's first Jacksonville survey in 1959 ... WJXT is the only efficient way to give a swift lift to advertising in the total regional market.

WJXT

JACKSONVILLE, FLORIDA

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY
HERE'S HOW THEY WRAP UP A SPONSOR IN DALLAS

It happened in Dallas. Station KBOX subscribed to "Topic A" produced by the Time-Life Broadcast News Service. Almost immediately, Earl Hayes, the biggest Chevrolet dealer in town, signed up to sponsor fifty broadcasts a week, to get across-the-board impact.

Now, how about you?

When you subscribe to "Topic A," you get the full series of five-minute, special-interest news reports. It's like adding Time-Life's 550 correspondents to your news staff.

Subscribers also get "Capsule," the one-minute background news spots. And specials like the current bonus program, "Barrage Upon Truth"—Radio Moscow versus the Voice of America, with President Kennedy and Voice of America director Edward R. Murrow.

To find out how "Topic A" can wrap up sales for you, contact Ole G. Morby, TIME-LIFE BROADCAST, Time & Life Building, Rockefeller Center, New York 20, New York. Or phone: LL 6-3355.
WBKB, WBBM-TV and WTTW. The NAACP spokesman liked certain WTTW and WNBQ efforts but was upset over recent editorials over WBBM-TV on the public school problem in Chicago. He said NAACP did not ask for equal time and WBBM-TV did not ask if NAACP wanted it.

Praise of local TV stations was voiced by the Back of the Yards Council, a group representing an area near the stockyards inhabited by some 100,000 people of 24 national backgrounds.

Old Pro Day = Thursday became a forum for several industry professionals who testified as individuals.

Lester Weinrott, vice president and manager of the Chicago office of Reacht, McClinton & Co., was one. He suggested that the four commercial stations and union officials should work out a regular series of local experimental programs where young talent might train.

He said he wants to help avert the crisis he sees in talent development. He described his start in radio at KHJ Hollywood in 1931 and the numerous "soap operas" he wrote, produced or directed, including Little Orphan Annie and Betty and Bob.

John Weigel, freelance announcer 27 years, said the FCC "came too late to put out the fire" that has virtually burned down Chicago's live program house. He said the announcers, engineers, actors and others who have lost their jobs are afraid to come forth to testify. The FCC should subpoena them, he said.

Dr. Robert S. Breen, associate professor of speech, Northwestern U., and involved in various network and local TV programs since 1951, charged that the local stations "determine the needs and interests of the community by guessing; they surmise the public need from their own private needs or they operate on the basis of certain traditional interpretations of the public need." If local shows are inferior, he said, it is because stations do not put enough money and effort into them. He is consultant to WBBM-TV's new Repertoire Theatre, a local live drama series.

Among Thursday witnesses were local civic leaders and public officials who praised the cooperation of the local stations. The list included Virgil W. Peterson, head of the Chicago Crime Commission, whom Commissioner Lee welcomed as "an old colleague" from his FBI days.

Joseph T. Meek, president of the Illinois Retail Merchants Assn., expressed compassion for the broadcasters. He felt they are caught up in criticism that really should be directed at all media. He favored self-regulation.

FCC's 3-year rule
Minimum holding time passed on 5-2 vote

Major station brokers generally do not feel that the FCC's new three-year rule will have much effect on their business but at the same time they feel it is another intrusion by the government into the realm of private enterprise.

The commission released the text of its order last week that requires a licensee, absent certain circumstances, to operate his station for a minimum of three years before it can be sold without a hearing (Broadcasting, March 19). The new rule was adopted on a 5-2 vote.

According to the FCC, a licensee has the duty not to speculate, barter or trade in licenses and to render a meritorious program service. These principles of responsibility, the commission said, make it clear that the "accelerated trend" in station sales since 1955 "presents serious questions."

Short-term ownership of stations presents "an important public interest question of whether numerous communities throughout this country are being deprived of the benefits which we believe, based upon our experience, come from sustained station ownership," the FCC majority said.

The commission warned licensees not to surrender control of a station by "artifice" through management or consultant agreements "in order to subvert the purpose of the rule." Under such circumstances, more serious questions concerning character qualifications will be raised, the FCC said.

Brokers boast that they handle very few sales of stations held less than three years and that 95% of their clients are established broadcasters to whom the regulations will not apply. James W. Blackburn of Blackburn & Co. said the new rule will hurt the young or inexperienced broadcaster who is short of cash or who has made a mistake in his analysis of his market.

Ray V. Hamilton of Hamilton-Landis & Assoc. said the three-year rule is another indication of the government's encroachment into the private sector of broadcasting. "The right to hold property should be the right of the individual not at the dictate of a government agency," he said.

Group Owners = Under the new provisions, group owners may sell a station owned more than three years even if they have purchased an outlet within the past three years if they are not selling the latter station. It was incorrectly reported last week that station's owned by a multiple owner would be frozen until three years after the acquisition of his last property.

Commissioners Rosel H. Hyde and
T. A. M. Craven dissented, the former with a statement (Broadcasting, March 19). In concurring views, Commissioner Robert T. Barley said the rule may lessen attempts to traffic in licenses but that it does not get to the core of the problem. "I would prefer a rule which looks to . . . how well the new user of the authorization will serve the public interest," rather than how long the station being sold has been held, he said.

Sales are not undesirable per se, he said, because new licensees may turn a marginal service to a meritorious operation. Therefore, he said, a rule should be adopted which would require a finding that a station transfer would result in an improved use of the frequency.

Commissioner John S. Cross, in concurring with the three-year rule, said however that the limitation should be placed on the buyer rather than the seller. "Let the seller sell to any qualified buyer provided said buyer has not bought or sold a station within three years," he said. He also would have exempted transfers involving only the dropout of an individual who wishes to withdraw from a partnership with the other partners remaining as the licensee.

KRLA wants stay until petition is considered

KRLA Pasadena-Los Angeles has asked the FCC to stay its decision ordering the station off the air April 16 (Broadcasting, March 19) until 30 days after the commission has acted on a petition for reconsideration.

The station said it will ask the FCC to reconsider the refusal to renew KRLA's license and said that "there is a strong likelihood that its petition will prevail because the decision . . . contains errors of both fact and law." KRLA has until April 18 to ask for a review and, the station pointed out, if it has to go dark before the petition can be acted upon, it will suffer irreparable injury.

The FCC refused to renew KRLA's license after finding the licensee, Eleven Ten Broadcasting Co., guilty of neglect of its responsibility and attempts to mislead the commission.

WLBW-TV files for renewal

Fulfilling a mandate from the FCC, WLBW-TV (ch. 10) Miami applied for license renewal last week. WLBW-TV, which received the grant after three other applicants had been disqualified, was ordered by the commission a month ago to file for renewal by last Tuesday (Broadcasting, Feb. 19).

Owned by L. B. Wilson Inc., WLBW-TV went on the air last November and, according to terms of its grant, the first license period was to be for four months. The FCC has announced that competing applications for ch. 10 will be accepted until May 21 and will be considered on a comparative basis with WLBW-TV's bid for renewal. L. B. Wilson also owns WCKY Cincinnati.

At the close of business last Thursday (March 22), the commission had not received any other applications.

Minow offers hope
to daytime operators

Daytime radio station operators worried about proposed FCC rule changes to tighten up regulations governing pre-sunrise operations can breathe easier. That's the word from FCC Chairman Newton N. Minow.

In an interview with Sen. Vance Hartke (D-Ind.) which was filed and taped for broadcast on Indiana radio and television stations Saturday and Sunday (March 24 and 25), Mr. Minow said he is "sympathetic to the day-timers; they serve a useful purpose."

Sen. Hartke had said residents of his state were worried over the prospect of losing the pre-sunrise service provided by daytime-only stations. "They'd suffer a hardship" if the stations were not permitted to broadcast pre-sunrise information on storm warnings and school closings.

"Tell them not to worry," Mr. Minow said. "Any judgment we reach will reflect human needs" the stations serve, "particularly in the morning."

The commission, which has received complaints that daytimers' pre-sunrise operations cause interference to larger stations, is considering a proposal to prohibit new daytime-only stations from broadcasting before daylight. It is also considering a regulation that would impose the burden of proof on a day-timer in cases involving charges of pre-sunrise interference.

Carter, NCTA protest
decision on microwave

The National Community Tv Assn. last week joined Carter Mountain Transmission Corp. in asking the FCC to reconsider its denial of a microwave station to Carter to relay tv signals to cattrv systems (Broadcasting, Feb. 19). The FCC denied the application on grounds it would cause economic injury to an existing local tv station, KWRB-TV Riverton, Wyo.

Carter said the FCC misinterpreted its responsibilities in ruling that the agency must consider possible economic impact and that the decision discriminates against a private business which is entitled to all rights of a "legal person" under law. The FCC is not an "economic court of appeals" and has no "overriding responsibility" to protect broadcasting at the expense of other users of the spectrum, Carter said.
"Ask Your Neighbor"

with Bob Allison
1:05-2:00 PM
Weekdays

"Can anyone tell me how to get an ugly coffee stain out of a beige carpet?"

"Who knows a good recipe for old-fashioned salt-rising bread? My husband loves it."

"I'm searching for wholesome, entertaining games to play at teenage parties."

This is just a sampling of the myriad queries directed to WWJ's sprightly afternoon feature. Listeners phone in their problems; their WWJ neighbors respond with practical solutions—as the whole town eavesdrops with pleasure and profit. And genial Bob Allison is the perfect MC for this friendly clearing house of the air.

Human interest, friendly service, a salesmaker! That describes "Ask Your Neighbor"—another facet of Total Radio on WWJ, Detroit.

Ask your PGW Colonel for availabilities today!

WWJ AM and FM RADIO
Detroit's Good Business Station
ALL CHANNEL SET CHANCES
Pastore thinks FCC's deintermixture compromise might get all-channel-set bill through Senate

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, appeared confident last week that the Senate would approve an all-channel-receiver bill without any provision banning deintermixture moves by the FCC. He said the commission's offer to declare an indefinite moratorium on deintermixture in return for such a bill (Broadcasting, March 19) provides the device needed to push the measure through the upper chamber.

He observed, however, that the demand for a statutory ban against deintermixture is greater in the House than in the Senate.

Many House Commerce Committee members represent districts affected by the FCC proposal to substitute a uhf for the sole vhf channel in eight markets.

"If the House will accept the offer, I think we can get the all-channel bill through the Senate as the FCC requested it," he said.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who had suggested the moratorium to the commission, declined to predict what action his committee would take. But he said the FCC letter containing the proposal was a "good" one that "speaks for itself."

In another development last week, Deputy Atty. Gen. Byron R. White submitted an opinion defending the constitutionality of the bill, which would require set manufacturers to build only all-channel sets for interstate commerce. The constitutional question was not a major one in the recent hearings, but the proposal had been seriously challenged on this ground when presented in previous years. The opinion was submitted to the Senate Commerce Committees last week. The opinion suggests that the proposed legislation and the deintermixture issue should be separated — and that a prohibition of deintermixture would deny the agency the flexibility it feels it needs. But, in view of the feelings of congressmen worried about deintermixture in their districts, both advised the commission to recognize the political realities and to accept some compromise.

The result of this advice was the FCC promise to suspend deintermixture proceedings at least until the effect of all-channel sets on uhf development can be determined, and to advise Congress before implementing any new deintermixture plans.

This offer hasn't settled the matter. But a number of congressmen, who once insisted that any all-channel bill they voted for would have to include a ban on deintermixture, are softening their attitudes.

This is true of four House Commerce Committee members — Reps. Peter F. Mack (D-Ill.), Robert W. Hempfl (D-S.C.), Abner Sibal (R-Conn.) and Vernon W. Thomson (R-Wis.). All come from areas threatened with deintermixture; all had supported a statutory ban against deintermixture, and all but Rep. Sibal are sponsoring such legislation.

Mack Disappointed — Rep. Mack expressed "great disappointment" that ch. 2 Springfield, Ill., was not included among the four deintermixture cases.

EIA suggests simulcasts as remedy for uhf

The Electronics Industries Assn. suggested to the Senate and House Commerce Committees last week that the FCC open up uhf by permitting simultaneous transmissions on vhf and uhf.

The EIA recommendation, delivered Friday to both committees of Congress by L. M. Sandwich, staff director, EIA consumer products division, was the association's latest move in opposition to legislation to require tv set makers to produce all-channel tv receivers (see story above).

"... Should it be found that legislation [requiring all channel receivers] is absolutely essential — and the Electronic Industries Assn. is convinced that it is not — we see no reason why the same law that requires manufacturers to produce only all-channel receivers should not also require vhf broadcasters to provide uhf service as well."

If the 458 vhf stations all were to broadcast on uhf at the same time, EIA stated, it would foster the orderly growth of uhf, give the public a reason for buying all-channel receivers, give manufacturers a purpose in producing all-channel sets, and give broadcasters another facility for program expansion and diversification at little cost.

Many stations, EIA said, might use the uhf outlet for cultural and information programs and for extra local news and public interest programs.

Stk Vhf-only — The association also took issue with FCC Chairman Newton N. Minow's six-year timetable for uhf to become established as a going service. EIA said the FCC timetable is based on the assumption it would take long to clear out the present vhf-only receivers and set up production lines to manufacture all-channel receivers.

EIA said Mr. Minow, does not believe any manufacturer will want to make vhf-only receivers for purely intrastate sale. But he is wrong, EIA said. In 1961 more than 40% of all tv sets were sold in states in which the plants manufacturing these receivers are situated. This amounted to more than 2.5 million receivers out of a total of 6.1 million sets produced. California and New York, it noted, absorbed 12% of the total.

The EIA statement contained the following table of 1961 tv set sales by distributors to dealers in states which the manufacturers have plants:

<table>
<thead>
<tr>
<th>State</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>657,467</td>
</tr>
<tr>
<td>California</td>
<td>594,469</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>374,545</td>
</tr>
<tr>
<td>Illinois</td>
<td>355,467</td>
</tr>
<tr>
<td>New Jersey</td>
<td>261,920</td>
</tr>
<tr>
<td>Indiana</td>
<td>146,951</td>
</tr>
<tr>
<td>Minnesota</td>
<td>89,032</td>
</tr>
<tr>
<td>Tennessee</td>
<td>87,037</td>
</tr>
</tbody>
</table>

The market for intrastate sales, therefore, is considerable, EIA noted, "and would be especially attractive because vhf receivers could be offered at prices substantially below those for all-channel sets."

Furthermore, EIA said, Mr. Minow's six-year timetable for uhf is based on his belief there will be no protracted rule-making procedures and that the law will not be challenged in the courts. He is mistaken on both counts, EIA contended, because (1) "the safest prediction to make about federal agency proceedings is that they will take longer than the best estimates or intentions," and (2) it is inconceivable that it [a law requiring the manufacture of all channel sets] would be allowed to stand uncontested by a single manufacturer.

The chairman's six year schedule would more probably stretch out to seven or eight years, EIA stated.
happy competitors!

here's why:

our salt lake city market is now ranked 51st based on sets in use — average quarter-hour in prime evening time*:

kcpx-tv  katz agency, inc.

ksl-tv  blair tv associates

kutv  avery-knodel, inc.

*re-evaluated by arb nov. '61 survey for all tv markets.

broadcasting, march 26, 1962
which the commission said could not, because of legal and technical reasons, be covered by the moratorium offer. But the FCC proposal, he said, is "a logical solution" to the problem involving the other proceedings, which include ch. 3 Champaign-Urbana and ch. 13 Rockford, both Illinois.

Rep. Hemphill, who is concerned about ch. 10 Columbia, S.C., called the letter "a fine statement" and said it showed "absolute good faith" on the part of the commission. But before endorsing the proposal, he said, he wants to be sure the courts will not overrule the commission and require it to proceed with the deintermixture proceedings. He is also desirous of investigating the possibility of writing the moratorium into law in a manner that would not deny the commission any flexibility, and of obtaining a definite length of time the moratorium would run.

Rep. Sibal approved the proposal wholeheartedly. He said the letter showed the commission's attitude to be "very cooperative and helpful." The moratorium offer, he said, contains "about all we can reasonably expect." Rep. Sibal has a direct interest in the matter because of the deintermixture proceeding involving ch. 3 in Hartford, Conn.

Rep. Thomson, concerned about ch. 3 Madison, was more cautious. He said he still prefers a statutory ban, "but the letter might alter that position. It provides 'some basis for hope that the FCC will slow down its deintermixture proceeding' and take 'a more realistic' approach to the problem, he said.

Springer Unimpressed • One House Commerce Committee member unmovfed by the FCC offer was Rep. William Springer (R-Ill.). He said it does not bind the commission to observe a moratorium, and that consequently, Congress should include a deintermixture ban in any all-channel bill it passes.

One official of the Association of Maximum Service Telecasters, which has led the fight against deintermixture, takes the same position as Rep. Springer. The FCC "wants to eat its cake and have it, too," he said.

Nor are uhf broadcasters, who are on the other extreme of the deintermixture controversy, happy about the FCC offer. William L. Putnam, president of the all-uhf Committee for Competitive Television, said the all-channel set is no substitute for deintermixture as a means of helping uhf broadcasting.

Mr. Putnam, who is president of WWLP Springfield, Mass., predicted that the bill, if enacted, would become entangled in court proceedings that would drag on for years. And during that time, he said many uhf stations will go dark.

SYRACUSE MERGER IN WORKS
Nine v. applicants to give plan to FCC this week; way cleared for like agreements in two other cities

A third uhf station in Syracuse, N.Y., neared reality last week as nine of ten applicants for ch. 9 there agreed on a plan for interim operation pending a final FCC grant.

The interim agreement will be filed with the commission this week as an amendment to the application of Ch. 9 Syracuse Inc., an earlier proposal by four of the applicants. An FCC spokesman said the agency would act "speedily" on the proposal as soon as it can determine that all the requirements have been met for a temporary grant.

Also last week, the commission took a step which it hopes will encourage competing applicants for ch. 13 Rochester, N. Y., and for ch. 13 Grand Rapids, Mich., to reach agreement for temporary station in those two cities. With such operations in mind, the FCC dismissed its individual applicants in all three cities for temporary permits to operate pending a final decision.

When the commission put a third uhf channel into each of the three cities last summer it said that it would encourage joint plans by applicants for interim operations while the expected comparative hearings were being held. Until the Syracuse agreement last week, however, no acceptable plan had been proposed in any of the cities. In fact, no two applicants in either Rochester or Grand Rapids have as yet submitted a joint plan for FCC approval.

With the dismissal of Ivy Broadcasting Co. last week, there now are 10 applicants for ch. 13 Rochester and six for Grand Rapids. Ivy also is an applicant for ch. 9 Syracuse and, following questions raised by a Syracuse-Rochester overlap problem, withdrew its application for Rochester to concentrate on Syracuse.

Ch. 9 Inc. • Earlier this month, Syracuse applicants Onondaga Broadcasting Inc., WAGE Inc., Six Nations Tv Corp. and George P. Hollingbery had filed the Ch. 9 Syracuse Inc. interim proposal. Also pending was Valley Interim Tv Inc., filed by W. R. G. Baker Radio & Tv Corp. and Salt City Broadcasting Corp.

Valley Interim applicants have joined the Ch. 9 Syracuse Inc. application and will withdraw their separate proposal. Also signing the new interim application were Veterans Broadcasting Co., Syracuse Civic Tv Assn., and Ch. 9 Broadcastco. The tenth ch. 9 applicant, Syracuse Tv Inc., has not signed the interim proposal but reportedly will not oppose the operation.


The Syracuse ch. 9 comparative hearing is to begin today (Monday) in Washington before Hearing Examiner David Kraushaar. Examiner Forest McClennig last week postponed the start of the Grand Rapids hearing from May 7 to May 21.

Senate unit okays JFK spectrum boss choice

STEWART ASKED TO SEE IF MILITARY IS HOARDING VHSs

The nomination of Dr. Irvin Stewart, former FCC member and former president of the U. of West Virginia, to be White House director of telecommunications management, was approved unanimously by the Senate Commerce Committee last week within hours after the committee had heard Dr. Stewart and showered him with compliments on his attainments and integrity.

Dr. Stewart's nomination was scheduled to go to the full Senate later the same week. Confirmation seemed assured.

President Kennedy nominated Dr. Stewart for the $20,000 a year telecommunications post late last month. The Senate confirmation is to be assistant director of the Office of Emergency Planning, also an Executive Department post (Broadcasting, March 5). Upon confirmation, the President will appoint him telecommunications management chief.
United Press Movietone News supplies newsfilm to more television stations than all other services combined.
said he hopes the government may find a way so television "can indeed be a nationwide and competitive system."

Sen. Pastore expressed his opinion that the military services may be hoarding frequencies, a viewpoint echoed by Sen. Vance Hartke (D-Ind.), who asked Dr. Stewart's views on government reservation of blocs of frequencies not now used or planned for use.

Dr. Stewart said he hopes to get the information required to make a judgment. He said he wants to be sure spectrum policies followed by government agencies are understood and authorized at the highest levels in each agency.

"Some are, I think," he added, "the actions of subordinates."

Arm of Congress = Dr. Stewart agreed with the committee chairman, Sen. Warren G. Magnuson (D-Wash.), that the FCC is an arm of Congress and not of the executive branch. The nominee emphasized throughout the one-hour testimony that he expects to cooperate with the FCC and has been assured the commissioners will cooperate with him. He repeated this emphasis when he elucidated his understanding that the President should administer and allocate government frequencies and the FCC non-government radio spectrum usage. "This new post," he added, "in no way will infringe on the FCC's jurisdiction." The spectrum, he said, is indivisible, and cooperation must be the rule between the FCC and the White House. He also pledged his cooperation with Congress.

Dr. Stewart also said he:

- Believes agreements with other governments should be made by the U.S., not by private companies.
- Expects to determine what portions of the spectrum the military services and the Central Intelligence Agency are using and why.
- Upholds the policy that telecommunications in the U.S. is "essentially" a job for private industry.
- Believes that in the administration of the radio spectrum, the U.S. has not kept pace with technological advances.
- Both West Virginia senators and his congressman appeared in support of Dr. Stewart's nomination. For the last four years, Dr. Stewart has been professor of government at the Morgantown university.

Dr. Stewart furnished a list of his securities holdings which was not questioned by any Senator. Among the 19 stocks and debentures held by the nominee is 100 shares of Westinghouse, bought in 1953 at $22.50 per share. This is the only stock involving a broadcast licensee.

New Post = The telecommunications position was created Feb. 16 by an executive order which authorizes the telecommunications director to assign radio frequencies to government agencies and to coordinate all telecommunications activities within the Executive Department.

Dr. Stewart, a native of Texas, held various professorial posts at the U. of Texas and served as president of U. of West Virginia from 1946 to 1958. His first government job was with the treaty division of the State Dept. From 1934 to 1937 he was a member of the FCC; in 1937 he was named director of the Commission on Scientific Research. While president of the U. of West Virginia, Dr. Stewart headed the Communications Policy Board which recommended telecommunications policy to President Truman. He also served on the Special Advisory Committee on Telecommunications under President Eisenhower.

**COMPROMISE ON JFK, KERR BILLS?**

Kennedy says White House will give, but not on ownership

The administration and Congress appeared to be moving toward a compromise last week on legislation to create a corporation that would operate the U.S. portion of a communications satellite corporation.

Attorney Gen. Robert Kennedy, testifying before the House Commerce Committee, indicated the administration would yield on a number of points in its bill (HR 10115), but not on its key provision to permit the general public to purchase stock in the corporation.

He said limiting ownership to international carriers, as proposed in rival legislation introduced by Sen. Robert S. Kerr (D-Okla.), could lead to domination of the system by AT&T. In addition, he said, the American public has spent $175 million in space communications research, and has thereby earned the right to invest directly in the satellite corporation.

The administration proposal for broad-based public ownership received support also last week from Brig. Gen. David Sarnoff, board chairman of RCA. Although he didn't specifically endorse any bill, he said he would have "no objection" to public participation.

He said since RCA sells its stock to the public, he would not be justified in advocating a satellite corporation that would limit its stock to a select few. He also said he did not believe the common carriers could raise the necessary capital without selling stock to the public. Estimates of financing needs have ranged from $150 million to $1 billion. Gen. Sarnoff also said RCA would invest in the corporation, but he did not specify any amount.

James E. Webb, Administrator of the National Aeronautics and Space Administration, who also testified in favor of the Administration bill, urged prompt congressional action on establishing a satellite corporation.

The U.S., he said, has an opportunity to provide leadership in developing a system for transmitting telephone, telegraph and television signals around the world. But to meet this opportunity, he said, "we must provide without delay for the organization and financing needed for planning to go forward swiftly.

Limited Ownership Favored = In four weeks of hearings before the Senate Space and House Commerce Comm...
People who know the Pittsburgh market best TAKE TAE

"In the food business, advertising must pay off right away. Thorofare has sponsored full-length TV feature movies for the last nine years. In that time, our sales volume has tripled. We are continuing to place more television advertising than any food chain in this area. It helps give us the sales results we’re looking for."

Mr. L. B. Smith, Jr., President Thorofare Markets, Inc.

A food chain owner is a hard-headed spender. Why is Pittsburgh’s most dynamic, talked-about grocery chain putting its money on TAE-time? Take TAE and see!

TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY, INC.

National Representatives
committees, Mr. Kennedy and Gen. Sarnoff were the only witnesses advocating public ownership to receive deferential treatment. Others supporting the administration viewpoint have been subjected to critical and sometimes hostile questioning. The majority of both committees appears overwhelmingly in favor of the limited-ownership proposal advanced by Sen. Kerr and supported by the FCC, as well as AT&T and other carriers.

But the Space Committee, which is headed by Sen. Kerr, was reported last week to be moving closer to the administration position on the ownership question. There have been numerous, and conflicting, versions of a compromise being worked out. Various Capitol Hill sources, however, indicate that the committee will approve a bill providing for some form of public participation.

The administration bill provides for two classes of stock. Class A would be purchased by anyone at $1,000 a share and would pay dividends and carry voting rights. Class B would be limited to common carriers, which would include their investment in their rate bases.

One Class of Stock • One suggested compromise would provide for only one class of stock, which would be divided between the public and the carriers. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has advanced this proposal several times during the hearings.

Mr. Kennedy indicated the administration might accept this idea, provided the split was 50-50. Rep. Harris had suggested a 60%-40% break, with the carriers permitted to buy the larger amount.

The attorney general also said the administration would accept a number of other changes in its bill, including a lesser role for the State Dept. than envisioned in the bill, and an offering stock price of $100 instead of $1,000. But he was adamant in insisting on public participation. The administration’s aim, he said, is to create a corporation that would develop space communications swiftly, provide global coverage, and foster competition among equipment manufacturers.

“The communications industry,” he said, “is particularly susceptible to domination by one company—AT&T—and this possibility could extend to this proposed corporation. I am not impugning the motives of AT&T but pointing to an objective fact.”

Even with the safeguards in the bill, he said, AT&T, “through its superior financial resources,” will almost inevitably dominate the corporation “unless we open [it] to investment by the general public.”

Although the Senate Space and House Commerce Committee have concluded their hearings on the issue, more sessions are coming up. Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust Subcommittee, announced he will begin hearings March 29 on the “antitrust monopoly problems” involved in the various communications satellite bills. Still to be announced are hearings by the Senate Commerce Committee.

Etv by line to schools

Legislation has been introduced in the House of Representatives that would enable the Rural Electrification Administration to help bring educational television to rural schools.

The bill (HR 10708) was introduced by Rep. W. R. Poage (D-Tex.) with the backing of the National Telephone Cooperative Assn. It would authorize the REA to lend money to telephone cooperatives for facilities to transmit etv programs by wire to schools in their areas.
ACTION...

...live and direct. That's what sports fans associate with San Francisco's KTVU. San Francisco Giants baseball, college basketball, ice hockey, pro football, wrestling...they're all live and direct on KTVU. Sponsors know KTVU offers still another kind of direct action...the immediate buying action of audiences tailor-made for the advertiser's product message. Top syndicated shows, post '60 movies, children's programs, local productions. Match the program to your product and watch sales go.

Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.
The All-Industry Television Station Music License Committee was reported last Thursday to have voted down the incendiary proposal to trade broadcast ownership of BMI for a 17% reduction in ASCAP’s tv music rates.

The report came from well-placed sources, but committee members refused to confirm or deny it. They reportedly wanted to communicate their decision to U. S. Judge Sylvester J. Ryan, in whose court the proposal originated, before announcing it generally.

The decision was said to have been reached at the end of an all-day session marked by tension and occasional emotional outbursts. The proposal had been recommended to the committee by its counsel after the plan was developed in hearings before Judge Ryan as a possible settlement of the committee’s rate-making suit against ASCAP.

Even before the Thursday meeting, sessions attended by committee leaders, NAB Chairman Clair McCollough of the Steinman Stations, NAB President LeRoy Collins and leaders of BMI touched off speculation that committee rejection of the proposal was a foregone conclusion and that Judge Ryan would be asked, presumably, to proceed with the rate case.

The committee, which is headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., filed the suit last fall after negotiations with ASCAP failed to produce agreement on new tv station licenses for the use of ASCAP music. Acting under a consent decree governing ASCAP, the committee asked the court—the U.S. Southern District Court in New York—to establish reasonable fees. The old licenses expired Dec. 31, 1961, but were continued in effect pending outcome of the suit.

Convention Topic • The scant reports that leaked through the committee’s silence made clear that the ASCAP negotiations would still be a highlight of the NAB convention April 1-4.

Mr. Shea had planned to report on his committee’s activities during the convention and insiders said after last Thursday’s session that he would do so. This report is slated during the convention’s tv session on April 3. The report will be directed to the 300-plus tv stations which are committee subscribers (there were 369 a few weeks ago but some resigned when the details of the proposed settlement, recommended by committee lawyers as well as those for ASCAP, became known).

The proposal has been the subject of mounting controversy ever since it emerged into public view after a March 5 court session in which counsel for both sides agreed to recommend it to their clients. ASCAP has long sought to divorce BMI, its chief competitor, from broadcast ownership. BMI supporters in the current argument contend the plan would wreck BMI and return ASCAP to the monopoly position it held before broadcasters formed BMI 20 years ago as a hedge against exorbitant ASCAP demands.

The TV Committee’s radio counterpart, not previously involved in the current controversy, joined it last week with a sharp protest. The All-Industry Radio Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, dispatched a telegram to Mr. Shea questioning the legality of the proposed settlement. The telegram noted that radio as well as tv stations own BMI stock and might be “substantially adversely affected by the proposal.”

Abandon Original Plan • In addition to divestiture of BMI from broadcast ownership and control in return for a 17% reduction in tv rates for the use of broadcast music, the proposed settlement would continue existing ASCAP license provisions in effect. This according to counsel for both sides, would mean that if the proposal were accepted the committee’s original demands for at-the-source clearance of rights to music used in future syndicated films and motion pictures would be abandoned. In addition the plan envisioned 10-year licenses as opposed to the five-year term covered by those that expired last Dec. 31.

Thursday’s executive session of the TV Committee, which occupied most of the afternoon, followed a morning session in which the committee met with BMI Chairman Sydney M. Kaye, President Carl Haverlin and other top executives of BMI.

Two days earlier Mr. Shea and some of his committee members were joined by Gov. Collins, Mr. McCollough, and several members of the NAB executive staff to hear the BMI executives present their arguments for keeping BMI’s status unchanged.

Details of this session also were not officially divulged, but they reportedly included a lengthy presentation on the
America's leading retailers have selected WPEN to broadcast from America's largest enclosed mall shopping center, just across the river in New Jersey. These leading retailers selected WPEN because it is Philadelphia's leading personality station.

WPEN
Represented nationally by Gill-Perna
importance BMI has attained in the music world. Presumably this centered
on details released only a few days earlier showing that, by BMI computa-
tions, BMI rivals ASCAP as a source of both radio and tv music and domi-
nates ASCAP in the phonograph rec-
ords field (Broadcasting, March 19).

Dwight Martin of WAFB-TV Baton
Rouge, a veteran of prior ASCAP
negotiations as well as a member of
the BMI board, was reported to have
joined Messrs. Kaye, Haverlin, BMI
Vice President Robert Burton and other
BMI authorities in urging the group not
to threaten the existence of ASCAP's
only major rival by approving the court
settlement proposal.

Although ASCAP and BMI are run-
nig nip and tuck for dominance as
music sources generally, ASCAP's rev-
enues—predominantly from fees from
broadcasters—exceed BMI's by more
than two and a half to one. ASCAP's
total income last year was about $33.1
million compared to BMI's approxi-
mately $12.7 million.

Long Battle *= ASCAP, which has
conducted a running fight against BMI
for most of BMI's 20 years, approved
the proposed settlement two weeks ago
—on condition that the broadcasters
also approve it.

The All-Industry Radio Committee's
challenge to the proposed method of
settling the tv-ASCAP rate case was
sent to Mr. Shea last Monday by Eman-
uel Dannett, counsel to the radio group.
Mr. Dannett's telegram, as released by
Radio Committee Chairman Mason as-
serted:

"This telegram is sent on behalf of
All-Industry Radio Music License
Committee of which Robert T. Mason
is chairman. Trade papers refer to a
proposal under which ASCAP will re-
duce fees to television stations condi-
tioned, among other things, upon the
disposal of all stock of BMI owned by
radio and television stations.

"The proposal under consideration
would grant a special benefit to tele-
vision stations by way of a substantial
reduction in ASCAP television fees
without taking into consideration radio
stations which are also the owners of
stock in BMI and which may be sub-
stantially adversely affected by the pro-
posal. Under the circumstances we se-
riously question the legality of the pro-
posed action."

Last week's round of meetings start-
ed Sunday with a session of the BMI
Board at which it was unanimously
agreed that BMI should make every
effort to convince the All-Industry TV
Group—if it wasn't convinced already
—that the proposed settlement should
be rejected.

Among the BMI board members at
this session were Chairman Sydney M.
Kaye, attorney and one of BMI's found-
ders; President Carl Haverlin; Mr. Martin:
John F. Patt, Goodwill Stations; Paul
W. Morency, WTIC-AM-TV Hartford;
William Regan, RKO General; J. Leon-
ard Reinsch, Cox stations; G. Richard
Shafto, WIS-AM-TV Columbia, S. C.;
Robert Reynolds, Gene Autry stations;
Merrill Lindsay, WSOY Decatur, Ill.;
E. R. Vedeboncouer, WSYR-AM-TV
Syracuse.

Desilu refinancing to cost $4 million

Desilu Productions Inc., Hollywood,
plans to spend $4 million for refi-
nancing over 20 years the company
said last week upon making a busi-
ness announcement.

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The ABC-TV bus stops to let Treyz off

MOORE, BARNATHAN PROMOTED IN MOVES TO RECOVER MOMENTUM

Oliver Treyz, who has run ABC-TV
for more than five years, was sum-
marily replaced last week. His replace-
ment, as announced by AB-PT Presi-
dent Leonard H. Goldenson, is Thomas
W. Moore, ABC-TV's programming
vice president since 1958 and now vice
president in charge of the network.
Mr. Treyz also was vice president in
charge until February 1958 when he
was elected president of the network.
Mr. Goldenson paid his March 20 an-
nouncement said the company plans to
utilize Mr. Treyz's services in "other
areas than broadcasting." However,
Mr. Treyz is not expected to remain
with AB-PT.

Just behind this announcement, Mr.
Moore moved Julius Barnathan to a
key supporting role. Mr. Barnathan,
elected only last January as president
of ABC's newly-formed tv station unit
(Broadcasting, Jan. 15), becomes vice
president and general manager of the
network.

Effective Immediately = The possible
ouster of Mr. Treyz had been specu-
lated on for some time but the immedi-
acy of Mr. Goldenson's decision came
as a surprise. Mr. Treyz, it's under-
stood, was on the West Coast when the
decision to replace him reached the
point of action. The former ABC-TV
president reportedly was informed of
it by Mr. Goldenson upon his return
to New York on the night of March 19.

The ABC-TV move ended weeks of
rumor that an executive outside broad-
casting or advertising would replace Mr.
Treyz. One story that had gained cre-
dence was an "impending shift" to
ABC-PT of Sylvester L. (Pat) Weaver
Jr., one-time NBC-TV, tv network
chairman, and now an agency executive (McCann-
Erickson). This report, however, had
been denied by both Mr. Goldenson
and Mr. Weaver.

After his Treyz-Moore announce-
ment, Mr. Goldenson issued a formal
statement that AB-PT selected Mr.
Moore to head the network "because
we think he is the best man for the job.
No other person was considered to run
the network.

"ABC never approached Pat Weaver
for the post; he never approached us.
We have a high regard for Mr. Weaver
but we have no plans to bring him to
ABC in the future."

Programming Post = It's expected
ABC-TV soon will pick a successor to
Mr. Moore in the programming post.
There are three executives in the pro-
gram department who rank about
equally: Giraud Chester, vice president
in charge of daytime programming;
Theodore H. Fetter, vice president and
program director, and Daniel Melnick,
vice president in charge of program de-
Four Star's earnings up 9% in last half of '61

Four Star Television last week reported net income after taxes of $367,471 for the first half of the current fiscal year ended Dec. 30, 1961, or a 9% increase over $336,487 in the like period a year before. Earnings per share were 60 cents, based on 611,250 common shares outstanding, compared to 55 cents in the previous period.

Four Star's gross income was at $9,939,751 as against $11,678,174 in the previous comparable six-month period. TV film rentals went down from $11,440,231 in the second half of 1960 to $9,777,762 in the last six months of 1961. Rentals and fees for studio facilities and personnel were down from $122,734 to $64,876. Film-cost amortization expenses were down from a little over $9 million in the 1960 period to more than $7.3 million in 1961.

Four Star shows currently on network television include The Dick Powell Show and Robert Taylor's Detectives on NBC-TV; Target: The Corruptors and The Rifleman on ABC-TV; The Gertrude Berg Show on CBS-TV, and a renewal of The Law and Mr. Jones on ABC-TV for the balance of the season. The firm has "sold" three new half-hour series and one new hour series for network telecast in the 1962-63 season.

'Corruptors' gets suit for ABC and Four Star

ABC and Four Star Television were named defendants in a $12-million legal action instituted last week by Space Age Materials Corp., Woodside, N.Y. The plaintiff, manufacturer of high-temperature materials for nuclear and missile uses, and of electronic components, claims it sustained damages as a result of ABC-TV's March 9 program in the Target: The Corruptors series (Fri., 10-11 p.m.) produced by Four Star.

The defamation law suit charges that the show referred to a corporation named "Space Age Exploration Corp.," which was involved in a new stock issue which proved to be worthless as it was never issued. The suit claims that following the telecast, principals of Space Age Materials "were besieged by excited stockholders and others who confused the similarity in the names.

ABC-TV currently lags far behind CBS-TV and NBC-TV in the sale to advertisers of next season's prime-time schedule and as a consequence is behind with its new programming.

The difficulties met by Mr. Treyz apparently reached a climax in Washington this year. Before the Senate's Juvenile Delinquency Subcommittee Mr. Treyz defended a decision he said he made to carry a violent, hour episode of Bus Stop that portrayed teenage singer Fabian as a sexually-psychotic delinquent. The episode was declined by the series' advertisers and more than two dozen affiliates. At the FCC's inquiry into network practices, Mr. Treyz indicated he made a mistake in permit-

Messrs. Treyz (left) and Moore

One replaced the other on short notice last week
TO RADIO STATION OWNERS

☐ Had it with Top Forty!
☐ Had it with prima-donnas!
☐ Had it with tired programming!
☐ Had it with low ratings!

Here's your answer:

 demande radio®

The biggest programming news at the N.A.B. Convention!
Hear it in Suite 1419A at the Conrad Hilton!
WHO HAVE HAD IT!

Here is a new kind of program service that is so complete, so imaginative, so exciting, it will banish every one of your programming headaches—give you a tight, talk-provoking operation you'll be proud of—and it'll cost you less and make more money for you than your present set-up! Are we promising you the moon? No, we are promising you the Men from Mars and their new creation . . . the most exciting concept in radio programming today . . . DEMAND RADIO!

Q. What is DEMAND RADIO?
A. DEMAND RADIO is a total program service that gives a new sound, a unity, a direction to your entire broadcast schedule! Everything—music, news, features, community events—is given a production quality, a pacing, an excitement your competitors could never duplicate.

Q. Will I have my own identification?
A. You'll gain more identification than you ever dreamed possible! DEMAND RADIO is custom produced for your station, for your community. It'll sound as if you had a massive staff of top announcers, technicians and creative writer-producers living at your station. Yet your own staff problems will be reduced to a minimum.

Q. Okay, but what about music—can I really build up my ratings, hold a good share of the market, get some attention from national advertisers—without playing Top Forty?
A. YES. (That's an important part of the DEMAND RADIO story.)

Q. It seems to me I've heard about the Men from Mars . . .
A. We should hope so! In just one year, Mars has scooped up the finest programming and technical talent, and has created, produced and sold a total of 20,000 program features to some 300 radio stations. Among the Mars clients are station groups that have never bought programming from anyone else!

Q. Now, you've made some pretty strong claims and promises. I have some specific questions . . .
A. Fine! Come see us at the N.A.B. Convention. We'll demonstrate DEMAND RADIO to you, introduce you to satisfied clients, back up every statement we've made above, and more.

Q. Just one more question now. Is DEMAND RADIO exclusive in my area?
A. That's right. Exclusively yours—or, we must add, exclusively one of your competitors, depending on whom we sign up. So please make Suite 1419A at the Conrad Hilton one of your first stops.

Or here's a better idea: Call or write to Stan Kaplan at Mars right now and he'll make a special appointment for you at the convention, or, if you're not planning to attend, he'll come see you at your office. Your tie-line to Mars is 327-2700, Stamford, Conn.

Whatever you do—don't miss out on DEMAND RADIO. It's going to be solving a lot of programming problems for a lot of station owners, and we're sure you'll want to get the full story.

See you soon!

MARS BROADCASTING, INC. 575 Hope Street, Stamford, Conn.

BROADCASTING, March 26, 1962
CHICAGO APPRAISAL

Broadcasters explain tv. problems to civic groups

What’s the best way to pressure a tv station into putting on a program you favor or dropping one you find offensive? Should you complain to the station’s owner or to the FCC? Are group protests more effective than individual complaints?

These were typical questions asked by members of the Illinois Commission on Children and some 75 other educational, welfare and civic organizations in group discussions with broadcasting executives in Chicago last Tuesday. About 200 people participated in the all-day conference on “Broadcasting in the Public Interest.”

A feedback from the FCC inquiry being conducted in Chicago last week was apparent from the tenor of the questions asked of the broadcasters who participated. They included: Clark George, WBBM-AM-TV Chicago; Ward Quaal, WGN-AM-TV Chicago; Chalmers Marquis, educational WTTW (TV) there, and Edward Stanley, NBC public affairs director. All discussed questions directly linked with the Chicago tv hearing testimony.

“Don’t write the federal government, write me,” Mr. Quaal told one youth conference group. Both he and Mr. George emphasized that civic and educational organizations should tell stations what programs they like and which they don’t. He suggested they write the sponsor, too, when they appreciate a program.

Mr. George said programming to fulfill all needs is difficult because of the “variety of publils” a metropolitan station must serve. He said WBBM-TV meets monthly with educational and civic groups.

Louis Hausman, director of the Television Information Office, explained to one seminar group that some broadcasters are wary of local advisory boards because the members might be irate if the station rejects their practical ideas. Mr. Hausman also opposed group pressure campaigns because they might keep shows from going on the air before viewers got a chance to judge for themselves.

Violence Issue • A good deal of discussion among the seminar groups was about violence and its possible effect on children. The prevailing sentiment seemed to favor parental over the government control. Programs to be beamed at adults only should be clearly labeled, the groups agreed.

The group in which Robert D. Swezey, NAB Code director, participated urged the industry do more to publicize the work of the NAB codes. Mr. Swezey said a code film produced by TIO is available to tv stations and community organizations on request.

The group in which Herbert H. Neuer of American Federation of Television and Radio Artists took part voted unanimously to ask the FCC to hold hearings in all large cities at license renewal time for tv stations. However, some participants in other discussion groups expressed fear the FCC is tending toward censorship and is setting undesirable precedents for "less capable FCCs of the future."

How Radio-Tv Work • The morning general session included lectures on the broadcasting function and how it is regulated by the industry, the government and the viewers. Mr. Robert E. Lee emphasized the difficulty in pleasing all tastes. Mr. Swezey said broadcasting must develop qualitative as well as quantitative research. He said some programs are rightfully for adult audiences and that tv should not be so restricted by its code that all programs are bland and suitable only for children.

Janet Kern, former radio-TV critic of Chicago American, stirred controversy when she said tv reflects attitudes and culture. She charged many pay lip service to cultural programs but few watch them.

Hits FCC Tactics • Miss Kern said the FCC’s "pious statements" that it isn’t interested in censorship "aren’t worth the paper they’re written on."

FCC Commissioner Robert E. Lee, the luncheon speaker, talked on the history of the FCC’s regulatory authority.

FM BROADCASTERS OPEN MARCH 31

Rabell proposes New York sales-promotion headquarters

Fm broadcasters will have two days of programming as the National Assn. of Fm Broadcasters opens its annual convention in Chicago (see convention preview, page 75) Saturday, March 31. The first day will be strictly an NAFMB affair but the second two Sunday sessions—NAFMB in the morning and NAB-NAFMB jointly in the afternoon—will make up what NAB has designated as Fm Day (BROADCASTING, March 19).

Fred Rabell, KITT (FM) San Diego, retiring NAFMB president, proposed in a final message sent last week to members that a New York sales and promotion office be formed. "This is a ‘must’ for next year," he said. He praised the work of Edward F. Kenehan, Washington attorney who served as executive secretary during the year.

Mr. Rabell has been elected as fm director-at-large on the NAB board of directors. His term starts with the NAB convention. The NAFMB convention begins formally March 31 at 9:30 a.m. with the annual business meeting and election of officers. It is open to members only.

After a board luncheon, a series of afternoon seminars will be held for fm broadcasters and others interested in the medium. Will Collier, Baird Jr. WFMF (FM) Nashville, will preside at a seminar on fm measurement data and research. Participants will be Arnold E. Johnson, Needham, Louis & Brorby, Chicago; Roger N. Cooper, American Research Bureau; Donald Nelson, Nelson & Walker, Oklahoma City, Okla., and Robert Atkinson, C. E. Hooper Inc.

The Competition • Arthur K. Crawford, KCBH (FM) Beverly Hills, Calif., will appraise fm’s competitive problem in selling against am, tv and other mass media. Lynn Christian, KOOL-FM Houston, will direct an fm stereo sales and promotion seminar. Participants will be E. K. Hartenbower, KCMO-FM Kansas City; Courtland Clark, KLSN (FM) Seattle, and Richard Kaye, WCRB-FM Boston.

The Sunday morning session will open with a salute to the NAB staff and directors by the president-elect. The 1962 NAFMB-F-EMMY award for outstanding work in advancing the medium will be presented by Mr. Rabell to Bill Tomberlin, KMLA (FM) Los Angeles for his pioneering work.

A report on Canadian fm will be given by Jack R. Kennedy, CFRB-FM Toronto, Ont. Sam Hamilton, WMAL-FM Washington, will speak on promotion through program guides.

T. Mitchell Hastings Jr., Concert Network, will preside at an fm sales session that winds up the morning program. Participants will be Joe M. Leonard Jr., KGAF-AM-FM Gainesville, Tex.; E. N. Bentz, WLOL-AM-FM Minneapolis; Mr. Rabell.

BROADCASTING, March 26, 1962
THE GREAT CHARLESTON-HUNTINGTON DEBATE COMMENCES!

TOM: Fellow Huntingtonians, old chums in Charleston, and time-buying influences everywhere: We at WSAZ-TV, the Station with the Tall Tower and the Peak Power, are often asked: "Which offers an advertiser more market for his money—Hustling Huntington, West Virginia, or Cheery Charleston, in the same well-favored state?" To which we as often reply: "An interesting question, but an academic one! For WSAZ-TV saturates both cities with a splendid signal!"

JOHN: Well spoken, sir, and prudently, tool for what cause would it serve to confess that Charleston is a tad the more teeming of the two?

TOM: Mr. Sinclair, I do declare! A tad the more teeming by whatever standard of measure or stretch of the imagination?

JOHN: Why, by the Federal Census—a work never, to my knowledge, filed under Fish Stories!

TOM: Your source is, admittedly, of good odor, sir, but you beg the basic question. We are asked how our respective stomping grounds stand as markets. Not how they fare in the 10-Year National Nose-count!

JOHN: Very well, Mr. Garten! Which truncheon shall I first employ? Metropolitan Charleston's 62,100 TV homes? Or its average income? Sales Management's 1961 Survey of Buying Power shows that the average Charleston household earns $6,562—a sum sufficient, would you not say, to allow seconds at table?

TOM: While your figure is impressive, Mr. Sinclair, and would turn most cities green with envy, a market is not measured about the belly or the serving bowl! One truly measures a market, in my opinion, only by taking the temper and kidney of a community. Do not snicker, Sinclair! Huntington was recently dubbed an All-American City—on the basis of no less than twelve civic strengths and virtues, ranging from recreational facilities—four golf courses and 18 tennis courts, my friend—to diversification of industry!

JOHN: Ah yes, industry! Surely a measure of market! Charleston mixes a major portion of the nation's chemicals! Did you know that we sit atop deposits of brine, Mr. Garten? Brine!

TOM: Charleston happens to be My Home Town, Johnny, and I am well aware of its geological riches and resources, having tapped them as a child. But an All-American City must have diversified industry—must trip the alphabet from Alloys to Zinc. And it must have growth! New industry is moving into Huntington at an absolutely dizzying rate!

JOHN: Dizzying, sir! Why our heads fairly spin with revising our industrial rosters! But for a progressive smoke-control program, Charleston would blow rings about you any day of the week but Sunday, and well you know it!

TOM: Pshaw, sir! Our roster reads like a blue-chip register of the Free Enterprise System! And our complex stretches out like some river-going leviathan—west to Ashland, Kentucky, and on to Ironton and Portsmouth, east and north to Gallipolis and Athens, Ohio...

JOHN: Athens? Not so fast, my friend! That plum lies out of a line drawn north from our towering transmitter! As does Marietta and Parkersburg!

TOM: I suspect, sir, that your line is skewed or mayhap drawn to the Magnetic North!

JOHN: Oh, for time to rebut! However, our typesetter seems to be having the fits. Shall we temporarily declare the debate a draw?

TOM: Rather, let us declare the advertiser winner, for it not he who, for a single price, can claim the entire WSAZ-TV market area—with its more than 2,000,000 people and its $4,000,000,000 payroll?

JOHN: It is he who, and it is so agreed. The advertiser wins, provided he consults his Katz Agency man!

TOM: Until the next time, then, we thank you all for your time and attention.

WSAZ-TV, Channel 3, NBC Division: The Goodwill Stations, Inc.
MOST PEOPLE DEPEND ON RADIO

Listeners rely on it for news, entertainment, companionship

WMCA study finds medium's part big in most habit patterns

A new insight into the listening attitudes and tuning habits of radio listeners was added to the arsenal of radio sales ammunition last week with the release of a mass of audience data compiled by the Psychological Corp. for WMCA New York.

The research report, released by WMCA, demonstrates again the high level of listeners' dependence on radio and undertakes to explain why this dependence exists and how it manifests itself in different ways at different times.

Agency-Advertiser Aid • The results are intended to help agencies and advertisers buy more efficiently and to help stations identify, enlarge and improve their appeal to their particular audiences.

For radio stations generally the findings suggest three guidelines on the way toward becoming "ideal stations" from the standpoint of listeners:

1. The ideal station, Psychological Corp. researchers concluded, "should relate to its listeners in an emphatic and 'understanding' manner."
2. It "should give the listener a sense of rapport and intimacy, much as in a personal friendship."
3. It "should provide the listener with tools for understanding and coping with the contemporary social world."

The study shows how listeners think of stations as having individual "personalities" and also singles out some of the personality traits of the more or less typical listener. For instance:

- He is basically loyal, despite a tendency to be a dial-switcher at times.
- He is open-minded and generally tolerant of what he hears.
- He is inquisitive.
- He likes to experiment occasionally—even to the extent of deliberately seeking out programming that he thinks he dislikes.
- He is patient.
- He is sometimes moody.
- He often is indecisive, needing help in making up his mind.

These attributes, like the other findings in the study, apply specifically to listeners in the New York area, where the study was made. Some of them are not mathematically projectible, but generally they are believed to be broadly typical of radio audiences as a whole.

The study has been under way for several months and highlights of some of its findings have been made public as the computations progressed (BROADCASTING, Jan. 22, Feb. 5). It was conducted in two phases, with interviews for both held last November and December.

The methodology • The quantitative phase consisted of completed telephone interviews with 1,000 listeners in the New York metropolitan area, based on a sample which makes the results "projectible to the total listening population with considerable reliability," according to Dr. Harold Mendelsohn of Psychological Corp., an independent research firm in New York.

The qualitative phase consisted of depth interviews, averaging 90 minutes each, with 150 selected listeners, former listeners and non-listeners of WMCA. These results are considered "illustrative" but not mathematically projectible—because the sample was selected on quota basis—except as support for the findings from the quantitative phase.

Stephen B. Labunski, vice president and general manager of WMCA, said in releasing the report that he hoped it will "bring about a better understanding of radio audiences and result in greater and more effective use of radio."

The study started as a project to guide WMCA management in programming decisions. But it produced so much material offering "new and highly encouraging ways to look at radio" that WMCA officials felt this non-competitive material ought to be made available to other stations and to advertisers and agencies.

It goes further than most publicity released presentations in revealing "secrets" about its sponsor's strengths and weaknesses. Mr. Labunski said this policy stems from WMCA's belief that both the station and radio generally are strong enough to stand up to the facts and that, actually, "if everybody knew the full truth about radio, all of radio would gain."

One of the study's side results was confirmation of the generally held belief that radio ownership is virtually universal—much more so than the latest U.S. Census figures indicate. Although radio ownership was one of the requirements for those chosen to be interviewees, survey officials say they've combed their records without finding any indication that even one prospective respondent failed to have a working-order radio in his home.

Empty House • The respondents, according to the report, showed their

First copies of WMCA New York's new study of radio audiences, conducted by Psychological Corp. and now being offered to other stations, agencies and advertisers, are examined by WMCA President R. Peter Straus (seated), Vice President and General Manager Stephen B. Labunski, and Sales Promotion Manager Mary Elizabeth Fay.

68 (THE MEDIA)
"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein
Scout Executive
Buffalo Bill Council

WOC is more than a member of the community... it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends $4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel... today!

WOC TV 6

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

DAVENPORT, IOWA
THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

BROADCASTING, March 26, 1962
reliance on radio in many ways. This comment by a housewife was cited as typical: "To me, when the radio is off, the house is empty. There is no life without the radio being on. As soon as I get up at 6:30, the first thing I do is turn it on . . ."

Numerically, 85% of the WMCA listeners surveyed—as distinguished from those who listen primarily to other stations—said they spend more than two hours at a stretch with radio (all stations) every day. A total of 49% listen to radio for more than two hours at a time in the morning, 48% for more than two hours in the afternoon, and 34% for two hours or more in the evening.

The number of non-listeners during various day segments ranged from 14% in the morning to 29% at night.

Survey authorities noted that these figures, from the qualitative study, are not mathematically projectible. They thought it safe to assume that the percentages are at least indicative of listening habits generally.

**Importance**—More than three-fourths of the WMCA listeners classified radio as "very important" (51%) or "fairly important" (27%) in their everyday lives.

**Why?**

First, the report notes, there are the "obvious" reasons: "Radio gives me the news," and "it entertains me." In addition to exploring these factors in detail, the study also turned up several "subtle" reasons "of which the respondent himself is usually unaware." The report explains these additional reasons as follows:

"Radio serves to 'bracket' the day. It's a suitable 'waker-upper' that heralds a new day and prepares the listener for his encounters with the outside world. (Example: As an adult female said, 'I don't know what I'd do without it in the morning. It just gets me started, and that's what I like about radio'.)

"In the evening, it seems to punctuate the day's routines, anxieties and labors with a relaxing, untroubled period mark. (Example: When I can't fall asleep I turn on the radio,' a teenager reported. 'I have it on constantly [but] I like to listen especially when I'm in bed just before I fall asleep.')

"Between the waking and preparations-for-sleep periods, the listener turns to radio primarily for companionship.

Here, radio fills voids that are created:

1. —By dull, routine and boring tasks (Example: 'I listen to the radio from the time I get up until I go to bed. It regulates my day and it keeps me company. I can do other things at the same time—cook, clean, and still hear it all the time . . . Also, when you are home with children the day seems to have no beginning and no end, and radio really helps to break it up a little.').

2. —By social isolation and feelings of loneliness (Example: 'It makes my driving easier. I drive a truck all day and if I didn't have the radio, I'd go batty . . .').

**Adapts to Moods**—"Corollary to radio's major function as a companion is its unique ability to accommodate itself to the listeners' mood or psychological frame of mind at any given time (Example: 'I couldn't get around without it. Especially if it's a rainy day or I feel blue. The music helps brighten the day. I sing along with the songs. I enjoy listening to the disc jockeys chattering away. It makes the time pass quickly, and my housework doesn't seem so boring.').

The report notes that radio serves, in addition, an informational function that is also social. It helps the listener "identify" with other people and gives him something to talk about with them.

This role of radio as a "conversation piece" is not readily acknowledged by most listeners, authorities pointed out, but in the depth interviews it was quickly established that this is a factor of great importance. The report explains:

"Radio allows the listener . . . to share with others a wide variety of events of common interest and concern. The listener uses radio to bind him closer to other listeners like himself merely by virtue of having been a 'witness' to the same happenings. To many listeners these shared experiences become focuses of attention and conversation.

"In this process, the contents of radio broadcasts serve as 'social lubricants' for reducing inter-personal tensions that normally arise in the course of social living. By providing listeners with things to talk about, radio . . . serves as a rather harmless catalyst in making communication between people easier."

One wife phrased it this way:

"The current events on radio help me to discuss with my husband in the evening."

**Dependent on Radio**—Whether for these incidental benefits or not, people were found to regard themselves as dependent to a "surprisingly high degree" on radio as a source of happenings. This appears at least to be the case with WMCA listeners, to whom this part of the study was limited, and WMCA
INDUSTRY'S MOST COMPLETE LINE OF CARTRIDGE TAPE EQUIPMENT

1. 500—Compact combination cartridge tape recorder/playback unit; 2. 505—Compact cartridge tape playback unit; 3. 500S—Compact combination stereo cartridge tape recorder/playback unit; 4. 505S—Compact stereo cartridge playback unit (also available in rack mount); 5. 500R—7" rack mount combination cartridge tape recorder/playback unit; 6. 505R—7" rack mount cartridge tape recorder unit; 7. TP1—Tape cartridge winder; 8. RS200—Lazy susan revolving cartridge rack; 9. RM100—Wall mount cartridge rack; 10. 300, 600, 1200—Tape cartridges.

This is Spotmaster—the most complete line of quality cartridge tape equipment in the World. Pioneered by Broadcast Electronics, Inc.—Spotmaster equipment is now being used in over 500 radio and television stations in the U.S.A. and in over 100 stations in Canada, Mexico, Europe and Australia.

Stop by exhibit booth 14E at the NAB Show (Conrad Hilton Hotel) and see-for-yourself why more broadcasters prefer Spotmaster equipment over any other make.

BROADCAST ELECTRONICS, INC. 8800 BROOKVILLE RD., SILVER SPRING, MD.

BROADCASTING, March 26, 1962
authorities do not consider their audiences untypical to an extent that would make these general findings unrepresentative of most radio listeners:

When asked how important it was for them to get "the latest news on the radio," 48% checked "extremely important," 33% said "fairly important," and 9% said "not terribly important." (The rest did not answer.) In addition, in the qualitative survey 44% of WMCA listeners said they turn on their sets "especially to hear the news."

By a combination of checks and cross-checks the study also found that among WMCA listeners the heaviest reliance on radio news is reported by the following groups:
1. Housewives.
2. High school graduates.
3. Listeners in the 30-39 and 50-59 age brackets.
4. People in families earning less than $5,000 a year.

From these findings the report concludes:

"The portrait of the dependent listener in sum is an interesting one. Generally, the group is one that for want of a better term can be described as "middle" or "lowbrow" with rather narrow intellectual capabilities and interests. This is not to say that the group is either socially or educationally depressed. In fact, a study previously conducted ... showed that the depressed group is, instead, strongly dependent upon television as a major source of news."

The importance which listeners ascribe to radio news was pointed up in another way: Eight out of ten said they would not turn off a newscast even if they had already heard one and were, at the moment, looking for music.

Music, Too • As for the primary motivation for radio listening, 24% of the WMCA listeners said they tuned primarily for music, 13% primarily for news, and 62% for music and news (1% did not answer). Indicating the importance of a station's having more than one basic appeal, the 62% who said they tune for both music and news appeared also to be the most faithful listeners, most representative of all age groups, highest in number of high school graduates, and representative of most occupational groups.

Although "most" listeners tend to stay tuned to one station, the report continues, a significant number spread their listening over several stations, depending on their specific interests. They'll tune to one station for music, for example; to another for news, back to the first for more music, to a third station for sports, to a fourth for a different kind of music, etc. Thus over a period of time "dailing around" builds into a great deal of overlapping listenership among stations.

From their exploration of tuning habits and attitudes the researchers were able to describe the "personalities" which listeners ascribe to specific stations. These in turn give some indication of why a listener will choose one station over another.

It was found that two stations with opposite programming policies—one considered peppy and "stimulating" and the other "quiet" and "passive"—were often used by listeners for identical purposes: For release of psychological tension. Both were regarded as good "pressure valve" stations by listeners who are not regular members of their respective audiences but who tune them both from time to time for tension relief.

Station Images • The report also shows that the way a station handles its newscasts influences its "image" or "personality," in the minds of listeners, just as its handling of music does.

Two stations among those studied—10 in all—were considered primarily as "rather remote, impersonal conveyors" of news, according to the report. A third, which probably devotes as much time to news as these two, was considered "an informal, personalized medium for absorbing 'low-level' information." And a fourth, also strong on news, was thought of as presenting "timely and useful information of immediate utility."

The study also had listeners rank the 10 stations' personalities in terms of "high," "moderate" or "low," performance—in the listeners' opinions—in four basic areas. Four of the ten stations were classified by listeners as ranking "high" in serving a utilitarian-informational function; two were "high" in providing active mood accompainment;

Continued on page 136
February 26, 1962

Mr. Ervin Lyke
3111 C. T. V.
201 Humboldt St.
Rochester, New York

Dear Mr. Lyke:

I wish to bring to your attention an incident in which your outstanding employee, Charles Plante, was instrumental in effecting the arrest of John Murphy, an escapee from the State Hospital on February 19, 1962. The subject, Murphy, had been committed to our County Jail after an arrest by the Police Bureau on a charge of robbing a merchant on Front Street earlier this month. In the County Jail, he attempted suicide which resulted in his return to the State Hospital for further examination. Here, he and an accomplice effected an escape by sawing through a security window of a porch.

On February 21st, information was received by the Brighton Police Department that a subject answering the description of John Murphy - who had been seen in the area - was spotted near a bank at 2309 Clinton Avenue South, and immediately called in the position of the suspect, resulting in an early arrest without further incident.

We in the Police Bureau consider this man a very dangerous person to be at large in view of a past history of robbery, current conviction and other information developed. It is my duty to pass this information to the Police Department and to you personally. I am sure that this will result in your directing the necessary action to be taken to ensure his apprehension and return to the State Hospital. Mr. Plante is a most valuable employee and I feel he should be commended for his work in effecting the arrest in this matter.

Very truly yours,

William M. Lombard
Chief of Police

Thank you...
Chief Lombard

President WROC
Good Music* rings up sales in Southern California over KFAC AM and KFAC FM  
*two stations for the one price

The Music Stations for Southern California  
24-hour simultaneous AM-FM at one low cost  
Represented by The Bolling Company, Inc.
NEXT WEEK IN CHICAGO

NAB celebrates its 40th anniversary with an April 1-4 convention that ranks with the major industrial conferences of the nation. The way things shaped up at the weekend it appeared attendance might surpass the alltime record set in Washington last year.

The Conrad Hilton Hotel in Chicago now provides more space for the annual equipment exposition than was available in past years. More than 27,000 square feet of exhibit space was sold by the association, according to Everett E. Revercomb, secretary-treasurer and exhibit manager (see detailed equipment story starting page 92).

By returning to the Conrad Hilton the association can house all of its official meetings under one roof. Unofficial meetings not listed on the agenda will be scattered among other Chicago hotels, including the Sheraton Blackstone, just across the street.

Programming and service firms participating in the convention will have hospitality suites all over the hotel (see directories starting page 118).

Unofficial meetings get under way Friday, March 30, including that of the board of the National Assn. of Fm Broadcasters (story page 76) and the Assn. for Professional Broadcasting Education. NAFMB members have an all-day meeting Saturday and will join with NAB in an Fm Day program on Sunday. This has become an increasingly important phase of the convention as the fm medium grows.

Opener Features Murrow • Equipment exhibits open Sunday, April 1, at noon (see official program, page 76). Formal programming starts Monday morning with presentation of the Distinguished Service Award to Edward R. Murrow, director of U. S. Information Agency.

The separate Engineering Conference (see page 82) opens Monday afternoon, April 2 and winds up Wednesday afternoon with the annual FCC roundtable, the closing event of the convention. NAB President LeRoy Collins will deliver his annual report to the membership at the Monday luncheon. FCC Chairman Newton N. Minow will speak at the Tuesday luncheon. The Wednesday luncheon speaker will be James E. Webb, administrator, National Aeronautics & Space Adm.

Last year's convention attendance was 3,101 (officially registered). This is only part of the story. Exhibit personnel run about 1,000 and 200 assistants are employed in connection with exhibits. Finally upward of 1,000 converge on the convention but aren't officially registered. Some estimates have placed this group as high as 2,000. The official registration at the last Chicago convention in 1960 was 2,810.

Co-chairmen of the NAB Convention Committee are J. M. Higgins, WIBC Indianapolis, Ind., and William B. Quarton, WMT-TV Cedar Rapids, Iowa. Other committee members are Henry B. Clay, KTHV (TV) Little Rock, Ark.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Simon Goldman, WJTN Jamestown, N.Y.; Robert T. Mason, WMRN Marion, Ohio; Odin Ramsland, KDAL Duluth, Minn.; James D. Russell, KTV (TV) Colorado Springs, Colo.; Joseph S. Sinclair, WJAR-TV Providence, R.I.; Robert F. Wright, WTOK-TV Meridian, Miss.
ON TAP IN CHICAGO

Registration • Saturday, March 31, 9 a.m.-5 p.m.; Sunday, April 1, 7 a.m.-7 p.m.; Monday, 7 a.m.-7 p.m.; Tuesday, 9 a.m.-5 p.m.; Wednesday, 9 a.m.-5 p.m. Lower Lobby.

Exhibits • Sunday, April 1, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m. East and West Exhibit Halls, Lower Lobby.

SUNDAY, April 1

NAB Fm Day Program • 2:30-5 p.m., Waldorf Room.

Report of the NAB Fm Radio Committee: Ben Strouse, Chairman, WWDC-FM, Washington; Mr. L. M. Sandwick, Electronic Industries Assn., Washington.


The Programming Aspects: Lynn Christian, KODA (FM) Houston; David Polinger, WFTM (FM) New York; Fred Rabell, KITT (FM) San Diego; George Thorpe, WVCG (FM) Coral Gables, Fla.

The Economics of Fm Stereo: Paul Braden, WPFB-FM Middletown, Ohio; Gary Gielow, K PEN (FM) San Francisco; Henry Slavick, WMC-FM Memphis.

NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters in the Waldorf Room, beginning at 10 a.m., Sunday.

MONDAY, April 2

General Assembly • 10:30 a.m.-12 Noon, Grand Ballroom.


Invocation, The Right Reverend G. Francis Burrill, Bishop, Archdiocese of Chicago (Episcopal); Presentation of the Colors, United States Marine Color Guard; The National Anthem, The Great Lakes Naval Training Center Band; Welcome, The Hon. Richard J. Daley, Mayor of Chicago.

Presentation of NAB Distinguished Service Award by LeRoy Collins to Edward R. Murrow; Address, Mr. Murrow.

Management Conference Luncheon • 12:30-2 p.m., International Ballroom.

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa; 1962 convention co-chairman.


Address, LeRoy Collins, president, NAB.

Radio Assembly • 2:30-5 p.m., Grand Ballroom.

Presiding, John F. Meagher, vice president for radio, NAB.


Television Assembly • 2:30-5 p.m., Waldorf Room.

Presiding and Opening Remarks, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman; Louis Hausman, director, Television Information Office.

Moderator, Vincent T. Wasilewski, executive vice president, NAB; Panelists, Charles Sweeney, legal advisor, Bureau of Investigation, Federal Trade Commission; Stockton Helfrich, manager, New York, The Code Authority, NAB; Norman E. (Pete) Cash, president, TVB; William MacRae, coordinator—Spot Television.

TUESDAY, April 3

Radio Assembly • 10 a.m.-12 noon, Grand Ballroom.

Presiding, John F. Meagher, vice president for radio, NAB.

Television Assembly • 8:30-10 a.m., Waldorf Room.

Continental Breakfast. Presiding, Dan W. Shields, special assistant, television, to the executive vice presi-
Other related meetings

FRIDAY, March 30
3:30 p.m. Assn. for Professional Broadcasting Education, subcommittee meeting. 7 p.m.—board of directors meeting, Room 12.

SATURDAY, March 31
9 a.m.-11 p.m. Assn. for Professional Broadcasting Education, membership meeting. Williford “A” Room. 9:30 a.m. National Assn. of Fm Broadcasters, business meeting. Waldorf Room. 12:30 p.m. APBE, membership luncheon. Williford “B” Room. 2 p.m. National Assn. of Fm Broadcasters, membership meeting. Waldorf Room. 2:30 p.m. ABC-TV Affiliates, meeting and presentation. Grand Ballroom. 5 p.m. APBE, reception. Williford “B” Room. 5:30 p.m. ABC reception. International Ballroom.

SUNDAY, April 1
8 a.m.-12:30 p.m. Assn. of Maximum Service Telecasters, membership meeting. Beverly Room. 9:30 a.m. National Assn. of Fm Broadcasters, fm session. Waldorf Room. 9:30 a.m. APBE, board of directors meeting. Room 12. 10 a.m. ABC Radio Affiliates, meeting, Williford Suite. 10:30 a.m. Broadcast Music Inc., board of directors meeting and luncheon. Rooms 13 and 14. 11 a.m. Daytime Broadcasters Assn., membership meeting. Williford “A” Room. 12:30 p.m. Assn. of Maximum Service Telecasters, board of directors luncheon. Bel Air Room. 12:30 p.m. NAB Television Code Review Board luncheon. Room 18. 2 p.m. APBE, membership meeting. Williford “A” Room. 4 p.m. Clear Channel Broadcasting Service, membership meeting. Bel Air Room. 5 p.m. Pre-Sunrise Broadcasters Committee, meeting. Upper Tower. 6 p.m. NBC Radio and Television Affiliates, reception and dinner. Golden Coast Room, Drake Hotel. 6:30 p.m. CBS-TV Affiliates, reception and banquet. Ambassador West Hotel.

MONDAY, April 2
8 a.m. Tv Stations Inc., membership breakfast. Mayfair Room, Blackstone Hotel. 8:30 a.m. NAB Broadcast Engineering Conference Committee, breakfast. Room 12.

TUESDAY, April 3
2:30 p.m. All Industry Television Music Licensing Committee, meeting. Room 14. 7:30 p.m. Broadcast Pioneers, banquet. Grand Ballroom.

WEDNESDAY, April 4
8 a.m. Society of Television Pioneers, breakfast. Lower Tower. 5 p.m. NAB Television Board of Directors, meeting. Room 12.
ALL-PURPOSE
SUPER UNIVERSAL ZOOMAR
Optically Improved 100%

TELEVISION WPIX CHANNEL 11
WPIX inc. 220 East 42nd St., New York City 17

Otis Freeman gets the First!

Mr. Jack A. Pegler
Television Zoomar Company
500 Fifth Avenue, Room 2223
New York 36, New York

Dear Jack:

Congratulations are in order for your new lens creation -- the Super Universal Zoomar with improved optics.

Since we purchased the first one off the line it has performed in a very commendable manner for us. We used it with great success at the recent track meets in Madison Square Garden, and at the WPIX-11 pool feed origination of the reception and banquet at the Waldorf-Astoria Hotel for Marine Astronaut John Glenn. We believe it will serve us well when we start our exclusive coverage of the World Cham-

pion New York Yankee baseball telecasts within the next few weeks.

As one of the oldest television stations, in the most competitive market in the country, Channel 11 has pioneered in many facets of programming and engineering. Much of this success may well be attributable to the fact that early in television we saw the inherent value on using Zoomar lenses -- way back in 1948.

In this new lens, the improvement made by Dr. Bach is quite apparent, and we believe it adds a new dimension in broadcasting.

Sincerely,

Otis Freeman

JACK A. PEGLER  BILL PEGLER
TELEVISION ZOOMAR COMPANY
500 Fifth Avenue, Room 5520  New York 36, New York  BRyant 9-5835
Cable address PEGTELZOOM

Television Zoomar, the originator — 15 years of specialization in the manufacture of ZOOMAR LENSES for Television
OVER 600 ZOOMAR LENSES USED AT TELEVISION STATIONS AROUND THE WORLD
TECHNICAL PAPERS

A look at the latest technical developments in television, am radio and fm radio including stereo, along with a glimpse of what the future will offer in the electronic field, will be given at the April 2-4-16th Broadcast Engineering Conference in Chicago. The conference runs concurrently with the NAB convention at the Conrad Hilton Hotel.

Technical delegates will join the management group at the opening general assembly Monday morning, April 2, and at the annual FCC roundtable session the afternoon of April 4. Also open to technical delegates are the Fm Day program Sunday, April 1, and the convention exhibits.

Jack Petrik, KETV (TV) Omaha, Neb., is chairman of the engineering conference committee in charge of the technical meeting. Serving with him are Glenn G. Boundy, Sorer Broadcasting Co.; Virgil Duncan, WRAL-TV Raleigh, N. C.; William S. Duttera, NBC; William B. Honeycutt, KRLD-AM-FM-TV Dallas; Leslie S. Learned, MBS; Frank Marx, ABC; George L. McClanathan, KPHO-AM-TV Phoenix, Ariz.; James D. Parker, CBS; Orrin W. Towner, WHAS-AM-TV Louisville.

George W. Bartlett, NAB manager of engineering, has cooperated with the committee in arranging the program.

Engineers will have their own luncheons. Speakers will be: April 2, Sir Harold Bishop, director of engineering, British Broadcasting Corp.; April 3, Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Labs.; April 3, Dr. George Brown, RCA vice president, research and engineering.

Engineering delegates will have no formal programming the afternoon of April 3, which has been set aside for visits to the two exhibit rooms in the lower lobby of the hotel.

The opening technical program April 1, with Mr. Bartlett presiding, includes a greeting by NAB President LeRoy Collins. The technical papers that afternoon will be devoted to both radio and tv topics.

The conference will split up into radio and tv groups the morning of April 3. Final engineering program the morning of April 4 will deal with combined radio and tv topics.

Theme of many of the technical papers will be cost reduction, tied closely to miniaturization of equipment. The slow progress in design and adoption of transistorized equipment, with savings in space, has long baffled many broadcast industry executives.

Several of the technical papers will go into this subject. Angles to be dealt with include the important saving in floor space made possible by small equipment. Another aspect is the belief by many engineers that transistors will do a better job and do it more reliably.

Here is the full program, with summaries of individual papers:

**Monday, April 2**

9 a.m.—General Assembly, Grand Ballroom, Conrad Hilton.

12:30 p.m. — Engineering Luncheon, Wilford Room.

Presiding: Glenn G. Boundy, vice president for engineering, Sorer Broadcasting Co., Miami Beach, Fla.

Speaker: Sir Harold Bishop, Director of Engineering, British Broadcasting Corp.

2:30 p.m.—Technical Session, Continental Room.

Presiding: George W. Bartlett, Manager of Engineering, NAB.

Session Coordinator: William S. Duttera, Director, Allocations Engineering, NBC.

Opening of Engineering Conference—LeRoy Collins, president, NAB.

2:45-3:10 p.m.

"Reliability of Transistors in Broadcast Studio Use" by J. F. Wiggins, consultant, television studio engineering, and R. E. Putman, manager, studio & industrial tv engineer, General Electric Co. (to be presented by Mr. Wiggins).

The results of our years of experience in transistorized equipment for video and audio use are reviewed. Some of the design considerations and advantages of transistorized equipment are discussed.

3:15-3:30 p.m.


The Federal Aviation Act of 1958, while clarifying many troublesome issues in the field of aviation safety, has raised new points as to the proper allocation and use of airspace. Of immediate concern to broadcasters is the question of whether
EASE OF OPERATION—Top-mounted control knob (1) facilitates changing of the neutral density filter disk and lens cap. Center-shaft zoom lens control (2) permits rotating the five-lens turret with zoom lens installed. Handle positioned (3) for ease in handling camera.

CONVENIENCE—Viewfinder operating controls, zoom lens handle, and lens selection handle are located for maximum convenience. Other camera controls are fully protected behind swing-down door.
NEW GENERAL ELECTRIC CAMERA CONVERTS FROM 3" TO 4½" I.O.

PE-20-A/B CHANNEL INCREASES FLEXIBILITY; BRINGS GREATER PICTURE STABILITY AND EASIER OPERATION TO LIVE TELECASTING

Now General Electric offers an advanced studio camera channel that can utilize either a 3-inch or 4½-inch image orthicon through a relatively simple and inexpensive conversion process. This design provides either the operational economy of a 3-inch I.O. camera or the optimum video quality of a 4½-inch I.O. camera in one channel.

Designated the type PE-20-A (3") and the type PE-20-B (4½"), the new General Electric camera channel also provides operational control of the image orthicon at the console as well as at the camera. After initial line-up at the camera, any touch-up required, such as target, and all electronic focus control adjustments, can be performed at the console. This dual control feature allows for operational flexibility using standard camera cable.

Other features of the PE-20-A/B include:
- **Stability**—Transistorized circuitry and regulated voltages assure maximum stability and reliability.
- **Self contained meter**—Built-in, switchable meter provides monitoring of all important camera voltages including H & V sweep.
- **Electronic lens cap**—New electronic lens cap can be operated at either camera or console without need of delegation switches.
- **Built-in I.O. Guard**—Self contained I.O. Guard assures prolonged I.O. tube life.
- **Improved turret design**—Center shaft zoom lens control permits rotation of 5-lens turret with zoom lens installed and with remote iris control operating.
- **Ease of maintenance**—Plug in circuits mounted on swing out chassis allow quick accessibility for ease in servicing.
- **Improved 8-inch Viewfinder**—Integrated viewfinder with 8" rectangular tube provides sharper, brighter picture. Switchable input permits either preamp output or camera channel output to appear on viewfinder.
- **Retractable handles**—Handles swing out for ease in handling camera.


Progress Is Our Most Important Product

GENERAL ELECTRIC

**COMPACT DESIGN**—Right side of camera with swing-out chassis in closed position shows (l to r) built-in switchable voltmeter, vertical sweep chassis with corona regulator and built-in I.O. Guard.

**ACCESSIBILITY**—Swing-out chassis, shown in open position provide maximum accessibility for ease of maintenance. Behind the center chassis is the transistorized viewfinder video circuitry.
an agency dealing in aviation can be objective in the matter of “public interest” when faced with the erection of radio and tv towers. the record of FAA in administering the act thus far has been good. the problems that remain can best be solved through the continued cooperation and understanding of aviation and broadcasting interests.

3:35-3:55 p.m.

“An all Transistor uhf/vhf Field Strength Meter,” by Cecil S. Bidlack, broadcast consultant, Smith Electronics Inc., Cleveland (authors are Joseph F. Dobosy, Mr. Bidlack, W. G. Hutton and Carl E. Smith).

In the past, field strength meters for television signal measurements have been portable. However their size and weight make a two-man team a necessity to move them. In addition their power consumption requires a 6 volt storage battery or 110 volt ac for their operation. Separate units are also required for uhf and vhf measurements. This paper describes the salient features of a truly portable field strength meter, designed for the use of the FCC in the New York City uhf-tv project. Both uhf and vhf television bands are covered in one instrument, measuring 9 x 12 x 9 inches and weighing only 17 pounds.

4:42:25 p.m.


The objective of this paper is to provide a systematic approach to trouble shooting which will put the transmitter back on the air in the minimum time when trouble occurs. Two generalized techniques are discussed. The first is the “immediate action” approach. The operator automatically follows a brief fixed sequence of steps intended to restore operation without immediately trying to determine what specifically interrupted service. While following the immediate action routine, the operator may note irregularities but will not hesitate or interrupt the sequence of events. The second technique discussed is a detailed fault finding procedure to isolate a malfunction in a minimum amount of time. This stepwise procedure is arranged to reduce the unknown area (location) of the fault by about 50% each time a step is performed.

4:30-5 p.m.

“VTX-Slow Motion Video Tape,” by Albert W. Malang, chief video facilities engineer, ABC.

During the course of network programming many times the most significant points are instants of crisis or performance. This is particularly true of news and sporting events. While techniques of time expansion have been available for some time (slow motion and stop frame photography), in general they are laborious and time consuming.

The “immediacy” of television dictates a very rapid process, of high reliability and ease of operation. In developing such a facility for ABC, video tape was chosen as the mechanism. A description of the techniques used, and of the ancillary equipment fabricated for this purpose is the subject of this paper.

Tuesday, April 3

9:00 a.m.—Technical Session—Radio—Continental Room.
Presiding: Leslie S. Learned, director of engineering, Mutual Broadcasting System.
Session Coordinator: William B. Honeycutt, chief engineer, KRLD AM-FM-TV, Dallas.

9-9:25 a.m.

“A Solid-State Direct Fm System for Mono, Stereo, and SCA Broadcasting,” by Robert J. Hirvela, and Frank D. McLin, project engineer, Collins Radio Co. (To be presented by Mr. McLin).

Recent advances in the transistor art have made possible the design of an economical solid state fm exciter-modulator for broadcast application. This system uses a varicap as a modulator and accepts an audio input between 30 cps and 75 kc while maintaining distortion less than 0.5% and r-f output frequency within 500 cps. Five vacuum tubes (the only tubes in the system) are used to convert the modulated signal to a 10 watt output at the station’s frequency. A simple, reliable, entirely transistorized stereo unit using a time division principle generates the L and R signals. Because of the wideband capability of the modulator, the stereo signals and SCA input can be fed directly into the system without auxiliary modulators. This paper stresses reliability, quality of both monaural and stereo transmissions, and advances in the state of the art for the broadcast service.

9:30-9:55 a.m.

“Utilizing a 950 MC STl for Remote Control of Am or Fm Transmitters,” by John A. Moseley, president, Moseley Assoc. Inc., Santa Barbara, Calif.

By the use of a 950 mc STl, am and fm transmitters can be remotely controlled without employing wire and control circuits. This paper presents a complete system in which the STl carries both program and control signals simultaneously to the remote transmitter without degradation of the program material or interference to the control commands. The optimum method for returning the remote metering data to the controlling studio is a function of the type of emission; i.e., am, fm, or fm stereo. Systems are discussed for these instances. A new approach is introduced for relaying two channels for fm stereo over a system of STls operating within the
This broadcast engineer multiplies program power
(without degrading signal quality)

CBS Laboratories' new AUDIMAX automatic level control is already helping more than fifty stations multiply their station coverage. Extensive field tests have shown that AUDIMAX increases average modulation by 6 db with a corresponding 300% increase in radiated program power.

AUDIMAX is not just another limiter, compressor or AGC amplifier—it is an electronic device which controls gain as competently as the most alert engineer. No other device acts with such speed and intelligence. While the staff engineer pursues more important duties, AUDIMAX sits in for him, maintaining maximum modulation or recording level. With AUDIMAX there is no need to compromise signal quality for high level of modulation.

This unique sound level control device is available in two models: AUDIMAX I ($495) for broadcasting and recording, and AUDIMAX II ($595) for television, motion picture and video tape production. A special Gated Gain Stabilizer in AUDIMAX II automatically determines whether gain should be turned up during prolonged lapses in the program. This eliminates the need for continuous manual monitoring of TV films and prevents noticeable level changes during pauses in live telecasts. A stereophonic adapter ($150) is also available to enable two AUDIMAX units to adjust gain on both channels simultaneously, thus assuring perfect balance in stereo broadcasts.

For complete information on how AUDIMAX can improve your broadcast efficiency write or call our Audio Products Department.

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A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

You are invited to see AUDIMAX at the Chicago Convention of the National Association of Broadcasters.

BROADCASTING, March 26, 1962
bandwidth limitation of a single slr channel. Operation and maintenance considerations are important factors in the system design.

10:10 a.m.
"Automatic Stereophonic Phaser," by BENJAMIN B. BAUER, vice president for acoustics and magnetics, CBS Laboratories, Stamford, Conn.

With the advent of stereophonic recording and broadcasting, there is a need for a device that can sense the phasing of the left and right signals and automatically make corrections if necessary.

The CBS Laboratories’ automatic stereo phaser bridges the left and right program lines, linearly amplifies each signal and then converts them to L+R and L–R signals by means of a transformer matrix. The L+R and L–R signals are separately rectified and the resulting dc is applied to a mechanical flip-flop. Correct phasing results in an equal or greater L+R signal as compared to the L–R signal. If the reverse appears, the program lines are automatically rephased.

10:30-10:55 a.m.
"Cartridge Tape Programming Techniques," by RALPH L. HABERSTOCK, senior audio engineer, Gates Radio Co.

The proposed paper is intended to fill a gap which seems to exist in the general knowledge of cartridge tape uses, through variation in tape recording and cartridge preparations. These different variations can be used to enhance the general overall operation of the station and allow the cartridge equipment to do more of its intended job, more effectively. Topics such as automatic programming with cartridge equipment will be covered. This will include a portion of the use of the tape cartridge with slide projection in the tv operation. Monophonic and stereo will also be included.

Consideration will also be given as to the location of the equipment in the station and also to the planning that must accompany the use of remote functions. The topic of cartridge storage will also be covered.

11-11:25 a.m.

He will explain the importance of Conelrad and how the funds will be obtained by the Conelrad Stations that were appropriated by Congress to provide for these facilities.

In addition, Mr. Gray will outline the minimum requirements for installing emergency facilities at the transmitter site along with his recommended procedures for fast and efficient transition to the Conelrad frequency. And, a detailed outline of a simple automatic alarm that can be attached to the Civil Defense audio line to the key Conelrad station for constant monitoring as to the continuity of the telephone line.

11:30 a.m.-12 noon
"Improving Quality of Broadcasting Stations," by FRANK MCINTOSH, consulting engineer, Washington, D. C.

Present status of broadcasting facilities from standpoint of quality; how are stations operated now?; requirements under FCC Standards; present listening facilities available and growing size of hi-fi market; quality and what it means for the broadcaster and the listener; types of distortion; meaning of frequency response; areas in which improvements can easily be made; areas in which improvements can be made with more difficulty and expense.

Technical Session—Television
9 a.m.—Upper Tower
Presiding: FRANK MARX, vice president for engineering, ABC.
Session Coordinator: GEORGE L. MCCLANATHAN, director of engineering, KPHO & KPHO-TV Phoenix.

9-9:25 a.m.
"New Approach to TV Studio Lighting Levels," by ROLLO G. WILLIAMS,
LOOKING FOR A FAST WAY TO SHIP?

You've found it! The answer is Greyhound Package Express. Phonograph records, film, tapes, printed matter...you name it! Greyhound will get it there fast...very often the same day shipped. Your packages travel in weatherproof compartments aboard regular Greyhound buses, on fast, frequent schedules. Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places—so often. You can ship anytime...twenty-four hours a day, seven days a week, weekends and holidays, too! Ship C.O.D., Collect, Prepaid, or open a charge account. When getting it there fast is of the utmost importance, always specify Greyhound Package Express. It's there in hours...and costs you less!
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

picture are described and the techniques of matching the picture from film, black and white and color cameras are explained.

10:10:25 a.m.  
"Tv Automation Experience at KYW-TV," by Sidney Stadig, chief engineer, KYW-TV Cleveland.

KYW-TV placed a television program automation system in operation late last year. The system operates from paper tape and performs all master control video and audio switching, operates multiplexers, film and slide projectors, video tape machines, switches, mikes, mutes speakers, etc. This paper describes how KYW-TV prepares the paper tape at the time the schedule is typed, how it accommodates schedule changes and what changes this entailed in the functions of the traffic department, film department and operations.

10:30-10:55 a.m.  
"Interleaved Sound Transmission Within the Television Picture," by J. L. Hathaway, engineering department, NBC.

A system is described for combining sound and picture signals and transmitting them over a single video circuit in such a manner as to provide an emergency sound service for use during failures of the regular television audio facilities. Picture and sound portions of network programs are ordinarily carried by inter-city circuits which differ in apparatus and routings. Although each has been subject to occasional service interruptions, simultaneous failures have been highly unusual. This Interleaved Sound system creates no degradation of picture quality, adds no interference components to the picture signal, and provides recovered sound of adequate quality.

11:11-11:25 a.m.  
"New Concepts in the Evaluation of Television Lenses," by Dr. Frank Back, research director, Zoomer, Inc.

Evaluating television lenses on the basis of customary lens tests very often leads to wrong conclusions. Lenses which show highest quality with the resolution pattern perform poorly in field or studio and vice versa. Even bench tests which break down lens defects into the seven basic aberrations cannot be applied in the same way as for photographic lenses. Contrast transfer function tests, though more comprehensive, are often misinterpreted.

The difficulties encountered with fixed focus lenses are compounded when zoom lenses are to be evaluated because the lens defects change throughout the zoom; and since practical objects are three-dimensional, two-dimensional test patterns are not very good indicators for lens performance.

In television, the required lens correction is different, particularly if color photography is compared to color television.

Methods for conducting reliable tests on television lenses will be shown by demonstration and illustrations.

11:30 a.m.-12 noon  
"Seven Years of Significant Color Television Progress," by Clyde Hoyt, manager, tv receiver engineering, home instruments division, Radio Corp. of America.

In 1954 the first 21 inch color tv receiver was introduced. The 1961 21 inch color tv receiver represents the improvement and development accomplished in the interim. The tricolor kinescope has been greatly improved for light output, for stability, for life and for manufacture. The circuits and components associated with the color kinescopes are much better for performance, service and customer usability. The color receiver of today is a developed, refined device that receives excellent color pictures of greatly increased contrast, brightness and fidelity. It is now easy for the customer to operate, has a long operating life, and usually will operate for months and even years without service. Reception of black and white transmissions is greatly improved as well.

Engineering Luncheon 12:30 p.m.—Williford Room.

Presiding: Orrin W. Towner, director of engineering, WHAS Inc., Louisville, Kentucky.

Speaker: Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Laboratories.

No Sessions Scheduled After Luncheon

This period is not programmed to permit delegates to visit exhibits and hospitality quarters.

Wednesday, April 4

9:30 a.m.—Continental Room

Presiding: James D. Parker, director, Television R-F Engineering, CBS Television Network.

Session Coordinator: Virgil Duncan, chief engineer, WRAL-TV Raleigh, N. C.

9:30-9:55 a.m.  

The transmitting facilities at the FCC experimental television station WUHF in New York City will be described, together with methods and equipment used in evaluating the service provided by the station. Preliminary results will be given for the comparison of service with circular and horizontal polarization and with the use of directional and omni-directional antennas.
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Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.

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Designers and Builders of the World’s Most Powerful Radio Transmitters
In planning a transmitter installation, the chief engineer is familiar with most of its aspects. However, the air or cooling systems engineering is a field of its own. In the desert climate the temperature in the summer often reaches beyond the tolerances specified by the equipment manufacturers, which puts a premium on the design of the cooling system to affect highest reliability and efficiency. How refrigeration was used to cool the outside air on its path to the cubicles of a 35 kw television transmitter; special consideration given to filtering, duct size, duct routing, and streamlining the air flow.

The history behind the license law in Louisiana, a brief explanation of the mechanics of its operation and some of the experiences that have shown its success in the improvement of the tv and radio servicemen.

The experiences of the technical staff of one station when the transmitting equipment was moved to a new site 32 miles distant. The move was made overnight and without loss of airtime. No attempt is made to deal with the subject of site selection or FAA approval of tower structures, as these are individual problems. Rather, an explanation is made of the planning and practical execution of the move. It is pointed out that the second, full time automation for broadcast periods—

Both part-time and full-time automation can offer some interesting cost saving and efficiency factors. With rising costs in the industry, broadcasters must keep an eye on savings and attempt to get more productive effort from employees. Many broadcasters believe it no longer makes sense to have a creative, skilled and well paid announcer spending most of his time in a control room doing mechanical operations when his efforts could be more productive elsewhere. This has encouraged some broadcasters to automate for periods of from two to three hours a day. They have found that they can relieve an announcer from mechanical functions in the control room long enough to prepare news broadcasts, write commercial copy, make sales calls, prepare public service programs, act in public relations capacities, and perform a multitude of other productive functions. Although this type of automation may save the station much money, it does provide a method of getting more meaningful work from existing employees.

Full time automation is now used extensively, particularly in the governmental area. Some AM stations also have found that it is possible to operate by automation and still maintain the spontaneity of the medium. At WJBC-FM, for example, which is now completely automated fifteen hours a day, we have been able to produce additional revenue to the extent of $20,000 to $25,000 per year at operating costs that are less than $10,000 a year. One employee can operate the entire station, including the selling of time, News, bookkeeping, traffic and copy services are available from the regular AM staff without any additional cost.

Automatic Tape Control does not claim to have the complete answer to everyone’s program automation problem. We do have certain tools that we believe offer the greatest flexibility in an automation system. The standard ATC units, the ATC 55, the new Automatic Program Logging—all have been designed to solve the automation problems of broadcasters. We recommend that you talk to the personnel of Automatic Tape Control appearing at the NAB Convention and look at the practical and tested equipment that may be of assistance to you at your broadcast station.
AUTOMATIC PROGRAM LOGGING . . . New ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast.

ATC DUAL-TONE TAPE CARTRIDGE UNITS . . . The original and most widely used tape cartridge system in the broadcasting industry.

ATC 55 . . . A device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.

ATC SOUND SALESMAN . . . A fully portable (13 lbs.) tape cartridge playback unit. Lets your salesmen audition programs and commercials right at the prospect's desk.

See the latest developments in AUTOMATIC PROGRAMMING in operation at Exhibit 26-W NAB CONVENTION

Just as no two sets of fingerprints are identical, no two broadcast stations have identical requirements for automated programming. Each installation must be considered from the standpoint of that station's own unique program policies and physical layout. That's why all our men are actually broadcast personnel. They do more than sell a piece of equipment. They can advise and counsel on your requirements—and how best to use our equipment to get the most satisfactory and profitable results. All ATC equipment will be in operation in our booth at the NAB Convention in Chicago. And all of our men pictured here will be on hand to explain the equipment and how it can be adapted to your needs. Reading clockwise from the top: Bob Johnson, Tim Ives, Lee Sharp, Elmo Franklin and the three at left who are our engineers. We'll be looking forward to meeting you at the convention.

FIRST CLASS LICENSED ENGINEERS . . .
Jack Jenkins, Ted Bailey and George Stephensson have a combined total of over 50 years' experience as full time broadcast engineers. They understand the broadcaster's problems and perform an outstanding service of custom engineering each ATC installation to the station's individual needs.

made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL
209 E. Washington St. - Dept. 117 - Bloomington, Illinois

marketed in Canada by Canadian General Electric, Toronto 4, Ontario
NAB PREVIEW
TECHNICAL PAPERS CONTINUED

The public is greatly affected by the move, and steps are suggested to assist to dealers and viewers with their reception problems.

11:45 a.m.-12 noon

The advantages of solid state devices, techniques in design and construction of TV terminal equipment are discussed. The design of practical, electrical and physical arrangements for replacing existing tube amplifiers is stressed. The problems in the design of an amplifier for video and pulse use are discussed. One year's experience with a large number of transistorized pulse/video distribution amplifiers will be reported upon, including transistor life, stability of operating characteristics, etc.

Figures are given on the relative cost of air conditioning tube and transistor amplifier. Various types of transistorized video amplifiers developed and available are enumerated.

Engineering Luncheon
12:30 p.m.—Willisford Room.
Presiding: Jack Petrik, KETV (TV) Omaha, chair.
man, Broadcast Engineering Conference Committee.

Presentation of NAB Engineering Award to:
RALPH N. HARMON — by GEORGE W. BARTLETT, Manager of Engineer-
ing, NAB.
Speaker: Dr. GEORGE BROWN, vice president, research & engineering, Radio Corp. of America.

General Assembly
2:30-5 p.m.—Grand Ballroom.
Annual Convention Banquet
7:30 p.m.—International Ballroom.

Award to Harmon
Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., will be presented the annual NAB Engineer-
ing Award at the concluding luncheon of the NAB Engineer-
ing Conference. (See Our Res-
spects, page 153). The presen-
tation takes place April 4, just prior to participation of engineering delegates in the annual FCC roundtable, held as the final feature of the combined NAB man-
agement and engineering conferences. George W. Bartlett, NAB engineering manager, will make the presentation to Mr. Harmon. Last year’s award winner was Raymond F. Guy, formerly with NBC and now a consultant.

CONVENTION EXHIBITS

Broadcast equipment manufacturers are displaying their products in the lower lobby of the Conrad Hilton Hotel. Here are descriptions of some of the products they will show in the two separate exhibit halls. Hotel is Conrad Hilton unless otherwise indicated.

In addition a list of equipment manufacturers who will have hospital-
ity suites is found in the "Where to Find It" directory (Page 135).
Station representatives, syndicators and miscellaneous industry service firms, with personnel attending the convention, are also listed on subsequent pages. These are based on information available as Broadcasting went to press.

Equipment makers

AITKEN COMMUNICATIONS INC.
Space 22W
On display will be the Auto Jockey, a complete system of audio control using convention and/or endless loop tape machines and the automatic back-
up cueing Seeburg Changer. New this year is the two-tone, reduced-level control to eliminate false action of the equipment. Systems are custom made to meet individual station requirements.

Personnel: Kenneth Aikten.

ALFORD MANUFACTURING CO.
Space 20W
Alford will exhibit the following products: television broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.

Personnel: Harold H. Leach, Gerald Cohen.

ALTO-FONIC TAPE SERVICE
Space 57W
Programmed music service for am and fm stations will be shown together with monophonic and stereophonic systems and background music for SCA multiplexing.

Personnel: D. Alan Clark, Peter R. Cornell.

AMERICAN MICROWAVE & TELEVISION CORP.
Space 53W
AMTEL will feature a high resolution vidicon camera chain that will pan-
tilt-zoom electronically as 35mm slides are illuminated in the projector. An engineer seated at the unit's switching console controls all camera action by means of a "joy stick" (for panning and tilting) and a 4:1 zoom control. Among several advantages cited for the new unit is the impossibility of panning or tilting the camera beyond the slide picture field, as can happen with studio cameras and rear screen projection. Other equipment to be displayed: a 10 w microwave amplifier using a traveling wave tube which can be driven...
"exceeding our best expectations"

The ANDREW Multi-V is the standard of the industry. Over 353 Multi-V units have been installed to date, accounting for more than 50% of the stations presently licensed. Installations have been made in all climates and service is uniformly acclaimed both for standard and multiplex operation. De-icers are available for use when icing conditions occur and can be added to units already in service. Similarly, the VSWR tuner can be added to existing installations without modifying the antenna.

A new warehousing program assures quick deliveries of all standard units. You are invited to consult us on your FM antenna system requirements.

Measured VSWR on a 16-bay production unit. Note bandwidth. VSWR tuner, type 19893, is available for tuning out tower effect, thus assuring optimum performance and eliminating need for field tuning individual bays.

HELIAX
the flexible air dielectric cable
HELIAX is the preferred cable for FM. Low VSWR, greater mechanical strength and flexibility have made it the favorite of broadcasters. Available in continuous lengths in diameters up to 3/4 inches.

VISIT ANDREW BOOTH AT THE N.A.B. SHOW
If this video recording equipment didn’t

1. AMPEX VR-1000C. CONSOLE VIDEOTAPE® RECORDER. Provides sparkling-clear picture plus accuracy and control of both black/white and color. It’s easy to maintain. And console format provides unequalled operating convenience. A processing amplifier gives you superior playback of all tapes, including rf-to-rf copies. Unquestionably the finest in performance, convenience, reliability. The VR-1000C console. No wonder it’s preferred by all U.S. and foreign networks! And only Ampex has it.

2. AMPEX VR-1002. UPRIGHT VIDEOTAPE® RECORDER. The practical answer for the console-equipped station needing a companion recorder or a mobile recording unit. Or for the station with space limitations. It gives you the quality features you want most—in a compact design that stresses ease of operation. AFC Modulator automatically locks carrier frequency to standard. Control panel adds convenience with all meters required for normal operation placed adjacent to their respective control knobs. And a Mark III recording head has individual transducers pre-selected and precisely matched for the highest picture quality. (Monitoring equipment optional.)

3. AMPEX ELECTRONIC EDITOR. Makes editing as easy as pushing a button. No physical cutting or splicing. You electronically insert changes, assemble new material or make corrections while the tape is in motion. And watch the entire new tape on the monitor—during
give you the finest performance attainable...

production. The result: important new savings in time and tape. And only Ampex has it.

4. AMPEX COLORTEC™. DIRECT COLOR RECOVERY EQUIPMENT. Color adaptation—without complex conventional signal processing of decode-encode or heterodyning systems. Colortec produces signal guaranteed to meet N.T.S.C. color standards. Offers simplified operation—only two controls. Single solid-state chassis fits into only 5½" of panel space in present VTR electronic racks. And only Ampex has it.

5. AMPEX/MARCONI MARK IV. 4½" IMAGE ORTHICON TV CAMERA. The world’s most advanced monochromatic TV camera. Provides outstanding picture quality superior gray scale, noise-free picture—elimination of halos. It’s stable, easy to operate—complete remote control relieves camera men of all electronic adjustments. It’s the most imitated camera today and the perfect teammate to the VR-1000C or VR-1002 for producing, recording and reproducing the finest picture in television. And only Ampex has it.

6. NEW AMPEX VIDEOTAPE™. This is the year that videotape reaches a new standard of performance. The year you can get videotape made by Ampex. Into this tape has gone the superior engineering and manufacturing skill that has made Ampex the leader in the videotape recorder field. And it’s coming your way soon.
or if this audio equipment didn’t, either...

7. AMPEX 351 AND 354. PROFESSIONAL RECORDER/REPRODUCERS. The Ampex 351 is dependable. Flexible. Easy to operate. And provides lasting economy. (Some models have logged over 36,000 hours. No wonder the 351 has become the standard of the broadcast industry!) Available unmounted, in a console or portable and a two-channel version: the 351-2. The recorder above: the 354 — a two-channel recorder designed specifically for stereophonic sound. It provides two new channels of electronics — in one compact panel. Both record and play at 3 3/4 and 7 1/2 ips or 7 1/2 and 15 ips.

8. AMPEX 601. PORTABLE RECORDER/REPRODUCER. Both the 601 (monophonic) and the 601-2 (stereophonic) offer full professional quality recording and reproducing. Plus the utmost in convenience and portability. The 601 gives you instantaneous starting, low impedance output, plug-in low impedance microphone transformer. So does the 601-2 — along with new precision stereo heads, freedom from cross-talk and separate mixing controls for each channel. Both models record and play at 3 3/4 or 7 1/2 ips.

9. NEW AMPEX 1200. PORTABLE 4-TRACK RECORDER/REPRODUCER. The newest precision portable 4-track recorder from Ampex. It makes possible the convenience and economy of 4-track recording/reproduction with full professional quality previously attainable only in 2-track. Plays and records at 3 3/4 and 7 1/2 ips.

10. AMPEX 600 PROFESSIONAL RECORDING TAPE. Fully professional recording tape — produced under exacting conditions, tested to meet military-type specifications. The result: the smoothest audible tape available. Output remains constant throughout the life of the tape. Available in Mylar or Acetate base.
...it wouldn't come from Ampex.

For more data on the equipment seen on the previous pages contact any one of the regional offices below. Or write Ampex Corporation, 934 Charter Street, Redwood City, California. Sales and service engineers in major cities throughout the world.

**AMPEX**

NORTHWEST REGIONAL OFFICE, 331 TOWN & COUNTRY VILLAGE, PALO ALTO, CALIFORNIA, DA 6-2797

SOUTHWEST REGIONAL OFFICE, 8467 BEVERLY BLVD., LOS ANGELES 48, CALIFORNIA, DL 3-1610

MIDWEST REGIONAL OFFICE, 2-N-575 YORK ROAD, SUITE 1-A, ELMHURST, ILLINOIS, TE 3-8500

NORTHEAST REGIONAL OFFICE, 345 E. 48th STREET, NEW YORK 17, N.Y., PL 5-8405

MID ATLANTIC REGIONAL OFFICE, UNIVERSAL BUILDING, SUITE 218, CONN. & FLORIDA N.W., WASHINGTON, D.C., DE 2-0300

SOUTH CENTRAL REGIONAL OFFICE, 2626 W. MOCKINGBIRD LANE, SUITE 232, DALLAS 35, TEXAS, FL 7-0481

SOUTHEAST REGIONAL OFFICE, 3376 PEACHTREE ROAD N.E., ATLANTA 5, GEORGIA, 231-3480
Gentlemen:

I am particularly interested in the following:

- [ ] KW TV Transmitters
- [ ] KW TV Amplifiers
- [ ] Station
- [ ] Address

Please send me additional information on Standard Electronics equipment.

Name

Address

...and bursts forth to guide, direct, and shape the destiny and desires of man. But TV effectiveness can be seriously hampered by a weak or imperfect signal. Distorted, snowy pictures on a viewer's screen can actually create antipathy for your station and for the sponsor's product.

If this is the case (and it probably is), replace your present equipment with a Standard Electronics TV transmitter. Dozens of stations throughout the country have found that Standard Electronics equipment offers unmatched quality in design and construction—at a price you can afford to pay!

You get guaranteed performance, "Patchover" protection, simplified operation and maintenance—indeed, every proven feature you want. Call, write or wire for complete technical data or expert evaluation of your particular requirements.

No obligation of course.

TV STARTS HERE

standard electronics
PRODUCT LINE BY REEVES INSTRUMENT CORP.
SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA
FARMINDALE, NEW JERSEY

Gentlemen: Please send me additional information on Standard Electronics equipment. I am particularly interested in knowing more about:

[ ] KW TV Transmitters
[ ] KW TV Amplifiers

Name

Address

NAB PREVIEW

EXHIBITS CONTINUED

to full output by a .1 w transmitter; differential phase and gain equalizer for use in the video circuit of a microwave system or tv studio system.


AMPEX CORP.

Space 29W

Ampex will display a full line of professional recording equipment for both radio and tv broadcasting, including two valuable newly improved accessories for the VR-1000 Videotape recorder. Ampex will also demonstrate for the first time its own brand of video tape.

The improved and miniaturized Colorflex color conversion unit used with the VR-1000 employs full recovery of the original color burst information without alteration of amplitude or phase, enabling the burst signal to accompany the chroma signal. Previous systems required the insertion of new burst information from the station signal source, inducing variables affecting color fidelity. This improvement permits greater versatility of operation and includes completely automatic selection of operating modes for monochrome, standard color signals and non-standard color signals. The original Colorflex, introduced last year, eliminated the need for complex signal processing of decode-encode systems or heterodyning systems previously required in adapting the tv tape recorder for color.

A greatly simplified and improved "Intersync," compatible with all Ampex Videotape recorders currently in use as well as in production models, has 50% fewer controls than previously, thereby simplifying maintenance setup and operating procedures. In addition the synchronizer incorporates numerous built-in test features cutting down the need for external test equipment in setup. It also incorporates improved electronic resolver circuitry which results in greater horizontal phase stability and greater tolerance for instabilities caused by mechanical splices.

Ampex is now producing its own tv tape designed specifically for use with the VR-1000 series of Videotape recorders. It is in limited use on the market now. The new tape, coated with Ampex's exclusive Ferro-Sheen process, has demonstrated maximum tape life and minimum head wear and head clogging in field tests. Samples were evaluated in daily commercial and educational broadcasting operations over a period of months. The addition of tv tape rounds out the Ampex line.
Take the Amperex 5924A for example. For the past eleven years, we at Standard Electronics have used these tubes in all of our TV and FM transmitters and amplifiers. We like them.

Over the years, they have proven themselves to be an excellent performer — a fit companion to the built-in quality of our product — and one we are proud to associate with.

Every component in our broadcast equipment is either manufactured by us, under the most exacting quality-control conditions possible, or supplied by reputable, nationally known American manufacturers — a double assurance that Standard Electronics equipment will meet your highest expectations of performance.

**NEW NEW NEW NEW 20 KW FM** Transmitter Type 2012. Here is a sparkling example of beautifully engineered equipment — equipment that provides the kind of signal your hyper-sensitive FM listener wants to hear! Now — with the advent of Stereo FM, signal quality has become even more important — more critical. Stereo receiver sales are setting unprecedented records — the listeners are eager to tune in the station that provides the clearest, most pleasurable signal.

**QUALITY YOU CAN SEE — AND TOUCH** — made obvious by superior components skillfully integrated with unsurpassed design and construction — yours to have only with Standard Electronics FM and TV transmitters and amplifiers.
of tape products, which includes tapes for use with the company's instrumentation, computer, professional and consumer audio recorders.

Also to be shown are such previously introduced video accessories as "Amtec" and "Electronic Editor" and the VR-1002 Videotape recorder, a compact upright model with the same quality of performance obtained from the VR-1000C console model. Ampex/Marconi Mark IV TV cameras, manufactured in England and marketed exclusively by Ampex in this country, will be demonstrated. On display also will be professional Ampex audio equipment with emphasis on stereo fm. Among these will be the Model 351 single channel 7 1/2-15 ips recorder-reproducer; Model 354 stereophonic-monophonic 7 1/2-15 ips recorder-reproducer; Model 601-2 portable 10 w amplifier-speaker; Model SA 10 rack-mounted 40 w amplifier-speaker system, and an MX-35 four position stereophonic mixer. In addition two of Ampex's wideband instrumentation recording devices, the AR-300 airborne recorder and the FR-700 companion ground unit, will be displayed.

ANDREW CORP.
Space 54W
Products to be shown include multi-V, fm broadcast antennas, HELIAX, flexible air dielectric cables, rigid transmission lines, coaxial switches and telescoping mats.


AUTOMATED ELECTRONICS
Space 65W
Automated will show its new automation programming system for radio. The system carries 64 channels of information with up to 90 seconds each for immediate playback. Random selection is provided.

Personnel: Herbert Ford.

AUTOMATIC TAPE CONTROL INC.
Space 26W
A brand new ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast will be one of the company's exhibits in a demonstration of how a completely automated broadcast station operates. Other equipment to be demonstrated: ATC Dual-Tone Tape Cartridge Units, a dual-tone system allows for an auxiliary control tone to be inserted in the recorded message which, in playing back, will automatic-
The West's leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI's 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day.

All the time. Picture quality is like nothing you've seen.

But, don't take our word for it. See for yourself at NAB. Or, check with us on the possibility of a demonstration in your studios. EMI/US General Communications Division, 1750 N. Vine St., Los Angeles 28.
ally activate other ATC equipment or additional equipment such as tv slide projectors, record changers, etc.; ATC 55, a device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.


BAUER ELECTRONICS CORP.

Space 43W

Bauer will exhibit four new items: a Model 900 “Peakmaster” limiting amplifier; a Model 912 Levelmaster automatic gain control amplifier; Sparta-Matic tape cartridge unit, a new compact 300 series of playback and record units, and a Sparta portable tape unit featuring a two-turntable, four input audio console in an easily movable compact assembly. Also to be shown is a Model 707 1,000 w-250 w am transmitter, with one model in kit form and the other a completed unit constructed just prior to the convention by a local radio technician.


BOGEN PRESTO DIV.
OF SIGELER CORP.

Space 23W

Bogen Presto will exhibit its Stereo Broadcast Automation System (Type BAS-101), an automatic programmed playback unit for radio stations. The firm will also display a multi-channel quarter and half-inch tape recorder (800 Series); three automatic program pre-selectors; a new program sensor switch and a tape playback pre-amplifier with optional plug-in sensing modules (one for 25-cycle tone sensing and one for silent sensing). In conjunction with the multi-channel recorder, Bogen Presto will show a plug-in head assembly and the 625 Series tape reproducer transports, available in head configuration of full-track, half-track monaural, half-track stereo and quarter-track stereo.

Personnel: Peter Basralian, Philip Pavla, James Kadisch, Norman Kornetz, Ray Hutmacber and Bill Ellinger.

BROADCAST ELECTRONICS

Space 14E

Featured in the Broadcast Electronics exhibit will be new compact, rack-mounted and stereo models that have been added to the line of tape cartridge equipment. A new lazy-susan storage rack can hold 200 cartridges. The line includes complete accessories for cartridge operation along with the conventional basic models of Spotmaster equipment.

Personnel: Ross Beville, Jack Neff, Paul Shore.

CBS LABS

Space 64W

CBS Labs will exhibit its new Audimax, an automatic level control device, and Video Test Signal generator, which produces wave forms for testing and adjusting video tape equipment.

Personnel: B. B. Bauer, Benson Ackerman, Richard C. Hahn and Marvin Kronenberg.

CENTURY LIGHTING CO.

Space 27W

Century will demonstrate its complete line of tv and photographic lighting equipment, controls and systems to meet most any need. Other products to be exhibited include fresnelites, lek-olites, scops, pattern lekos and accessories. C-Cores (silicone controlled rectifiers) remote control and manual lighting equipment also will be shown.


CHRONO-LOG CORP.

Space 56W

Providing for remote displays of the time-to-go at various locations, such as control console, director's desk, at camera, etc., is Chrono-Log's Q System. This is designed to permit cueing performers and crew at the start and end of live shows and tape sessions. The displays are operated from a central location, and indicate a five minute warning and a two minute warning. The final 30 seconds are counted down to assure that all personnel are ready at the proper time. This is the newest piece of equipment to be shown by Chrono-Log: others:

Sequential Television Equipment Programmer (STEP) is designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors during the station break "panic" period. Priced at $5,900, STEP permits programming an entire day's switching sequences in advance. A preview mode is provided, as is provision for last minute changes and operator override when necessary. The STEP control panel mounts directly in the operator's console and provides a clear display of the functions to be performed on the next switching event and the time remaining until that event.

Chrono-Log digital clocks provide special effects possibilities for various tv shows. They were used by NBC during the Glenn Mercury orbit both as a video overlay and on Frank McGee's desk. They can also be used for tv coverage of sporting events and other features where the element of time plays an important part, adding a new dimension to viewer understanding and interest.


CLARK-ROOT INC. and
ALTO FONIC TAPE SERVICE

Space 57W

The star attraction will be the new 1100 Series completely automatic tape transport system for 100% automation of station operation. It features four Clark-Root transports as basic modules of a simplified, automated system. Center is a punched tape program-mer which permits the programming of special programs to any desired format. Also to be featured is the individual 1100 Series tape transport for use in station application. This equipment is compatible with other broadcast apparatus. Also on display will be the new stereo library of Alto Fonic Tape Service. The tapes represent part of a library of more than 40,000 stereo selections. Alto Fonic tapes are offered in both mono and stereo for all types of good music broadcasters with regular monthly additions selected and programmed from current releases of all leading record companies.


COLLINS RADIO CO.

Space 18W

Collins will display a wide-range of new broadcast equipment at the NAB convention, including the 786M-1 stereo multiplex generator and 830A-2 10 watt exciter. The multiplex generator feeds monaural audio and the stereo subchannel to the exciter on a single, composite signal, thus eliminating the instability of conventional dual channel stereo injection methods.

In the Collins stereo system, accurate amplitude balance between the two channels is maintained by using a wide-band direct fm exciter. Any gain changes or time delays will affect the main and subchannels equally under this method. The 786M-1 has nominal 40 db separation over audio spectrum transmitter and the exciter is a wide band direct fm unit which accepts a composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.

The 830A-2 exciter is flexible, accepting any frequency up to 75,000 cps and improves performance on any...
NEW
GATES TRANSISTOR AUDIO CONTROL CONSOLES
...on display in the Gates 40th Anniversary Exhibit at the 40th NAB Convention

Three entirely new transistor audio systems, opening a whole new era of facility control never before dreamed possible.

Here is a rare combination of exquisite styling to satisfy the aesthetic faculties... direct natural-pattern placement of operating controls for split-second response... and absolute reliability with AAA transistors, gold program switching contacts and highly advanced electronic circuitry.

M-6158 Stereo Transistor Console, designed for full 10-channel stereo — plus AM, FM and TV dual channel broadcasting and recording of monophonic programming. Gates' exclusive Solid Statesman Transistor Amplifiers are incorporated to meet the most exacting tests of performance and reliability.

M-6209 Dual Channel Solid Statesman Transistor Console, featuring a totally new switching concept with two illuminated banks of push-buttons forming a comprehensive medium level input control center. Specially designed modular construction. Eight mixing channels for monophonic programming for AM, FM, TV or recording.

M-5564 Single Channel Solid Statesman Transistor Console. The 12-position push-button control center and multiplicity of input circuits set a new standard in the development of monophonic control consoles. Illuminated VU meter designed to be placed either on console housing or desk top.

Dramatic styling by one of America's foremost industrial designers... advanced audio technology by Gates, the most respected name in broadcasting.

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB
possible use. It has no frequency multipliers to compound oscillator drift.

Collins also will show to the industry generally for the first time the 830D-1A fm transmitter, which, when coupled with the 830A-2 exciter, achieves a new degree of reliability and operational ease for the fm broadcaster. The transmitter is push-button operated and features a full-automatic starter system. All RF circuits are tuned from the front panel and adjustments can be made while the transmitter is on the air.

The company also will display the 808A-I remote console, the M-3-60B and 11RS-2Q remote transmitter and receiver mounted and with an operator for demonstration purposes, 20V-3 am transmitter and the 830E-1A 5 kw fm transmitter. The Collins tape cartridge system also will be demonstrated at the exhibit.


CONRAC DIV. GIANNINI CONTROLS CORP.

Space 7E

Conrac's products on display will be monochrome video monitors and audio video receivers.


CONTINENTAL ELECTRONICS MANUFACTURING CO.

Space 16E

A compact 50 kw transmitter, Type 317B driven by a complete Type 315B/316B 5/10 kw transmitter, will be demonstrated by Continental. The 317B occupies the smallest amount of square footage for any complete 50 kw transmitter, Continental said. It contains all components within one cabinet except for the PA Blower. The Type 317B may also be used as the driver for Continental's Type 320B 500 kw transmitter.

Continental also will exhibit an operating display of the TRC-3 transmitter remote control and Fault Alarm systems.


DYNAIR ELECTRONICS INC.

Space 47W

Dynair will exhibit new solid-state video amplifiers and an improved version of its closed-circuit tv transmitter, model Tx-1B, suitable for color. The amplifiers will be shown in several models with gains up to 20 db. Several new video switchers, with both illuminated and non-illuminated push buttons, will be shown and a VS-60A switcher-fader will be demonstrated.

Dynair will use its convention exhibit to introduce a 100-watt tv transmitter which occupies only 264 inches of standard rack space.


ELECTRONICS APPLICATIONS

Space 19W

Studio and field microphones, AKG dynamic headphones, shock-proof microphone stands and Nagra III B portable tape recorder will be demonstrated.


ELECTRONICS, MISSILES & COMMUNICATIONS

Space 50W

Vhf and uhf translators will be on display for all television rebroadcast applications.


EMI/US

Space 49W

The company will introduce solid-state picture monitor, completely transistorized, with an eight-inch screen and a laminated safety-glass face. The 35-pound monitor is designed for rack or console mounting, and all external connections are plug-in type, permitting the unit to be withdrawn from its mounting for maintenance.

EMI/US will also display the TVS-80, a solid-state switching and distribution system, and 4 ½-inch image orthicon and advanced color-television cameras. TVS-80 is a completely modular concept, which allows its expansion to meet studio growth. The 204 color camera provides high quality studio performance, yet is sufficiently lightweight for field use.

Personnel: Percy Allaway, Daniel C. Bonbright, and A. Bruce Rozet.

Broadcasters everywhere know that MAGNE-TRONICS means top quality musical programming on tape. With specially-designed equipment (also available through MAGNE-TRONICS), it is ideally suited for automatic radio programming. Available to only one station in each market.

Write for details, audition tapes and availabilities.

“RESULTS”

Just a note to let you know how pleased we are with your tape programming service. It achieved the results we desired, and at a cost that couldn't be beat.

Charles Castle
General Manager
WARN
Fort Pierce, Fla.

MAGNE-TRONICS INC.

Radio Program Service
40 West 45th Street • New York 36, New York

See us at the NAB-booth 35 W.
FEDERAL MANUFACTURING & ENGINEERING CORP., TELEVISION SPECIALTY CO. DIV.

Space 40W

Kinescope recorders, wireless microphones, rear screen projectors and screens, transistorized 16mm S-O-F newsreel cameras with portable power back, transistorized mixer-amplifiers and lenses will be displayed.

Personnel: George R. Lippert, Lawrence D. Scher Jr., Dean Peck, Gerald Granger, Irving Zimet.

FISHER RADIO CORP.

Space 58W

The Fisher booth will include monitor and relay fm tuners, audio reverberation systems, audio amplifiers and preamplifiers, audio control and loudspeakers, tape recorders and fm stereo mpx generator.


GATES RADIO CO.

Space 31W

A new line of transistor audio control consoles will be introduced by Gates. For stereo programming, the company will feature its M-6158 Dual Stereo Audio Control Console, designed for full 10-channel stereo operation. It can be used for am, fm, and tv dual-channel broadcasting and recording of monophonic programming.

Gates will also show audio systems for dual-and single-channel monophonic operation. Both the M-6209 Dual-Channel Solid Stateman and the M-5764 Single-Channel Solid Stateman include a 12-position push-button control center, which the company says is a totally new switching concept, and a detachable VU meter. All consoles are completely transistorized.

Other new items will be the new Gates Dual Stereo Peak Limiter, the SMX stereo generating system, stereo turntables, and am, fm and tv transmitters, spot tape recorders, digital and cartridge tape systems, 12- and 16-inch turntables, remote amplifiers, monitors, remote-control systems and microphones.


GENERAL ELECTRIC CO.

Space 9E

General Electric will demonstrate its live 3-inch and 4½-inch I.O. camera channel, live I.O. color camera channel, a special remote control vidicon camera channel for live telecasting and a vidicon film camera. Also in operation will be the continuous motion picture projector, film center multiplexer and a line of high quality utility monitors.

Other products to be shown include a vertical interval switcher, small video utility switcher, transistorized video distribution amplifier, and a new monaural/stereo transcription preamplifier. Larger items include a 35 kw vhf high channel tv amplifier and a 1/5 kw vhf high channel tv transmitter. In addition, microwave multiplex equipment and a new 2 kmc heterodyne receiver and a complete line of antennas will be on display.


GENERAL ELECTRIC LABORATORIES

Space 60W

Company engineers, using oscillographs to illustrate the correct stereo wave form, will explain tuning procedures for the GEL STERE-O Exciter and STERE-O Generator. Other new products being shown are GEL's 5 kw fm STERE-O transmitter and SCA relay receiver, and an improved line of Rust 14c and 15c RF monitors for am and fm stations.


GENERAL PRECISION, GPL DIVISION

Space 12E

Products to be exhibited include a 35mm projector (PA-200), used with three-vidicon color or black-and-white studio film chains, which has a resolution in excess of 600 lines; a high resolution (600 lines at corners) film chain (PA-550), equipped with automatic exposure control; a viewfinder camera

---

**"MOST SATISFIED"**

If you're looking for additional revenues, join the background music operators who are having "wonderful success" with this Magne-Tronics service. It's an extra profit source that fits neatly into your station operation via fm multiplexing and/or wired lines. You'll find prospects everywhere—and all will enjoy the Magne-Tronics service. Write for full details and availabilities.

---

**BROADCASTING**, March 26, 1962
NAB PREVIEW

EXHIBITS CONTINUED

(FD-250), whose compact design makes it suitable for closed-circuit use; a moderately priced precision film chain (PA-530); and an automatic exposure control, wide band STL microwave relay equipment, and a sync generator.


INTERNATIONAL BUSINESS MACHINES CORP.

Space 30W

IBM will exhibit its Series 50 low-cost, punched-card equipment for radio and tv stations demonstrating the automatic preparation of bills, income and expense statements and general ledgers.

In addition, log preparation will be demonstrated on the IBM 870 document writing machine for the first time this year. Printed literature on all aspects of IBM automation will be available for distribution.


INTERNATIONAL GOOD MUSIC INC.

Space 39W

As it did last year, IG will feature complete equipment necessary to automate am and fm radio stations under the trade name IG Simplification.

Simplification without manual control, IG claims, will switch to six functions, excluding music, on whatever frequency is desired. For example: Music to station break to commercial to news, weather, sports and the time of the day.

Along with its three "scripted programming" choices of background music—Sovereign, Premier and Heritage—IG will also feature its automatic program and transmitter logging equipment as well as its new automatic 24 cartridge carousel.

Personnel: Rogan Jones, Danny Coulthurst, Phil Wiley, Don Hedman, Eddie Chase, Irving Law, Hamilton Brosious, Frank Blatter.

ITA ELECTRONICS CORP.

Space 42W

ITA will exhibit and demonstrate am and fm transmitters, its complete audio line, programming service and what it describes as a "revolutionary new concept" in recordings which it is keeping secret until the convention.

The am transmitters range from 250 w to 50 kw, all incorporating high efficiency circuitry, silicon rectifiers, automatic recycling, vacuum capacitors, compactness, minimum tubes and full accessibility. Fm transmitters range in power from 10 w to 40 kw. In addition, there will be a demonstration of the new ITA stereo exciter.

A complete line of new audio consoles, including a one-channel and a two-channel stereo console will be demonstrated. Associated with these consoles will be live presentations of the ITA line of cartridge tape machines. These units have been designed for both monaural and stereo operation with each unit capable of serving in either record or playback. Other audio items including AGC amplifiers, limiters, line amplifiers and range compressors also will be demonstrated.

ITA also will show the Triangle Music service, as well as automation equipment designed for the reproduction of this programming.

ITEK ELECTRO-PRODUCTS CO.

Space 37W

Itek's booth will show a wireless microphone system. This new high-quality unit is expressly designed for tv broadcasting, in studio and out. It features high power, exceptional fidelity, diversity reception and a complete line of accessories.

Personnel: Samuel Card, William Stern, Peter Dudeney, Cleo Betts, Carlton Davis, Hugh Ware, John Hardy.

JAMPRO ANTENNA CO.

Space 36W

A new single bay, wideband fm antenna and a batwing turnstile vhf antenna series will highlight the Jampro exhibit. The fm antenna, JA-1-A (which will be on display) will be mounted so that it may be checked with test equipment located right in the demonstration booth. Component parts for the JA series also will be exhibited. In vhf antennas, Jampro is offering up to 6 bay units for chs. 2-6 and up to 12 bays for chs. 7-13. Power ratings vary from 20-50 kw, depending on the number of bays.

Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

JOHNSON ELECTRONICS

Space 62W

Products on display will be transistorized amplifiers, tuners, receivers, combinations and a p.a. podium.


KLEIGL BROS. LIGHTING

Space 1E

Kliegl will show its new silicon controlled rectifier (SCR) Dimmer and a
Itek INTRODUCES THE WORLD'S FINEST WIRELESS MICROPHONE SYSTEM

Designed especially for exacting broadcast industry use in or out of the studio... dead spots eliminated by simple, effective diversity reception and high power (400 milliwatts)... fidelity surpasses quality of today's finest miniature microphones... an Itek crystal filter and crystal control in each Receiver give you up to six channels simultaneously... from Itek, world's largest producer of crystal filters. Write today for brochure. See it... hear it... try it... at NAB Booth 37-W.

Itek Electro-Products Company
75 CAMBRIDGE PARKWAY, CAMBRIDGE 42, MASS. A DIVISION OF Itek
NAB PREVIEW
EXHIBITS CONTINUED

new line of light sources for television use. These include the quartz iodine lamp for cyclorama curtain lighting; the Lilliput Twin, which uses the new sealed-beam quartz-iodine lamps made by General Electric and can provide high-level lighting without using transformers; and the latest in PAR-64 introductions.


KRS ELECTRONICS
Space 14E

A compact stacked tape cartridge unit for automatic radio programming will be shown as part of the Visual Electronics Corp. display. The new unit features all-solid-state electronics, the unit providing a compact facility to inject spot announcements between musical selections by push-button remote control.

Called STACT, the system offers flexibility to meet specific needs. The endless loop KRS tape cartridge is the heart of the instrument. It feeds tape from the center and wraps it on the outside in a continuous motion. Three and six-cartridge models are available in rack-mount or self-contained.

Personnel: K. Rey Smith II, Jerry Denbo.

MACARTA INC.
Space 59W

Automatic magnetic tape cartridge recording and playback equipment and the automatic reconditioning and reloading tape magazine will be the features of this Des Moines, Iowa, manufacturer.


MAGNE-TRONICS INC.
Space 35W

On display will be the new Magne-Tronics Aitken communications music and announce equipment with the company's radio music service for automated radio broadcasting. Also shown will be Magne-Tronics' background music service for fm multiplex and land line transmission.


MCMARTIN INDUSTRIES INC.
(McMartin formerly was Continental Manufacturing Inc.)
Space 32W

The exhibit will feature an fm and stereo-SCA multiplex display consisting of McMartin's complete line of fm monitoring equipment. Off-the-air and adjacent transmitter signals will be fed to the monitors for direct readings for various information. The readings will be visually inspected through the use of an auxiliary Tektronix scope.

Monitors used in the display: TBM-4000 (fm modulation SCA multiplex), TBM-3500 (fm modulation), TBM-3000 (fm frequency), TBM-2000 (fm subcarrier and relay receiver), TBM-1000 (fm main carrier and relay receiver). McMartin also will display its new RF amplifier, Model TBM-2500, usable with all the company's monitors for remote installations.

According to McMartin, of special interest will be a demonstration of a filter which can be added to improve crosstalk 20 db if a station is experiencing transmission difficulties with simultaneous stereo-SCA multiplex operation.

Mr. Richard A. Harper  
Metro-Goldwyn-Mayer, Inc.  
1540 Broadway New York 36, N. Y.

Dear Dick:

I am delighted that we have successfully concluded our negotiations for the sixty Post-48 MGM Features which you are currently offering.

As you know, this is the first time in over five and a half years that KTTV has purchased any first run features. And while I am still convinced that the price is steep, I'm also convinced that the results we will get with this package justify the expenditure.

The top quality of pictures which you have made available to television, made it clear that you could provide us with strong enough ammunition to get back into feature film programming in Los Angeles in a big and important way. I might add that in my opinion, there's more quality and value in the MGM availabilities than in any comparable list I've ever seen.

It is indeed a pleasure to get back into business with MGM and let me assure you we are looking forward to your future packages.

Best regards,

Dick Woollen

You'll find our welcome mat out for the NAB Convention in Suite 1800 at the Conrad Hilton.

Post '48 features of MGM now sold in 54 markets reaching over 28,000,000 TV homes
am and intimacy application, with two 18-db uhf antennas; operating technical demonstration of Model SCG-3 fm stereo generator; 25-position wire remote control system.

Other products to be displayed: subcarrier generator for SCA operations; radio remote control system.

Personnel: John Mosely, Howard M. Hamm Jr.

OZALID AND AMSCO DIVS. OF GENERAL ANILINE AND FILM CORP.

Space 44-45W

Ozalid will be displaying its SuperOzamatic office duplicating equipment, for use in station order billing, traffic and contract invoicing systems. Amso will show its television film.

Personnel: Richard Lyman, John Thompson, E. Stamboulian, Mel Taylor and W. Hopkins.

PROGRAMATIC BROADCASTING SERVICE

Space 8E

Representatives will demonstrate how commercials and pre-recorded local programs and network cut-ins are automatically integrated into broadcast.

UNDER THE SPREADING ULLMAN TREE

The Ullman Tree is unique. Doesn't produce leaves. Produces sounds. Sounds that produce sales, ratings, never wither on the ear. Fruit of the Ullman-tree is more revenue for you. Talk to exec. v. p., Mary Kempner. He'll help you dig to the root of program problems.

RICHARD H. ULLMAN, INC.

New York  Dallas

NAB Hqrs: Suite 2000, CONRAD HILTON

110 (NAB CONVENTION PREVIEW)

SCHEDULES. O-Vation Music, Muzak programming service and syndicate programs will be featured.

Personnel: John Esau, Robert E. Fender, David Bain, Gus Webber, Sheldon Van Dolen, Joseph W. Roberts.

RADIO CORP. OF AMERICA

Space 5E, 6E, 10E

An experimental color tv camera which for the first time produces four signals—three in color and one in black and white—resulting in color pictures of unprecedented richness and detail, will be exhibited by RCA. This is one of a half-dozen new items to be shown by the company (BROADCASTING, March 19).

The addition of an M-channel to the three primary color signals generated by current color cameras produces an effect much like that of four-color printing in which black imparts fidelity and depth of tone. Use of the camera requires no changes in present color receivers.

Other "new generation" RCA equipment to be exhibited:

A television film recorder, capable of 50% improvement in picture resolution —900 lines compared to 600 lines produced in conventional kinescope recording. To reduce halation and achieve a finer focused beam, the recorder uses a new thin-window, flat-faced presentation tube with an inner face plate on which the image appears. A new double frame pull-down camera eliminates the shutter bar inherent in current systems.

A television switching system, the TS-100, featuring a new type of simplified manual control (SIMCON) as the "mother" element for a family of add-ons capable of extending the system's ultimate capability to computer control of all station functions. The basic SIMCON console is applicable to medium-sized and larger tv switching systems and simplifies manual control of video, audio and operations equipment. For more comprehensive systems, time and memory control can be added, using relay or punched paper tape, or a combination of both, for storage of information.

Production models of three types of television tape recorders—the TR-22, all transistorized; the TRT-1B, standard broadcast unit for both black-and-white and color, and the TR-11, compact unit equipped with new accessory to permit operation at normal or half speed.

A mobile tv tape recording unit, using a Metro Van lightweight local delivery type truck as the transport. The mobile unit will bear a complete price of under $50,000. The four-track recorder is installed with two racks on each side of the truck, with the units mounted on tracks to facilitate serving and removal for in-studio use if desired.

A production model of the TK-12 monochrome camera using a 4½-in. image orthicon tube which provides substantial improvement in resolution, signal-to-noise ratio and gray scale rendition.

A full range of matched studio and transmitting equipment to meet the exacting requirements of fm stereo broadcasting. The line includes a new universal tape cartridge for either stereo or monophonic operation, a solid-state stereo console, the RT-21 stereo tape recorder for stereo-mono in the smallest cabinet available and a new sub-carrier generator for use with fm transmitters.

Personnel:


RAYTHEON CO.

Space 18E

On display will be a sample of Raytheon broadcasting tubes including power amplifiers, image orthicons and vidicons.

Featured will be a demonstration of new 1 w Dual-Link microwave equipment for tv STL operation over a simulated 30-mile distance, using a vidicon camera chain.


SARKES TARZIAN INC.

Space 17E

Display will feature a compact vertical interval switcher for console mounting, designed for tv stations in smaller markets, with a more sophisticated version for stations in larger markets.

Also displayed will be super vidicon studio and film cameras; a new 1.5-inch vidicon tube designed for higher resolution at normal studio lighting levels; heterodyne microwave repeater equipment; multiplexers, automatic slide pro-
IT'S A FACT! Custom-produced, fully-animated commercials and station promotion spots at $1/3$ to $1/5$ of normal cost. Our unique new process delivers top-quality, action-filled animation at tremendous savings. We'll even story-board your commercial or develop new commercials and ideas especially for you or advertisers in your market. FAST TOO! See us for versatile animated commercials and ID's that adds zest to your sales pitch and programming.

LET CREATIVE PUT YOU IN ANIMATION!

JINGLES—PROMOTIONS TAILORED TO SUIT YOUR NEEDS! You'll score big with our new Money-Maker Jingle Plan. Words and music so singable, it makes products and services so saleable. Now you can have a Jingle Plan that suits your needs and plans ... at prices that mean profits for you. Creative also has the newest and greatest Jingle-Selling incentive plan ever.

NEW! LAUGH-A-MINUTE® COMEDY COMMERCIALS
Always leave 'em laughing and you'll have 'em buying. Now—custom-written and custom-produced Comedy commercials for your advertisers who want instant recognition and results. Stop in—Listen to this new Laugh-Maker idea for business-building. Available on a plan to suit your needs. No other service like it—and low cost, too.

LAUGH-A-MINUTE IS AN EXCLUSIVE CREATIVE SERVICE

features for radio and television
75 East Wacker Drive
Chicago 1, Illinois
RA 6-5376

See us AT THE ESSEX INN ... ROOM 1001
APRIL 1st thru APRIL 4th
NAB PREVIEW

EXHIBITS CONTINUED

jectors and control systems.

SCHAFER ELECTRONICS
Space 52W

The Schafer Electronics (formerly Schafer Custom Engineering) display this year will include a complete broadcast station automation system, an automatic makeup system, cartridge recorders, a time machine and transmitter remote control. The highlight of the Schafer display features the new Model 1200E Automation System. The system is offered in a choice of two new program preparation units—one rack mounted, and the other mounted in a console. Both incorporate modular electronic chasse construction and remote control designed for program preparation. The new remote control contains all the controls necessary for regular operation of all tape recorder functions, plus all the additional functions required for making tapes for the Automation.

UNDER THE SPREADING ULLMAN TREE

ullman v.p. Dick Morrison can’t stan old chestnuts. Go modern, he sez, like FORMATIC RADIO, fastest growing service for stations with the fast-moving, dynamic sound. For a real peach of a sound have a fruitful chat with Dick at the NAB.

RICHARD H. ULLMAN, INC.
New York Dallas
NAB Hgdr: Suite 2000, CONRAD HILTON

Personnel: Paul Schafer, James Harford and Dallas Barnard.

SCULLY RECORDING INSTRUMENTS INC.
Space 63W

Scully will exhibit and demonstrate its new tape playback machine designed for radio station use.
Personnel: John Mosely and Thomas L. Aye.

SOUNDCRIBER CORP.
Space 48W

Soundcriber’s products to be demonstrated in the convention booth will include reference recorder magnetic tape, with 24 hours of continuous time identified.

STANDARD ELECTRONICS
Space 15E

Highlighting Standard’s exhibit will be the introduction of new space-saving equipment. Available for inspection will be these products: 250 w fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex and a 1 kw fm transmitter.
Also to be shown: an fm Serrasoid (R) replacement modulator for fm/fm stereo and multiplex use—for modernizing Western Electric and other older fm transmitters. In addition the company will show a stereo generator and a 25 kw tv amplifier.
Among its new features, Standard will introduce semiconductor rectifiers in fm transmitters (no rectifier tubes) and simplex, stereo fm/fm and multiplex modulator built in.

SURROUNDING SOUND
Space 4E

A completely operative broadcaster T500 unit will be demonstrated. It is a complete, self-contained sound laboratory with applications to every field of sound reproduction but designed especially for am and fm radio and television. A single-unit console model and a rack-mounted dual model will be on display.
Personnel: James L. Cox, Milton Brucker, Don Norman, Bob Hansen, Bud Lindquist.

TELEMET CORP., GIANNINI SCIENTIFIC CORP.
Space 2E

Telemet Corp. (formerly Telechrome Mfg. Corp.) will introduce a new line of completely transistorized video equipment that will supplement the present line of vacuum tube systems. The new equipment to be demonstrated will include: Transistorized video test signal generator, featuring individual plug-in modules for generating multiburst, stairs-step, and window signals; transistorized video distributor amplifier, representing a considerable size reduction over the currently used vacuum tube versions; transistorized pulse distributor amplifier, a completely self-contained unit with power supply and alarm system; time domain corrector, and related equipment.

TELEPROMPTER CORP.
Space 11E

As the originator of electronic prompting, TelePrompTer will have its popular "Mod V" speech cuing device prominently on display as usual plus a repeat from last year of its "instant" preparation of slide transparencies which are widely used on news programs. Other highlights of this display will be the TelePro 6000 slide projector; the new Amphicon 200 large-screen television projector, and a complete stereo system by Weathers Industries, recently acquired division of TelePrompTer.

TELEQUIP CO.
Space 33W

The feature of this New York television and motion picture equipment manufacturer will be a line of tv studio lighting equipment utilizing a new optical light source developed by Westinghouse. Also appearing will be a low cost optical and magnetic 16mm television intermittent projector for film chain use; an entirely new eight-inch type desk-top video monitor, and a new upright kinescope recorder for broadcast, scientific and medical applications.
Personnel: John Schlageter, Howard Ryder, John Camarda and Derek Clowes.

TELESCRIPT-CSP INC.
Space 3E

The dual-head rear screen projector, single-head rear screen projector and a variety of tv studio prompting equipment are the highlights of this New York exhibitor.
Personnel: Peter Jackson and Robert Swanson.

BROADCASTING, March 26, 1962
So you want to grow bigger?

No trick at all! Just grow taller with a tower by Dresser-Ideco

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Greater coverage extends your market area... increased antenna height improves signal quality, and your clearer signal wins greater audience loyalty.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000'-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio, and microwave communication. You are assured of money-saving, time-saving attention to detail when you work with Dresser-Ideco. Write us, please...and ask for Tower Catalog T-57.

Dresser-Ideco Company
Tower Division, 887 Michigan Ave., Columbus 15, Ohio
Branch: 2314 Redondo Beach Blvd., Gardena, Calif.

Talk to J. Roger Hayden and staff in suite 823 at the Conrad Hilton
NAB PREVIEW

EXHIBITS CONTINUED

THOMPSON RAMO WOOLDRIDGE, DAGE DIV.

Space 24W

The Dage RGS-10 closed-circuit system, designed for operation in extreme environments and under hazardous conditions, will be demonstrated at the Dage exhibit. The all-transistorized unit operates satisfactorily with less than one-foot candle power and at temperatures as low as —30 degrees and as high as 160 degrees Fahrenheit. Over 200 of the RGS-10 units have been ordered for use in activating U. S. Air Force Atlas missile sites.


TOWER COMMUNICATIONS CO.

Space 41W

Tower Communications Co. (formerly Tower Construction Co.) will display as in previous years the following line of equipment: Towers-microwave, am, fm and tv (both guyed and self-supporting); microwave passive reflectors; portable pre-built buildings; parabodies; guy tension devices, and erection and installation services.


UTILITY TOWER CO.

Space 38W

The Utility Tower booth will demonstrate how the company manufactures and installs all types of radio, tv and microwave towers.


VISUAL ELECTRONICS

Space 14E; Suite 1200

Visual's booth will show image orthicon tubes. Walter E. Turk, manager of English Electric Valve Co.'s photoelectric tube division, pioneer in commercial development of the 4½-inch image orthicon tube and 3-inch field mesh tube will be present to discuss tube operating problems. Visual will also have a hospitality suite. The Visual booth will include a tape cartridge display (see K68 Electronics).

The display will include a diversified line of program automation for video and audio systems.


VITRO ELECTRONICS DIV., VITRO CORP. OF AMERICA

Space to be assigned

The new Nems-Clarke fm rebroadcast receiver, designed to meet the high sensitivity requirements of fm networks, and the new Type 125 field intensity meter, developed to measure harmonic radiation of am broadcast transmitters, will be Vitro's new introductions to the broadcast industry. Other equipment on exhibit includes such broadcast standards as the Nems-Clarke Type 120-E field intensity meter, the 108-E phase monitor, and a complete line of audio and video jacks and patch cords.


Station Representation Companies

ABC-TV NATIONAL SALES

Executive House

ADAM YOUNG COMPANIES
(Adam Young Inc., Young-Tv and Young Canadian Ltd.)

Suite 2200
Personnel: Adam Young, James O'Grady and Steve Machcinski.

ADVERTISING TIME SALES

Essex Inn, Suite 301

AM RADIO SALES CO.

Sheraton Blackstone, Suite unassigned
Personnel: Jerry Glynn Jr.

AYER-KNODEL

Sheraton Blackstone, Suite 1108-09-10

MORT BASSETT & CO.

Racquet Club
Personnel: Mort Bassett.

JOHN BLAIR & CO.

BLAIR- TV
BLAIR TELEVISION ASSOC.

Sheraton-Blackstone, Suite 608-09-10

THE BOLLING CO.

Executive House, Suites 2011-2012

CBS TV NATIONAL SALES

Sheraton-Blackstone, Suite unassigned
Personnel: Bruce Bryant, Ted O'Connell, Richard Loftus.

COUNTRY MUSIC NETWORK INC.

Suite unassigned
Personnel: Charles Bernard.

HENRY I. CHRIStAL CO.

Suite 1306

CONTINENTAL BROADCASTING

Unassigned
Personnel: O. Wayne Rollins.

BROADCASTING, March 26, 1962
Television installation incorporating Tektronix Type RM527's in a Master Monitor console.

PLAN YOUR MASTER MONITOR REQUIREMENTS AROUND THIS TEKTRONIX 5-INCH WAVEFORM MONITOR

You can use the dual inputs differentially. In addition to conventional two LINE and two FIELD displays, you can choose from three calibrated time-base rates, eliminating the need for time markers. And you can observe bright displays accurately and dependably over a full 7-cm by 10-cm viewing area.

Adaptable and versatile, this Tektronix Waveform Monitor features: amplitude linearity within 1% over full 7-cm of vertical deflection • sensitivity from 0.25 volt minimum to 1.6 volts maximum for 140 IRE units • response flat within 1% from 60 cycles to 5 mc or new IRE rolloff • internal calibrator for 1.0 and 1.4 volt peak-to-peak signals • back porch dc restoration, with no color-burst distortion.

CALL YOUR TEKTRONIX FIELD ENGINEER FOR A DEMONSTRATION

Tektronix, Inc. P. O. BOX 500 - BEAVERTON, OREGON / Mitchell 4-0181 - TWX - BEAV 311 - Cable: TEKTRONIX

TEKTRONIX FIELD OFFICES: Albuquerque, N. Mex. • Atlanta, Ga. • Baltimore (Howard Mill) • Boston (Savannah) Mass. • Buffalo, N. Y. • Chicago (Park Ridge) Ill. • Cleveland, Ohio • Dallas, Texas • Dayton, Ohio • Denver, Colo. • Detroit (Livonia) Mich. • Dallas, Calif. • Denver, Calif. • Denver (Colorado Village) • Encinitas (Endwell) N. Y. • Englewood, N. J. • Hartford, Conn. • Indianapolis, Ind. • Kansas City (Mission) Mo. • Los Angeles, Calif. • New York City • Palo Alto, Calif. • Peoria, Ill. • Portland, Oregon • Philadelphia, Pa. • Pittsburgh, Pa. • Phoenix, Ariz. • Portland, Ore. • Poughkeepsie, N. Y. • San Diego, Calif. • San Francisco, Calif. • Santa Barbara, Calif. • Seattle, Wash. • Seattle, Wash. • Seattle, Wash. • St. Louis, Mo. • Toronto (Willowdale), Ont., Canada • Washington, D. C. • (Arlington, Va.).

ENGINEERING REPRESENTATIVES: Tektronix Hawaii Ltd., Honolulu, Hawaii. Tektronix is represented in twenty-five overseas countries by qualified engineering organizations.

European and African countries, the countries of Lebanon and Turkey, please contact TEKTRONIX INTERNATIONAL, A. G., Terrassenweg 1A, Zug, Switzerland, for the name of your local engineering representative.

CALL YOUR TEKTRONIX FIELD ENGINEER FOR A DEMONSTRATION

8" commercial picture monitor Type 527

- RM527's slide mounted Type RM527 . . . . . . . . . . . . . . . . $1075
- RM527's slide mounted 5½" high, 16½" wide, 16" deep

- RM527's cradle mounted Type 527 . . . . . . . . . . . . . . . . $1000
- RM527's cradle mounted 9½" high, 8½" wide, 16½" deep

U. S. Sales Prices f.o.b. Beaverton, Oregon

SEE THIS TEKTRONIX WAVEFORM MONITOR AT THE N.A.B. SHOW—BOOTH 28W

BROADCASTING, March 26, 1962
Clark-root introduces a completely new, professional tape transport for continuous, long playing, automatic programming...in mono or stereo...for AM or FM stations...designed in strict accordance with broadcast standards...available as individual units...or as the basic module of a Clark-Root simplified, automated system...offering new flexibility of performance...new reliability...new simplicity...new serviceability...new profitable operation for you. See this equipment in operation at NAB with the new concept in tape programming service by Alto Fonic for AM and FM, in mono or stereo...or send for new descriptive literature: #1100 Broadcast Automatic Programmer Brochure including Alto Fonic Tape Program Service; #700 Brochure, covering all other applications.

BOOTH 57, WEST HALL
NAB CONVENTION

clark-root
211 LAMBERT • PALO ALTO • CALIFORNIA
The new Benco T-6 VHF Translator Is Priced at $845.00
(U.S. suggested list)

...It is
FCC Type Accepted, Rugged, Available for Prompt Delivery

The Benco T-6 offers these advantages:
1. Meets all FCC specifications.
2. Provides constant output even in weak signal areas—preamp AGC activated by signals as low as 50 microvolts.
3. Automatic shutoff and identification.
4. Remote shutoff for any location up to 5 miles from the translator, (with RC-1).
5. Covers distances from 8 to 30 miles or more.
6. Prompt delivery to those who must have a low cost unit immediately to meet their "on-the-air" time-schedule.

BENCO VHF AND UHF TRANSLATORS
FOR EVERY TYPE OF INSTALLATION

MODEL T-6 VHF TRANSLATOR. FCC type-accepted. 1 watt output for U. S. use • ideal for future expansion • meets all FCC specifications • noise-proof automatic shutoff • regulated power supply for stable operation • under-rated output section for continuous service; weather-proof housing; quick easy coding of identification unit • built-in direct reading power meter.

MODEL T-14 VHF/TO-UHF TRANSLATOR. FCC type-accepted. 2.5 watts output. For U. S. use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 7-13.

MODEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 2-6.

If you're planning a translator installation, contact Blonder-Tongue.
Free layout service and field engineering assistance are available at nominal cost.

engineered and manufactured by
BLONDER TONGUE
3 Alling St., Haverhill, Mass.


home TV accessories • VHF converters • master TV systems • closed circuit TV systems

TECHNICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Power Source</td>
<td>117 v ± 10% 60 c/s</td>
</tr>
<tr>
<td>Power Consumption</td>
<td>125 W</td>
</tr>
<tr>
<td>Temperature Ambient</td>
<td>−30°C to +30°C</td>
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<tr>
<td>Overall Noise Figure</td>
<td>4 db ± 1 db</td>
</tr>
<tr>
<td>Low Band</td>
<td>4 db ± 1 db</td>
</tr>
<tr>
<td>High Band</td>
<td>6 db ± 1 db</td>
</tr>
<tr>
<td>Recommended Input</td>
<td>50–4000 microvolts</td>
</tr>
<tr>
<td>Max. Permissible Power</td>
<td>1 Watt (Peak Power)</td>
</tr>
<tr>
<td>Frequency Stability</td>
<td>1%</td>
</tr>
<tr>
<td>Gain (maximum)</td>
<td>45 db</td>
</tr>
<tr>
<td>Gain (minimum)</td>
<td>40 db</td>
</tr>
<tr>
<td>Band Width</td>
<td>3 MHz</td>
</tr>
<tr>
<td>Dimensions (metal base)</td>
<td>10&quot; x 22½&quot;</td>
</tr>
<tr>
<td>Weight</td>
<td>77 lbs</td>
</tr>
</tbody>
</table>

BROADCASTING, March 26, 1962

PETERS, GRIFFIN, WOODWARD
Sheraton-Blackstone, Suite unassigned

EDWARD PETRY & CO.
Suite 1400
Personnel: Edward Petry, Edward Voynow, Martin Nieman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival.

RADIO-TV REPRESENTATIVES INC.
Conrad Hilton Hotel, Suite 1224
Personnel: Peggy Stone, Tom Carroll, Saul Frischling, Ed Nickey, Sy Thomas, Marshall Black.

PAUL H. RAYMER CO.
Executive House

SPOT TIME SALES
Ascot Motel
Personnel: Bill Heaton, John Erickson, Carl Loucks, John Shelton.

STORER TELEVISION SALES
Executive House, Unassigned.
Personnel: Peter Storer, Francis Barron.

TELEVISION ADVERTISING REPRESENTATIVES
Drake, Suite unassigned
Personnel: Robert M. McCrady, Benjamin Margolis, Larry Israel and Tommy Thompson.

VENARD, RINTOUL & MCCONNELL
Suite 2100

WEED RADIO & TELEVISION CORPS.
Sherman Hotel, Suite unassigned.

Networks
ABC RADIO
Suite 1806A
NAB PREVIEW

NETWORKS CONTINUED

ward Bischoff, William Cochran, Jack Mahoney, Richard Game, Richard Brahm.

ABC-TV
Suite 1005

CBS-TV
2306, Royal Skyway Suite

CBS RADIO
Cairo Suite, 18th floor

NBC-TV, NBC-RADIO
Sh-B, Presidential Suite

KEYSTONE BROADCASTING SYSTEM
Suite 804

MBS
Suite 1606

Program producers & syndicators

ALLIED ARTISTS TELEVISION INC.
Executive House, suite unassigned

CBS FILMS
Suite 2306A

DESILU SALES
Suite 1435-36A
Programs to be shown are Guestward Hor: Harrigan & Sons; Desilu Playhouse; The Texan; a new documentary, Window on the World and a new sports show untitled.
Personnel: Richard W. Dinsmore.

INDEPENDENT TELEVISION CORP.
Drake, Suite unassigned
Personnel: Abe Mandel and Bert Weiland.

MCA-TV LTD.
Unassigned

MARS BROADCASTING
Suite 1419A
A new programming service, Demand Radio, will be introduced. It is aimed specifically at station owners not desirous of programming top tunes. It is customized to each station, providing a total programming service including everything on the schedule. New facilities have been added as well as new talent. Mars also produces customized contests.

MGM-TV
Conrad Hilton, Suite 1800

NATIONAL TELEFILM ASSOCIATES
Conrad Hilton, Suite 1300

OFFICIAL FILMS
Suite 3011, Executive House
Official distributes Biography and 37 other tv series.
Personnel: Seymour Reed, Robert A. Behrens, Russ Raycroft, Allen Ash, Stan Byrnes, Maury Lanken.

SCREEN GEWS
Conrad Hilton, Suite 2500

Broadcasting, March 28, 1962

Get off the trail of the lonesome pine with GOLDEN ERA JINGLES, most successful in all radio. Regional sales manager Gene Daniels has a 'tree'-t in store for you with these jingles set to the tunes of America's most "poplar" tunes. See him at NAB.

RICHARD H. ULLMAN, INC.
New York Dallas
NAB Hqrs: Suite 2000, Conrad Hilton

118 (NAB Convention Preview)
TAKE IT FROM THE TOP... like we did

Take 1 — The genius of RUSS GARCIA
Musical Director of Media Tempo, Inc.

Take 2 — Unmatched facilities of TODD-AO
Hollywood Soundstage A

Take 3 — Incomparable quality recorded on
35MM magnetic FILM

Take 4 — Unlimited utility, 6 TRACK equipment
allowing 100% separation

Take 5 — TOP west coast musicians

Take 6 — TOP west coast vocalists

WE PUT 'EM IN A "MIXER" AND . . . THE RESULT?

our "REALLY RADIO" series of
station ID's, and promo's.

You'll agree these are the most unique productions
ever offered to radio with a definite identifiable
musical signature throughout.

BE SURE YOU PREVIEW THE "REALLY RADIO"
SERIES ON 3 TRACK AND MONAURAL
EQUIPMENT AT THE NAB
CONVENTION.

These stations took it From the Top . . .

K/MEN San Bernardino, California
K/MAK Fresno, California
K/POI Honolulu, Hawaii

Russ Garcia conducting the "REALLY RADIO"
series at TODD-AO in Hollywood.
NAB PREVIEW
SYNDICATORS CONTINUED

SEVEN ARTS ASSOCIATED CORP.

Suite 800


SHOWCORPORATION

Suite unassigned

Release of 25 feature films produced in the late 50s will be announced. The Showcorporation Million Dollar Movies is the fourth package of new features offered in the last four years. Many new pictures in the group of 25 will be available beginning Sept. 1.

SPORTS NETWORK INC.

Unassigned

Personnel: Dick Bailey, Roy Sharp and Charles Voso.

STERLING TELEVISION

Conrad Hilton, Suite unassigned

Personnel: David Bader.

STORER PROGRAM SALES

Suite 1005-A

Personnel: Terry Lee, Jack Liebenguth, Hank Davis.

TRANS-LUX CORP.

Suite 700

A sales meeting will be held prior to the convention. The hospitality suite will serve champagne and caviar 5-8 p.m. Souvenirs will be given. "How to Live Like a Millionaire" will be the theme. Two new tv series will be introduced.


20TH CENTURY FOX TELEVISION

Executive House, Suite 2040


RICHARD H. ULLMAN, DIV. OF PETER FRANK ORGANIZATION

Suite 2000

Distributors of radio and tv products and production aids; station jingles and musical signatures; tailored and open end commercial jingles. Products to be shown: the big sound; formatic radio; dimensional radio; country and western radio; hit intro package; golden era jingles; velvet touch; "in" jingle series; one-derful jingles; country and western jingles.


U. S. ARMY, TELE-RADIO BRANCH

Space 19E

The office of the chief of information will have an exhibit showing the Army's weekly tv series, The Big Picture, and weekly radio series, The Army Hour.

Other Convention Exhibitors

AMERICAN RESEARCH BUREAU

Suite 900

A nine-panel exhibit will show color blowups of new formats for local market service in 1962-63, including emphasis on audience characteristics. The new tv audience profile report will be explained as well as special studies and tabulations available with increased computer capacity.


ASSOCIATED PRESS

Sheraton-Blackstone Ballroom


BROADCAST CLEARING HOUSE

Executive House Suite 2811

Personnel: John Palmer, Lee Mehlig.

BROADCAST BILLING CO.

Unassigned

Personnel: George Schiele, Charles Shaffran.

FEDERAL COMMUNICATIONS COMMISSION

Space 34W, Exhibits


U. S. NAVY

Space, West Exhibit Hall

WBC PROGRAM SALES

Suite unassigned

Personnel: Michael Roberts.

ZIV-UNITED ARTISTS

Condor Hilton, Suite 1900


WILTON GUNZENDORFER & ASSOC.

Unassigned

A. C. NIELSEN COMPANY

Suite 1000

E. F. H. James, George Ralph, Henry Rahmel, George Baille, Erwin Ephron, Bill MacDonald, Dave Traylor, Don Waterbury, George Blechta, Bill Ryan, Joe Matthews, Bill Miller, John Churchill, Gene Woolpert, Ben Wilson, Gene McClure, Jim Monroe, Ed Evans, Wynn Bussmann, Chat Shaw, Bill Wyatt, Jim Shoemaker.

THE PULSE INC.

Suite 2320

Personnel: George Sternberg, Allan Klein, Clay Forker.

JACK L. STOLL & ASSOC.

Unassigned

Personnel: Jack Stoll.

STORER BROADCASTING CO.

Suite 1005-A

TELEVISION AFFILIATES CORP.

Suite 700

The annual board meeting of TAC will be held April 1, 4 p.m. Future plans in the local programming field will be discussed.

Personnel: Robert Weisberg and Joseph Schackner; Richard Borel.
ADVANCE REGISTRATION
NAB CONVENTION

A

Abel, Charles F., KFMB San Diego, Calif.
Abbott, Clint, Standard Rate & Data, Skokie, Ill.
Abott, J. Harry, Harte-Hanks Newspapers, Corpus Christi, Tex.
Abitz, Donald R., KOTV Dubuque, Iowa.
Adams, David C., NBC, New York.
Adams, Irwin S., KGON Portland, Ore.
Adams, Irwin S., Mrs., KGON Portland, Ore.
Adanti, Paul, WHEN-AM TV Syracuse, N. Y.
Agostino, James R., KSLX Spokane, Wash.
Ahner, Tom, KXMB-TV Bismarck, N. D.
Akin, R. M., Storer Broadcasting Co., Miami, Fla.
Aldridge, Mahlon, KFRU Columbia, Mo.
Alexander, Jack, Futuronic Productions Inc., Dallas, Tex.
Alexander, John, WFLA Tampa, Fla.
Allcote, Charles, Film Daily, New York.
Allen, E. W. Jr., FCC, Washington, D. C.
Allen, G. M., Statesville Broadcasting Co., Inc., Stow, N. C.
Allen, James E., WZB-TV Boston, Mass.
Allen, James T., KPAR-AM Abilene, Tex.
Alletto, Vincent, WLIB, New Orleans, La.
Alley, Wade H., WHIO Dayton, Ohio.
Allison, Duane B., KHAS-AM Hastings, Neb.
Allman, Frederick L., WKBZ Muskegon, Mich.
Allspaw, H. P., Standard Rate & Data, Skokie, Ill.
Alsum, Gordon, WCWC Ripon, Wis.
Alsop, Charles, KGM-TV Culver City, Calif.
Altier, Robert, RAB, New York.
Amato, Joseph C., WIRE Indianapolis, Ind.
Amoo, Lloyd R., KBIX-TV Valley City, N. D.
Anderson, L., KFYR-TV Bismarck, N. D.
Anderson, Carl Q., KREY-TV Montrose, Colo.
Anderson, Elwood C., WORK York, Pa.
Anderson, Gilbert L., WJW-TV Cleveland, Ohio.
Anderson, Harold E., WCDA-COLUMBUS, S. C.
Anderson, Jack, WATE Knoxville, Tenn.
Andrews, Fred M., WATE Knoxville, Tenn.
Andrews, G. D., Madara Inc., Des Moines, Iowa.
Arents, Rosemary D., New York.
Arakel, George, CBS, New York.
Armstrong, George W., Storer Broadcasting Co., Kansas City, Mo.
Armstrong, W. L., KOSI Denver, Colo.
Arne, Robert E., KTVU-TV Oakland, Calif.
Arnold, Russ, WTHI-TV Terre Haute, Ind.
Arnoux, Campbell, WTV Norfolk, Va.
Artus, L. Russell, KELO-TV, KDLO-TV, KPLD-TV Sioux Falls, S. D.
Arvidson, Paul G., Tri-City Broadcasting Co., Davenport, Iowa.
Ashenden, George K., FCC, Washington, D. C.
Ashe, Warren D., KSUM Fairmont, Minn.
Asse, Duane, KXMC-TV Minot, N. D.
Atchely, Fred C., WSET Sevierville, Tenn.
Athanas, Peter, KQMC-C Columbia, Mo.
Avery, Fred L., Bloomington Broadcasting Corp., Bloomington, Ill.
Baldrige, Robert M., Blackburn & Co., Inc., Atlanta.
Baird, Will C. Jr., WMBD Nashville, Tenn.
Baisch, Joseph M., WREX-TV Rockford, III.
Baker, Alan, NBC, New York.
Baker, Philip M., Washington, D. C.
Baker, R. Karl, WLOS Jacksonville, III.
Baker, T. B. Jr., WLAC-TV Nashville, Tenn.
Baldwin, Frank, A., WJYD Burlington, Vt.
Barnett, John M., WTCN Minneapolis, Minn.
Bartle, Gaylord, WRCB Chattanooga, Tenn.
Bartle, James, WJNO Cedar Rapids, Iowa.
Bartle, Ron, WYTV Johnson City, Tenn.
Bartle, Ron, WYTV Johnson City, Tenn.
Barron, Harry, NBC, New York.
Barron, Robert E., KTVU-TV Oakland, Calif.
Barker, Ray, WMHE Toledo, Ohio.
Barnathan, Julis, ABC, New York.
Barnes, Tom, WDAYS Fargo, N. D.
Barrett, John A., KSOW-TV Roswell, N. M.
Bart, John, KQMC-C Columbia, Mo.
Barlow, Harry, NBC, New York.
Batten, John G., KPTV-TV, KCPV-TV, KTVV (TV), Oakland, Calif.
Battles, Roy, Clear Channel Broadcasting Service, Washington, D. C.
Baudino, Joseph E., Westinghouse Broadcasting Co., Washington, D. C.
Baugher, Edward F., WPAG Ann Arbor, Mich.
Baxter, Lionel F., Storer Broadcasting Co., Miami Beach, Fla.
Bechdel, Walter, Gill-Perna Inc., Chicago.
Beard, Fred L., WLBT (TV), WJX Jackson, Miss.
Beaudin, Ralph W., WLS Chicago.
Beazley, Frank, WCAU-TV Philadelphia.

UNITED PRESS INTERNATIONAL
Suite 600


VIDEOTAPE PRODUCTIONS OF NEW YORK

Conrad Hilton, unassigned.

Personnel: Howard S. Meighan, Donald Collins.

WESTINGHOUSE BCSTG. CO.
Unassigned.

Personnel: Donald H. McCann, A. W. Dannebaum Jr., Rolland V. Tooke.
REGISTRATION CONTINUED

Bechtel, Gene A., Arent, Fox, Kintner, Piotkin & Kahn, Washington, D.C.
Beck, John, KTRK Phoenix, Ariz.
Becker, Al, Horner Washington, D.C.
Beckman, Alfred R., ABC, Washington, D.C.
Beckwith, Dr. Gerald, Baylor U., Waco, Tex.
Beerbower, R. G., WBEN Buffalo, N.Y.
Beindorf, Ray, KNXT-TV Los Angeles
Bell, Edgar T., KVTW-TV Oklahoma City
Bell, William, WHEN Syracuse, N.Y.
Bellwood, Lefally A., KGO San Diego, Calif.
Bennett, Dale, WTNs Cohocton, Ohio
Benson, E. K., CBS-TV, New York
Berenson, Ben, WGN-TV Chicago
Berg, Benjamin, Albion Optical Co., Hollywood
Berger, Lawrence, KTWG Casper, Wyo.
Bergson, Phillip, Wilner, Bergson, Scheiner & Lessence, Washington, D.C.
Berhalter, Joseph J., NBC, New York
Berkman, Dr. J., NBC, New York
Berg, William, VTS-TV Steubenville, Ohio
Bernstein, Lester, NBC, New York
Bernt, William P., Mallyck & Berntson, Washington, D.C.
Berry, Gilbert, WBZ Indianapolis, Ind.
Berryhill, J. L. Lee, KRON-TV San Francisco
Bert, Roger G., WAKR-TV Akron, Ohio.
Bert, Harry B., WAKR Akron, Ohio
Best, Henry M. Jr., WCET Roanoke Rapids, N.C.
Beville, Hugh M. Jr., NBC, New York
Beveridge, Ross, WWD Vancouver, Washington, D.C.
Bivens, Charles J., Assn. of Maximum Service Telecasters Inc., Washington, D.C.
Bibby, Richard L., George C. Davis, Washington, D.C.
Bice, Arlow D. Jr., WCRC Ripon, Wis.
Bice, Max H., KXTN Seattle, Wash.
Biddle, Dick, WOWL Florence, Ala.
Bidlack, Cecil S., Carl E. Smith Consulting Eng., Cleveland
Biggar, George C., WLKB DeKalb, Ill.
Biggs, M. Arthur, KHOU-TV Houston, Tex.
Bingham, George W., WONY/WKIP Newburgh-Poughkeepsie, N.Y.
Birch, J. K., Vitro Electronics, Silver Spring, Md.
Biro, Nick, Billboard, Chicago
Bishoff, Ed, ABC, Chicago
Bishop, Burton, KCEN-TV Temple, Tex.
Bishop, Hubert, Bureau of Naval Personnel, Washington, D.C.
Bishop, J. Dige, WCTA Portland, Ore.
Bissell, George F., WEAV Patffsburg, N.Y.
Bitzer, Ralph J., Consulting Engineers, St. Louis
Bitzer, Mrs. Ralph J., Consulting Engineers, St. Louis
Black, Norman D. Jr., WDAY Fargo, N.D.
Blackburn, James W., Blackburn & Co., Inc., Washington, D.C.
Blackburn, Richard K., WHEC Rochester, N.Y.
Blackman, E. G., WLAC Nashville, Tenn.
Blackstead, David J., KXMB-TV Bisnarch, N.D.
Blanchette, W. C., WITU-TV Great Falls, Mont.
Blair, John, John Blair & Co., New York
Blair, Lewis R., U.S. Army, Pentagon, Washington, D.C.
Bland, T. A., Crossley Broadcasting Corp., Cincinnati
Bliewilx, Leo, Telenext Inc., New York
Block, Richard C., Kaiser Broadcasting, Oakland, Calif.
Blohm, Charles, WDEO Dunkirk, N.Y.
Bloom, J. D., WWL-TV New Orleans
Bloyd, James E., WEWS-TV Cleveland
Blye, Paul, KLZ Denver, Colo.
Blue, Ron B., KBEY Oklahoma City
Blumberg, Marvin, A. D. Ring & Assoc., Washington, D.C.
Blume, Jack P. Ess, Fly, Shuebuck, Blume & Gagwine, Washington, D.C.
Bogan, Rupert, WDAP Fort Worth, Tex.
Boiler, John W., North Dakota Broadcasting Co., Fargo
Bolling, George W., The Bolling Co. Inc., New York
Bonansinga, Joe, WJGM Quincy, Ill.
Bondy, Hugo A., WAGA-TV Atlanta
Bonebrake, M. H., KOCY Oklahoma City
Bookwalter, L. S., KOIN Portland, Ore.
Booth, John S., WCHA Chambersburg, Pa.
Borbe, K. B., Vitro Electronics, Silver Spring, Md.
Borel, Richard A., WBNS-TV Columbus, Ohio
Bostic, Tom, Cascade Broadcasting Co., Yakima, Wash.
Boudry, Glenn, Storer Broadcasting Co., Miami Beach, Fla.
Bove, Enrico F., Bowery
Bower, Dan, Gil-Perna Inc., Detroit
Bowry, Walter A. Jr., WTVR (TV)-WMBG-WOOD Richmond, Va.
Box, John F. Jr., The Balaban Stations, St. Louis
Box, Norval, KCMG-AM-TV Cedar Rapids, Iowa
Box, Yes R., KRDL-TV Dallas, Tex.
Boyd, Raymond, KNOE-TV Monroe, La.
Braden, Paul F., WPBF Middletown, Ohio
Braden, Ruth M., WPFB Middletown, Ohio
Bradley, Don, KRTV (TV) Great Falls, Mont.
Bradshaw, J. D., WRFD Worthington, Ohio
Bradshaw, Justin, Broadcast Music Inc., N.Y.
Brakefield, Charles B., WREC Memphis, Tenn.
Brannum, C. R., WSM-TV Nashville, Tenn.
Brandborg, Gustav, KTVF Fairbanks, Alaska
Brandt, H. Dell, KOBI Hot Springs, S. D.
Brandt, Otto, King Broadcasting Co., Seattle
Brandt, Richard, Trans-Lux Televison Corp., N.Y.
Branson, Veri, Colorado Springs, Colo.
Bray, Robert W., WHNT-TV, Hartford, Conn.
Breazeal, Clarence E., KTIV-AM-I TV, Tanten, Tex.
Brechler, Joseph L., WLOF-TV Orlando, Fla.
Breen, Edward, KFDF Fort Dodge, Iowa
Brennan, A. Harrison, Employers Reinsurance Corp., New York
Brennan, Charles E., Charles E. Brennan Consulting, Eng., Milwaukee
Brenert, Thomas S., Community Broadcasting Co., Toledo, Ohio
Bridge, H. A. (Tony) Jr., KLUV Longview, Tex.
Bridges, Loren F., WFPG Black Mountain, N.C.
Bridges, Walter C., WEAU-TV Eau Claire, Wis.
Bremster, Lyell, KFAB Omaha
Bremer, Joseph, Broadcast Attorney, Beverly Hills, Calif.
Breuer, J. Wayne, Bi-States Co., Holdrege, Neb.
Brillert, Bill, ABC-TV, New York
Brines, Paul C., WJSV (TV)-WTRC South Bend, Ind.
Brizzard, Alvin E., Security First Nati Bank, Los Angeles
Broadsheet, Walter G., WCWH Clifton, Pa.
Brokaw, Harold L., WWOFT Fort Wayne, Ind.
Brown, Charles R., WCSS-TV Portland, Me.
Brown, Clifford S., WTTG Towanda, Pa.
Brown, Mrs. Doris B., Wilkes Broadcasting Co., N. Wilkesboro, N.C.
Brown, Franklin H., WMBC McMiniville, Tenn.
Brown, Dr. G. H., RCA, Princeton, N. J.
Brown, John F., WIPS Evansville, Ind.
Brown, John J., Armed Forces Radio & TV, Los Angeles
Brown, R. M., KPOJ Portland, Ore.
Brown, Roy F., WILX-TV Lansing, Mich.
Brown, Stanley K., KZL Denver, Colo.
Brown, W. Jack, WOLN Lincolnton, N. C.
Brown, John F. X., Wayne State U., Detroit
Brucker, Milton, Surround Sound Inc., Hollywood
Bryant, Bruce, CBS-TV, New York
Bryant, Joe H., KCBD-TV Lubbock, Tex.
Buchan, Alexander, WIND Dayton, Ohio
Buchanan, Bruce, WBGC Greenvilles, S. C.
Buforder, Bob, KTVL (TV) Tyler, Tex.
Buforder, Mrs. Lucille, KTVL (TV) Tyler, Tex.
Brown, William D., KMID-Midland, Tex.
Boulitt, Dorothy S., King Broadcasting Co., Seattle
Bullitt, Slimmon, King Broadcasting Co., Seattle
Burgess, Jack, WOSD-AM-FM Fullerton, N.Y.
Burgess, James H., WLWA (TV) Atlilanta
Burke, Daniel J., Capital Cities Broadcasting Corp., Albany, N. Y.
Burns, John, MGM-TV, New York
Burt, Richard H., WVEO Dunkirk, N.Y.
Burton, Don, WLBW Muncie, Ind.
Butterfield, Robert J., Broadcast Music Inc., New York
Bush, E. O., WDLA Walton, N. Y.
Busnell, John, KVOG-TV Tulsa, Okla.
Butler, James S., WIS-F Milwaukee
Butlerfield, Richard, KMSP-AM Minneapolis
Buys, James H., KBBV (TV) Denver, Colo.
Bryant, Don, Screen Gems Inc., New York

BCH
BROADCAST CLEARING HOUSE

Suite 2811

122 (NAB Convention Preview)

Broadcasting, March 26, 1962

Cady, William R. Jr., KADY Inc., St. Charles, Mo.
Cagle, Gene L., KTIZ Fort Worth, Tex.
BROADCASTING staff

A staff of editors and reporters plus advertising representatives of Broadcasting Publications Inc. will attend the NAB Chicago convention. Headquarters will be in Suite 706A of the Conrad Hilton, overlooking Lake Michigan. A separate newsroom will be operated, with staff men assigned to every event, including unofficial meetings.


Representing Television will be Ken Cowan, Don West, Frank Chizzini.

Cahen, Herbert B., WQV-TV Baltimore
Callan, Ernest F., WBOB Battle Creek, Mich.
Cain, Perry H., Tinker AFB, USAF, Okla.
Caldwell, John H., Sales Management, New York
Caldwell, Spencer W., CIT TV Network Ltd., Toronto, Canada
Callibrano, Daniel D., WGN Chicago
Campbell, A. Hartwell, WNCT (TV) Greenville, N.C.
Campbell, Elton, WFBM Indianapolis
Campbell, Harry, KSMN Mason City, Iowa
Campbell, Mrs. Marianne B., WJEW Gallup, Ohio
Campbell, Richard, WDVA Danville, Va.
Campbell, Theodore E., WJAC Johnstown, Pa.
Carlino, Lawrence M., WJBK-TV Detroit
Carlson, A., WSBA York, Pa.
Carlson, George, WSDM Duluth, Minn.
Carlton, Richard, Trans-Lux Television Corp., New York
Camichael, O. D., KNCO Garden City, Kan.
Carow, Raymond E., Gray Television, Albany, Ga.
Carpenter, Marshall M. Jr., WDTM Detroit
Carpenter, Terry, KCTI Terre励, Neb.
Carra, Eugene, WHBC and WPDD Canton, Ohio
Carr, Dillard, KVIL Dallas, Tex.
Carroll, Thomas, TV Radio Representatives Inc., New York
Carroll, Tom, WFBA Indianapolis
Case, Ross E., KWAT Waterford, S. D.
Casey, Arthur J., KSD St. Louis
Cash, Norman E., TV Bureau of Advertising, New York
Cassellberry, R. L., General Electric Co., Syracuse
Case, G. L., WLYD Jacksonvile, III.
Cassil, H. W. (Dutch), Blackburn & Co. Inc., Sioux City, Iowa
Carr, Albert B., WBOB, ABC, New York
Cervini, Anthony A. Jr., NBC, New York
Cervone, Larry, Gates Radio Co., Quincy, Ill.
Chalmers, Richard, WHN New Haven, Conn.
Chamberlin, George, Capital Cities Broadcasting Co., Albany, N. Y.
Chamberlin, John, Standard Rate & Data, Skokie, Ill.
Chambers, G. Russell, WAMS Wilmington, Del.
Chandler, Bob, MGM-TV, New York

BROADCASTING, March 26, 1962

Chaplin, Richard W., Stuart Radio Stations, Lincoln, Neb.
Chapman, Reid G., WANE Fort Wayne, Ind.
Chase, Eugene A., WKJG Fort Wayne, Ind.
Chase, Janet, Washington, D. C.
Chase, Sam, B Vit, WB New York
Chase, Seymour M., Washington, D. C.
Chaurinay, Tom, KOKI Phoenix, Arizona
Chauvin, Mrs. Tom, KOKI Phoenix, Ariz.
Chesnutt, L. E., KYTV Fresno, Calif.
Chernault, George W. Jr., WLSL Roanoake, Va.
Chertok, Harvey, Seven Arts Corp. Assoc., New York
Cheviot, Edward V., WOAI-San Antonio, Tex.
Chisman, Thomas P., WVEC Hampton, Va.
Chismark, Albert H., WHEV-TV Syracuse
Chizinski, Frank, WRGB, New York
Christal, Henry L., Henry L. Christal Co., Inc., New York
Christopher, Larry, BROADCASTING, Chicago
Christopher, Maurice, Advertising Age, New York
Church, Abiah A., Storer Broadcasting Co., Miami Beach, Fla.
Church, James D., KOSI Denver, Colo.
Churchill, J. K., A. C. Nielsen Co., Chicago
Clark, James D., WVRV-TV Richmond, Va.
Clark, Peter B., WWJ Detroit, Mich.
Clark, Stewart M., Western Ontario Broadcasting Co., Windsor, Ontario
Clay, Henry B., KBKH Shreveport, La.
Clements, Jack B., WVRV Richmond, Va.
Close, Richard H., NBC, New York
Cobb, A. G., CAJY-TV Winnepeg, Man., Canada
Cobb, Grover C., WGBB Great Bend, Kan.
Cochran, John, WGN, ABC, Los Angeles
Coddington, William J., WSGN St. Petersburg, Fla.
Code, O. D., WWCA Gary, Ind.
Cord, James, ACTA, Washington, D. C.
Coe, Robert L., ABC-TV, New York
Cohen, Israel, WCAP Lowell, Mass.
Cohen, James, WJNE, Washington, D. C.
Cohen, Julius, George C. Davis, Washington, D. C.
Cohen, Lester, Hogan & Hartson, Washington, D. C.
Cohen, Sidney L., KUTV Salt Lake City
Cohen, Stan, WDSU-TV New Orleans
Cohen, Stanley E., Advertising Age, Washington, D. C.
Cohn, Marcus, Coah and Marks, Washington, D.C.
Cohe, Alfred, A. F., NBC, New York
Cohn, Laureen A., Attorney-at-Law, Washington, D.C.
Cole, John, Needham, Louis & Brophy, Chicago
Coleman, O. P., KOLY Moline, S. D.
Colledge, C. H., RCA, Camden, N. J.
Collins, J. M., ASCAP, New York
Colvin, T. L. Sr., KTCO Jonesboro, La.
Comas, John, WINS, Winston-Salem, N. C.
Compton, Charles, The Meeker Co., Chicago
Comte, George R., WTMM-TV Milwaukee
Conaway, Donald F., AFTRA, New York
Congo, Fred D., WKBW Hutchinson, Kan.
Conn, Robert A., Dunham & Jeffery Inc., New York
Conn, Carl, Broadcasting & Film Comm., New York
Connor, Ralph, CKSO Suerbury, Ont., Canada
Conroy, James J., KTVI (TV) Ottumwa, Iowa
Constant, A. H. (Ali), KRON-TV San Francisco
Conwell, Frank, WLW Mobile, Ala.
Conwell, John O., COMS-TV Columbus, Mo.
Cook, Charles R., WPPT Herrin, Ill.
Cook, Dean C., Wayne State U., Detroit
Cook, Hal B., Record Source Inc., New York
Cook, Kenneth H., KTVH (TV) Wichita, Kan.
Cook, Turner, Broadcast Music Inc., New York
Cooney, Edward, SESAC Inc., New York
Coons, Joseph D., WTRK East Liverpool, Ohio
Cooper, Grover C., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Cooper, Jack D., Employers Reinsurance Corp., Kansas City, TV
Cooper, Jim W., WFAA Dallas, Tex.

Chapman, Kenneth M., Modern Broadcast Sound Co., Inc., Fairfield Conn.
Cooper, Robert E., WSM Nashville, Tenn.
Cooper, Roger, American Research Bureau, Washington, D. C.
Coppens, Rupert, WWTV-IV New York
Cord, Charles E., KFAC Los Angeles
Cordier, Hugh, U. of Illinois, Urbana
Cornick, Maurice, WHB Rock Island, Ill.
Cornell, Weldon M., WAWK Kendallville, Ind.
Corwin, Gerald S., Gerald S. Corwin & Assoc., Minneapolis
Cote, Jean, National Film Board, Montreal, Que.
Cottone, Benedict P., Cottone & Fanelli, Washington, D. C.
Countiss, Art, WCBY-TV Bristol, Va.
Covey, R. H. (Dick), KTRM Phoenix, Ariz.
Covington, Oscar P., WCOV Montgomery, Ala.
Cowan, Ken, TELEVISION
Cowill, Harold G., Smith, Hennessey & McGold- ald, Washington, D. C.
Cox, James L., Surrounding Sound Inc., Hollywood
Cox, Joseph, ABC-TV, New York
Cox, Kenneth A., FCC, Washington, D. C.
Cox, Kenneth B., IBEW, Washington, D. C.
Cox, Lester L., KTVI (TV) Springfield, Mo.
Cox, Robert F., Dept. of Defense, Washington, D.C.
Coye, John J., KVIL Dallas, Tex.
Crandall, Douglas L., WLAE Lakeland, N. C.
Craud, W. F. (Bill), WLBC Muncie, Ind.
Cranis, Richard, Broadcast Music Inc., New York
Crate, Rufus, BROADCASTING, New York.
Crocket, Robert H., John Hopkins U., Silver Spring, Md.
Crazen, Hon. T. A. M., FCC, Washington, D. C.
Crawford, James H. Jr., WSTM Danville, Va.
Crawford, Dr. Robert P., Queens College, Flushing, N.Y.

UNDER THE SPREADING ULLMAN TREE

Regional sales manager Bernie Edelman will never leave you out on a limb. Especially when he tells you how productive DIMENSIONAL RADIO is. It's Ullman's newest. Jingles and program aids as bright as tomorrow's blossom. Get on the sunny side of the ratings.
Our expert tree surgeon, Regional Sales Manager Charlie Good, says get out of the woods with the new HIT INTRO PACKAGE. New jingles budding forth each month to intro the month’s top tunes. There’s Grood news tonight — and every night.

RICHARD H. ULLMAN, INC.
New York  Dallas

124 (NAB Convention Preview)
F

Fagans, Allen, Standard Rate & Data, New York
Fairbanks, Richard M., WIBC Indianapolis
Faller, Ben Jr., WTHI Terre Haute, Ind.
Falkenstein, Max G., WREX Topeka, Kan.
Fallon, Jack, WIBW Topeka, Kan.
Feltham, Robert C., WPDO Jacksonville, Fla.
Feldman, Samuel E., WEBB Baltimore
Fender, R. E., Programatic Broadcasting Service,
    Dallas, Tex.
Ferguson, Robert W., WTRF-TV Wheeling, W. Va.
Fetterly, Jack, WDRB Mt. Clemens, Mich.
Fetter, John E., Fetter Broadcasting Co., Kalama-
    zoo, Mich.
Fidler, Maurice, Radio Advertising Bureau, New
    York
Field, Joseph S. Jr., WIRK W. Palm Beach, Fla.
Field, Stanley, American U., Washington, D. C.
Fieding, James F., Midwest TV Inc., Champaign,
    Ill.
Finch, Pete, Media/Scope, Skokie, Ill.
Fine, Jesse D., KELO St. Joseph, Mo.
Finger, Mike, WSMI Litchfield, Ill.
Finney, E. Dean, WTVN St. Johnsbury, Vt.
Fisher, Ben C., Fisher, Wayland, Duvall & South-
    mayd, Washington
Fisher, Carl O., KUGN, KZSY, KUMA Eugene-
    Salem-Pendleton, Ore.
Fisher, Earl, WWSU Owensboro, Ky.
Fitch, Joseph, Standard Rate & Data, Los Angeles
Fitzgerald, Harold, SESAC Inc., New York
Fitzpatrick, Horace, WSLS Roanoke, Va.
Flaherty, Eugene T., KTIV Sioux City
Flambo, G. LaVerne, WOQA Moline, Ill.
Flanagan, Philbin S., Henry I. Christal Co. Inc.,
    New York
Flanders, Robert, WFBE Indianapolis
Fletcher, Floyd, WTVD (TV) Durham, N. C.
Fletcher, Frank U., Spearman & Roberson, Wash-
    ington
Fletcher, Henry H., KSEI Pocatello, Idaho
Fletcher, Ruthe A., KSEI Pocatello, Idaho
Flint, Glenn W., KCMC-TV Alexandria, Minn.
Floyd, Joe, KELO Sioux Falls, S. D.
Floyd, Bob, Associated Media Brokers, Ft. Lau-
    derdale, Fla.
Flynn, Glenn, WGN-TV Omaha
Foerster, Richard D., WISN-TV Milwaukee
Fogarty, Frank P., Meredith Broadcasting Co.,
    Omaha
Foster, Michael J., ABC, New York
Ford, Hon. Fred W., FCC, Washington
Ford, Herbert B., Automated Electronics Inc.,
    Dallas, Tex.
Foster, Joe B., KTBS-TV Shreveport, La.
Foulkes, George A., WTHI Terre Haute, Ind.
Fox, Carl, KYTV (TV) Springfield, Mo.
Franck, Edward A., The National Foundation,
    New York
Frank, Peter, Richard H. Ullman Inc., New York
Frankel, James, Cleveland-Press, Cleveland
Franklin, N. Elmo, Bloomington Broadcasting
    Corp., Bloomington, Ill.
Franz, Hank, WFBM Indianapolis
Frase, E. C. Jr., Scripps-Howard Broadcasting
    Co., Memphis, Tenn.
Frazier, John K., Crosley Broadcasting Corp.,
    Cincinnati
Frechette, Geo. T., WFKR Wisconsin Rapids, Wis.
Friedenthal, A., WJR Detroit
Froelich, Harold, WTVO (TV) Rockford, III.
Fronzca, Peter G. Jr., WCEN Mt. Pleasant, Mich.
Fuchs, George H., NBC, New York
Fullen, Roy, WTVO (TV) Durham, N. C.
Fuller, Bob, Broadcast Music Inc., New York
Fulper, George E., WSPD Toledo, Ohio

G

Gaguine, Benito Esq., Fly, Shuebruk, Blume &
Gaguine, Washington
Gaither, Frank, WSB Atlanta
Galusha, Merl L., WGY-WRGB (TV) Schenectady
Gamble, Joseph A., WRBL Columbus, Ga.
Gamble, Joseph E., WJOY Stockton, Calif.
Gardner, Jay, KRKO Colorado Springs, Colo.
Gardner, Reid, KONG Cedar Rapids, Iowa
Garris, Lou, WJIE Hagerstown, Md.
Garrison, W. E., WFBG-TV Greenville, S. C.
Gaston, Otis (Tony), WZKO Kalamaoo, Mich.
Gater, Charles, WGN Chicago
Gates, Hilliard, WKFG Ft. Wayne
Gay, Chuck, WHIO-TV Dayton, Ohio
Geiler, Henry, FCC, Washington
George, Carl E., WGSF Cleveland
George, Clark, WRBM-AM Chicago
George, L. M., WGPC Albany, Ga.
George, Russ, Speidel Broadcasting Co., Colum-
    bia, S. C.
German, Daniel, WTV (TV) Utica, N. Y.
Giaquinto, Joseph E., ABC, New York
Gibbens, Tom E., WAFB-TV Baton Rouge, La.
Gibbs, John D., KOV Pittsburgh
Giddens, Kenneth R., WKRQ-Mobile, Ala.
Gilbert, Frederick S., Time-Life Broadcast Inc.,
    New York
Gilbert, Jack, KHOL-TV Holdrege, Neb.
Gilbert, John O., WXYZ Detroit
Gilchrist, T. S. Jr., WESH-TV Daytona Beach, Fla.
Gill, Cliff, KEZY Anaheim, Calif.
Gillen, George, Centaur Co., New York
Gill, Miss Helen, Gil-Perma Inc., New York
Glimmer, Paul E., WHBC Canton, Ohio
Gilmour, John C., Community Club Awards Inc.,
    New York
Gilmour, William J., WAVI Dayton, Ohio
Gittleson, Norma, Broadcast House Enterprises
    Inc., Manchester, N. H.

SWING TO

SIMPLIMATION

now with

OUTSTANDING NEW

AUTOMATED PROGRAMS

(semi-

classical or popular) by Eddie Chase

long-time top program man in Detroit, outstanding announcers, big, grow-

ing library. All for you and your station that you have time to do the

local things you cannot do otherwise.

SIMPLIMATION MEANS COMPLETE AUTOMATION of programs and equipment with

better service to the public—more profits to you. Send for free samples.

INTERNATIONAL GOOD MUSIC, INC.

P. O. BOX 943, BELLINGHAM, WASHINGTON

BROADCASTING, March 26, 1962
A green thumb'll make things bloom, but Regional sales manager Harry Sanger has something better. Has the VELVET TOUCH, that great musical signature-program aid package for all good music stations. No need to have the willow weep for you. Sprout with Harry Sanger.

RICHARD H. ULLMAN, INC.
New York -- Dallas

NAB Hqrs: Suite 2000, CONRAD HILTON

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Gordon, Robert D., WCPO Cincinnati
Gore, Theodore, KAKE-TV Wichita, Kan.
Gorman, Leon P., WCCA-TV New York
Gorman, Thomas Y., WEI Boston
Gort, John, KDLO-TV & KPLO-TV Sioux Falls, S.D.
Gosz, Rev. J. J., WBBY-TV Green Bay, Wis.
Gottlieb, Ralph, WGDR Manchester, N. H.
Gould, Robert, WBAP Fort Worth, Tex.
Gouzin, Al, Zir-United Artists Inc., New York
Griften, Stephen, KUST Vermillion, S. D.
Griffith, Clifford, WDIZ Green Bay, Wis.
Grant, Douglas B., WTMV-CEDAR Rapids, Iowa
Grant, Michael, WCAU Philadelphia
Grant, William, KOA Denver, Colo.
Graves, L. Herschell, WTV (TV) Tallahassee, Fla.
Gray, George J., WLWD TV Dayton, Ohio
Gray, Gordon, WKTV (TV) Utica, N. Y.
Gray, James E., WVEE Birmingham, Ala.
Gregg, Paul, Bauer Electronics Corp., San Carlos, Calif.
Green, C. N., Albion Optical Co., Hollywood
Green, Dave, KXLY Spokane, Wash.
Green, Dick, KAGI Inc., Grants Pass, Ore.
Green, Harold, WMAL Washington
Green, Ralph H., KFAY Kreega, Colo.
Greenlee, Howard N., WAOV Vincennes, Ind.
Greenman, M. S., United Press Movietone
Greenmeyer, P. A., RCA, Camden, N. J.
Creep, Malcolm, WVJS Owensboro, Ky.
Crenier, Theodore B., ABC Hollywood
Griffith, E. S., KDKA Pittsburgh, Pa.
Griggs, Charles R., WVLN Galey, Ill.
Griggs, Keith, KAKE Wichita, Kan.
Grisham, Charles, WAPI Birmingham, Ala.
Grissom, Eugene G., KOMU-TV Columbia, Mo.
Grizzard, Ted, WVLK Lexington, Ky.
Groskin, Herbert, Franklin Broadcasting Co., Philadelphia
Gross, Horace W., WRSC State College, Pa.
Gross, Paul D., WTPA Harrisburg, Pa.
Grove, William C., KFBC-TV Cheyenne, Wyo.
Grubbe, Gene V., KOA Denver, Colo.
Grys, J. C., WJBK Holland, Mich.
Guber, Sidney, SESAC Inc., New York
Gudridge, Ernest A., WIZE Springfield, Ohio
Guillemont, Maurice A., WWIN-TV New Orleans
Gunn, Hartford N. Jr., WGBH Cambridge, Mass.
Gunzenhoffer, Will, WJGK & Gunzenhoffer & Assoc., Los Angeles
Guth, Raymond E., WOC Davenport, Iowa
Guyan, George, KTAR Phoenix, Ariz.

H

Haahr, Donald K., Collins Radio Co., Cedar Rapids, Iowa
Haas, Harry J., Jr., Franklin Broadcasting Co., Philadelphia
Haas, Julian F. Sr., KAGH Crockett, Ark.
Haberlan, John M., WITV (TV) Tampa, Fla.
Haeg, Larry, WCCO Minneapolis
Haehnel, Clyde G., Crosby Broadcasting Corp., Cincinnati
Hager, Ken, Scott N., WSB-TV South Bend, Ind.
Hagerty, James, ABC-TV, New York
Hague, Fred, Geo. P. Hollingbery Co., New York
Hann, Clifford E., WDBZ Decatur, III.
Hahn, Norma, WBFD Madison, Wis.
Haigh, Joseph B., WIBK-TV Detroit

Haidl, John A., WNBC-NEW York, N.Y
Halley, Harold K., WBWB Wichita, Kan.
Haley, Andrew G., Haley, Wollenberg & Bader, Washington
Haff, Hugh Jr., WOAI-NEW San Antonio, Tex.
Hall, Glenn H., WNNY-WNYCH-TV Watertown, N.Y.
Hall, Payson, Meredith Broadcasting Co., Des Moines, Iowa
Halley, Charles, WBBX Portsmouth, N. H.
Hallor, Dr. G. L., General Electric Co., Syracuse
Hallman, Charles, WKOP Binghamton, N. Y.
Halstrom, John R., WIZZ Streator, Ill.
Halteman, Charles, Broadcast Music Inc., New York
Halvord, O. C., WCLI Ashland, Ky.
Hamilton, A. Stanley, WMAL-FM Washington
Hamilton, Charles, KFI Los Angeles
Area Inc., New York
Hamilton, Ray V., Hamilton-Lands & Assoc., Washington
Hamilton, Wi., WNDU-TV South Bend, Ind.
Hammert, Robert L., Hammert & Edison, San Francisco
Hance, K. M., KSTP St. Paul, Minn.
Hancock, Paul M., NBC, New York
Hanlon, James, WGN Chicago
Hanna, Royce J., WADA Shelby, N. C.
Hanna, Motte, WADA Shelby, N. C.
Hansen, John S., KPVY (TV), New Orleans, La.
Hansen, Ralph, KTVI (TV) St. Louis
Hansen, Robert, Surrounding Sound Inc., Hollywood
Hansen, William, KBUR Burlington, Iowa
Hardesty, John F., Hamilton-Lands & Assoc., San Francisco
Hardin, William, WVEC Hampton, Va.
Hardin, Joseph F., Magne-Tronics Inc., New York
Hardwick, Carter C., WDSA-TV Montgomery, Ala.
Harkrader, John, WDBI-TV Roanoke, Va.
Harper, Fred, WPBS Philadelphia
Harper, Richard, MGM-TV, New York
Harrington, Howard, KOGA Ogdalala, Neb.
Harrington, John, FCC, Washington
Harrington, John E. Jr., Harrington, Righter & Parsons Inc., New York
Harris, Buddy, Pames Syndicated Products, Dallas, Tex.
Harris, Burt L., KTJW (TV) Casper, Wyo.
Harris, Richard H., WOLY New York
Harris, Stanley, Hogan & Hartson, Washington
Harrison, William, WIMA Lima, Ohio
Hart, Bill, WBPB Middletown, Ohio
Hart, Charles A., WHDH Boston, Mass.
Hart, John P., WBTI Knoxville, Tenn.
Hatbenborger, E. K., Oel, KOMO Kansas City, Mo.
Hartford, George F., WTOP-TV Washington
Hartigan, John T., Keystone Broadcasting, Chicago
Hartman, Ward W., WRRR Rockford, Ill.
Harwood, Dr. Kenneth, U. of Southern California, Los Angeles
Hatch, George C., KUTV (TV) Salt Lake City
Hatch, Wilda Gene, KALL Salt Lake City
Hathaway, J., NBC, New York
Harvey, Geo. W., WLAF Lafayette, La.
Harvey, Jack V., Blackburn & Co., Washington
Hasegawa, Kazutada, Yomiuri Broadcasting Co., Osaka, Japan
Hassan, Samuel A., WROD Carmi, Ill.
Hastie, Kenneth L., WMT Cedar Rapids, Iowa
Hatcher, Ralph, ABC-TV, New York
Hauser, Henry, WAND-TV, New D. H.
Havens, William H., WITV (TV) Richmond, Va.
Haverlin, Carl, Broadcast Music Inc., New York
Hawkin, Woodrow, WJSV (TV-WTIC South Bend Bend, Ind.
Hays, Lloyd, KUVD Edmond, Okla.
Hayden, J. Roger, Dresser-Ideo Co., Columbus, Ohio

BROADCASTING, March 26, 1962

REGIONAL REGISTRATION

U.S. Forest Service

March 26, 1962

REGISTRATION CONTINUED

Glide, Carl F., WKBN Youngstown, Ohio
Gladstone, Arthur, FCC, Washington
Glazer, Ralph, CBS, New York
Gleason, James E., WJAR Providence, R. I.
Gloyas, T. M., RCA, Camden, N. J.
Glycadis, Bruce, WIEF Grand Rapids, Mich.
Gochenour, Lloyd, WAFG & WSGM Stauton, Va.
Godwin, Charles W., Mutual Broadcasting Sys.
New York
Goetz, Nathan L., KMAQ Maquoketa, Iowa
Goethe, Elizabeth J., KOGO San Diego, Calif.
Goldenson, Leonard, AB-PF, New York
Goldin, Hyman, FCC, Washington
Goldman, Paul H., KONE-TV Monroe, La.
Goldman, Simon, WNYN, WDOE, WGGO, WWYN Jamestown, N. Y.
Goldman, Sue, British Broadcasting Corp., New York
Goode, Paul N., KSWD Lawton, Okla.
Goodfellow, Joseph, WRC Washington
Goodman, Dan, Screen Gems Inc., New York
Goodman, Julian, NBC, New York
Goodnow, William C., WISN-TV Milwaukee
Goodspeed, Rev. A. B., S.J., WWL-TV New Orleans
Goodover, Pat M., KARR Great Falls, Mont.
Gordon, Jim, KCLE Cumbre, Tex.
Gordon, K. S., KOTH Dubuque, Iowa
Gordon, Ken, WFTH Frong Royal, Va.
Gordon, Lawrence, WBUF Buffalo
Gordon, Mrs. Margaret, KCLE Cumbre, Tex.

UNDER THE SPREADING ULLMAN TREE

A green thumb'll make things bloom, but Regional sales manager Harry Sanger has something better. Has the VELVET TOUCH, that great musical signature-program aid package for all good music stations. No need to have the willow weep for you. Sprout with Harry Sanger.
Jett named to chair

E. K. Jett, WMAR (TV) Baltimore, has been named chairman of the resolutions committee for the 1962 NAB convention in Chicago, April 1-4. Other members are Tom Chauncey, KOOL-TV Phoenix, Ariz.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Carl E. George, WGAR Cleveland; Charles E. Hamilton, KFLO Los Angeles; Richard H. Mason, WPTF Raleigh, N. C., and Owen L. Saddler, KMET-TV (TV) Omaha. Resolutions may be submitted prior to 5:30 p.m., April 3, to Douglas A. Anello, NAB general counsel, in Room 2 of the Conrad Hilton Hotel during the convention.

Jackson, Peter, Telestrip CSP Inc., New York
Jackson, Ralph, WAVE Louisville, Ky.
Jacobs, Bernard, WMT TV-Radio
Jacobs, Grace, TV Stations Inc., New York
Jacobs, Henry N., ABC, San Francisco
Jacobs, Herb, TV Stations Inc., New York
Jacobs, John W., WJW Gainesville, Ga.
Jacobsen, Gene R., WSAF-TV Montgomery, Ala.
Jacobson, Daniel, FCC, Washington
Jacobson, Demman F., WTVI Detroit
Jae, James F. Jr., KHMO Hannibal, Mo.
Jahneck, Ernest Lee Jr., NBC, New York
James, James E., A. C. Nielsen Co., Chicago
James, Edwin H., Television Magazine, Washington
James, Richard D., WBBW Youngstown, Ohio
James, Vir N., Consulting Radio Engineers, Denver, Colo.
Jeffers, Charles L., WOA San Antonio, Tex.
Jeffrey, Lew, KFAB Omaha
Jenkins, Eugene F., KLZ Denver, Colo.
Jenkins, Jack, Bloomington Broadcasting Corp., Bloomington, Ill.
Jennes, Ernest W., Assoc. of Maximum Service Telecasters Inc., Washington
Jensen, J. Allen, KILO Idaho Falls, Idaho
Jeff, E. K., WMAK-TV Nashville
Jewett, Carl F. J., The Meeker Co., Chicago
Jewett, William A. Jr., Duquesne U., Pittsburgh
Jobes, Ray, WROC Rochester, N. Y.
Johns, Dale M., United Press Int., Boston
Johns, Myles H., Associated Media Brokers, Ft. Lauderdale, Fla.
Johnson, Arnold E., Needham, Louis & Borby, Chicago
Johnson, Arthur J., NBC, New York
Johnson, George E., WHAS-TV Louisville, Ky.
Johnson, Howard A., WIBA Madison, Wis.
Johnson, John L. Lee III, WBAP Fort Worth, Tex.
Johnson, Merrill C., WGL Fort Wayne, Ind.
Johnston, Ray, KMEI Medford, Oreg.
Johnson, Tom, KTOK Oklahoma City
Johnson, Walter C., WITC Hartford, Conn.
Jolley, R. A., WWRC Greenville, S. C.
Jones, Andrew J., WFMF Nashville, Tenn.
Jones, E. Z. (Easy) WBBB Burlington, N. C.
Jones, George E., CHUM Toronto, Ont., Canada
Jones, J. G., Conrac, Glendora, Calif.
Jones, Merle S., CBS-TV New York
Jones, Theodore, WOR Boston
Jones, Walter, WANE Fort Wayne, Ind.
Jones, William J., Post-Newsweek Stations, Washington
Jorgenson, T. O., WEAU-TV Eau Claire, Wis.
Jorgenson, Wallace J., WTVG (TV) Charlotte, N.C.
Joseph, C., Kent, Econozone Television Programs, New York
Juntilla, James, FCC, Washington

K
Kadow, Francis M., WONT Manhasset, N.Y.
Kalisch, Col. Bertram, Dept. of Defense, Washington
Kany, Howard, CBS-TV, New York
Kapel, George, WOTL-TV Toledo, Ohio
Kaplan, Harvey, WJLE (TV) Pittsburgh
Karakeis, Thomas M., WDUZ Green Bay, Wis.
Kaufman, Julian M., Bay City TV Inc., San Francisco, Calif.
Kaye, Gerald O., WGLI New York
Kaye, Richard L., WCBS New York
Kaye, Sydney M., Broadcast Music Inc., New York
Kelz, Wayne, KENS-TV San Antonio, Tex.
Keating, Joseph, Mutual Broadcasting System, New York
Keller, A., WREX Fort Wayne, Ind.
Kee, Bob, Robert Keer Organization, New York
Keese, Frederick L., WMBD Inc., Auburn, N. Y.
Keller, Oliver J., WTAX Springfield, Ill.
Kelley, Gaines, WFMF-TV Greensboro, N. C.
Kelley, W. B., AT&T, New York
Kelley, William M., NBC, New York
Kellogg, W. R., AT&T, Chicago
Kelley, Charles, WCXT-TV Miami
Kelly, J. J., Chico, Storer Broadcasting Co., Miami Beach, Fla.
Kelly, Robert, Lennen & Newell, New York
Keltner, C. A., American Research Bureau, Chicago
Keiser, Philip, Philip L. Kelser & Assoc., New York
Kemme, Marjorie, Crosley Broadcasting Corp., Cincinnati
Kendrick, C. O. (Ono), KENN Farmington, N. M.
Keneally, Ed., WBZ-TV Chicago
Kenehan, Edward F., Natl. Assn. of FM Broadcasters, Washington
Kennedy, Jack, CFRB Toronto, Ont., Canada
Kennedy, John R., NBC, Burbank, Calif.
Kennedy, Manny M., KZTV (TV) Knoxville
Kernish, John, KTV (TV) Phoenix, Ariz.
Kessel, Richard L., WJAC Pittsburgh, Mo.
Ketter, William B., WAOW Wausau, Ind.
Kern, L. Donald, WGUS Augusta, Ga.
Ketter, Scott, Storer Broadcasting Co., Miami Beach, Fla.
Keyworth, Mrs. Belva C., WBTN Bennington, Vt.
Keyworth, J. Gordon, WBTN Bennington, Vt.
Kietzer, Charles, Chicago Speakers Bureau, Chicago
Kinard, Floyd, WLBT (TV), WJDX Jackson, Miss.
King, Al, Radio Concepts Inc., New York
King, Art, BROADCASTING, Washington
King, Charles, Mutual Broadcasting System, New York
King, Eugene, WCBS New York

L
Lachenbruch, David, Television Digest, New York
Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Ladou, Burton P., WFRV-TV Phoenix, Ariz.
Laaser, Philip B., WTMV-Milwaukee
LaHiff, William J., Standard Electronics Div., Farmingdale, N. Y.
Lair, Malcolm (Bud), NBC, New York
Laird, Ben A., WDUZ Green Bay, Wis.
Lamb, Maurice, WIMA-TV Lima, Ohio
Lambe, Robert B., WFOR Miami, Fla.
Lambert, Edward C., KOMU-TV Columbia, Mo.
Lambeth, Frank S., WMPO High Point, N. C.
Lambeth, Ralph M., WBBG Greensboro, N. C.
Lancaster, W. W., WTJM Johnson City, Tenn.
Land, Thomas S., WFIV Fairfield, Ill.
Landis, DeWitt, Hamilton Landis & Assoc., Dallas, Tex.
Lane, C. Howard, KOIN-TV Portland, Ore.
Lanford, T. B., KRMN Shreveport, La.
Lange, Paul R., KDLR Inc., Devils Lake, N. D.
Lange, Mrs. Paul R., KDLR Inc, Devils Lake, N.D.
Lapham, O. J., Lapham-Ames Co., Iowa
Lapkin, Nelson, WAST Albany, N. Y.
Lareau, Michael O., WOOD Grand Rapids, Mich.
Larson, Robert T., KFIR Lincoln, Neb.
Lasker, H., Peter, Crosby Broadcasting Corp., New York
Lasko, Edwin J., WTRC, WJSV (TV) South Bend, Ind.
Laughlin, Frank E., WSMQ Quincy, III.
Lauth, Richard F., WWHO-TV Dayton, Ohio
Laux, John J., WSTV-Stevensville, Ohio
Lawhorn, James D., WMCA Macon, Ga.
Lawrence, Craig, CBS-TV, New York
Lawrence, Dick, Econozone Television Programs, New York
Layman, Mike, WSEC Somerset, Ky.
Layton, Deforest T. Jr., WKTU (TV) Utica, N. Y.
Layton, E., RCA, Princeton, N. J.
Leach, Harold A., Alford Manufacturing Co., Boston
Leach, Robert F., WSPTA-Spartanburg, S. C.
Leake, James C., Griffin Broadcast Inc., Tulsa
Lee, Carl E., WKLO Kalamazoo, Mich.
Lee, Jack, WPRO Providence, R. I.
Lee, R. Frank, KCSG Lubbock, Texas
Lee, Hon. Robert E., FCC Washington
Lee, Terry, Storer Programs Inc., New York
Leeman, Alvin, WKBH, WILM La Crosse, Wis.
LeGrand, Roger W., WITI-Milwaukee
Leitzel, Ted, WFMF (FM) Chicago
Lemme, John H., KLIT Little Falls, Minn.
LeMeayne, Joseph H., WPBS Middletown, Ohio
Lentz, John T., Educ. TV for the Metro Area Inc., New York
Lenzel, T., WKRL Centralia, Ill.
Leonard, T., CBS-TV, New York
Levi, John, WTEQ (TV) Peoria, Ill.
Lieb, Herbert S., U. S. Weather Bureau, Washington
Lichtsche, C. S. Jr., WWSY Hattiesburg, Miss.
Lihan, Winston B., KSLA (TV) Shreveport, La.
Lind, A. H., RCA, Camden, N. J.
Lindemann, C. R., Leland Broadcasting Co., Willmar, Minn.
Lindner, Val, WCCO Minneapolis
Lindover, Lester W., Assoc. of Maximum Service Telecasters Inc., Washington
Lindsay, Merrill, Illinois Broadcasting Co., Decatur, Ill.
Link, Harry R., WDVA Danville, Va.
Link, Jack J., KID-KETO-KPAM Seattle
Lipman, William L., WLIP Kenosha, Wis.
Liptak, George R., Federal Mfg. & Eng. Corp., Garden City, L. I., N. Y.
Littauer, Clement L., WRSJ San Juan, Puerto Rico
Littlejohn, Francis N., KITE San Antonio, Tex.
Lively, Carroll, WBAM Hollywood, Cal.
Lively, J. R., WMAT Milwaukee, Wis.
Livingston, Sam, WPSD-Paducah, Ky.
Lockwood, Corwin, Hogan & Hartson, Washington
Lockwood, Edward C., WCKL Miami, Fla.
Lodge, William B., CBS-TV, New York
Loffler, Gene F., WTAP Parkersburg, W. Va.
Loftus, Dick, CBS-TV, New York
Lohmeister, George M., Lohmeister & Culver, Washington
Long, Maury, BROADCASTING, Washington

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BROADCASTING, March 26, 1962
Longfellow, Bruce S., FCC, Washington
Lorentz, Edward F., Commercial Radio Equipment
Loutner, Paul C., WRCO Rochester, N. Y.
Lowau, Norman, KCPX Salt Lake City
Leach, Frank J., WLS Television, Ill.
Lovell, H. J., WKN Oklahoma City
Lovely, Wayne, WEXX-Television, Ill.
Lowen, Marvin, WBS Columbia, S. C.
Lowen, Marvin, Screen Gems Inc., New York
Loyel, Paul A., WHO Des Moines, Iowa
Ludden, E. N., RCA, Camden, N. J.
Lukas, Robert, NKOTV Grand Forks, N. D.
Luster, Betty, KUTV Salt Lake City
Luton, William F., KEYT Santa Barbara, Calif.
Lynch, David J., KBYE Oklahoma City
Lynch, F. F., Mike, KBOE Oklahoma City
Lynch, Frank J., KBYE Oklahoma City
Lynch, Robert K., WXTX Atlantic Beach, Fla.
Lyons, Stanley, WAGM Presque Isle, Maine

M

MacCallum, William, ABC, Chicago
MacDonald, Rod, Guild, Bassam & Bonfigli Inc., New York
MacFarland, F. R., AT&T, New York
Macchi, Stephen A. Jr., Adam Young Inc., New York
Mackay, F. D. R., WKKK Hutchinson, Kan.
Mackey, W. A., WRH Williamsport, Pa.
MacLeod, R. W., KYFY Bismarck, N. D.
MacMillan, Lowell H., WHHC Rochester, N. Y.
Macon, John, WADI Bangor, Maine
MacRae, William B., Television Bureau of Advertising, New York
Magee, Robert G., WJUM Reading, Pa.
Maher, David W., Kirkland, Ellis, Hodson, Chafetz & Masters, Chicago
Mahia, Louis E., WLEC Sandusky, Ohio
Main, Guy F., Midwest TV Inc., Chicago, Ill.
Malan, Albert W., ABC, New York
Mallett, Floyd, WFU Bloomington, Ind.
Maloni, William, WBGP Buffalo, N. Y.
Manders, Ron, Advertising Bureau, New York
Mann, Jack, ABC, Los Angeles
Marcoux, Robert E., WLBT-TV Bangor, Maine
Margolis, Benjamin, TV Advertising Representative Inc., New York
Marion, Paul B., WBX Charlotte, N. C.
Marks, Leonard H., CNN & Marks, Washington
Markward, John, WOOD-Grand Rapids, Mich.
Martin, Al, Broadcast Music Inc, New York
Martin, Robert J., WIRT Flint, Mich.
Mart, George W., KDNT Denton, Tex.
Mart, George, KCLE Cleburne, Tex.
Martin, Arthur L., WKMN Marion, Ohio
Martin, Bill, WMJ-XXXX Grand Island, Neb.
Martin, Daniel E., WNOU South Bend, Ind.
Martin, Dwight W., WABF-TV Baton Rouge, La.
Martin, Emery W., KFIZ Fond du Lac, Wis.
Martin, Joe, WDRC Dillon, S. C.
Martin, Leo, Michigan State U., East Lansing
Martin, Roy, WTVT Columbus, Ga.
Martin, Stuart W., WCAX-TV Burlington, Vt.
Martin, Vincent P., WFEL Syracuse
Marsh, A. W., Canadian Marconi Co., Montreal
Marshall, A., RR, WCNQ Television, N. Y.
Marshall, Glenn Jr., WIXT Jacksonville, Fla.
Marshall, Clifford B., Blackburn & Co. Inc., Atlanta
Marston, J. Kenneth, The Dixie Network, Jackson, Tenn.
Mason, Richard H., WPFT Raleigh, N. C.
Mason, Robert T., WMRS Marion, Ohio
Mason, Frank L., ABC, New York
Mauschmeier, Howard W., WHCN New Haven, Conn.
Mason, Curtis, KFI Los Angeles
Mason, Terry P., KMSO-TV Missoula, Mont.
Mathiot, J. E., WGLC Lancaster, Pa.
Matsui, E. S., Okura Trading Co., Tokyo, Japan
Mattey, John, KCRV-TV Barrier, Ontario
May, Edward W., KMUR Shensandoa, Iowa
Mayor, T. Marconi, Chelmsford, England
Mayfield, W. E., WNBII Chicago
Maze, Jack, WRN-Television Rockford, Ill.
McCabe, Charles, KYFM/KFST St. Louis
McCabe, Aloysius B., Kirkland, Ellis, Hodson, Chafetz & Masters, Washington
McCarty, James E., KYLM Omaha, Nebr.
McCullough, C. A. (Bill), WKFY Franklin, Ky.
McClelland, George, KPHO Phoenix, Ariz.
McCloud, John T., WATE Inc., Knoxville, Tenn.
McClure, Mickey, KNSL Chico, Calif.
McClundys, Clyde C., Storer Broadcasting Co., Miami Beach, Fla.
McCullough, Clair, WAGA-AM-TV Lancaster, Pa.
McConnell, Robert B., WISH Indianapolis
McCoy, Dale, WJLL T., KARE Wichita, Kan.
McCray, James, WHN Columbus, Ohio
McGredy, Robert M., TV Advertising Representatives Inc., New York
McDermott, Francis M., Air Safety Consultant, Washington
McDermott, Mrs. G. B., The McDermott Co. Inc., Burlington, Iowa
McDonald, Joseph A., Smith, Hennessey & McDonald, Washington
McDoughald, Francis C., Dow, Lohnes & Albertson, Washington
McDoughald, Worth, U. of Georgia, Athens
McEloy, Ralph J., WKKW-AM-TV Waterloo, Iowa; KAUS, KMMT (TV) Austin, Minn.
McEvoy, Paul B., KSWS-TV Roswell, N. M.
McFarland, Ernest W., KTVK (TV) Phoenix, Ariz.
McCarron, Ronald, WTV Investigating Co., New York
Mclninch, Frank J., McIntosh & Assoc., Washington
McKaye, R. E., WQRM Columbia, Tenn.
McKenna, James A. Jr., McKenna & Wilkinson, Washington
McKenney, Keith T., WSPD-TV Toledo, Ohio
McKibben, Bill, WNO Radio, St. Louis
McKane, Robert, Radio Station KSAL Salina, Kan.
McLeod, Court, ABC-TV, Hollywood
McLouth, George, KTVI (TV) Phoenix, Ariz.
McMurry, James, WSNX Inc., Nashville, Tenn.
McRae, Paul F., WGLV Carbondale, III.
Meach, Warren, KWWL-AM-TV Waterloo, Iowa; KAUS, KMMT (TV) Austin, Minn.
Meador, Ralph E., KLOX Lexington, Mo.
Meadcroft, Gar., WPNP Pontiac, Mich.

Meecker, Robert D. C., The Meecker Co., New York
Meeks, William, Pams Syndicated Productions, Dallas, Tex.
Mehlitz, Lee P., Broadcast Clearing House, New York
Menard, Len, KGSB Santa Barbara, Calif.
Menchini, Don, TV Stations Inc., New York
Menendez, Carmina, WHOA San Juan, P. R.
Menke, Don, WBFM-Television Indianapolis
Menzie, Fred, WHEN-TV Syracuse
Mercer, Donald J., National Broadcasting Co., New York
Merkle, Joseph, ABC-TV, New York
Merrill, Bruce, NVUA Yuma, Ariz.
Merrill, Bill, BROADCASTING, Los Angeles
Meyer, Carl J., WGN Chicago
Michael, Jack, WREC Memphis, Tenn.
Michaelis, Bill, Storer Broadcasting Co., Miami Beach, Fla.
Michel, Donald, WRJW Atlanta, Ga.
Mickelson, Sig, Time-Life Broadcast Inc., New York
Middleton, Tom, WYCG Coral Gables, Fla.
Middleton, Warren, BROADCASTING, Chicago
Midlen, John H., John H. Midlen—Law Offices, Washington
Miller, C. E., KOMO Seattle
Miller, Dean C., UPI Chicago
Miller, Gary, WTOL Toledo, Ohio
Miller, Harold E., WGLW-Television Lancaster, Pa.
Miller, James T., CRKM Regina, Sask.
Miller, Lincoln W., KIRO Seattle
Miller, Neville, Miller & Schroeder, Washington
Miller, Reed, Arnold, Fortas & Porter, Washington

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Trees grow mostly in the country and Regional sales mgr. Fred Winton o'pines that Ullman competitors are everywhere with envy over our COUNTRY and WESTERN Package. For the very best jingles and program aids in bluegrass listening, cultivate Fred at the NAB. 

RICHARD H. ULLMAN, INC.
New York, Dallas

NAB 74th: Suite 2000, CONRAD HILTON
You’ll have a woodchopper’s ball with ONE-DERFUL RADIO and account exec Joey Levin. Jingles, your station logo, instruments, with the big band sound (including wood winds of course) America loves. Get in the cozy Ullman-tree house.

RICHARD H. ULLMAN, INC.
New York Dallas
NAB Hqrs: Suite 2000, CONRAD HILTON

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BROADCASTING, March 26, 1962

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers-Consultants

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ELDORADO S-0405

NAB CONVENTION—ESSEX INN
Wagner, George A., KFI Los Angeles
Wagner, Paul E., R. C. Crisler & Co. Inc., Cincinnati
Wagner, Wm. D., Tri-City Broadcasting Co., Davenport
Wagstaff, Walter E., KGTV-TW Hollywood, Ore.
Wahlman, Ted, KADY Inc., St. Charles, Mo.
Waidson, Raymond, WN /R, Van Wert, Ohio
Waidson, Fred M., KOBI Hot Springs, S. D.
Walker, A. Prose, Collins Radio Company, Cedar Rapids
Walker, Larry, WSOQ-TV Charlotte, N. C.
Walker, W. E., Plains Radio Broadcasting, Amarillo, Texas
Walker, William R., WISM Madison, Wis.
Wall, John, General Electric Co., Syracuse
Wall, Thomas H., Dow, Lohnes & Albertson, Washington
Wallace, Bruce, WTN5 Cohocton, Ohio
Waltengell, Lee, WJSJ Winston-Salem
White, Thomas Nelson, WLYA Lynchburg, Va.
Walkemeier, Jack, KWHT-TW Goodland, Kan.
Wall, Norm, WBCS-TV New York
Word, Carl S., CBS-TV, New York
Word, G. Pearson, KTTS Springfield, Mo.
Ward, Wion O., KMPF M. Pleasant, Texas
Warren, J. Gordon, Televeision Digest, Washington
Warren, W. W., KOMO Seattle
Waters, G. E., Canadian Broadcasting Corp., Montreal, Canada
Watkins, Frank, SESAC Inc., New York
Waston, Bob, KGNQ Amarillo, Texas
Watson, R. D., American Tel. & Tel. of Cin.
Watts, Duane L., KHAS-TV Hastings, Neb.
Waugh, Irving C., WSM-TV Nashville
Wayland, Charles V., Fisher, Wayland & Southam, Washington
Wayne, Elmer O., KGO San Francisco
Weatherby, J. Patric, WBRZ-TV Baton Rouge
Weaver, Shelton, WILC Pittsburgh, Pa.
Webb, Leon, WTVC (TV) Chattanooga
Weber, Fred, WSTV-TV Steubenville, Ohio
Weber, Gus, Programmatic Broadcasting Service, New York
Weiner, L. E., ASCAP, New York
Webster, Maurie, CBS, New York
Weedon, Harfield, KNX Los Angeles
Werhman, Harvey E., KZL Denver
Weinbach, Mortimer, ABC-TV New York
Weinberg, Edward KBBBS Buffalo, Wyo.
Weis, Pierre, Economee Televisions Programs, New York
Weigand, Robert, Trans-Lux Television Corp., New York
Welcome, Paul E., WLS Columbia, S. C.
Weiler, Donald A., Donald A. Weiler, Consultant, Engr., Milwaukee
Welcott, Raymond W., WRCV Philadelphia
Weistead, Thomas A., WLBW-TV Miami
West, Ben K., KDOC-TV Oklahoma City
West, Donald V., Television Magazine, New York
West, Garland, WKCT Bowling Green, Ky.
West, J. A., Jr., KOMS El Dorado, Ark.
Weston, Robert G., FCC, Washington
Weitzel, Lewis D., Triangle Publications Inc., Philadelphia
Wheeler, Leavenworth, KIVA Yuma, Ariz.
Whitacre, John, WLS Lansing, Mich.
White, Mr. & Mrs. Howard, WCTW New Castle, Ind.
White, Pat J., KTBS-TV Shreveport, La.
White, Thomas P., WKKO Kalamazoo
Whitehorn, Jack, WFDY Manchester, Ga.
Whitney, George M., KOXO Idaho
Whitney, George M., WGY Gary, Ind.
Whitney, Philip, WING Winchester, Va.
Wibby, John, WLBG Bangor, Maine
Wickemeyer, James, KOIN Richmond, Ind.
Widner, Albert, WTVL New Orleans
Wilcox, Henry T., WFBF Syracuse

Dance for joy with account exec Bill Previtti and Ullman's hot, new TWIST JINGLE, customized to your call letters. It will flourish into an orchard of an audience for you. Your ratings will glow like a campfire. See forest ranger Bill.

RICHARD H. ULLMAN, INC.
New York, Dallas

REGISTRATION CONTINUED

U
Uker, Don, KOSN Des Moines, Iowa
Uller, James G.
Unamuno, Martin, KAKE-TV Wichita, Kan.
Upton, Charles, KRDO Colorado Springs
Uram, John R., Jr., George C. Davis, Washington
Utley, George, WFFA Dallas

V
Vadefonconceur, E. R., WSYR, Syracuse
Van Amburgh, Henry L., WPHD Providence, R. I.
Van Cantfort, A. R., WTVY-TV Norfolk
Vandagriff, Carl W., WOWO Fort Wayne
Van Denen, Sheldon, WBFM New York
Van Duiz, Roger, KEAF Los Angeles
Van Hooser, Ray, KNED McAlester, Okla.
Van Nosstrand, Lew, WMT-TV Cedar Rapids
Vance, Fred, KVOA-TV Tucson
Varnum, W. B., RCA, Camden, N. J.
Vaughn, Miss Marge, WTVY (TV) Evansville, Ind.
Veilleux, Fred D., Lohnes and Culver, Washington
Venard, Lloyd George, Venard, Rintoul & McConnell Inc., New York
Verdehere, Carolyn, TV Stations, Inc., New York
Vernon, Paul H., MacAlla Inc., Des Moines
Victor, Herbert, WMAL-TV Washington
V Hilton, Lester, WFMG Chicago
Vincent, Emil F., ABC, New York
Volger, George J., KWPC, Muscatine, Iowa
Vorderman, Ernest, WJXT Jacksonville
Voss, Charles A., Sports Network Inc., N. Y.
Voss, George P., The National Foundation, N. Y.

UNDER THE SPREADING ULLMAN TREE

W
Wilkely, Gene, KMQX-TV St. Louis
Wilkin, Gene, WGAN-TV Portland, Maine
Wilkins, Joe, Jr., KBGB-AM-TV Great Falls, Mont.
Wilkinson, Darold A., KRDO Colorado Springs
Wilkinson, Vernon L., McKenna & Wilkinson, Washington
Willie, Robert, WKAI Macon, III.
Williams, Carroll, WPBF Middletown, Ohio
Williams, Charles E., KWWN Winona, Minn.
Williams, David S., Wade Advertising Inc., Chicago
Williams, J. P., Air Trails Network, Dayton, Ohio
Williams, Jack, Georgia Assn. of Broadcasters, Atlanta, Ga.
Williams, Jack, Standard Rate & Data, New York
Williams, H. M., Jr., American Tel. & Tel Co., Kansas City, Mo.
Williams, M. J., WEZ Boston
Williams, Ralph C., RCA Victor, New York
Williamson, W. P., Jr., WBNY Youngstown, Ohio
Wolfenden, Robert D., WMBN Youngstown, Ohio
Willis, I. E., WAZY Lafayette, Ind.
Willson, Edward, WILX-TV Jackson, Mich.
Wilson, James C., WJCH Youngstown, Conn.
Wilson, James L., NRC Broadcasting, New York
Wilson, Robert S., KTTV (TV) Sacramento
Wilson, Stan, KFJZ St. Worth.
Wilson, Thomas W., Dow, Lohnes & Albertson, Washington
Wilson, Walton W., KDEN Denver
Wilson, Wesley D., WBAB Bangor, Maine
Windsor, Paul, WBBM Toppenish
Wingfield, Benjamin E., WCLT Newark, Ohio
Windsor, Walter M., KTLA-TV, Shreveport, La.
Wingard, Lloyd, WGAR Cleveland, Ohio
Winkler, Joe, WJFF Philadelphia
Winter, G., WSSA York, Pa.
Wirth, Don C., WNAN Neenah, Wis.
Wisea, William D., WCHU Omaha
Wismer, John F., WHLS Port Huron, Mich.
Witt, William U., Jr., WTIV (TV) Tampa, Fla.
Wittenberg, Lionel, WCON Milwaukee
Woffle, Albert, WNEM-TV, Flint-Saginaw, Mich.
Wolfe, Richard M., WNSB Columbus, Ohio
Wolfenden, Robert D., WMEV Mansfield
Wolfenden, Mrs. Robert C., WMEV Marion, Ohio
Wommack, David A., KALT Atlanta, Texas
Wood, Robert D., KNTV (TV) Los Angeles
Woodell, Ken, WLBZ Bangor, Maine
Woodland, Cecil, WEJ-L Scranton
Woodruff, J. W. Jr., WRLB Columbus, Ga.
Woodward, F. Robert Jr., Telegraph-Herald, Duluth, Iowa
Wooten, Hollis, WREC Memphis
Wormington, Robert, WDAF-TV Kansas City, Mo.
Worster, Merle A., ABC, New York
Worster, Ralph, G, Bluegrass Bcastg. Inc.
Lexington, Ky.
Wray, E. Newton, KTBS-TV Shreveport, La.
Wright, Jay W., King Broadcasting Co., Seattle
Wright, Melvin B., KID-IV Idaho Falls
Wright, Richard, WBBR M. Clemens, Mich.
Wright, WBBR M. Clemens, Mich.
Wright, Robert F., WMTK-TV Meridian, Miss.
Wright, Sterling, WSOQ-AM-FM-TV Charlotte, N.C.
Wright, Thomas, Florida State University, Tallahassee, Fla.
Wright, Warren, WFBM-Indianapolis, Ind.
Wyatt, W., Judd, KMMO Marshall, Mo.
Wyatt, W. R., A. C. Nielsen Co., Chicago
Wyler, Karl O., KTSW El Paso
Wyman, Samuel, RDR Associates Inc., New York

Y
Yates, Carl W., Jr., KSIS Sedalia, Mo.
Yates, Richard, MGM-TV, New York
Yarborough, C. R., KDLS St. Louis, Mo.
Yeldell, Guy E., KSD-TV, St. Louis, Mo.
Yoder, Lloyd E., WBNQ (TV), WMAQ Chicago
Yoshimura, Francis, Fuji Telecasting Ltd., Tokyo, Japan
Young, Adam, Adam Young Inc., New York
Young, Chas. T., WBBB Burlington, N. C.

BROADCASTING, March 26, 1962
WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 23 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EQUIPMENT MANUFACTURERS

Aiken, P. R., WPTF Raleigh, N. C.

Young, Jack S., WEEB Southern Pines, N. C.

Zappie, Nick, U. S. Senate Commerce Committee, Washington

Zellner, Fred L., ABC New York

Zimmerman, Joe, WLY-TV Lebanon, Pa.
NAB PREVIEW
WHERE TO FIND IT CONTINUED

Sony Corp. of America ................. Unassigned
Stainless, Inc. ......................... 1506
Telecontrol Corp. ...................... Unassigned
Television Zoran Corp. ................. 923
Trans-Lux Television Corp. .......... 700
Westrex Corp. ......................... Unassigned

STATION BROKERS
Blackburn & Co........................ Essex Inn 1403
Howard S. Frazier Inc. ................. Unassigned
Hamilton-Lands & Assoc. ............... 714-16
Jack Masla Co. ........................ Unassigned
Jack N. Stahl & Assoc. ................ Unassigned
Howard Stark ........................ Essex Inn

STATION REPRESENTATIVES
ABC Radio ................................ 1806A
ABC-TV National Sales ................ Executive House
Advertising Time Sales ................ Essex Inn 301
Am Radio Sales Co. ..................... Sh-B
Avery-Knodel ..................... Sh-B 1108-09-10
Mort Bassett & Co...................... Racquet Club
John Blair & Co., Blair-TV, & Blair Television Assoc. ....... Sh-B 608-09-10
The Bolling Co. ........................ Executive House, 2011
CBS TV Stations National Sales ........ Sh-B Unassigned
Henry I. Christol Co. ................. 306
Continental Broadcasting .......... Unassigned
Country Music Network ............... Unassigned
Robert E. Eastman Co. ............... Executive House
Forte & Co., Forte-Tv ................ Unassigned
Gill-Perna ................................ 2300
Harrington, Rigter & Parsons ......... Sh-B 706-09-10
George P. Hollingbery Co ............ 1600
Hal Holman Co. ......................... 1323A
H-K Representatives .............. Executive House, 3711
The Katz Agency ....................... Executive House 3803
Robert Kerr Organization .......... 1235A
Daren F. McGavren Co. .............. Executive House
The Meeker Co. ......................... 1700
NBC Spot Sales ......................... 1800
John E. Pearson Co. ................. Ambassador East
Peters, Griffin, Woodward ......... Sh-B 704
Edward Petry & Co. ................... 1400
Radio T.V. Representatives .......... 1200
Paul H. Raymer Co. ................... Executive House
Spot Time Sales ........................ Ascol Motel
Storer Television Sales .......... Executive House
Television Advertising Representatives .... Drake
Venard, Rintoul & McConnell ....... 7100
Grant Webb & Co. ..................... Unassigned
Weed Radio & Television Corps. .... Sh-B
Adam Young Cos. ...................... 2200

NETWORKS, GROUPS
ABC Radio ................................ 1806A
ABC-TV ................................ 1005
CBS Radio ................................ 1804-06
Keystone Broadcasting System ...... 2306
Mutual Broadcasting System ....... 1606A-04A
NBC Radio ................................ Sh-B 508
NBC Spot Sales ........................ Sh-B 508
Sports Network ....................... Storer Broadcasting Co. .... 1005A
Westinghouse Broadcasting Co. .... Unassigned

PROGRAM SERVICES
ABC Films ................................ 2319-16
M & A Alexander Productions ....... Unassigned
Allied Artists Television .......... Executive House
Jim Ameche Productions .......... Unassigned
Bonded TV Film Service ............ 2235A
Buena Vista Distribution Co. ..... 2139
CBS Films ............................. 2306A
Celluloid Div., Screen Gems ......... 2500
Creative Services ...................... Essex Inn 1001
Desilu Sales .......................... 1435-16A
Futuristic Productions ............... 1335A
Harry S. Goodman Productions .... 1218
International Good Music .......... 835A
King Features Syndicate ............ Unassigned
Lang-Whorl Feature Programs .... Unassigned
Mars Broadcasting .................. 1419A
MCA-TV ................................. 2400
Meten Tempo .......................... Unassigned
MGM-IV ................................ 1800
National Film Assoc. ............... 1301
Official Films ........................ Executive House 3011
Pams Productions .................... Unassigned
Programmatic Broadcasting Service ... 605
Radio Concepts ....................... 1135A
RCA Recorded Program Services .... 500
Record Source ......................... Unassigned
Screen Gems .......................... 2500
SEAC .................................. 1206
Seven Arts Associated Corp. ...... 800
Showcorporation ..................... Unassigned
Sterling Television .................. Unassigned
Storer Program Sales ............... 1095A
Telecom ................................ 1319
Telescript-CSP ......................... Unassigned
Television Affiliates Corp. ......... 700
20th Century Fox ...................... Executive House 2040

MOST DEPEND ON RADIO continued from page 98

two were "high" in offering release from psychological tensions and pressures, and two were "high" in providing "friendly support."

Only three of the ten stations were rated "high" in complexity as two of these four functions. Six were rated

R. C. CRISLER & CO., INC.
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LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI— Paul E. Wagner, 5th/3rd Bank Bldg., DU 1-7775
LOS ANGELES— Lincoln Dollar Co., 691 Siena Way, GR 2-7594
NEW YORK— 45 1/2, 42nd St., M 7-8473

Broadcasting, March 26, 1962
BROADCASTING, inclining

on-discussed, to listeners relegating such subject appropriate

ters without accuracy, integrity and sincerity and aired by

news." opinions which praise thing presentation appears

subjects should is for WMCA's remain listener, the study found, he

other markets.

ones a dialer becomes a steady listener, the study found, he is apt to remain one. His patience is long and his loyalty high. More than half of WMCA's current listeners, for example, said they have been WMCA listeners for five years or longer, and the researchers found indications of similar longevity among the audiences of other stations.

They're Open Minded • The study notes that open-mindedness of listeners is evident in their attitudes toward what subjects should—or should not—be treated on the air. The form of presentation appears to be a more critical consideration than the topic presented. In fact, the report says, "practically anything goes—provided, of course, that it is considered to be enjoyable, unobtrusive and inoffensive."

Listeners frequently volunteered praise for stations, including WMCA, which use their facilities as forums for the presentation of divergent views.

The report stresses, however, that the listener's "willingness to hear varying opinions does not include slanting the news." The report continues:

"Political and social issues should be aired by the ideal radio station with accuracy, integrity and sincerity and without bias of any kind, according to the listeners studied. Controversial matters pertaining to ticklish moral topics were considered also to be generally appropriate on the air. The form of presentation with some listeners relegating such subject matter to the late evening hours when younger members of the household are out of reach."

To illustrate the point, the report quotes one listener as saying: "It is important that a station take a stand to let an audience know. Sex may be discussed, but in late hours when the children are asleep. Actually, nothing is that holy, that it can't be discussed on radio."

Much the same attitude appears to exist toward commercials: People are inclined to "complain" about them—possibly because this seems the thing to do—but few indicated they had stopped listening to a station because of its commercials. The key requirement seems to be that they be kept honest, believable and in good taste.

In listeners' open-mindedness the study also discerned a certain "dependence" or "sense of looking to others, radio stations among them, for cues and advice regarding their own behavior." The extent of this dependence appears to vary but was said to be evident among as many as 35% of WMCA's current listeners.

Radio listeners' reliance on other media is considerably less than their dependence on radio, the study indicated. It found that 25% of all respondents had not looked at a newspaper "yesterday," 64% had not looked at a magazine "yesterday," and 29% had not looked at television "yesterday."

Among those who had watched television, 31% had watched for two to four hours, 15% had watched more than four hours, and 24% had watched less than two hours.

Change of Pace • The study of "open-mindedness" also disclosed that listeners are inclined to spend some time—voluntarily—listening to programming that they don't really enjoy. This finding was used to point out the need for stations to include "a change of pace" in their programming. The report explained:

"Many listeners make a conscious effort to expose themselves to music that they normally feel is counter to their basic musical tastes..."

"A number of listeners 'force' themselves to listen to music that does not jibe with their predominant taste patterns in order to expand the horizons of their own personal experience. Here the primary motivation seems to be that unless they consciously make efforts to listen to music they normally do not prefer, they miss out on something important."

Sheer curiosity about 'what is going on on the other side of the fence,' as one listener put it, is responsible for a good deal of listening to 'counter-taste music.' This mode of behavior was particularly evident among listeners who reported a basic distaste for rock-and-roll music.

"The second manner in which WMCA listeners' needs for variety in music expresses itself is in the high degree of tolerance for all forms of modern music that was reflected in their musical tastes and preferences... Musical presentations that do not strictly conform with listeners' overall tastes are listened to by most WMCA listeners, because they are convinced that sooner or later material more suited to
ATTENDING THE NAB CONVENTION?

If so, and you want to discuss buying or selling a radio or television station, plan to visit with us in:

714-716
CONRAD-HILTON HOTEL

Representatives from all of our offices will be on hand to assist you.

Hamiltim-Landis
AND ASSOCIATES, INC.

John F. Hardesty, President

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138 (THE MEDIA)

BROADCASTING, March 26, 1962
LOOK FOR THE BLACKBURN MEN
AT THE N.A.B. CONVENTION

All Blackburn men will attend the N.A.B. Convention in Chicago. They’re looking forward to meeting with you, whether you have plans to buy, sell, use our other services, which include financing and appraisals, or just visit. You’ll find them at the ESSEX MOTOR INN, Suite 1403. (Across the street from the Conrad Hilton).

BLACKBURN & COMPANY INCORPORATED
RADIO-TV-NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS
FCC OKAYS $13 MILLION IN SALES
San Diego, Hawaii, Cleveland acquisitions top year's trading

More than $13 million in station ownership changes were approved by the FCC last week—the largest sum in station sales this year.

The three big sales:
- Time-Life's buy of KOGO-AM-FM-TV San Diego for $6,125,000.
- The purchase of 51.4% of the Honolulu Star-Bulletin by a group of Hawaiian businessmen for $5,720,820. The Star-Bulletin owns KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Walla Walla.
- Transcontinental Television Corp.'s buy of WDOK-AM-FM Cleveland for $1.4 million.

Still pending FCC approval are five multi-million-dollar tv-radio sales: 63% of KENS-AM-TV San Antonio to Harte-Hanks Newspapers (present 37% owner) for $6.2 million; KTVT (TV) Fort Worth to WKY Television Systems Inc. for $4 million; WEAU-TV Eau Claire, Wis., to the Appleton (Wis.) Post-Crescent for $2.1 million; KTVR (TV) Denver to Bill Daniels for $2 million; 50% of KRCA-AM-FM-TV Sacramento, Calif., to the estate of the late Ewing C. Kelley for $2 million.

Quota for Time: *Time-Life's buy of the San Diego stations brings to five the number of broadcast properties owned by the magazine publication firm (*Time, Life, Fortune, Sports Illustrated*). The others are KLZ-AM-FM-TV Denver, WTCN-AM-FM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis, and WOOD-AM-FM-TV Grand Rapids.

The KOGO stations were owned by the Washington Post Co. (Post-Newsweek stations), the private investment firm of Fox, Wells & Rogers and several individual minority stockholders. The stations were run by William E. Goetze, who will continue as general manager, reporting administratively to Hugh B. Terry, head of Time-Life's Denver operation.

Post-Newsweek stations are WTOP-AM-FM-TV Washington, D.C., and WJXT (TV) Jacksonville, Fla. Fox, Wells & Rogers has a minority interest in Springfield Television Corp., licensee of uhf stations in Massachusetts.

Time-Life also holds an interest in tv station CLT Beirut, Lebanon, and is in partnership with M. Dumont Schauberg, a leading German publisher, in the production of tv films for the German market.

The purchase price includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

Farrington Out: A syndicate of Hawaiian businessmen bought the Farrington 51.4% interest in the Honolulu Star-Bulletin which in turn owns the Hawaiian Broadcasting System Ltd. Paying $53 per share, the group also offered to buy the remaining outstanding stock which in the aggregate would bring the total price to $11.1 million. The syndicate includes the late J. Ballard Atherton, president of the Hawaiian Telephone Co.; Chinn Ho, president of Capital Investment Co.; John T. Waterhouse, vice president of Alexander & Baldwin; William H. Hill, president of Hilo Electric Light Co.; William H. Heen, an attorney, and Alexander Atherton, assistant vice president of the Hawaiian Trust Co.

The Cleveland stations were sold by Frederick C. Wolf and associates to Transcontinental Television Corp. for $1.4 million. The agreement provides for payment of $1,666 per month for 12 months to Mr. Wolf as a consultant.

TTC stations are WGR-AM-FM-TV Buffalo, N. Y., KFMB-AM-FM-TV San Diego, Calif.; WDAF-AM-FM-TV Kansas City, Mo.; KERO-TV Bakersfield, Calif. and 60% of WINP-TV Scranton, Pa. TTC is paying $600,000 for the remaining 40% of WINP-TV (BROADCASTING, Feb. 19). Late last year TTC sold its WROC-TV Rochester, N.Y., to WVET-TV and WHEC-TV that city for $6.5 million.

WJIM revenues drop, dividends remain same

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) received $2,348,253 in total broadcast revenues and $144,301 in other income in 1961, its annual report for the year 1961 shows. Net income for the year was $582,952 ($1.46 per share). This compares to 1960's gross of $2,580,112 and net income of $639,715 ($1.60 per share).

Common stockholders received $1.60 per share in dividends in 1961, while Class B common stock owners received 30 cents. This was the same as in 1960. Dividends were paid on a total of 400,000 shares outstanding. Total dividends amounted to $380,000.

Harold F. Gross, president of the publicly held corporation, reported that the stations suffered a decrease in local and regional income due to continued local unemployment and depressed economic conditions during the greater part of 1961. Local sales in both radio and tv declined from 1960 levels, he said, while national spot income and network revenues remained about the same.

Employment study to be reported at convention

Results of an employment study covering the broadcasting industry will be submitted to the Assn. for Professional Broadcasting Education, which meets March 31-April 1 at the Conrad Hilton Hotel, Chicago, as part of convention week. APBE is a professional education group receiving support from NAB.

The employe study will feature a March 31 session at which Dr. Bruce A. Linton, U. of Kansas and APBE president, will preside. James H. Hubert, NAB broadcast personnel-economics manager, will present the report.

Howard H. Bell, NAB industry affairs vice president, is APBE executive secretary. Among speakers at the two-day meeting are Joe M. Baisch, WREX-TV Rockford, Ill. and a group of other
broadcasters who will take part in panels. The group includes W. C. Swartley and Rolland Tooke, Westinghouse Broadcasting Co., APBE program chairman; Eldon Campbell, WFPM-AM-FM-TV Indianapolis; Louis Hausman, Television Information Office; P. A. Sugg, NBC; Theodore N. McDowell, WMAL-TV Washington.

Among university participants are Prof. Raymond T. Bedwell Jr., Marquette U.; Dr. Edward C. Lambert, U. of Missouri; Dr. Stanley Donner, Stanford U.; Dr. Glenn Starlin, U. of State of New York; Dr. Robert E. Summers, U. of Texas; Dr. Harold Niven, U. of Washington; Dr. Hugh Cordier, U. of Illinois; Prof. Worth McDougal, U. of Georgia; Dr. Edgar E. Willis, U. of Michigan; Prof. Buren C. Robbins, Southern Illinois U.; Prof. Robert B. Lacy, Oklahoma State U.; Dr. Sherman P. Lawton, U. of Oklahoma.

Four FM stations form New York area chain

The formation of FM Affiliates, which will join together four FM stations in the New York area for the purpose of selling time in a unit to advertisers, was announced last week. The stations are WRFM (FM) New York; WDHA-FM Dover, N.J.; WLIR (FM) Garden City, Long Island, N.Y., and WRNW (FM) Mt. Kisco, N.Y.

Although the stations will maintain their respective sales staffs for individual station sales, a unit purchase of the four-station combination will give the advertiser 28-county coverage at cost efficiency. Each station has locally oriented public affairs and news programming, but all are similar in "quality music" programming.

The office of FM Affiliates is located at 507 Fifth Ave., with Norman H. Perreault Jr. in charge of sales.

Stations aid educational TV

KLBN (TV), which is due to begin serving the Austin-San Antonio area with educational TV on April 9, will go on by proxy. KTBC-TV Austin and KONO-TV San Antonio will provide the facilities.

The station, due to technical setbacks, has had to postpone its initial broadcast date by at least six weeks, and KTBC-TV and KONO-TV will each present KLBN-TV material one hour per day for that period (9:30 to 10:30 on KTBC-TV, 10 to 11 on KONO-TV).

Seven more for ABC Radio

ABC Radio has signed seven new affiliates in New Mexico, bringing the total of ABC Radio outlets in that state to 13. The stations, which also became part of ABC Radio West, a regional network now consisting of 46 stations in 11 western states, are: KBPM Carlsbad, 1 kw on 740 kc; KCLV Clovis, 1 kw-D and 250 w-N on 1240 kc; KYVA Gallup, 250 w on 1230 kc; KHOB Hobbs, 5 kw on 1390 kc; KORT Las Cruces, 5 kw on 570 kc; KBIM Roswell, 5 kw on 910 kc, and KSIL Silver City, 1 kw-D and 250 w-N on 1340 kc.

CBS-TV swaps outlets in West Virginia

CBS-TV is switching affiliates in the Kanawha Valley of West Virginia. Effective Sept. 21, WCHS-TV Charleston joins the network, replacing WHTN-TV Huntington. WCHS-TV, on channel 8, is currently an ABC-TV affiliate.

ABC-TV said last week it does not yet have a new affiliate for the area. WCHS-TV is owned by Rollins Broadcasting Inc., O. Wayne Rollins, president.

Quarter mile above Sacramento

Piercing through the clouds is the tip of the newly completed 1,548 foot television tower in suburban Sacramento, Calif., that is being shared by the three television stations in that market—KCRA-TV, KOVR-TV (Stockton) and KXTV (TV). This photo was made from an airplane (wing reflection at top). The triangular platform which houses the three antennas is 105 feet wide.

Glenn's flight seen in 81% of tv homes

The largest audience in the history of daytime television—39.9 million homes—or 81% of the total tv homes —saw the orbital flight of Col. John Glenn carried by the three networks (Broadcasting, Feb. 26), according to A. C. Nielsen Co. The average home viewed for 5 hours and 15 minutes of the 10-hour telecast.

Peak viewing times were at 9:45 a.m. EST, the quarter-hour during which the launch occurred (24.696 million homes), and around 2:30 p.m. EST as re-entry time (2:42 p.m. EST) approached, when 26.411 million homes were watching. The "low" during the flight—22.344 million homes —was around lunchtime, 11:30 a.m. EST. The low was still about 5 million more homes than usually watch NBC-TV's Wagon Train, normally tv's most popular program, according to Nielsen.
BROADCAST ADVERTISING

Henry C. L. Johnson, vp, general manager and chairman of plans board, Lippincott & Margulies, New York industrial design firm, elected president and member of board of directors, Birmingham, Castleman & Pierce, advertising agency, that city. Before joining L&M in June 1960 as assistant to president, Mr. Johnson served as vp and creative account supervisor at J. Walter Thompson, New York.

David G. Watrous, vp and chairman of executive committee, Earle Ludgin & Co., Chicago-based advertising agency, elected president, succeeding John H. Willmarth, who retires for reasons of health. George A. Rink, vp and general manager, and V. Hugh Wells, vp and creative director, elected executive vp and vp in charge of all creative operations, respectively.

Reggie Schuebel, vp and director of network relations, Guild, Bascom & Bonfigli, New York, joins North Adv., that city, as vp in charge of radio, tv and media, effective April 15.

Thomas F. Mason, account executive on Irish International Airlines at Geyer, Morey, Madden & Ballard, New York, elected vp. Mr. Mason joined agency in January 1959 as media time buyer.

Charles Cernera, William Moseley and William Brennan elected vps of Norman, Craig & Kummel, New York. Mr. Cernera is in charge of production and art, Mr. Moseley of tv production and Mr. Brennan is account supervisor.

John J. Calnan, Harold Kaufman and Joseph A. La Rosa elected vps of Needham, Louis & Brorby, Chicago. Mr. Calnan, manager of radio-tv creative department, joined NL&B in 1957 as copywriter. Mr. Kaufman, who serves as senior writer in radio-tv creative department, has been with agency for three years. Mr. La Rosa is director of NL&B's New York art department. He rejoined organization last March from McCann-Erickson, having previously served on staff from 1956 to 1958.


Joseph J. Sereny, account supervisor, Young & Rubicam, Detroit, elected vp. Mr. Sereny joined Y&R's contact department in December 1957, and was promoted to his present position in April 1961.

Roger A. Ragland, assistant trade promotion manager, named advertising manager for corn goods & tobacco products, The Quaker Oats Co., Chicago. Mr. Ragland, who joined Quaker Co. in 1958, succeeds David W. Mackenzie who becomes advertising manager for company's 's 'n Boots cat food. Mr. MacKenzie succeeds U. B. (Ray) Shockley who was appointed advertising manager for Ken-L-Products dog foods.


Paul F. Dixon, general sales manager, General Steel Wares Ltd., Toronto, Canada, joins Schick Inc., Lancaster, Pa., as director of marketing development.

David O. Thomas, formerly with WHBQ-AM-TV Memphis, joins Gardner-Taylor Adv., that city, as partner. Agency name has now been changed to Gardner, Taylor & Thomas Adv. Anna Jones, formerly with Sparrow Adv., Birmingham, joins GTT as media director.

Paul R. Benson joins Sullivan, Stauffer, Colwell & Bayles, New York, as associate media director on Lever Bros. account.


Sterling R. Cassel, for past 17 years account executive and media supervisor for Minneapolis and San Francisco offices, BBDO, New York, and John Call, western division advertising coordinator, Theo. Hamm Brewing Co., St. Paul, Minn., join Post & Morr Inc., Chicago, as media research manager and marketing and merchandising manager, respectively, on Burgermeister beer account, subsidiary of Joseph Schlitz Brewing Co.


Lane Johnstone, copywriter, Price & Price Adv., Pittsburgh, joins creative staff, Fuller & Smith & Ross, that city. Previously, Miss Johnstone was assistant copy editor at Columbia Records, New York.

Farish A. Jenkins, senior vp in charge of Canadian operations, McCann-Erickson Inc., New York, elected executive- vp. Mr. Jenkins is also member of board of directors of Interpublic Inc., that city, parent company of McCann-Erickson.

Charles M. Bauer, assistant art director, Waldie & Briggs, Chicago, promoted to art director, succeeding Edward Wentz, who moves to Fensholt Adv., that city.

John LaMonica, former assistant art director, D'Arcy Adv., St. Louis, and John Bartman, national advertising director, Donald H. Shanedling Inc., shopping center developers, join Beckman-Kobлиц Inc., Los Angeles advertising agency, as art director and copy chief, respectively.

Chairman Sarnoff

Thomas W. Sarnoff, vp, West Coast, NBC, accepts chairmanhip of Hollywood Advertising Club's third annual International Broadcasting Awards Competition, to locate and honor best radio and tv commercials broadcast anywhere in the world during 1962. Last year's IBA chairman was Kenneth C. T. Snyder, vp and creative radio-tv director, Needham, Louis & Brorby, Los Angeles.
TV Fin, former station manager, WBAB-AM Inc. are licensed WFIL-AM, New York. He replaces John F. Cundiff who has been named general sales manager for WFIL-TV Philadelphia. Both stations are licensed to Triangle Publications Inc.

Mrs. Frances Mohr, comptroller, WBAB-AM-FM Babylon, N. Y., named station manager. Jim McKay joins station as news director. Roy Whitfield and Steve Irwin have been added to announcing staff.

William B. Kline named station manager and program director, WJBF (FM) Jenkintown, Pa. Alivia G. Golden and Donald Steele join station as continuity director and advertising manager, respectively.

Everett L. Slosman, promotion manager, WBUD Trenton, N. J., appointed station manager, WTOA (FM), that city. Paul Fireman, former chief engineer, WTOA, returns to station in similar capacity. Chuck Read, WTOA's chief announcer, promoted to program director.

Robert D. Johnson, former business manager, NBC Telesales, and recently engaged in private accounting practice, joins KYW-AM-FM-TV Cleveland as business manager, succeeding Irv Ruby who moves to KEX-AM-FM Portland, Ore., in similar capacity. Both stations are owned by Westhouse Broadcasting Co.

Mitchell M. Benson appointed tv program manager for Westhouse Broadcasting Co., New York. In new position he will work with program managers of WBC stations (WBBZ-TV Boston, WIZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) in building new formats for local tv shows. Mr. Benson joins WBC from Talent Assoc., New York.

David Milam, radio sales manager, Edward Petry & Co., Dallas, appointed office manager and tv sales manager for Petry's Dallas tv division. Mr. Milam joined Petry organization in 1958.


Pete Farrelly, account executive, WIL-AM-FM St. Louis, promoted to local sales manager.

Gary Howard, announcer-salesman, WKNE Keene, N. H., joins WTWN St. Johnsbury, Vt., in similar capacity.

Jerry Thompson, sales representative, Commerce Clearing House, Urbana, Ill., publishing firm, joins sales department, WKID, that city.

Dan Norton, sales manager, KNTV (TV) San Jose, Calif., joins sales staff, KEWB Oakland-San Francisco. Other additions to new KEWB sales department: George Goldman, KEWB's promotion manager, and Lou Hurley, KSAY San Francisco.

William R. Murray, formerly resident sales manager, WHTN Huntington (now WKEE), and Ross Felton, sales manager, WMMN Fairmont, join local sales department, WWVA - AM - FM Wheeling, all West Virginia.


Karl E. Hall Jr., general manager, WQXL (formerly WMSC) Columbia,
West Virginia broadcasters honor state delegation

At the annual spring meeting of the West Virginia Broadcasters Assn. in Washington (BROADCASTING, March 19), the group honored its congressional delegation. See photo above.

Front row (1 to r): A. G. Ferrise, WMNN Fairmont, vice president, WVBA; Mel Burke, WTOP Charleston, president, WVBA; Sen. Jennings Randolph (D); Gov. Leroy Collins, NAB president and keynote speaker. Standing (I to r): Don Hayes, WKAZ Charleston, secretary-treasurer, WVBA; Congressman Cleveland M. Bailey (D); Sen. Robert C. Byrd (D); Congresswoman Elizabeth Kee (D); Congressman Arch A. Moore Jr. (R); Congressman John M. Slack Jr. (D).

S. C., announces station’s operating staff: Andrew Scott, assistant manager; Mackie Quave, program director; Miller Montgomery, sales manager; Cornelia Thomas, continuity director, and Ann Fairbrother, traffic director.

Dave Steere, d.j., KWK St. Louis, appointed operations director, KXLY-AM-FM Spokane, Wash.

Herbert Gross, manager of media research, Dancer-Fitzgerald-Sample Inc., New York, joins research department of CBS-TV as manager of coverage and research analysis.

Stanley Simon, formerly broadcast research analyst for Ogilvy & Mather and ABC, both New York, joins WPAT-AM-FM Paterson, N. J., as director of research and sales development.


George W. Cyr, former program manager and film buyer, WRCV-TV Philadelphia, appointed director of programming, WNAC-TV Boston.

Dick Drury and David Klemm appointed program director and promotion director, respectively, WL-AM-FM St. Louis. Edward Douglas, news director, WMAK Nashville, joins WIL as morning news editor.

John Kulamer, news director, KDKA-AM-FM Pittsburgh, promoted to public service director. David J. Kelly, KDKA’s news editor, promoted to news director, succeeding Mr. Kulamer.

Bob Bennett, production director, WQAM Miami, joins Mars Broadcasting Inc., New York, as production specialist.

Charles H. Schultz, former associate producer on Playhouse 90, Studio One and other network series and specials, named executive producer for ch. 13, New York, station of Educational Television for Metropolitan Area Inc.

Jerome Horwitz Jr., branch advertising manager, TV Guide magazine, resigns to join WTOP-AM-FM Washington as account executive.

William F. Sherry, account supervisor, S. E. Zubrow Co., Philadelphia advertising agency, joins WBG-AM-FM, that city, as account executive.

Norman Posen, former sales manager, WCAW Charleston, W. Va., and until recently self-employed in Texas, joins WCHS Charleston as sales manager.

Don Caron, sales department, WIRD Lake Placid, N. Y., and Larry Kirby, sales representative, WAMS Wilmington, Del., joins WPTR Albany, N. Y., as account executives.


James L. Barkley, account executive, KVTV (TV) Sioux City, Iowa, joins WDGY Minneapolis, in similar capacity.

Charles B. Pease, announcer and copy chief, WWHG Hornell, and Joan Rauscher, music librarian, WHAM Rochester, both New York, join WROC-AM-FM Rochester as continuity and production director and program traffic manager, respectively. Richard M. Waffles, air personality, WINS New York, to WROC, in similar capacity.


John H. McLaughlin, for past two years assistant agricultural editor, North Dakota State U., Fargo, named farm director, WDAY, that city.

S. David Babbit, radio and tv writer-producer, joins creative department, KEX-AM-FM Portland, Ore.

Gene K. Dillon joins WCNS, WCNO (FM) Canton, Ohio, as sport director.

Joseph H. Pate, formerly with KSWS-TV Roswell, N. M., joins WSBT-AM-TV South Bend, Ind., as assistant sports announcer.

Frederick Pierce, research director, ABC-TV, New York, appointed director of research and sales development. Mr. Pierce joined network in 1956 as analyst in tv research department. In 1957 he was named supervisor of audience measurements and following year was promoted to manager of that department. Mr. Pierce was named to his present post last year.

Dave Martin, sports editor, WHAS-AM-TV Louisville, Ky., joins WZOK-AM-FM Jacksonville, Fla., as sports director. Mr. Martin will handle play-by-play of Jacksonville Suns baseball games in International League.

Sam Moll, news director, KLUB-AM-FM Salt Lake City, joins KCPX-AM-FM, that city, in similar capacity.
Soon to take office


Hal Youngblood, former news and public affairs director, WKBW-TV Buffalo, joins WEBR, that city, in similar capacity.


Harry Holland, manager, KXLY-AM-FM Spokane, joins KVI Seattle as announcer.

Bill Maun, formerly with WJBR (FM) Wilmington, Del., joins announcing staff, WXUR-AM-FM Media, Pa.

Ted Schneider, traffic director, WHN (formerly WMGM) New York, promoted to public affairs director. Mr. Schneider has been with station for 20 years and was director of news and public affairs at WMGM from 1957 to 1959. Lilian Detweiler, continuity director, appointed director of traffic and broadcast standards. John Henninger, chief engineer, WIBG-AM-FM Philadelphia, assumes additional duties as chief engineer for WHN. Both stations are owned by Storer Broadcasting Co.

Earl Robbin, air personality. WEAM Arlington, Va., joins WWDC-AM-FM Washington, in similar capacity.

George Gregg, air personality and music director, KSO Des Moines, joins KIOA, that city.

Joe Niagara, air personality, KBIG Santa Catalina, Calif., and Hy Lit, air personality and production manager, WDAS-AM-FM Philadelphia, join WIBG-AM-FM Philadelphia as air personalities.

Frank Ford, air personality, WPEN-AM-FM Philadelphia, resigns, effective March 31. He will be succeeded by WPEN air personality Red Benson.

Jay Marr, air personality, WLOB-AM-FM Portland, Maine, to WGAN, that city, in similar capacity.


Myrtle Labbit, women's editor, CKLW-AM-FM Windsor, Ont.-Detroit, for 27 years, resigns to devote time to writing, lecturing and world travel.

PROGRAMMING

Steve Krantz, for past two years vp and general manager, Screen Gems (Canada) Ltd., returns to firm's executive headquarters in New York to take charge of sales of Screen Gems' international division under Lloyd Burns, vp in charge of international operations. Mr. Krantz, who joined Screen Gems in 1956 as director of program development, was named...
general manager of Screen Gems (Canada) Ltd. early in 1960 and elected vp later that year.

Harry M. Pimstein, former vp and general counsel, RKO-Radio Pictures, joins Pathé News Inc., New York, as vp and general counsel. He was also elected to Pathé board of directors.


Announced.

Fredrick Sera and William W. Brown, NBS electronic engineers, were awarded silver medals for meritorious service by the Commerce Dept. Mr. Sera was honored for outstanding achievement in the operation and improvement of the continuous broadcast of technical services from WWV Beltsville, Md., and Mr. Brown, for outstanding engineering accomplishments in the establishment of long-wave standard frequency stations.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 14 through March 21, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.


New tv stations

ACTION BY BROADCAST BUREAU


New am stations

ACTION BY FCC

Lompoc, Calif.—Granted 1220 kc. 1 kw D. P.O. address 400 Central Tower Bldg. San Francisco. Estimated construction cost $72,825. First year operating cost $9,850. Revenue $69,000. Principals: Clifford A. Trotter (51%), Daniel P. Ham (20%), Arthur L. Blum and Carl A. Nielsen (each 10%) and Earl W. Calvert (9%). Mr. Trotter is account executive for KCBS San Francisco and is partner in Trotter and Godfrey, applicant for am station in Hollister, Calif.; Mr. Ham is engineer for KCBS; Mr. Blum is in public relations and advertising business; Mr. Nielsen is sales manager for KCBS; Mr. Calvert owns ranch.

Tawas City, Mich.—Superior Bestg. Corp. Granted 1280 kc. 1 kw D; pre-sunrise operation with facility; the decision in Docket 14419. P.O. address box 215, Bay City, Mich. On Jan. 10 Superior was granted temporary authority to operate 1280 kc facilities of WITOS, formerly held by Roger Underhill, whose license was revoked. Superior is controlled by 24 businessmen. Action March 15.


EQUIPMENT & ENGINEERING


Edward Schoenfeld, New York district manager, audio-visual division, DuKane Corp., St. Charles, Ill., communications equipment manufacturer, appointed special products manager, that division, responsible for marketing of DuKane microphotograph reading equipment.

W. H. Johnson, manager, engineering and technical information, Altec Lansign Corp., subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif., appointed assistant marketing director.

DEATHS

Claude E. Schoch, 38, vp and general manager, WMIX-AM-FM Mt. Vernon, Ill., died March 17 at Barnes Hospital in St. Louis. He had undergone surgery two weeks ago after suffering cerebral hemorrhage while at work March 9. Mr. Schoch was president of C. Schoch Advertising & Merchandising Co.
APPLICATIONS

Vivian, La.—North Cadillac Bestg. Co. 1600
kc, 500 w. D. P. O. address Highway 1
North, Vivian. Estimated construction cost
$5,030; first year operating cost $27,969; revenue $35,000. Principal: David A. Wom-
nack (63%) and Herman H. Wommack Jr. (37%). David Wommack is manager and
57% owner of KALT. Application has controlling interest in clothing store.

Reno, Nev.—Cirle L Inc. 750 kc, 50 kw
 uni. DA-N P. O. address 200 Court St.
 Reno. Estimated construction cost $242,621;
first year operating cost $200,000; revenue
$213,000. Principals: E. L. Cord (90%) and
Charles L. Cord (10%). E. L. Cord owns
KFAC-AM-FM Los Angeles. Applicant is
permitted to KCRL-TN Reno. Applicant

Alamo Heights, Tex.—National Enter-
prises Inc. 110 kc, 1 kw D. P. O. address
box 6638, Alamo Heights. Estimated con-
struction cost $30,000; first year operating
$40,000; revenue $60,000. Principals:
Samuel N. Morris (45%); Ray L. Morris
(10%) and others. Dr. Samuel Morris is
Baptist minister; Ray Morris is retired

Existing am stations

ACTIONS BY FCC

Following stations were granted re-
newal of license: WRTI Milwaukee, Wis.;
WAFF Chicago, Ill., Action March 21.

WJAY-AM—Designated for hearing
application to increase power on 1220
kc, D. P. O., Grant Parry, managing owner,
Van Wert, Ohio; WFKN Franklin, Ky.;
and WINN Louisville, Ky., parties to pro-
ceed. Action March 15.

WOIA Saline, Mich.—Vailed sec. 328(d)
(2) of rules and granted application to change
discussed. Mr. Morris S. WIDU Bestg. Inc. Asheboro,
N. C. and Al-Or Bestg. Co. Mebane, N. C.—Designated
for consolidated hearing application to in-
crease power on 740 kc, D. from 1 kw to
5 kw. DA (1 kw-AM, non-DA). Conrad

WABA Hector Reichard, Aquadilla, P. R.—
Granted renewal of license. Chmn. Minow
abandoned from voting. Action March 21.

WNIR Arcscho, P. R. Granted increase
daytime power on 1320 kc to 250 w to
1 kw. continued nighttime operation with
250 w; engineering conditions. Action
March 21.

APPLICATION

KITE Terrell Hills, Tex.—Cp to increase
nighttime power from 1 kw to 5 kw. Ann.
March 21.

New fm stations

ACTIONS BY FCC

Cocoa Beach, Fla.—Stereo Bestg. Corp.
Granted 101.1 mc. 2.775 kw. Ant. height
above average terrain 240 ft. P. O. address
c/o Sea Mistle Motel, 4232 North Atlantic
Ave., Cocoa Beach. Estimated construction
cost $30,451; first year operating cost $49-
500; revenue $50,000. Principals: Nicholas P.
Farinella, Francis B. Rantz, Harvey R.
Meyers, Richard C. Lang (each 20.8%);
and Leonard O. Mendelsohn (16.5%). Messrs.
Farinella and Meyers are partners in stereo
system sales company; Messrs. Rantz and
Mendelsohn are partners in hi-fi retail
sales company; Messrs. Farinella, Meyers,
Rantz and Mendelsohn have interest in
audio electronics firm. Mr. Lang is bank

South Bend, Ind.—South Bend Tribune
Granted 101.5 mc, 4.2 kw. Ant. height
above average terrain 150 ft. D. P. O. address
c/o Franklin D. Schurz, 300 W. Jefferson Blvd.,
South Bend. Estimated construction cost
$64,036; first year operating cost $8,984;
revenue none above am-tv operation. Per-
mittee owns WBTB-AM-TV South Bend, En-

Granted 94.9 mc. 20 kw. Ant. height
above average terrain 247 ft. P. O. address
1908 Michigan National Tower, Lansing 8.
Estimated construction cost $18,042; first
year operating cost $50,000; revenue $50,000.
Principals: Albin J. Wendrow, Norris R.
Grover, Homer D. Shepard, Donald E.
Benson, Charles D. Benson, Joan M. Benson
(all 11.1%); Henry J. Novakoski and Louis
L. Wendrow (both 8.33%). Albin Wendrow
is announcer and statistician for WKAR
East Lansing and WILS Lansing and partner
with Louis Wendrow in dry cleaning and
coin, laundry business; Mr. Grover is re-
tired radio engineer for WKAR; Mr. Shepard
owns shoe store; Donald Benson is D.D.S.;
Charles Benson is D.V.M.; John Benson is
D.O.; Mr. Novakoski is real estate and insurance
broker. Mr. Grover and Dr. Donald and Charles Benson have pending application for am cp and license

Kansas City, Mo.—Metromedia Inc.
Granted 95.7 mc, 4.25 kw. Ant. height
above terrain 550 ft. P. O. address 300 East
67th St., New York, 21. Estimated construc-
tion cost $31,352; first year operating cost
$6,400; revenue $24,000. Metromedia is li-
censees of WNEW-AM-FM-TV New York;
WTPT(TV) Washington, D. C.; WHK-AM-
FM Cleveland; WIP-AM-FM Philadelphia;
WTVH(TV) Fort Worth, Tex.; WRUL Schu-ute,
Mass.; KMBK-AM-FM Kansas City; owner
of WVTPTV Decatur, Ill., and 52.3% of
KOVE(TV) Stockton, Calif. Granted without
prejudice to whatever action, if any, com-
mision may deem warranted as result of
any final determination reached by com-
mision in connection with re applications
of WZON Inc. and Mid-Florida TV
Corp. for cp s for new tv stations (ch. 8),
docs. 11081 and 11083. Chmn. Minow dis-
sented. Action March 15.

Kenosha Wise.—Kenosha Bestg. Inc.
Granted 98.1 mc, 6.19 kw. Ant. height
above average terrain 254 ft. P. O. address c/o
Samuel Miller, Washington Bldgs., Wash-
ington. Estimated construction cost
30,000; first year operating cost $3,000;
revenue not above operating cost. William

ACTIONS BY BROADCAST BUREAU

Amarillo, Tex.—Panhandle Bestg.
Granted 103.3 mc. 3,004 kw. Ant. height
above average terrain 250 ft. P. O. address
528 Amarillo Bldg. Amarillo. Estimated
construction cost $12,490; first year oper-
ating cost: $21,050; revenue $24,000. Prin-
cipals: B. W. Spiller and U. S. Siegwell
(both 50%). Mr. Spiller has been general manager of KFDA-TV Amarillo and is manager of electronics supply company. Mr. Stierquell is the president March 15. Winchester, Va.—Shevai Bestg. Corp. Granted 102.9 mc, 20 kw. Ant. height above average terrain 334 ft. P. O. address 600. Willimantic. Estimated construction cost $35,000. First year operating cost $80,000; revenue $90,000 (operating and maintenance expense). John R. Fischer, sole owner, owns WHLP Win- chester. Conditions: On or before March 15.

APPLICATIONS
Willimantic, Conn.—The Willie Bestg. Co. 94.9 mc, 2.3 kw. Ant. height above average terrain 356 ft. P. O. address 468. Willimantic. Estimated construction cost $18,647; first year operating cost $11,000; revenue $12,000. Principals include: Herbert C. Rice (60%) and William A. Rice (20%). Applicant owns 30% of WNYT Putnam, Conn. Mr. Rice owns 70% of WNY. Ann. March 15.


Ablene, Tex.—Westgate Bestg. Co. 100.7 mc, 3.6 kw. Ant. height above average terrain 238.3 ft. P. O. address box 516, Ablene. Estimated construction cost $14,005; first year operating cost $24,000; revenue $25,000. Jack Hughes, sole owner, owns KCAD Ablene. Ann. March 21.

Existing fm stations

APPLICATIONS

Johnstown, Pa.—Glenwood Bestg. Co. 105.1 mc; 98.5 mc. Ant. height above average terrain 520 ft. P. O. address 2551 17th St., Washington, D. C. Estimated construction cost $25,000. First year operating cost $80,000; revenue $90,000 (operating and maintenance expense). Mr. R. Fischer, sole owner, owns WHLP Washington. Conditions: On or before March

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcastling, March 21

<table>
<thead>
<tr>
<th>License</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,646</td>
<td>164</td>
<td>179</td>
<td>558</td>
</tr>
<tr>
<td>FM</td>
<td>929</td>
<td>55</td>
<td>85</td>
<td>56</td>
</tr>
<tr>
<td>TV</td>
<td>464*</td>
<td>74</td>
<td>56</td>
<td>56</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS

Compiled by Broadcastling, March 21

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>469</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>14</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air</td>
<td>3,536</td>
<td>908</td>
</tr>
<tr>
<td>Cps. (in actions)</td>
<td>73</td>
<td>84</td>
</tr>
<tr>
<td>Cps not on air (new stations)</td>
<td>146</td>
<td>84</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,850</td>
<td>1,161</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>450</td>
<td>119</td>
</tr>
<tr>
<td>Approvals for new stations (in hearing)</td>
<td>187</td>
<td>19</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>632</td>
<td>138</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>486</td>
<td>88</td>
</tr>
<tr>
<td>Approvals for major changes (in hearing)</td>
<td>11</td>
<td>2</td>
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<tr>
<td>Total applications for major changes</td>
<td>547</td>
<td>92</td>
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<tr>
<td>Licenses deleted</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Includes one STA.

148 (FOR THE RECORD)

BROADCASTING, March 28, 1962

Corps, Miami, Fla.—Granted assignment of license to Latin Broadcasting Corp. C. Tavel; consideration approximately $57,000. Action March 21.

WMEY-AM-FM, Community Service Broadcasting Corp., Miami—Granted transfer of control from James R. Williams, et al., to Consolidated Communications Corp. (WMMI Miami, and WRBB Tarpon Springs); consideration $5,000 cash and guaranteed payment of $246,000 in installments. Licensees, condition upon transfer of ownership to or simultaneous with consummation of this sale. Action March 16.


WBBM-AM-FM, ch. 2, WBBM-TV, ch. 9, KMAU-TV, ch. 3, Hawaiian Bestg. System Ltd. Honolulu, Hi., Waikiki, Hawaii—Granted transfer of control from Riley B. Allen, Edmond H. Leavey and Paul L. Meleen, trustees of estate of Wallace Rider Farrington, to Hawaiian Publishing Holding Corp.; consideration $5,726,250 for 41.1% interest, subject to certain adjustments. (Incorporate with Ford and Williams); consideration approximately $80,000 for agreement to continue WBBM for ten years. Action March 16.

KREK, Foster and Assoc. Inc., Shreveport, La.—Granted (1) renewal of license and (2) assignment of cp to licensee and to KREK Inc. with engineering condition; consideration $60,000. Assignee is wholly owned subsidiary of LIN TV Inc. (Lowry Tims family); consideration $300,000. Action March 15.

WLHN, Northern Bestg. Corp. Laconia, N. H.—Granted assignment of licenses to WLHN Inc.; consideration $123,000. Marion P. Lewis, president and majority stockholder of assignee and minority stockholder of licensee, owns controlling interest in WINC and WRFL-FM Winchester, WSIG Mount Jackson, all Virginia; WDEL Fishers, WAWZ Waynesboro, WHYL Carlisle, both Pennsylvania, and a minority stockholder of WPVA-FM, Fredericksburg, Va.; two other stockholders hold minority interest in WINC, WHYL, WAWZ, and WPVA and one of these also has interest in WSIG. Action March 15.


WDOK-AM-FM, The Civic Bests. Inc. Cleveland, Ohio—Granted transfer of control from Frederick C. Wolf, et al. to Transcontinent Tv Corp.; consideration $1,000,000 and agreement to pay Frederick C. Wolf, president of licensee, $1,666 per month for 12 months. Transcontinent is licensee of WGR-AM-FM Batavia, N. Y.; KGNS San Diego, Calif.; WDAP-AM-FM-TV Kansas City, Mo.; and KERO-AM-FM Bakersfield. Call also has interest in WSCR-AM-AM-TV Scranton, Action March 15.

WIOI, WIOI Inc., New Boston, Ohio—Granted application for assignment of license to New Boston Bestg. Corp. (Charles R. Mallett and Howard D. Hildreth); consideration $90,000. Action March 15.


WWMN-AM-FM, Community Service Broadcasting Corp., Miami—Granted transfer of control from James R. Williams, et al., to Consolidated Communications Corp. (WMMI Miami, and WRBB Tarpon Springs); consideration $5,000 cash and guaranteed payment of $246,000 in installments. Licensees, condition upon transfer of ownership to or simultaneous with consummation of this sale. Action March 16.
APPLICATIONS


KFIE Tucson, Ariz.—Seeks assignment of license from Southwest Bestg., Co. to Earl H. Perrin (88.6%) and Earl V. Perrin (1.1%), d/b as Earl Perrin Co.; consideration $317,-606. Applicants are in advertising business. Ann. March 15.

KSFE Needles, Calif.—Seeks assignment of license from James Parr, sole owner, to James Parr (two-thirds) and Darwin Parr (one-third); consideration $1.00 plus services rendered and to be rendered and assumption of one-third of debt. Ann. March 15.

KTGB Petaluma, Calif.—Seeks assignment of license and cp from Lloyd Buringham to William T. Stubblefield, sole owner, d/b as Top of the Bay Inc. Consideration $115,612. Mr. Stubblefield is radio and tv management consultant and 100% stockholder in WAGE Inc. Ann. March 15.

KDAV Santa Monica, Calif.—Seeks assignment of license from Radio California Inc. to Continental Bestg., of Calif., Inc. which is wholly owned by Rollins Bestg. Inc. Principals: O. Wayne Rollins (two-thirds) and John W. Rollins (one-third). Company owns, directly or indirectly, following: WAMS Wilmington, Del.; WNDJ Newark, N.J.; WRAP Norfolk, Va.; WBER Harrisburg, III.; WGEF Indianapolis, Ind.; WCHS-FM Cincinnati, Ohio; WHAI-TV Charleston, W. Va.; WPPR-TV Plattsburgh, N.Y.; WERJ-TV Pensacola, Fla. Company is applicant for ch. 13 Wilmington. Del., and fm stations in Wilmington and Indianapolis. Ann. March 15.

WGML Hinckley, Ga.—Seeks transfer of two-thirds stock in Liberty Bestg. from James H. Watson (present sole owner) to Charles C. Gillican and Hugh K. Tallison (each one-third). Messrs. Gillican and Tallison own Mr. Watson's $18,000 promissory note and will secure $35,000 loan for corporation. Mr. Gillican is bank director; Mr. Tallison is part owner of WGIS Brunswick and WBBT Lyons, both Georgia, and is bank director. Ann. March 15.


KWI-Davenport, Iowa—Seeks assignment of license from Doralcar Assc., Inc. to Robert W. Schmidt and Onelia G. Schmidt; consideration $55,000. Mr. Schmidt is radio engineer with WLS Chicago; Mrs. Schmidt is housewife. Ann. March 15.

WIDE Biddeford, Me.—Seeks transfer of 1.5% stock in Biddeford-Saco Bestg. Inc. from Sara J. Ball to M. Chester Ball (present owner of 43.90%); no financial consideration involved. Ann. March 15.

WREB Holyoke, Mass.—Seeks assignment of license from Donald T. Hancek to Donald T. Hancek (99.8%) and others, d/b as Don Hancek Bestg. Inc.; no consideration involved. Ann. March 15.

KUCE Red Wing, Minn.—Seeks assignment of license from Hiawatha Valley Bestg. Inc. to D. Eleton Lum and George L. Brooks (each 50%), d/b as Hiawatha Valley Public Service Bestg. Inc.; consideration $67,000. Mr. Lum is 50% owner of two newspapers and partner in realty company; Mr. Brooks has been general manager of KOTE Fergus Falls and KMSG Morris and news director for KSUM Fairmont, all Minnesota. Ann. March 15.

WFOR Hattiesburg, Miss.—Seeks assignment of license from Sheridan Inc. to Jory A. Fortenberry (55.5%) and Sebe Dale Jr. (44.5%), d/b as Newforte Inc.; consideration $150,000. Dr. Fortenberry is physician and director of WFPF Columbia, Miss. Mr. Dale is attorney. Ann. March 15.


KWBA Baytown, Tex.—Seeks transfer of one-half of stock in Bayshore Bestg. Co. from Cloyd O. Kendrick to David R. Worley and Hugh DeWitt Landis (each 25%).

---

PRESENTS THE FINEST...

5KW FM STEREO-O
BROADCAST TRANSMITTER
- Modern Slim Line Styling • Designed for STEREO-O, Remote Control, SCA • GEL Superior Quality Construction

**RUST REMOTE CONTROL**
- Low Cost Simplified Control • Maximum Systems Capacity • Extra Flexibility

SCA REBROADCAST RECEIVER
- High Fidelity Relays by Off-The-Air Pick-up • Designed for Use Without SCA Generator

SEE DEMONSTRATION AT NAB SHOW: EXHIBIT HALL WEST

Write for new SCA Rebroadcast Receiver Data Sheet and latest information on other GEL Broadcasting Equipment.

**General Electronic Laboratories, Inc.**

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario
present owner of one-third); consideration $1500.

KRJC-AM-FM Beaumont, Tex.—Seeks assign- ment of license and cp to David G. Calhoun, Beaumont; consideration $1500.

KROU FM-AM Houston, Tex.—Seeks assignment of license and cp to The Greater Houston Two-Way Communication Corp.; consideration $2500.

KUZE-AM-FM-CP Minot, N.D.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KWEK AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXCO-FM-AM-CP Houston, Tex.—Seeks assignment of license and cp to Henry Ford, South Dakota; consideration $2500.

KXWZ-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KWKE-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXSN-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXUU-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXUG-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXUS-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KWGE-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXWU-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters提; consideration $2500.

KXWV-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXWY-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXUY-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXUZ-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXVU-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXWU-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXWY-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXUY-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXUZ-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.

KXVU-AM-CP- WSGV-FM Kansas City, Mo.—Seeks assignment of license and cp to the North Dakota Broadcasters 提; consideration $2500.
ACTIONS ON MOTIONS

Commission has revised its list of trans. and monop. eligible, as of Feb. 5, for use in aural broadcast services (part B), includes those trans. which had been major applications. Prior to June 30, 1965. Under present rules, without full reasonable or actual proof of receipt, filing, etc., the application will be deemed abandoned. Action March 15.

By decision, commission revoked license of Lic. of Ohio, Inc., in connection with its application for new tv station to operate on ch. 22 in Toledo, Ohio. Action March 15.

By decision, commission revoked license of WTVN-CH, Columbus, Ohio, in connection with its application for new tv station to operate on ch. 4 in Columbus, Ohio. Action March 15.

By decision, commission revoked license of WHIO, Cincinnati, Ohio, in connection with its application for new tv station to operate on ch. 3 in Cincinnati, Ohio. Action March 15.

By decision, commission revoked license of WBFJ-CH, Boston, Mass., in connection with its application for new tv station to operate on ch. 19 in Boston, Mass. Action March 15.

By decision, commission revoked license of WITI-TV, Milwaukee, Wis., in connection with its application for new tv station to operate on ch. 11 in Milwaukee, Wis. Action March 15.

By decision, commission revoked license of WDIV-TV, Detroit, Mich., in connection with its application for new tv station to operate on ch. 15 in Detroit, Mich. Action March 15.

By decision, commission revoked license of WJZ-TV, Baltimore, Md., in connection with its application for new tv station to operate on ch. 3 in Baltimore, Md. Action March 15.

By decision, commission revoked license of WCVB-TV, Boston, Mass., in connection with its application for new tv station to operate on ch. 12 in Boston, Mass. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 6 in New York, N. Y. Action March 15.

By decision, commission revoked license of WBZ-TV, Boston, Mass., in connection with its application for new tv station to operate on ch. 4 in Boston, Mass. Action March 15.

By decision, commission revoked license of WBBM-TV, Chicago, Ill., in connection with its application for new tv station to operate on ch. 2 in Chicago, Ill. Action March 15.

By decision, commission revoked license of WNEW-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 7 in New York, N. Y. Action March 15.

By decision, commission revoked license of WNBC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 4 in New York, N. Y. Action March 15.

By decision, commission revoked license of WPIX-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 5 in New York, N. Y. Action March 15.

By decision, commission revoked license of WCVB-TV, Boston, Mass., in connection with its application for new tv station to operate on ch. 5 in Boston, Mass. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 11 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 13 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 13 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 14 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 14 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 15 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 15 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 16 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 16 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 17 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 17 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 18 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 18 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 19 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 19 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 20 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 20 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 21 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 21 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 22 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 22 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 23 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 23 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 24 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 24 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 25 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 25 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 26 in New York, N. Y. Action March 15.

By decision, commission revoked license of WABC-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 26 in New York, N. Y. Action March 15.

By decision, commission revoked license of WOR-TV, New York, N. Y., in connection with its application for new tv station to operate on ch. 27 in New York, N. Y. Action March 15.
BROADCASTING, March 26, 1982

BROADCASTING, the business weekly of television and radio
1738 DeSales St., N. W. Washington, D. C.

NEW SUBSCRIPTION ORDER
Please start my subscription immediately for—

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☑ 52 weekly issues and Yearbook Number $11.00

☐ Payment attached ☐ Please Bill

name					
title/position

company name

city

tone
tate

Send to home address

Continued on page 158
RADIO

Help Wanted—Management

Sales-minded general manager of independent station needs experienced man with sales and profit incentive. Will also consider ownership incentive. Experienced man interested in permanent place can contact manager. Replies to Box 180K, BROADCASTING.

Manager for established southern New England AM station. 300,000 population primary area. Must be prepared to invest $10,000 and upward for substantial share of stock. Principal owner has other business interests. Box 209K, BROADCASTING.

Manager at $1,000.00 per month plus written agreement for share in profits and management in Texas market. Salary up to $10,000 that is growing rapidly. Top 40 and rated No. 1 in the market. Must have management or sales experience. Box 225K, BROADCASTING.

Perhaps you're the man we're looking for and don't know about it. Actually you give the manager or sales manager of a successful radio station the feeling you're doing a good job and doing well where you are—but you've been keeping your eyes on Broadcasting's help wanted management section for just that right ad. If this describes you and you feel you are looking for this is the ad you've been waiting for. The experienced salesman or manager must be a successful, high rated radio station in the competitive market. He must be available. If you're the man for this job according to what we've heard you can learn about us, we'll wait until you're ready to make the move. We're not testing the pulling power of this ad in the hopes of receiving lots of replies—we're interested in one man who does a good job now, willing to move with us and doing a great job of managing our radio station. Are you that man? Of course all replies confidential. Box 239K, BROADCASTING.

Sales manager for Michigan 180,000-market with big promotion. Must be experienced, 25-40, able to sell and show others how. Commission on all station sales. Opportunity to become manager in a year. Open to all Indians men preferred. Personal interview required. Confidential. Replies to Box 240K, BROADCASTING.

Aggressive, ambitious general manager with real know how. Must have sales background. Midwest full time multiple owner. Number one latent survey. Replies confidential. Box 310K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Family man, Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 301K, BROADCASTING.

Salesmen—Announcers . . . New Independent TV in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows. Send photos and resume to Harold Gann, KDAS-TV, Kingsburg, California.

Executive caliber salesman with proven sales and promotion background. Full time trainee position with news and rests. Send picture, letter and resume with minimum experience. Box 304K, BROADCASTING.


Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. WLBG, Lumberton, NC. Box 334K, Minneapolis, 7th St., Minneapolis 2, Minn. New!

ANNOUNCEMENTS

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Free commission same first letter. Box 401K, BROADCASTING.

Wanted—Hard working salesman for FM Radio in Westchester, N. Y. area. You'll be in big company. Box 305K, BROADCASTING.

You'll find a real sales opportunity in a top rated station in a well established, prosperous area. Excellent opportunity. We'll live with the right man. For complete information, send resume to Box 180K, BROADCASTING.

Sales manager for 5 kW CBS outlet, medium market in midwest. Excellent opportunity. Hurry, this is necessary. Box 385K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening announcer-production manager for one of fastest growing Carolina areas. Likely higher than average salary—opportunity if creative, aggressive and responsible. Box 341K, BROADCASTING.

New York State 5 kw good music format needs a young yet mature-voiced announcer—5 day week, 40 hours, $20.00. Basic qualifications necessary and if interested in learning, will teach. Send resume and tape. Box 351K, BROADCASTING.

Better music station in World's Fair city. Excellent opportunity for man. Has announcer with first phone. Send tape and background. Box 387K, Minneapolis, 7th St., Minneapolis 2, Minn. New!

AGENCY-ADVERTISER

Local sales position available with Advertising Agency, 700 Olive Building. Can make $120/week radio and tv-St. Louis 1, Missouri. Chestnut 1-6818.

Announcers

Experienced announcer—prefer first phone Michigan new medium market Send resume, photo, and tape. Box 290K, BROADCASTING.

Experienced news director wanted by Illinois daytime. Must have 1st phone. Good location, excellent working conditions. If you can quality write Box 214K, BROADCASTING. Permanent position. Salary open.

Summer replacement! Experienced announcer for large station to gather and deliver news, and take orders. Local condition. Experience necessary. From approximately May 15th to September 1st. Box 213K, BROADCASTING.

Downstate Illinois—needed experienced, loyal cooperative worker, $90 or with first ticket, $100. Send tape and resume. Box 244K, BROADCASTING.

Competitive market in Upper Midwest needs experienced, bright morning personality. Must be strong on commercial production. Fast paced but not screaming operation. Salary open. Send complete information at once to Box 294K, BROADCASTING.

Southeastern regional station—medium market—needs top flight morning man immediately. Must be personality with self-sufficiency and experience. Top dollar to right man. Send resume, picture and references to Box 299K, BROADCASTING.

Announcer . . . first phone . . . experience necessary, will work and learn. Salary open. Send tape and resume with first letter. Box 300K, BROADCASTING.

Wanted—Combo man—Must be strong on announcing—good pay. Ideal working conditions. Box 342K, BROADCASTING.

BROADCASTING, March 26, 1962
Help Wanted—(Con'd)

Technical

Wanted—First class radio telephone operator. Starting wage will be between $373- $395 per week for the average man to be employed will work on a full time basis. Send application to WAKY Radio Station, 309K, KANA, Anacosta, Montana.

Immediate opening combination chief engineer, transmitter, station engineer, college community, WHAS Radio Station, Hastings, Nebraska.

Engineer-announcer immediately. Must be able to perform and rep. to the public. Transmitter. Announcing time limited. Send full information to WACC, Maryville, Illinois.

Working, chief engineer must be capable of performing general recording and studio maintenance including equipment installation both FM and AM. Salary open. Submit experience, family status and recommendation by letter only. No phone calls. Position open next 90 to 90 days. See Leslie Collier, General Manager, WEFM, Martinsburg, West Virginia.

Engineer-announcer. Maintain equipment at New 500 watt daytimer. Tape, resume, salary requirements to Manager, WILK, Three Rivers, Michigan.

Wanted: Engineer to work with Chief Engineer for transmitter and regular maintenance. Demonstrate ability. Excellent person. Present engineer being drafted. Opening April 1st. Write or call WIXY, Mt. Vernon, Illinois.

Radio and Television Placement. Midwest saturation, plus major markets. Over 50 stations operating. 83 So. 7th St., Minneapolis 2, Minn. Now!

Production-Programming, Others

 Experienced news director wanted by Illinois daytimer. Must have late phone. Good location, excellent working conditions. If you can quality write Box 312K, BROADCASTING. No phone requests. Office Manager.

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and salary requirements to Manager, WKDQ, Bayonne, New Jersey.

Unusual opportunity, Illinois daytimer needs copywriter with first-phone. This is a top daytime slot with lots of chances to advance. Also in need of news director with 1st phone. Salary open. Write Box 244K, BROADCASTING.

Northwestern Pennsylvania station in small one station college community has immediate openings for experienced program director. Better than average salary. Send tape and resume. Box 340K, BROADCASTING.

Pulse proven top station now interviewing for program manager. Must have proven record of program management. Salary open. Real opportunity. Confidential. Box 309K, BROADCASTING.

Program Director, Florida—10,000 watt AM-FM. Permanent with opportunities. Prime qualifications—imagination and production skill. Good Manager. Box 306K, BROADCASTING.

RADIO

Situations Wanted—Management

22 years broadcast experience: 15 years management. AM-FM; 7 years engineering. Former chief engineer and chain chief. Desire general management. Would consider engineering facility. Box 309K, BROADCASTING.

General and sales management team-husband and wife. Local, regional, national radio and TV experience. Available for interviews NAB convention. Box 204K, BROADCASTING.

Experienced manager, announcer. Salesman, first phone. Prefer West Texas, New Mexico. Box 106K, BROADCASTING. Will consider all offers. Box 302K, BROADCASTING.

Situations Wanted—Management

Hardworking chief engineer desires manager—engineer position in small or medium size city. Southern college graduate, married. Ten years experience 220w-5kw, direction, technical, engineering, business. Box 227K, BROADCASTING.

No station to small to operate profitably. Experience this year. Proven sales record. Salary or percentage. Write Box 286K, BROADCASTING.

Mature, 32, major market announcer (Chic- ago, San Francisco, Detroit). Seeks staff job in metropolitan area, or executive post near major area. Experience both radio and TV, including classics. No "format," screeners, or psychos, please. Sincere, honest efforts exchanged for humanistic management and a living wage. Box 292K, BROADCASTING.

Ready to manage: College grad, 25, mar- ried. Strong on sales, promotion, announc- ing, production, writing. Prove 1½ years with present 21 station, major market. Also medium and small market experience. Salary and location unimportant. Opportunity for aggressive salesman thoroughly experienced in modern radio important. Box 260K, BROADCASTING.

"No Fancy Claims" just good, steady growth. Excellent sales record. Six years with presently $40,000-current earnings $9,000-60. Sales manager. Box 280K, BROADCASTING.

Former station owner—15 years all phases of radio—now in television. If you want a strong organization—a station with a distinctive top management, the kind of man who believes in radio. Then I'm ready to prove that no matter how good your station now, it can be better. Box 301K, BROADCASTING.

Executive, major market 50kw, wants re- turn to managing small/midwest medium station. Experienced launching-managing new station. Interested in attending NAB convention? Box 303K, BROADCASTING.

Ideas (Original) wanted. Salesmanship (en- thusiastic) . . . experienced (10 years). Sound like your general manager? Write Box 315K, BROADCASTING.


Announcers

Sports announcer looking for sports minded station. Finest of references. Box 922K, BROADCASTING.


Excellent staff announcer and/or format disc-jockey. Experience, desire to work? Desires change. Box 226K, BROADCASTING.

Announcer, resonate voice, light board; ex- perienced, veteran, want to settle. Box 332K, BROADCASTING.

Top 40 DJ leaving Army: 5 year back- ground: results with teens, community. Box 589K, BROADCASTING.

Top 49—three years experience. Desire fast- paced station in midwest. Dependable, mar- ried. Best references. Box 266K, BROADCASTING.

5th market personality now available. 28, family man, first phone. Minimum $125. Box 225K, BROADCASTING.

Announcer, 5 years experience: no scream. Veteran, 30, willing to travel. Prefer Pacific-Northwest, Hawaii. Box 280K, BROADCASTING.

Announcer—DJ. Humorous, cheerful and swinging sound. Age 36, vet. Two years college and broadcast school grad. First phone and one with Box 329K in No. 1 station in No. 3 market in state. Presently employed. Interested in advancing in any area with medium to major market, 300,000 pop. Box 282K, BROADCASTING.

Bright humorous morning man—tight produc- tion—good air sell, 1st phone—no mainte- nance. No drifter. Excellent reference: 5 years experience. 150 miles from Twin Cities. Box 296K, BROADCASTING.

Mature, 32, major market announcer (Chic- ago, San Francisco, Detroit) seeks staff jobs in metropolitan area, or executive post near major area. Eight years radio and TV, including classics. No "format," screeners, or psychos, please. Sincere, honest efforts exchanged for humanistic management and a living wage. Box 295K, BROADCASTING.

Former top 40 jock in metropolitan mar- kets, have had my fling at good music, want back with the swingers. Young, family man, $120.00 minimum. Box 296K, BROADCASTING.

Announcer—experienced program director. Also—general manager. People-oriented and writing—staff work. Box 306K, BROADCASTING.

Announcer—salesman seeking opportunity in Texas. Dependable, sells. Available now. Box 314K, BROADCASTING.

A 14 year veteran metropolitan dj, sports- caster, program director wants to work for station. Contact me! Box 319K, BROADCASTING.

Announcer/Engineer, young married, re- sponsible, experienced in engineering area, in- terest in programming and maintenance. With steady, dependable employment. Prefer all-night combo. Box 320K, BROADCASTING.

Responsible staff announcer: experienced, 26, family, pleasant appearance and per- sonal. Little met. Responsibility. Excellent delivery. 7 years college, draft exempt, available immediately. Outline your opening. Box 301K, BROADCASTING.

Announced fast format dj—light board, bright sound, and production. First phone, please. Box 328K, BROADCASTING.

Announced—dj, two years experience in top 40 programming. Good mature voice. Available immediately, will relocate. Prefer Washington D. C. or East Coast. Resume on request. Box 332K, BROADCASTING.

Announcer, newscaster. Light production, personnel. Family man. Box 334K, BROADCASTING.

Available first phone. Combo experience. Top Carolina or Georgia. Box 336K, BROADCASTING.

Top Rated disc jockey, Personality plus, especially in morning. Five years radio, One year television. Married. Box 347K, BROADCASTING.

Family man, 4½ years experience. Relocate 100 miles NYC. Box 348K, BROADCASTING.

Hard-hitting newswoman—good back- ground—successful freelance newspaper writer. Dependable, aggressive, looking for station that wants a woman who can work for a living. If you want a newswoman who doesn't eat, sleep and live news, don't hire me. Am 28, family is heavy. Want growing or new station. Am available for interview. Box 601 Howard Ave., Brooklyn 12, N. Y.

Announcer, 1st phone, no maintenance $85. Box 279K, BROADCASTING.

BROADCASTING, March 26, 1962

155
Situations Wanted—(Cont’d)

HELP WANTED—(Cont’d)

ANNOUNCERS

Beginner: Was at RCA Nashville when “Twistin Freeze” was recorded; I like top forty, have desire to learn, first phone, and send resumes. Johnny Bowles, 806 S. 33 St., Louisville, Kentucky.

Available immediately—Young, single, draft free, 21, with 7 years radio experience, 4 years TV. Very experienced on the air and behind the scenes. A graduate with highest honors in a broadcasting program. Dan Newton, 1750 Arizona. Phone 950-J, Mesa, Arizona.

Newswork desired by university radio/ television graduate with commercial experience. Stable family man. Thomas Jones, 1780 Lawrence, Navy 990 FPO, San Francisco, California. (Air Mail)

D.J.—Announcer selling, tight board, authoritative news and features. Married, veteran—write Barry McGouran, 1751—87th St., Brooklyn 4, N. Y.


School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

TECHNICAL

Experienced engineer, including 50kw operation studio controls, recording, etc. D.J. to relocate. Seven years radio experience. Will be available April 2. Call Jackson 4-1400, or write T. O. Collins, 1227 S. 16th Ave., Jacksonville, Florida. No TV experience, but interested.

PRODUCTION—PROGRAMMING, OTHERS

See Bob Maren’s display box ad—Newsman.

Writer, director-producer wants responsible production overseas. Box 9993, BROADCASTING.


Family man wants immediate permanent position with advancement possibilities in radio or television. Western States. Ten years experience. 725-7746, Twin Falls, Idaho.

TELEVISION

Help Wanted—Management

Have opportunity developing soon for television manager with proven sales record. Midwest network affiliate. Multiple owner. Present manager being promoted. Replies confidential. Box 311K, BROADCASTING.

Sales

Salesmen—Announcers ... New independent TV in Fresno area market offers most rewarding commissions for men who can sell advertising on the spot. Send resume, photos and contact J. A. Heiman, KDAF-TV, KXTV, Fresno, Calif.

ANNOUNCERS

TV newcomer for large Florida market. Experience or good potential as reporter-writer—editor—producer—ability to handle 16mm cameras. Send short VTR or SOF, Box 950J, BROADCASTING.

HELP WANTED—(Cont’d)

ANNOUNCERS

Television and radio station in major market has opening for experienced sales man. Ability to handle mass mailing.$3000+ plus bonuses. Three TV’s show daily background in athletics and ability to handle personal contacts in advertising. Reply to W. L. Freeman, Box 196K, BROADCASTING.

VHF in East Texas—All networks—seeks all around announcer for on-camera commercials, news, sports. Prefer background in sales or general sales. 5+ years experience mandatory. Must be 28-38 years of age. Send letter with full background, voice tape, snapshot. Apply Marshall Peters, KLVY-TV, P. O. Box 597, Tyler, Texas.

TECHNICAL

TV trans and studio engineer. Minimum of 2 years experience both studio and studio desired. Requires operating experience of engineering. Must be able to write, direct, produce commercial announcements and remember all the names in the dictionary. He will be under a Program Director who does a lot of air work. Sought by 3 women to assist him in the preparation of copy. He must do some of his own writing and must be able to type. He will have an experienced floor and production crew including photographers and artiste. He must know how to handle people with whom he will work, friends and customers, including agency personnel. The job will pay $16,000 a week plus full medical insurance and a pension plan. No air work is expected. A lot of hard work, and sometimes overtime, is promised. Apply with details and a picture. Box 304K, BROADCASTING.

WMSB-TV, East Lansing, Mich. seeks experienced photographer, Film and still. Send resume to Box 325K, BROADCASTING.

TV newcomer for mid-Atlantic station located within 4-hour drive to coast or northern Michigan. Directing and reporting should handle 16mm camera. Send resume, please do not send film script. Box 345K, BROADCASTING.

Production-Photographer, young man with studio experience and basic photographic background. Must have his own equipment. About age 25; draft exempt; will help earn raise. Contact R. M. Lumph, Program Manager, WCHU Television, 39, Innman Hotel, Champaign, Ill. 332-7037.

SITUATIONS WANTED—MANAGEMENT

Experienced assistant manager, 20 years radio and TV. Family man, Box 165K, BROADCASTING.

Need job soon! Top sales ability! Announcing—production—regional radio/TV—College graduate— Prefer midwest. Box 318K, BROADCASTING.


Major advertising agency account supervisor, 12 years experience, heavy broadast, desert posting position or station. Understand programming, sales problems. Prefer East Coast. Must be married. Currently employed. Box 223K, BROADCASTING.

SITUATIONS WANTED—MANAGEMENT

Sales

Experienced, successful research executive has the creative flair and instinct for good journalism that marks the veteran newspaper columnist and big-agency copywriter—trained in the tough disciplines of magazine, newspaper, radio, and television marketing—creative persuasive presentations have achieved notable results. Currently serving well-known research service; commissions paid. A 32 to 40 year old, experienced writer. Box 205K, BROADCASTING.

Excitingly different—Thoroughly proficient—Steady work in advertising lore. Marry, Relied—loyal, to wife and employer. Prefer west. See neon pal and write Box 205K, BROADCASTING.


Four years station operation and maintenance experience. Seeking First phone. Box 317K, BROADCASTING.

First phone engineer, one year training, plus one year experience in TV station operations, seven years experience in licensed motion picture projectionist. Trainee type position acceptable. Will relocate. Details, resume furnished. Box 348K, BROADCASTING.

TV engineer—10 years experience. 34, presently employed Europe—return states May 5. VTR operation, maintenance, editing, video, production, first phone, highest references. H. J. Hall, 7 Square De Versailles, Orleans, France.

Trained broadcast technicians available immediately, 1st phone—Matus of Announcer and Technical Manager Situations, 29 W. Washington, Chicago, Ill.

PRODUCTION—PROGRAMMING, OTHERS

All around production man. 84, creative, degree, educational and commercial experience. Prefer network, adventure. Location—Southwest. Seeks better opportunity. Box 277K, BROADCASTING.

Television traffic director, 3 years experience. Logs, weekly schedules, film orders, TWX, all reports (FCC, BMI et al.) Good with details. Thorough knowledge of television. Female. Seeking advancement. Please write Box 300K, BROADCASTING.

Director—knowledge all phases TV, 5 years experience including network origination. BA, family. Seeking station with future. Box 305K, BROADCASTING.

News Director—News in-depth: 12 years top-rated competitive markets Favorable for scooping newspapers. Box 315K, BROADCASTING.

Producer, program manager, production manager, public relations director, 8 years experience in all phases of television in large market. Desires any of the above—where he can marry—married family, 36-46. Box 335K, BROADCASTING.

FOR SALE

Equipment

Used GPL 35MM telecast projector model PA-300. Reasonable. Box 139K, BROADCASTING.

BROADCASTING, March 26, 1962
FOR SALE

Equipment
Excellent opportunity to buy latest model #8S Fairchild turntable in console cabinet with Gray 852C equalizer and 1100 arm. Call 70/20/00 or 469-00 in crate. Box 308K, BROADCASTING.

Color TV Monitor: RCA TM-21B. Provides accurate color display for quality control. 2 years old, little used, excellent condition. Copper $385.00 or trade. Box 1055, BROADCASTING.

1 TD-3A TV camera pedestal, excellent condition. Box 34K, BROADCASTING.

Am, fm, tv equipment including transmitters, orthicon, oscilloscopes, audio monitors, cameras, Electrofilm, 440 Columbus Ave., N.Y.C.

G.E. 3 Kw FM transmitter-ready to go on the air—$3,000.00. Jim Corry, KFMJ, Westhelming, J.A-816, Houston 8, Texas.

Presto-80G disc lathe; 3-speed. Send for photo and specifications. Box B3, Rochester, Minnesota.


(Two) Gates 97-101 spot tape recorders. Used seven months. $500 each, both or $1,000.00. Presto-80G disc lathe, new or used. Any condition. A-73 angular head. Like new $1,200.00. Ken Forney, WILF, Wheeling, West Virginia.

Two Ferrograph 3AN tape recorders, $150 each. Two Ferrograph 3CD decks for background music, EAS each. WILR-FM, Garden City, New York.

Unused transmission equipment 1 5/8" Andrews, $1.50 ECM Teflon Line, $46.00 for 29' length; 1/4" dito, 50' foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbowa, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1461 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 3122 East St., Laredo, Texas.

WANTED TO BUY

Stations
Experienced broadcasters seek profitable multi-market in Midwest or Southwest. Will pay cash or terms. Confidence assured. Box 283X, BROADCASTING.

WANTED TO BUY

Equipment
Need up to 1100 feet of 3 1/8" inch coax transmission line. Write stating make, type, impedance, location, condition, length and price. Box 285X, BROADCASTING.

G.P.L. Film recorder with Maurer sound gavalometer unit. Good working order. Box 286X, BROADCASTING.

Used TV equipment: Special effects amplifier system, studio Zoomer lens, Video tape recorder, N-Jump. State prices wanted. Box 287X, BROADCASTING.

Amplitude modulated station purchaser requests thorough details of your equipment and market. Box 335X, BROADCASTING.

Wanted: Used micro-wave STL and TV studio equipment including live and film camera, switcher, microphone, sound equipment, etc. as long as standard line equipment and price consistent with condition. Contact Don Hadlock Chief Engineer. KXGN-TV, Glendive, Montana.
THE PIONEER FOR TELEVISION AND RADIO PROGRAM MANAGER ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington, D. C.

Ca. single regional $50,000—Ark. single regional $79,500—Tex. single regional $99,500—Colo. single regional $85,000—Tenn. regional $225,000—Tex. major regional $290,000—Tenn. major regional $265,000—Ark. major regional $255,000—La. major regional $200,000—Ga. single regional $75,000—Ala. single regional $62,500—Miss. single regional $62,500—Fla. major regional $150,000—Fla. metro fulltimer $200,000—Fla. metro power fulltimer $185,000 with $70,000 down—La. single, $55,000—Miss. single major $62,500—N. M. major regional $150,000—Tenn. major regional $225,000—Tenn. major power fulltimer $225,000—Tenn. major metro fulltimer $225,000.

For Sale—(Cont'd)

Stations

5 KW FULLTIMER

For Sale or participation—5 kw Seattle daytimer with fulltime CP. World's Fair places eyes of nation on 15th market. Approximately $300,000 cash will deliver. Participation available for minimum of $50,000.

Box 339K, BROADCASTING

THE PIONEER FOR TELEVISION AND RADIO PROGRAM MANAGER ESTABLISHED 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington, D. C.

Ca. single regional $50,000—Ark. single regional $79,500—Tex. single regional $99,500—Colo. single regional $85,000—Tenn. regional $225,000—Tex. major regional $290,000—Tenn. major regional $265,000—Ark. major regional $255,000—La. major regional $200,000—Ga. single regional $75,000—Ala. single regional $62,500—Miss. single regional $62,500—Fla. major regional $150,000—Fla. metro fulltimer $200,000—Fla. metro power fulltimer $185,000 with $70,000 down—La. single, $55,000—Miss. single major $62,500—N. M. major regional $150,000—Tenn. major regional $225,000—Tenn. major power fulltimer $225,000—Tenn. major metro fulltimer $225,000.

For Sale—(Cont'd)

Stations

NEw ENGLAND DAYTIMER

Small but exceptional market, 250 w on a Clear Channel. Can go to 1 kw. $20,000 down will handle and terms on balance at 6% up to 10 years, easily handled on current earnings. Qualified principals only.

Box 313K, BROADCASTING

NEW ENGLAND DAYTIMER

Small but exceptional market, 250 w on a Clear Channel. Can go to 1 kw. $20,000 down will handle and terms on balance at 6% up to 10 years, easily handled on current earnings. Qualified principals only.

Box 313K, BROADCASTING
SEC. 3.606 Sonoma College Foundation Inc., Cotati, Calif. (3-15-62)—Requests allocation of channel 135 to Calif. and its reservation for non-commercial educational tv use

- A Commission adopted new broadcast rules which, with some exceptions, will require hearings on applications filed after March 25, 1962, for voluntary assignments or transfers of am, fm or tv stations within three years (normal license period) of their acquisition. It did this in a report that added sec. 1.365 to its procedural rules and finalized, with several changes, proposed rule making of Dec. 7, 1961, on tv ownership and entry of broadcast stations with respect to those areas. Otherwise, Commission took action in keeping with the views of the commission majority.

March 16, 1962

Hon. Oren Harris
Chairman, Committee on Interstate and Foreign Commerce
House of Representatives
Washington 25, D. C.

Dear Mr. Harris:

At the March 8th hearing before your committee on H.R. 8031 and other bills, it was requested that the Commission give expression of its views on four questions, dealing with the effect of the enactment of all-channel tv receiver legislation on commission proceedings proposing to deintermixture particular areas to all-uhf. The questions and our views thereon are set forth below.

1. Is the commission in a position to make a representation to the Congress that if legislation providing for all-channel tv receiver sets is enacted, the commission will be in possession of further conclusions of all deintermixture until such time as if authorized to make deintermixture in the all-channel receiver authority will work out procedures? We are not in possession of such additional information.

The Commission, after study, has made the following finding: The commission would regard enactment by this Congress of the all-channel receiver legislation as a major change in the current receiver and essential key to the long-range plan. For the reasons set forth in our Notice of Proposed Rule Making in Docket No. 14229, the Commission is of the opinion that, irrespective of whether the public interest would be served by deintermixture in the area of communities now under consideration. As the Commission has made clear in its Statement of March 6th, we do not conceive of selective operation as a partial or long-range solution for the television allocations problem. Rather, we believe that we will need to coordinate both uhf and vhf channels, and that all-channel receiver legislation, if made possible during the course of these proceedings, would be a major factor in the development of the uhf bands. It is our belief that there is a need for coordination of uhf assignments, and that the uhf bands could be eliminated by the uhf development.

2. Would the Commission be justified in making a representation to the Congress that legislation should set forth the principle that the public interest is best served by deintermixture in uhf bands to all uhf receivers in those areas where an uhf broadcast service is available, and in the development of the uhf bands?

The Commission would give serious consideration to this proposal. If it is made possible during the course of these proceedings, the Commission would be mindful of the public interest in the development of the uhf bands.

3. Would the Commission be justified in making a representation to the Congress that legislation should set forth the principle that the public interest is best served by deintermixture in uhf bands to all uhf receivers in those areas where an uhf broadcast service is available, and in the development of the uhf bands?

The Commission would give serious consideration to this proposal. If it is made possible during the course of these proceedings, the Commission would be mindful of the public interest in the development of the uhf bands.

4. With respect to any moratorium would the Department of Commerce, the FCC, or the industry advise the Commission that the proposed legislation should prevent the Commission from proceeding to the development of the uhf bands?

The Department of Commerce, the FCC, and the industry have not advised the Commission that the proposed legislation should prevent the Commission from proceeding to the development of the uhf bands.

We look forward to hearing from you again for your comments and advice.

SANGAMON VALLEY QUARTERLY

It is our belief that it is wholly proper to transmit this judgment to the Congress. We wish to make clear that in doing so, we are taking fair consideration of any further pleadings in these proceedings (such as a petition for reconsideration). We do not, however, make clear that the Congress is the proper body to make the decision.

In short, we believe that it is wholly proper to transmit this judgment to the Congress. We wish to make clear that in doing so, we are taking fair consideration of any further pleadings in these proceedings. We do not, however, make clear that the Congress is the proper body to make the decision.

FCC's Letter to Commerce Committee on Deintermixture in Eight Cities

(see story, Government section)
An open door to the biggest audience measurement news of the year!

For full details on the new ARB Local Market Report Service for '62-'63 visit __________

AMERICAN RESEARCH BUREAU
DIVISION OF C-E-A-R INC.
SUITE 900
Conrad Hilton Hotel • Chicago

1962 National Association of Broadcasters Convention
APRIL 1-4
OUR RESPECTS to Ralph Newton Harmon, vp, Westinghouse Broadcasting Co.

The technical end of broadcasting is his personal 'baby'

Ralph N. Harmon steps up on the platform at next week's NAB convention to receive its annual Engineering Achievement Award. As he does so, he can look back on a third of a century devoted to bettering "the state of the art" of broadcasting through constant research and improvement of its technical equipment.

Vice president of engineering for Westinghouse Broadcasting Co. since 1954, Mr. Harmon can trace the progress of the technical end of the business from his beginning days in February 1929 as a Westinghouse Electric & Manufacturing Co. junior radio engineer.

His path is marked with numerous road signs pointing the way to more reliable performance of the technical hardware housed "out in the meadows" where transmitters are usually found.

In those early days, that medium was plagued with equipment that would frequently burn out or in other ways cause interruptions in the broadcast schedule.

In the Thirties, transmitter tubes were much like today's electric light bulbs. Their lifetimes were considerably limited, usually to around 3,000 hours (or 125 days for a station on the air 24 hours a day). This limitation caused many interruptions in Ma Perkins and The Metropolitan Opera as burned-out tubes knocked stations off the air for repairs.

Long lived - This led Mr. Harmon to work on the development of long-life transmitter tubes. There were many technical problems to be solved. But today, instead of 3,000 hours, the average transmitter tube has a life of up to 120,000 hours. One tube at KDKA Pittsburgh has been in use since 1946. (KDKA-AM-FM-TV are Westinghouse stations, as are WBZ-AM-FM-TV Boston; KYW - AM - FM - TV Cleveland; KPIX [TV] San Francisco; WBZA-AM-FM Springfield, Mass.; WOWO Ft. Wayne, Ind.; KEX-AM-FM Portland, Ore.; WIND Chicago, and WJZ-TV Baltimore.)

In the Family - Ralph Newton Harmon was born Aug. 29, 1906, in California, Pa., the son of a science teacher. Where the conquest of space captures the imagination and interest of today's younger generation, and consequently of their teachers too, in those days the student-teacher interest revolved around the then-emerging field of "electromagnetic" communications. And where today's students and teachers are building and firing rockets, in Mr. Harmon's youth, they were building and operating radio rigs (including one in the Harmon home).

During World War I, Mr. Harmon's father and two students went to Washington to work for the Bureau of Standards on the development of communications gear for the military. When they returned, the stories of the students—one of whom was his older brother—stimulated Ralph Harmon's imagination and his desire for a career in electronics.

So upon graduation from high school in Grove City, Pa, it was only natural that young Ralph should follow his interest in things electrical. This he did at Carnegie Institute of Technology, Pittsburgh, graduating in 1928 with a B.S. degree in electrical engineering.

Full Schedule - Mr. Harmon's school days were not completely occupied with the why's of electricity. In his sophomore year, "about 1925," he married Ella Mae McDonald, whom he first met in high school.

Studies and married life, however, did not prevent him from finding time for college athletics. He recalls the thrills of the gridiron, especially two games in which he played against the legendary "Four Horsemen" of Notre Dame U. and which Carnegie Tech won. He also crowded part-time work for the Duquesne Light Co. into his schedule.

From the time he joined Westinghouse in 1929 until 1940, Mr. Harmon devoted much of his time to the maintenance and improvement of equipment for the Westinghouse radio stations. In 1931, he was named headquarters engineer, and from 1932 to 1940 he served as supervisor of Westinghouse Radio Operations Engineering Dept.

In 1940, Mr. Harmon found himself beginning what was to be an eight-year separation from the Westinghouse broadcast operations. He was transferred to the Westinghouse Electronics Div., where he served as section engineer in charge of designing commercial broadcast equipment.

With the beginning of World War II, Mr. Harmon, like everyone else, went to war. His battlefield, however, was the Westinghouse plant in Baltimore, where he was in charge of developing military apparatus including proximity fuses for bombs and rockets, and night-fighter plane radar. In 1943, he became manager of engineering for the Westinghouse Electronics Div., and in 1954 his domain was expanded to include the X-Ray Div.

Mr. Harmon's membership on the Broadcast Advisory Committee of the U.S. Information Agency took him to Russia in October 1958, for a tour of broadcasting facilities behind the Iron Curtain. He is a Fellow of the Institute of Radio Engineers, past chairman of the Baltimore Section of IRE and has been a member of many IRE committees. Other memberships include NAB, American Institute of Electrical Engineers, National Electrical Manufacturer's Assn., Society of Motion Picture & Television Engineers, and Television Allocation Study Organization.

Ralph Harmon's main hobby these days consists of his three grandchildren (two girls and a boy), the children of his daughters Nancy Smith and Betty Lou Heimer, whose ages Mr. Harmon doesn't recall. "Women don't like things like that publicized anyway," he says.

He has taken over 4,000 feet of color film of the three youngsters and has an ever-growing film biography of their lives.

For further relaxation, he turns to the golf links and the swimming pool.

For the future, Ralph Harmon says he only wishes he could be around for another third of a century to witness the progress he envisions in the world of electronic communications—progress which he believes will make what has already happened seem only a shaky beginning by comparison.
EDITORIZLS

NAB: one convention later

NAB conventions no longer are conventional. Broadcasters do not meet to discuss their many problems in open sessions and hammer out definitive actions.

Now several thousand broadcasters, their networks, their suppliers and (most important) members of the FCC and key staff officials meet, greet and eat.

And they listen to speeches.

Eleven months ago, the NAB convention was held in Washington. There were two memorable speeches. The FCC's chairman, two months in office, delivered an address that was to make him one of the best known personages in the nation.

LeRoy Collins, the NAB's new president, made his keynote address and, to the chagrin of his membership, gave no evidence of willingness to resist the threats to free broadcasting enunciated by Mr. Minow or to challenge the validity of his reckless charges.

Next week the NAB gathers in Chicago. The key speakers again will be Chairman Minow and President Collins. Mr. Minow already has telegraphed word that he will talk radio—not television—this time. He is a year older and perhaps a year wiser. He hasn't had it all his way at the FCC, but the record shows that he is progressing with his calculated plan of program controls.

Mr. Minow isn't happy about all of his FCC colleagues. He would like to remake the FCC in his own image by replacing present members with vest-pocket votes as terms expire one a year each June 30. If broadcasters stand by and allow this kind of manipulation they will see the day of one-man control of the seven-man agency. This would have happened a year ago if the administration's plan to reorganize the FCC had not been resisted.

Gov. Collins hasn't telegraphed the nature of his keynote speech. In the past 11 months he has avoided controversy. He has said that he will resist government intrusion in areas where it does not belong.

Gov. Collins feels he can do more for broadcasters by working with the administration than in any other way.

He may be right, but the record shows that broadcasters have never been in deeper trouble.

What will happen in Chicago? Except for the open forum with the FCC where individual broadcasters can ill afford to get their necks out, and a possible outbreak on the copyright front where no government issue is involved, it will be all according to prefabricated schedule. There is the hope that a sufficient number of NAB members will become sufficiently articulate in hospitality suites and other gatherings to impress upon the incoming NAB board that work needs to be done.

Economy of scarcity

By yielding to a moratorium on deintermixture of eight cities, the FCC has alleviated the immediate crisis in television allocations. The preliminary battle is won but not the allocations war—if indeed it ever can be won.

Even if the intermixed use of 12 vhf and 70 uhf channels proved adequate to meet the eventual demand for broadcast service, there would be the potshooting of industrial users for the same spectrum space. There never has been a time when spectrum supply exceeded overall demand.

The moratorium could not have happened if it had not been for the leadership of House Commerce Committee Chairman Oren Harris, backed up by other committee members and by other members of both Senate and House. We do not particularly relish the bargaining by the FCC in its letter to the House committee wherein it consented to a conditional delay of selective deintermixture premised upon passage of all-channel legislation at this session. Congress created the FCC and Congress can tell it what to do.

The important point is that there will be no deintermixture now or in the foreseeable future and that it won't happen without the consent of Congress, whatever individual members of the FCC may think. It would be idiotic if not fatal for the FCC to defy Congress. A ripper bill abolishing the agency and creating a new one would not be hard to get through in such circumstances.

Prospects for all-channel legislation are infinitely brighter. President Kennedy's endorsement of it in his special message to Congress on "Protecting the Consumer Interest" should do much to dispel lingering doubts of any fence-straddling members. Broadcasters who waged the fight against deintermixture also are committed to support all-channel legislation.

If all-channel legislation fails at this session there could be dire consequences. As we have said, the FCC won't reinstate the deintermixture rulemaking. For the same reason it would not attempt to implement full-scale transition to uhf and abandonment of vhf.

The likely course of the FCC to provide greater competition in markets with less than three outlets would be through vhf drop-ins at sub-standard separations. In other words, a downgrading of coverage of existing vhf stations and a breakdown of engineering standards.

A longer range partial remedy may be in sight. Dr. Irvin Stewart, an original member of the FCC (1934-37) who has been appointed President Kennedy's director of telecommunications management, said at his confirmation hearing last week that he would not hesitate to require the military to relinquish for commercial use spectrum space which may be held "in reserve" if he found this to be in the public interest.

Dr. Stewart just might be able to accomplish what no one has ever done before. He has the broadest delegation of authority ever given a government official in dealing with government allocations.

It's not in the cards for either the FCC or Congress to wait. The job now is to get all-channel receiver legislation through at this session.

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Drawn for BROADCASTING by Sid Hix

BROADCASTING, March 26, 1962
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