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Sales successes whet advertisers' appetite for syndicated films...................59

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STORER PROGRAMS INTRODUCES

THE

LITTLEST HOBO

A NEW HALF-HOUR
ADULT-ADVENTURE SERIES
AVAILABLE FOR FALL
SEE PAGES 76 and 77
**CONSISTENTLY ON TOP**

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People in Scranton and Wilkes Barre look to news-dominant WDAU-TV early and late, where they know news is good news. Every other aspect of WDAU-TV programming reflects the same know-how. For more information, call H-R Television. Find out what else is new.
The hand that rocks the cradle...

mows the lawn...

cooks the dinner...

starts the car...

buys the hats...

and pays the bills...

Responsible adults demand informative radio. Each week WCBM reaches them with 17 hours of local and regional coverage, gathered by Baltimore's largest radio news team, plus 15 hours of CBS news. Our responsible programming is geared to maintain WCBM's extensive adult reach. **REPRESENTED NATIONALLY BY METRO RADIO SALES**

tunes to WCBM RADIO, Baltimore

WCBM, BALTIMORE, MD. 10,000 WATTS ON 680 KC AND 106.5 FM, A CBS RADIO AFFILIATE
Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION  ·  Clair McCollough, Pres.

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

BROADCASTING, March 25, 1963
The thing to do

Newton N. Minow is still publicly refusing to confirm (or deny) Broadcasting’s Feb. 11 report that he will resign soon as FCC chairman, but he’s done some research that chairman who intended to stay on would not be apt to do. In private conversation last week he said he had looked up tenures of former FCC chairmen and found they had served average of about two years. Mr. Minow passed his second anniversary in office March 2.

Schroeder-Quarton-Strouse

It’s odds-on bet that Willard Schroeder, vice-president-general manager of WOOD-AM-FM-TV Grand Rapids, will be elected chairman of NAB joint board to succeed Clair R. McCollough, president of Steinman stations. And pre-NAB convention grapevine has Ben Strouse, president, WWDC-AM-FM Washington, slated to succeed Mr. Schroeder as chairman of radio board. William B. Quarton, president, WMAT-AM-TV Cedar Rapids Iowa, incumbent chairman of television board, is expected to be re-elected.

Mr. McCollough has stiff-armed draft to retain joint board chairman-ship since he’s taken on added responsibilities of supervision of recent Steinman acquisitions (KOAT-TV Albuquerque and KVOA-AM-TV Tucson). He’ll serve until June board meeting, but election of radio and tv board heads will come during next’s NAB convention in Chicago.

Treyz to Schick

Ollie Treyz, ex-ABC-TV president who resigned last week as vice president of Warner Bros., will join Schick Inc. as executive in charge of sales promotion and merchandising. Company plans immediate expansion of its electric and safety razor business to encompass full line of men’s toiletries and related masculine product items. Mr. Treyz is expected to visit Schick manufacturing headquarters in Lancaster, Pa., this week, returning from Florida vacation.

Schulke to Fm Assn.

National Assn. of FM Broadcasters has found its man. James A. Schulke, director of advertising and sales promotion of Magnavox Co., is slated to become chief executive officer of NAFMB, with headquarters in New York, following NAB convention in Chicago next week. NAFMB meets March 30 in Chicago and is expected to ratify appointment cleared last week by 12-man board of directors. Mr. Schulke, former vice president of Paramount Television Productions and in charge of KTLA (TV) Los Angeles, has had extensive agency background (Y&R) and has been in talent field with James Saphier. His assignment: To do for fm what RAB and TVB are doing for am radio and tv.

As advertising-sales promotion head of Magnavox, Mr. Schulke was actively engaged in development of plan for tv promotion undertaken by that company to extend to $50,000,000-worth of time purchased for trade shows. Plan was developed by Frank Freeman, Magnavox president and strong proponent of commercial fm as quality aural service.

Fee bite revived

Proposal that FCC charge fees for all applications is being revived and showdown vote is expected soon. Fee idea was bomb when released for comment last spring (BROADCASTING, May 21, 1962). But some commissioners, notably Chairman Minow, still favor it. So does Bureau of Budget, which would like all regulatory agencies to pay their way. Proposed fee schedule has been revised, but fees that would be charged broadcasters are same as those included in original plan released last year.

Specials on spec

David Susskind, head of Talent Assc-Paramount Ltd., has bought script for 90-minute dramatic special written by actor-writer Peter Ustinov and has signed Mr. Ustinov and Anthony Quinn to star in it. Story is called “The Velvet Knife” and is set in Italy in period immediately following Mussolini’s death. No sponsor or network has been set. Mr. Susskind also has deal with Lawrence Olivier to star in second 90-minute special. Mr. Olivier’s first appearance on U.S. tv was in another Susskind special, “The Power and the Glory,” last season.

Renewal relief?

Relief may be in sight for harried radio broadcasters on license renewal forms. Oral motion, made at last Wednesday’s FCC meeting by Commissioner Fred W. Ford, that en banc hearing be held to procure updated information on how am radio operates these days (as distinguished from pre-television era when present forms were adopted) was unanimously approved. Staff was instructed to prepare document on role of modern radio in relation to tv and fm broadcasting. FCC previously had decided to separate am and tv renewal forms.

By procuring from broadcasters informed judgment on modern radio operations, FCC would be in position to revise Part IV of renewal form relating to program service, recognizing differences and possibly eliminating category breakdown so that supplemental statement would suffice.

Little left to sell

ABC-TV is close to SRO on its Arrest and Trial programs for next season. Ford division of Ford Motor Co., through J. Walter Thompson Co., has affirmed order for all of 45-minute Arrest and two other advertisers—one is Liggett & Myers Tobacco, also through JWT, and other unidentified—are signing for Trial, other 45-minute show in back-to-back scheduling on Sunday evenings. Sales will leave two minutes open in Trial. Shows are part of new concept wherein they can be seen as “package” but one is not dependent on viewing of other.

Shirt sleeves

Warm-up for FCC’s shirt-sleeve panel at NAB convention in Chicago next Wednesday (April 3) is scheduled for today (March 25) at Mayflower Hotel in Washington. In addition to seven members of FCC, NAB Joint Board Chairman Clair R. McCollough, who will be moderator, and NAB President LeRoy Collins, will be on hand. Last year charges of “rigged” panel developed because NAB permitted FCC to screen questions submitted in advance and to throw out those considered too “controversial.” Moreover, questions were assigned in advance to individual commissioners, and audience was not told that session had been “rehearsed.”

About face

It will be another two or possibly three weeks before FCC opinion denying seven vhf drop-ins is released. That’s because Broadcast Bureau had written decision other way, i.e., to authorize drop-ins. Upshot is staff had to jettison half-inch-thick document and start over to write opinion justifying 4-3 opinion against drop-ins.

Although ABC has already petitioned FCC to reconsider denial, formal request for reconsideration can’t be filed until official decision is published. Two-station vhf markets in which third v at least than standard separations would have been dropped in are Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8) and Charlotte, N. C. (ch. 6).
What to Do with Six Straws in a Dry State

WMAL's redoubtable VP and general manager, Fred Houwink, is also a keen puzzle buff. He and a band of WMAL cohorts, heading to Chicago for the NAB convention, took to the rails after being grounded by weather. The group had just settled down to the long haul in the club car of the Capitol Limited when the train entered a dry state.

Finding himself with six straws and no glass in one hand and time* on the other, Fred suggested a problem to while away the thirsty stretch.

He cut two of the six straws in half. Then he asked his cohorts** to use the eight pieces (four long and four short) to construct three squares of equal size.

If you're not a straw man, check with us for a solution. If you are, send us your answer (use one color to designate short straws, another for long)—for a suitable reward.

*Harrington, Righter & Parsons, Inc. dispense another kind of Fred's time—the number-one-in-its-time-slot type (according to latest NSI for Washington) on Monday, Tuesday and Wednesday at 11:30 PM with Thriller, as SurfSide 6 and Checkmate. Check HR&P for availabilities.

**Since you asked, they were, reading from left to right:
Neal Edwards, Harold Green, Ted McDowell, Dick Stakes, Al Powley, Stan Hamilton and Herb Victor
Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #76, WMAL-TV, Washington 8, D. C.
WEEK IN BRIEF

Heaviest number of broadcasters ever expected to flood Chicago for NAB's 41st annual convention. More than 40 organizations plan separate meetings, film producers are staging own show, and 71 manufacturers are exhibiting in largest exhibition in association history. See...

OFFICIAL AGENDA, EVENTS ... 82
WHERE TO FIND IT ... 122
TECHNICAL PAPERS, AGENDA ... 88
MAJOR DISPLAYS AT EXHIBITS ... 96

Heavy trend toward "on-network" tv shows in overseas market reported, with more than half of exported productions being run in foreign countries at the same time they are being shown on U. S. networks. See...

NEW SHOWS SEEN OVERSEAS ... 27

Congressional committee opens up with big guns on Pulse and Nielsen. Investigators rake Pulse activities and imply that Nielsen devices can be rigged. Researchers fight but committee hints worst is to come. See...

'CON' LABEL PUT BY HARRIS ... 34

SPECIAL REPORT: TFE-'63

The boom in syndicated and feature film product for tv lies in a single result: successful selling for the advertiser. Selling patterns have changed, but film producers continue on top of market. See...

SUCCESSES BUILD MARKET ... 59

Under Newton Minow's leadership the FCC has moved hard and fast into tougher regulation—approaching in minds of many broadcasters the forbidden area of censorship. Expected is chairman's swan song. See...

TWO BUSY YEARS WITH MINOW ... 53

All channel tv receivers are on the market and have been for months. All major set makers have vhf-uhf sets, with price differences running $20-$30. Come April 30, 1964, all-band receivers only. See...

VHF-uhf-output-perking ... 136

NAB charges FCC with attempted censorship in hearings in Chicago and Omaha. Association labels city-wide proceedings "irresponsible" attempt to impose "illusive" views on programming. See...

LOCAL HEARINGS CENSORSHIP ... 128

Commissioner Lee has resignedly given up in his campaign to move all tv into uhf band. He tells EIA meeting that change in multiple ownership rules, permitting ownership of five v's and five u's may help uhf. See...

LEE CONCEDES ALL-UHF TV ... 136

STATIONS LOOK AT FILM ... 72
WHAT IS THE MEASURE OF A BROADCASTING STATION?

The pleasant folks* pictured here are part of a local Connecticut television show ... a show which, consistently, has bested nighttime network competition. Titled “What in the World,” the program is basically a quiz ... which insults neither intelligence nor credibility ... on the geography, history and architecture of the world's interesting places ... and the habits, customs and accomplishments of people. The prizes are modest ... and they don’t go to people but to institutions which have need.

Funny thing about the show! It has only one commercial, three minutes long, smack dab in the middle of the program, ... and, usually, it is so interesting, it draws fan mail!

We’d like to take full credit for “What in the World” but must hasten to assert that it is the brainchild and production of Baker Advertising of Hartford. We do take credit, however, for recognizing its merit and charm a long time ago. In fact, “What in the World” has been on WTIC-TV as long as the station has been telecasting.

Sorry – but “What in the World” is not for sale. It is sponsored by the Electric Companies of Connecticut, as it has been since its very first broadcast.

*Left to right: John F. Schereschewsky, Director of the Rumsey Hall School; Aline Saarinen, art critic; Charles C. Cunningham, Director of the Wadsworth Atheneum; James N. Egan, attorney; Ben Hawthorne, announcer; and Quizmaster John Dando, Associate Professor of English at Trinity College.

WTIC TV3
Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
NIELSEN CO. ASKS FCC/NAB RATINGS AID

Company witnesses coming back to House probe tomorrow

A. C. Nielsen Co. witnesses suggested to House subcommittee investigating broadcast measurement business Friday (March 22) that FCC and NAB become involved in straightening out some of problems in ratings.

With three weeks of ratings investigation behind them, members of Special Subcommittee on Investigations concentrated fully on Nielsen, giant of ratings industry, whose witnesses will return to stand tomorrow (Tuesday) afternoon as congressmen try to wind up hearings this week.

In Nielsen's nine-point suggestions on ratings problems, firm recommends asking "FCC and/or NAB to take strong stand" to discourage outside interference in sampling, and to develop standards for deciding when "hyping" occurs during rating surveys. Other suggestions: government credentials for ratings firms, technical committee on radio research, complaint bureau on ratings abuses, uniform definition for metro areas.

Returning to question whether Nielsen firm recommended that MBS and ABC Radio add more 50 kw stations (see page 35), counselor Robert E. L. Richardson revealed Nielsen presentations to networks which showed about 50% of NBC and CBS Radio audiences accounted for by "powerhouse" stations.

After showing standard error in Nielsen Cumulative Audience reports ranges between 50,000 and 100,000, subcommittee pointed out Nielsen vice presidents advised MBS on interpretations of WOR, WINS, both New York audience shares of between .5 and .8. Such precise figuring was "perfectly ridiculous," said Dr. Herbert Arkin, subcommittee statistical consultant.

Other evidence showed Nielsen, which in 1952 presented strongly worded attack on mail ballot system used by competitor Broadcast Measurement Bureau, adopted method as its own in next NCA report after BMB died. Nielsen witnesses said 100 of 1,150 tv homes used in national sample will be changed by fall of 1963, based on 1960 census. Firm admitted that homes now are based on modified sample constructed in 1947 with 1940 census data.

Cox to take FCC oath Tuesday from Douglas

Kenneth A. Cox is scheduled to be sworn in as FCC commissioner tomorrow (March 26) by Associate Justice William O. Douglas of Supreme Court.

Mr. Cox, now Broadcast Bureau chief, had planned to assume office last week, but President Kennedy left for Central American trip without signing official commission. Signature still was lacking late Friday, but White House said commission would be signed in time for ceremony in FCC meeting room.

FCT hits St. Joseph ads based on medical study

False advertising charges were leveled against Plough Inc.'s St. Joseph aspirin by Federal Trade Commission Friday. FCT charged that St. Joseph newspaper, magazine and tv advertising incorrectly stated results of analgesic study reported in Dec. 29, 1962, Journal of American Medical Assn.

Also charged in complaint is Plough's advertising agency, Lake-Spiro-Shurman, Memphis. Tv spots claimed "America's leading medical journal reports St. Joseph aspirin is your 'best buy' in pain relief," FCT said.

Opinions expressed in Journal article are those of clinical investigators, not AMA, according to complaint. Similar charge of false advertising in use of same study has been made by FTC against Bayer aspirin (BROADCASTING, March 18).


Bailey, Miller limit equal time exemptions

Chairmen of Democratic and Republican National Committees urged Congress Friday to suspend equal-time section of Communications Act for 1964 presidential and vice presidential races.

But Democrat John M. Bailey and Republican William E. Miller opposed extending suspension to candidates for lesser offices.

Party leaders gave views to House Communications Subcommittee, which is considering administration-backed measure (H Res 247) to waive equal-time requirement as it applies to presidential and vice presidential candidates (BROADCASTING, March 11).

Rep. Oren Harris (D-Ark.), chair-
Ford, Marlboro take CBS-TV pro football

Ford Div., Ford Motor Co., through J. Walter Thompson Co., both Detroit, and Philip Morris Co. (Marlboro cigarettes), New York, have each signed for quarter share sponsorship of 94-game regular season schedule of National Football League over CBS-TV, starting Sept. 15 and running through Dec. 15, CBS-TV announced Friday (March 22). Remaining half-sponsorship will be on regional basis.

Three games will be presented nationally, according to William C. MacPhail, vice president of CBS Sports. Twelve regional networks will carry remaining games, presenting seven contests simultaneously on Sundays.

Courtic warns against public service laws

"Paste public service [broadcasting] on the statute books in the form of 'thou shalt devote so much time to public service programming' and you will have killed charity," John Couric, NAB pr manager, said last Friday.

In Philadelphia speech before Goodwill Industries luncheon honoring broadcasters, Mr. Couric warned against any attempts to "fence in" radio-tv's freedoms to act in public service. Broadcasters, he said, do not need "a marked map" to guide them in meeting needs of public. He criticized "the blackhalls of broadcasters . . . automatic reactors at the mention of . . . radio, tv or broadcasting" and "kneekjerk critics who kick the electronic media without knowing why."

Alcoa drops 'Premiere' for Huntley-Brinkley

Aluminum Co. of America next fall drops 10-year formula of identifying itself with particular tv entertainment programs. It will turn to "greater reach and frequency" of new half-hour Huntley-Brinkley Report on NBC-TV (Mon.-Fri. 7-7:30 p.m. EST).

Alcoa, currently sponsor of ABC-TV's Alcoa Premiere, has bought 78 quarter-hours (in 52-week schedule) of Huntley-Brinkley, according to Alcoa's agency, Fuller & Smith & Ross, New York. Budget for new show is about $4 million; budget for Premiere, $4.1 million. Premiere's last play will be Sept. 12, and sponsorship in half-hour news show starts Sept. 9.

EIA pushes for repeal of tax on all-channel tv

Electronic Industries Assn. is going to try to get excise tax removed from all-channel tv sets. Board of directors Friday authorized staff to work for removal of 10% impost after hearing Robert W. Galvin, Motorola president, report that elimination of fee would permit all-band receivers to be sold at near same price as present vhf-only sets.

EIA board of director's action came after consumer products division urged move and legislative committee opposed on ground industry is better served by working for administration's tax reduction program (see earlier story, page 136).
In Detroit...

WWJ NEWS is all GO!

WWJ Newsman Dick Westerkamp interviews U.S. Immigration officer.

Ven Marshall covers salvage of British motorship "Mentrose".

Don Perrie, hot after a story, climbs into WWJ Newsmobile.

Fran Harris chats with popular circus performer visiting Detroit.

Britton Temby interviews one of the city's leading businessmen.

Dwayne Riley investigates recent medical advances.


Kirk Knight is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result - spontaneous, accurate news coverage from the word GO!

THE WWJ NEWS STATIONS

Owned and Operated by The Detroit News  *  National Representatives: Peters, Griffin, Woodward, Inc.

BROADCASTING, March 25, 1963
DATEBOOK

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

*Indicates first or revised listing

MARCH

*March 25—Hollywood Ad Club Shirtsleeves session on "Creative Media Selling," 12 noon to 2:30 p.m., Hollywood Roosevelt. Emil Reisman, advertising manager, Gellenkamp Shoe Stores, chairman. Rick Clark, Relaxator; David Blair, Bullock's department store; Robert Forestal of McNaughton, Laub, Forestal and Jeff Rogers of Honig-Cooper & Harrington will report on successful advertising ideas contributed by media salesmen. Jack O'Mara, TVB western manager, will preside.


*March 26—Federal Communications Bar Assn. luncheon meeting in the grand ballroom of the Willard Hotel, Washington, D. C. Kenneth A. Cox, new FCC commissioner and former chief of the commission's Broadcast Bureau, will speak.

March 26—Final date for filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

March 26—Board of Broadcast Governors Hearing, Ottawa.

March 27—Eleventh annual Management Conference of U. of Chicago, McCormick Place, Chicago. The one-day conference is sponsored by the Graduate School of Business and the university's Executive Program Club. Charles G. Mortimer, chairman of General Foods Corp., White Plains, N.Y., will speak at the evening conference banquet on "Developing a Climate Conductive to a Growing Economy."


March 29—The Chicago chapter of Sigma Delta Chi (The Headline Club) dinner meeting, 6:30 p.m. (cocktails 5:30), Sheraton-Blackstone Hotel. Pierre Salinger, White House news secretary, will speak on managed news and other press-government friction.

March 29—Advertising Women of New York Foundation, World's Fair Ball, Grand Ballroom, Waldorf-Astoria Hotel, New York City. Cocktail service, 6:30 p.m.; dinner, 8:00 p.m.; dancing to Lester Lanin's orchestra from 8:30 p.m. to 2:00 a.m.

March 29—Twenty-fourth annual convention of the Assn. of Broadcast Operators, Conrad Hilton Hotel, Chicago.

March 29-30—Spring conference of Sixth District (Illinois, Indiana and Michigan) of Advertising Federation of America, Shera-ton-Chicago Hotel. Host organization, Chicago Federate Advertising Club, extends welcome to broadcasters. Speakers include AFA Board Chairman George Head, National Cash Register Co. and AFA's new president, Mark F. Cooper. Celebrity reception is scheduled March 29, 6:45 p.m., at Mid-America Club.

March 29-30—National Assn. of Educational Broadcasters Region II conference, Tampa, Fla. WEDU (TV) Tampa-St. Petersburg (educational ch. 3) is host station for conference and its general manager, LeRoy Lastinger, is conference chairman. Among the speakers are William Harley, NAEB president, and Richard Rull, of Ohio State U., NAEB board chairman.

March 30—Annual meeting, National Assn.
Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first state-wide, closed circuit Educational Television system, in South Carolina.

In doing this, we have developed a transmission service that provides several channels of instruction. It is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through Educational Television is just one more way of putting Bell System research and skills to work serving you and your family.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans
March 31—Board of directors meeting, Institute of Broadcasting Financial Management, 9 a.m., Blackstone Hotel, Chicago.

March 31—Assn. of Maximum Service Telecasters annual membership meeting, Conrad Hilton Hotel, Chicago.

March 31—Annual meeting of the Assn. of Professional Broadcasting Education, Chicago. Dick Mendenhall, editorial director of WSB-AM-FM-TV Atlanta, Ga., and Ward McDougal, head of radio-television sequence at the University of Georgia's School of Journalism, will speak.

March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

A PROFESSIONAL BROADCASTING NAB CONFERENCE

ABC

March 31—Deadline for comment on FCC proposed rulemaking to reserve ch. 36 Allentown for eutv use, assign ch. 30 to Altoona, ch. 5 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for eutv use.

April 1—Deadline for comment on FCC proposed rulemaking to add ch. 18 to Gaithersburg, Md.

April 1—Deadline for petitions to FCC for reconsideration of its new rates for leased, private telegraphic services and establishment of special press rates for wire services.

April 1—Deadline for comments on FCC proposed rulemaking to reserve ch. 28 Allentown for eutv use.

April 2—Premium Advertising Conference, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago. The theme of the conference, which is held in conjunction with the National Premium Buyers' Exposition is "Operation Greater Economic Growth Through More Productive Advertising and Sales Promotion." Featured speakers are Dr. Arno Johnson, vice president and senior economist at J. Walter Thompson Co.; Stanley Goodman, president of Rogers Promotion Executive Assn.; Richard F. Tomilson, president of Food Field Reporter and Food Topics; Daniel L. Goldy, U. S. Dept. of Commerce; and William Dunham, president of Premium Advertising Assn. of America.

April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

April 4-5—Assn. of National Advertisers annual West Coast meeting, Biltmore Hotel, Santa Barbara, Calif. Speakers: Alan Stoneman, Purnex Corp.; Fairfax Cone, Foote, Cone & Belding; Gilbert H. Well, ANA general counsel; John B. Hunter Jr., B. F. Goodrich Co.; E. J. Bean, Hughes Aircraft; Ralph Carlson, Carson & Roberts; Courtenay Moon, Grey Adv.; Harry E. Schroeter, National Biscuit Co.; Don Connel, Market Research Corp.; Peter Langhoff, Young & Rubicam, and Donald Kantor, Tatham-Laird.

April 5—American Women In Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Inc., 485 Lexington Ave., New York.

April 5—Georgia AP Broadcasters Assn. meeting, Atlanta. News clinic featuring specialists in various phases of broadcast news coverage. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

April 11—Seminar on radio broadcasting and community leadership under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications. USC campus, Los Angeles.
Another important plus... documented research tells the story!

They like us

WGN Radio has the most highly respected programming in Chicago. Chicago area adult listeners rate* WGN first in these categories...

- Good program variety
- Well-rounded news coverage
- Good sports coverage
  - Good taste
- Advertising of high quality products
  - Broad family appeal
- Appeal to intelligent people

That’s why we reach more

WGN Radio reaches the largest audience of any broadcasting station west of the Hudson River. (NCS, 1961—1,677,600 homes reached weekly.)

WGN Radio reaches more homes and more cars than any other Chicago radio station. (NCS, 1961; The Chicagoland Auto Radio Audience Survey, 1961.)

For ten consecutive months, WGN Radio has reached more homes per average quarter hour (6 a.m. to midnight) than any other Chicago radio station. (NSI Bi-Monthly Radio Reports, April, 1962—January, 1963.)

That’s why we say

WGN IS CHICAGO

The most respected call letters in broadcasting

Big-as-all-outdoors!

"THEY CAME TO CORDURA"... Gary Cooper, Rita Hayworth and Van Heflin lead a brilliant array of top Hollywood and Broadway performers in one of the most exciting adventures ever brought to the screen. Robert Rossen's taut direction makes it a memorable outdoor film. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the COLUMBIA POST-48's.

The COLUMBIA POST-48's are distributed exclusively by SCREEN GEMS, INC.
Properly assayed

EDITOR: CONGRATULATIONS ON AN ACCURATE, HONEST APPRAISAL OF THE WEST VIRGINIA ECONOMY. WANT 1,000 REPRINTS OF YOUR MARCH 18 OHIO VALLEY SPECIAL REPORT.—Tom Garten, WSAZ-TV Huntington, W. Va.


Fm trouble at the top

EDITOR: An acute problem exists for many fm broadcasters.

Most, if not all, small market fm stations are hard-pressed to sell advertising. Fm service is supported by an income in the hope that the increasing popularity of fm will one day make it a saleable medium.

To illustrate the point of this letter, our WRFL (FM), after 17 years of operation made possible because of the remote control provision of the FCC rules, is faced today with the necessity of discontinuing this service because of the new FCC automatic logging provision. As of April 8 a first class license holder must personally inspect all transmitting equipment DAILY and log his visit, stating need for remedial action and what steps were taken to perform it.

The WRFL transmitter is in the Blue Ridge Mountains, virtually inaccessible for days at a time during winter months and during spring thaws. It is six miles from the nearest passable road...

It boils down to the addition of two extra engineers and a road crew for an fm facility which can give no income for some years.

You can help by getting the word to those involved. It is remotely possible that if enough broadcasters petition the FCC for a stay, one might be granted. At best these fm stations with remote mountaintop installations should implore the FCC to carefully consider the consequences.—Philip Whitney, general manager & chief engineer, WRFL (FM) Winchester, Va.

Carried to the extreme

EDITOR: FCC Chairman Newton Minow, in his testimony before the House judiciary antitrust subcommittee last week, expressed a view that seems to me to be interesting in its implications. He defined the public interest as set out in the Communications Act as including the well-being of newspapers. . . . Since Mr. Minow is not considering licensing newspapers as well as protecting them by a kind of indirect subsidy, it would seem he is stretching the concept of the public interest.

If newspapers are to get a boost by the granting of valuable licenses over other equally worthy applicants, why not also insure that these publications are in fact operating in the public interest? How about an examination of the readership firms so that newspapers can experience the "tar brush" of congressional investigation?

I hope that if the commission does begin to award broadcasting licenses to newspapers as a boost to their economic misfortunes that it will also encourage the other benefits that go along with operating in the public interest.—M. C. Topping, assistant professor, Oklahoma State U., Stillwater, Okla.

Mr. Martin’s remarks

EDITOR: In reporting my remarks at the state presidents’ conference (Broadcasting, March 4), your man has placed quotation marks around a statement I didn’t make. Since it relates to the sentiments of the membership of the Colorado Broadcasters Assn., I would appreciate a correction.

I did not say that the membership of CBA was "not interested in anything the NAB has to say." What I said was that our membership had requested that our convention program this year omit an appearance by an NAB staff member paraphrasing Mr. Collins...—Bob Martin, president, Colorado Broadcasters Assn.

[An experienced Broadcasting reporter made notes when Mr. Martin delivered his remarks. The story has been described as accurate by NAB executives.]

Old diaries not used

EDITOR: This . . . concerns page 46, March 18 Broadcasting: " . . . company obtains multiple-market data by using its old sample by referring to diaries stored in warehouse . . .

Any multiple market composite undertaken by us concerns the problem of sample design and distribution. We do not refer to old diaries for current information on viewing. We do observe the geographic distribution of past samples from tables we have; study Census of Housing data; current set ownership patterns; and then design multiple-market subsamples. Current diaries are then sent such a sample when multiple-market composites are studied. All of this is separate and distinct from local market sample work.

The foregoing is quite different from the statement in Broadcasting and I believe the confusion comes from the terms of the subsample and past sample distribution in the letter I left with [your reporter] at the hearings. . . .—Allan V. Jay, Videodex Inc., New York City.
Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ
A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.
LOOK IN AT THE LION'S DEN* when visiting TFE '63 in Chicago, March 30-April 3. That's where you'll find the usual MGM hospitality—and a full complement of TV programs for stations. *MGM Television, Washington Room, Pick Congress Hotel.
LOOK WHO'S BACK* America's favorite light-hearted sleuths are now available for the first time on a market-by-market basis. Get full details about The Thin Man series at the MGM suite at TFE '63. *Phyllis Kirk, Asta, Peter Lawford.

1540 BROADWAY, NEW YORK 19 • CHICAGO • CULVER CITY • TORONTO

BROADCASTING, March 25, 1963
MONDAY MEMO
from EDWARD H. MAHONEY, vp, Fuller & Smith & Ross, New York

Are tv commercial production costs really up?

If a good one-minute tv spot cost $5,000 to produce in 1958, how much would it cost today—$5,000? $10,000? $15,000?

If you estimated $10,000 or more, you’re probably a client. If you estimated $5,000 or less, you probably run a production house—and, incidentally, you’re probably right!

Of course, total tv advertising costs are rising. Talent re-use payments have skyrocketed as a result of recent contracts negotiated by the Screen Actors’ Guild and American Federation of Television & Radio Artists. Talent and air-time costs have gone up, too, along with the cost of living. On the production side some costs are up but others have come down.

Result: It need cost no more to produce good commercials today than it did five years ago.

Why Higher Estimates? • If this is true, why are production estimates submitted by agencies so much higher? Because many agencies do not separate true production costs from non-production items. Their production estimates include charges for such non-production things as talent re-use payments, prop items that do not rightfully belong in a commercial production budget. The latter items seem to be increasing in scope and number.

Actual film production costs include only non-recurring items—net to the production house, costs of special services or props, talent session fee, agency commission and local taxes.

This total should be shown separately from the residual costs which are completely dependent on the media buy. For example, if the gross commercial production cost was $8,000 and the spot was to be used in a one-city test market and had two on-camera performers, the session cost would be $199.50, including pension and welfare. However, if the same commercial were to be shown for 13 weeks on a prime network show, the session cost would be $1,092, including pension-wage.

Agency failure to make clear that residual payments are dependent on the media buy has resulted in the widespread wrong impression that commercial production costs have risen.

Which costs have gone down? Chiefly production house profits. First, as a result of rising overall tv costs, clients are tending to produce fewer commercial spots and run them more often.

Second, there has been a rapid increase in the number of companies producing tv commercials. Over 80% of the 236 New York City film producers are less than two years old.

Buyer’s Market • The resultant increase in the availability of talent has tended to create a buyer’s market. That’s why production houses sometimes charge less today for comparable services than they did five years ago despite a 20% increase in hourly rates of production unions.

To meet the competitive situation, they are turning to ingenious production methods, many of which are not only more effective for the product but more economical as well.

There are two good reasons why they can do this: 1) personnel and 2) mechanical. Greater experience, inventiveness and skill on the part of production personnel save time and costly mistakes. And improved equipment, which required a large capital investment, has resulted in reduced studio logistics costs.

For example, magnetic tape has revolutionized sound recording. Now, instead of having to record sound on film, then send it to the lab for developing and printing, which used to take a day or two and often resulted in errors that required costly re-recording, you can record directly on magnetic tape during shooting. Magnetic tape is to sound what video tape is to film.

Miniaturization and new light-weight cameras, lighting and sound equipment have greatly reduced studio and location shooting costs.

And finally the film itself, both black and white and color, has been improved radically. This allows more flexibility in shooting and cuts down on time previously required for critical lighting.

Jet Age Commercialists • Furthermore, contrary to popular belief, location-shooting costs have actually decreased in many cases. Before the days of jet travel, a crew sent to Florida or the Caribbean during the winter months sometimes sat around for ten days or more waiting for good shooting weather. Today you can jet crew and talent directly to a guaranteed good-weather location, shoot the footage in one or two days and lower both talent and production costs.

For example, you can transport camera crew, agency producer and one actor from New York to Rio, where seasons are reversed, shoot your footage and bring them all back for approximately $2,000 (via jet economy flight).

Production houses, in cooperation with the unions, are doing more than their share to hold down tv commercial production costs. Here are several ways the agency production supervisor can save money in large chunks:

1. Schedule shooting during the October-March period and try to avoid the peak production months.
2. Do not insist on using a certain producer when he’s already up to his ears. “There’s only one man who can do this” . . . is a lot of nonsense . . . and can cost a lot of money.
3. Avoid crash-production schedules. Overtime in shooting, editing or lab work doubles the cost.
4. Urge creative staff—writers, artists and producers—to develop inventive new ways of reducing current re-use payments which may even increase the effectiveness of the commercial.
5. Make multiple use of sets and props whenever possible.

It’s true that tv commercial production costs are not higher today than they were five years ago. Prove it to yourself. Pull out a storyboard shot in 1958. Select the right production company and cost it out, applying some of the economy tricks you’ve learned since then. You may even find you can do it better for less

Edward H. Mahoney has been in the advertising agency broadcast field for 16 years. Prior to joining Fuller & Smith & Ross Inc. in 1960 as vice president and manager of broadcast, he was vice president in charge of television for Cunningham & Walsh in New York for three years. Before that, he was vice president of commercial tv for Benton & Bowles for eight years. Mr. Mahoney was graduated from Harvard College where he also did graduate study in architecture.
It Takes RPM To Move The Goods!

Ratings . . .
Programming . . .
Merchandising . . .

you get more with WELI’s RPM Radio! Depend on BIG-Buy WELI for IMPACT in the rich New Haven-centered market! Ten strike!


WELI/960 THE SOUND OF NEW HAVEN/5000 WATTS
They told Police Chiefs of a plan to televise their Departments in action, in a case that (1) dramatizes the forces that lead to crime and (2) adds a chapter to the record of heroic police service.

More than a score of metropolitan PD's responded enthusiastically. They are bringing before the camera the REAL culprits, the "innocent bystanders" - the victims and the officers involved in A REAL AND IMPORTANT CASE IN ITS FILE. Result:

POLICE CHIEF F. C. RAMON, Seattle, states: "This television series illustrates the desperately dangerous risks the Policeman faces on the job...and he faces them for the Community. The citizens should know about this and, above all, should know how they can help."

POLICE CHIEF C. L. SHUPTRINE, Houston, asserts: "The modern criminal accentuates the demand for up-to-the-minute law enforcement agencies...flexible, dynamic and effective. This television program accurately portrays today's Police Departments in action."
TV's MOST POPULAR LAW ENFORCER

Documented Drama of THE LAWLESS AND THE LAW...

Available in COLOR or black and white

In city after city, LEE MARVIN talks to real lawbreakers, their victims, witnesses, arresting officers. Before your viewers' very eyes, he reconstructs the crime — the "why?" of it — the "wrap up" by The Law.

filmed WHERE THE LAW IS BROKEN at "the scene of the crime"

WHERE THE LAW GOES INTO ACTION at headquarters, on patrol

WHERE THE LAW EXACTS ITS PRICE in police court, prison

KFRE-TV Fresno
KPRC-TV Houston
WLW-I Indianapolis
KABC-TV Los Angeles
WMCT-TV Memphis
WTVJ Miami
WTMJ-TV Milwaukee
WLOS-TV Asheville
WNHC-TV New Haven
WDSU-TV New Orleans
WABC-TV New York
WFTV Orlando, Fla.
WFIL-TV Philadelphia
WIIC-TV Pittsburgh
WCSH-TV Portland, Me.
KXTV Sacramento
WSLS-TV Roanoke
KGW-TV Portland, Ore.
KSD-TV Saint Louis
KOGO-TV San Diego
KRON-TV San Francisco
KING-TV Seattle
WTYT Tampa
WRGB-TV Albany—Schenectady—Troy

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Two leading communications systems in Indiana

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

John F. Dille, Jr., President

BROADCASTING, March 25, 1963
NEW TV SHOWS SEEN OVERSEAS TOO

U.S. distributors get $36 million a year from programs now on networks here; second run sales add another $24 million

A steadily increasing trend to sales of "on-network" tv series overseas by U.S. distributors is looming as a greater factor in the evaluation of the global market.

This pattern of "on-network" sale is different from "off-network" in that it covers the U.S. distributor sale in foreign markets of tv programs—such as a Perry Mason or a Bonanza—currently being run on the networks in this country.

Television program distribution internationally already is a near-$60 million business this year, and it's estimated conservatively that approximately 60% of this amount, or $36 million, will accrue from the "on-network" area alone.

A check last week of several leading distributors in the U.S. reveals that for many of these top firms, the "on-network" sales practice has supplanted the so-called "off-network" release of programs overseas as the principal revenue source in these markets.

The trend to "on-network," however, is not a new development, and is known to have been started as far back as 1953, and for certain programs the pattern has grown over the years. During the 1962-63 season, in fact, approximately 75% of the three networks' prime-time programs were being sold abroad concurrent to their showing here.

Of the $60 million base projected by the television division of the Motion Picture Export Assn. for international distribution, the $36 million in "on-network" distribution is actually considered a conservative estimate. Here are some of the reasons:

* The largest and best-paying international markets, including the United Kingdom, Japan, Australia, Canada and Latin America—are demanding and purchasing the new shows while buying proportionately fewer of the older syndicated and off-network shows—that is, programs which have completed their cycles on CBS-TV, ABC-TV and NBC-TV.

* The most active international marketers—Screen Gems, MCA, NBC Films, CBS Films, and to a lesser extent, the William Morris Agency—are deriving in the neighborhood of 80% of their overseas gross from on-network sales, because they hold the rights to the programs.

Off-network programs still find a market; but more and more, these productions will find exposure only on stations that cannot afford the newer, more expensive shows and then will face stern competition for time slots with the contemporaneous product.

Prices Low * Even the active distributors of on-network programs acknowledge, however, that this growing sales pattern does not necessarily mean that overseas markets will pay more for these new shows. They agree unanimously that prices in virtually all overseas air are "unreasonably low" (story, p. 28) and such conditions as quotas, lack of inter-station competition, government monopolies and the availability of U.S. programs in abundance, creating a "buyer's market," have tended to perpetuate prices that U.S. distributors consider inadequate.

Willard Block, international sales manager of CBS Films, pointed out that this emerging pattern has had a subtle but unmistakable influence on depressing prices on occasions, especially for the only moderately successful show. He explained that if a network program is offered one year and not
NEW TV SHOWS SEEN OVERSEAS TOO continued

bought internationally, the buyer will insist upon a reduction in price if the same show is placed on the market the following year. The rationale: the program is old; it's been around.

Broadcasting's study last week indicated more than 70 programs carried in prime network time have been sold to foreign countries during the current season. The outlook is for a widening of the trend in 1963-64. An independent study by one of the leading international distributors, who asked to remain anonymous, reveals that concurrent programming to be offered abroad for next season will amount to a weekly minimum of 12½ hours of comedy, 3½ hours of drama, 14 hours of music variety, four hours of panel shows and 4½ hours of news and public affairs.

Though the "newness" factor mentioned by Mr. Block has been a prime one in accelerating the growth of on-network programs abroad, overseas distributors mentioned other considerations:

- The opening up of stations in key markets has stiffened competition to some extent, and stations and advertisers have insisted on programs they consider "the best," which becomes translated into "the latest."

- There is a psychological dimension in that overseas operators want the programs that are being played in the number one tv market—the United States—and are unwilling to play "second fiddle." They also want the feeling of decision-making, acting out the role of a programming executive, by picking the shows they predict will be "hits."

- The leading tv film distributors—Screen Gems, CBS Films, NBC Films and MCA particularly—have been active in the global market for years and have "used up" their older properties to a considerable extent. Their prominence in network programming has enabled them to consolidate their leadership by selling their concurrent shows.

Growing Market • The practice of buying concurrent programs dates back at least to 1953 when several U.S. shows were bought for Great Britain. Canada and Australia have been on-network purchasers for at least eight years but have stepped up their number in recent years. U.S. distributors observed that in the last three years the United Kingdom, Japan and Latin America particularly have expanded their concurrent programming purchases and this practice has spread, on a more limited basis, to other countries.

In some instances, an overseas broadcaster may purchase a popular U.S. series that has been running on a network for several years, and may either begin to program from the first year's cycle or from the latest year's output. In many instances, an overseas station will buy the initial output, schedule it 52 weeks a year and eventually "catch up" with the latest episodes.

Lloyd Burns, international vice president of Screen Gems, voiced the view that concurrent programs are demanded particularly in the UK, Australia, Canada and Japan, but said that in Latin America the main consideration is "whether it's a good action-adventure show." He added that it is SG's policy to sell its new, network programs even in smaller markets, irrespective of the low price tag that it may accrue. There is no attempt, he said, to foist a rerun instead of a current SG production on a small-market overseas operator.

Programs for '63-'64 • From the buyer's point of view, Charles Michelson, president of Charles Michelson Inc., New York, which serves as purchasing agent in the U.S. for Television Corp. Ltd., Sydney, reported that negotiations now are in progress for programs to be carried during 1963-64. Mr. Michelson noted that Television Corp. generally negotiates for the entire Australian rights to a series and often carries U.S. programs on from four to six stations.

During the spring Ken G. Hall, chief executive of Television Corp. visits the U.S. and screens pilots of upcoming shows and reviews scripts. Starting next month Mr. Michelson and Mr. Hall will evaluate the new programs and by early or late summer will have decided on the purchases they will make of concurrent programs. Mr. Michelson reported that the vast majority of shows bought for Australia are those shown currently in the U.S. but he added that "we do fill in with some other older product and feature films."

One of the unusual aspects of concurrent sales was pointed out by Alvin Ferleger, international sales manager of NBC. He stressed that in Canada, the buyer insists upon pre-release of new products, which means that stations there invariably present U.S. network programs in advance of their showing here. Canadian broadcasters have insisted on this prerogative, because in some areas of the country, particularly those adjacent to Detroit, viewers are able to pick up U.S. programs.

Extra Servicing • Another sidelight was noted by Harold Klein, vice president and worldwide sales manager of ABC Films, who pointed out that concurrent programming entails extra servicing, including the distribution of prints and the need for dubbing. The latter consideration is highly significant in Latin America, necessitating a backlog of 13 or more concurrent shows before the dubbing process is started.

Though the major markets for concurrent shows are the big five of the United Kingdom, Latin America, Japan,

Better prices for U.S. programs campaign

The Television Program Export Assn., which represents some of the distributors of U.S. tv shows abroad, is planning to undertake a campaign to increase the prices paid for U.S. programs in overseas markets.

John G. McCarthy, president of the TPEA, announced the project at a news conference in New York last week after returning from a six-week business trip to markets in the Far East, Middle East and Europe. Mr. McCarthy said he would call a meeting of the organization's board of directors shortly to set up a committee of foreign sales managers to work with him on a market-by-market analysis of pricing throughout the world.

Mr. McCarthy said that in many markets of the world prices were "inadequate." He attributed this circumstance largely to quotas and to price-fixing arrangements among buyers of U.S. programs. He was asked by a newsman what steps could be taken to raise prices if overseas buyers continued to resist increases. He replied TPEA members were prepared to take "defensive counter measures," but said that only in an extreme circumstance would distributors withhold product from a particular market.
At left the principal negotiator for Screen Gems in program sales abroad, Lloyd Burns (l) stands beside S. W. Caldwell, president of the CTV Television Network in Canada, as Ray Junkin (seated), general manager of Screen Gems (Canada) signs a programming contract with CTV. At right on the Hollywood set of the new Clif-
ford Odets-Richard Boone anthology series scheduled for NBC-TV next season, Alvin Ferleger (2d from right), NBC International sales manager, discusses overseas sales plans now being made for the series with (l to r) Mr. Boone, Mr. Odets and Marvin Goodman of the NBC International staff.

Australia and Canada, sales have been made in other markets, including Germany, Italy, Sweden and the Philippines.

Richard A. Harper, director of features and syndicated sales for MGM-TV, reports that the company's The Eleventh Hour has been sold in Finland, Manila, Nigeria and Italy as well as Canada and Latin America while Sam Benedict has been sold in Manila and Italy as well as in Great Britain and various Latin American nations.

Mr. Harper noted that sale of concurrent programs poses certain problems because of dubbing and shipping, and adds to already-heavy print costs. But he acknowledged it's a growing practice and one under which the distributor must operate in the future.

Tom Seehof, eastern sales manager of Desilu Sales Inc., reported the company has had "excellent results" with The Untouchables and The Lucy Show. Thirteen countries in Latin America have bought The Untouchables and other sales were in the Philippines, Australia, Japan, New Zealand, Lebanon, Sweden, Germany and Canada, he said. Sales on Lucy have been made in Australia, the Philippines, Japan, Great Britain, Germany, Malta, Nigeria, France and Canada.

In general, distributors agree that the emerging pattern is for the older, off-network and syndicated properties to find acceptance in new and/or less developed markets of the world, while the newer, on-network shows are sought and bought in the older, established and flourishing television operations. But officials can point to deviations from the norm in certain countries for certain shows.

A representative list of prime-time, concurrent programming with the name of the international distributor follows (based on available information):

ABC Films: Ben Casey, I'm Dickens-He's Fenster, Ozzie and Harriet, and Perry Mason's voice in Japan is supplied by actor Hideo Sato, whose voice has been dubbed into the series for the four years it has been playing in that country, which stresses concurrent network shows.


Desilu: The Lucy Show, Fair Exchange and The Untouchables.

MCA: Jack Benny Show, Alfred Hitchcock Hour, Mr. Ed, Wagon Train, Leave It to Beaver, My Three Sons, Wide Country and International Showtime.

MGM: The Eleventh Hour and Sam Benedict.

William Morris Agency: The Rifleman, Saints and Sinners, Lloyd Bridges Show, Danny Thomas Show, Andy Griffith Show, Dick Van Dyke Show, New Loretta Young Show, Ensign O'Toole, Mc Keever and the Colonel, The Real McCoys, Sing Along with Mitch and Joey Bishop Show.


Screen Gems: The Jetsons, Dennis The Menace, Empire, Route 66, The Flinstones, Our Man Higgins, Naked City and Donna Reed Show.


Warner Bros. TV: Cheyenne, Hawaiian Eye and 77 Sunset Strip.
ARB updates its television homes figures

Of the 54,901,900 homes in the United States, 90% are television homes according to estimates released last week by the American Research Bureau.

The state and county breakdown shows 49,581,000 tv homes as of July 1962, based on ARB's updating procedures using May 1962 regional census data for each county and state. The figures are for use in ARB reports Jan.-Aug. 1963.


The state-by-state figures, which are available in county form in the ARB booklet, follow:

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<tr>
<th>STATE</th>
<th>TOTAL HOMES</th>
<th>TV HOMES</th>
<th>%</th>
<th>TV HOMES</th>
<th>%</th>
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<td>TOTAL TELEVISION HOMES</td>
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<tr>
<td>Montana</td>
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<td>174,100</td>
<td>85</td>
<td>TELEVISION PERCENTAGE</td>
<td>90%</td>
</tr>
</tbody>
</table>

*Excluding Alaska

Business briefly...

The Institute of Life Insurance, through J. Walter Thompson, New York, will sponsor American Landmark: Lexington-Concord, an NBC- TV news special to be telecast Sun., April 21 (8:30-9 p.m. EST).

Scholl Mfg. Co., Chicago, through Donahue & Coe, New York, will participate in NBC-TV daytime shows: Jane Wyman Presents, Who Do You Trust?, Father Knows Best, Day in Court, General Hospital, Seven Keys and Queen for a Day. A two-month flight of five announcements a week is planned, beginning April 29.

Foremost Dairies, San Francisco, will begin a 13-week tv-radio campaign on April 1 to promote its new milk cartons carrying comic strips on the sides. The company declined comment on details of broadcast campaign. Agency: Guild, Bascom & Bonfigli, San Francisco.


Reynolds Metals Co., Richmond, Va., has signed for an alternate weekly hour of the new The Richard Boone Show on NBC-TV next season. The show goes into the Tuesday, 9-10 p.m. period. Lennen & Newell is the agency.

Philadelphia agencies merge

Gresh & Kramer Adv. and Harold S. Gilbert Adv., two Philadelphia advertising and public relations agencies, have completed arrangements for a merger, it has been announced by Bernard J. Kramer, president of the former company, and Mr. Gilbert.

The new organization will retain the name of Gresh & Kramer and will remain at 1717 Sansom St. Mr. Gilbert will assume the title of vice-president.

Cheesbrough-Pond's groups its accounts

Cheesbrough-Pond's Inc., New York, has completed consolidation of its advertising activities with the appointment of William Esty Co. to handle its Q-Tips cotton swabs and cotton balls and J. Walter Thompson as agency for its Cutex line of cosmetics.

The new appointments now place all of the firm's cosmetics with JWT and its proprietaries with Esty. Lawrence C. Gumbinner previously handled the Q-Tips account while Doherty, Clifford, Steers & Shenfield handle the Cutex products.

The move was tailored to conform to Cheesbrough-Pond's domestic realignment during 1962, when the company divided its marketing operation into two segments, the cosmetic division and the proprietaries and specialties division.

Rep appointments...

- Dixie Network: Grant Webb & Co., West Coast regional representative.
- KAPR Douglas, Ariz.: Elisabeth M.
The power of television was never more dramatically demonstrated than when WBNS-TV took 100,000 Central Ohioans into already overcrowded Ohio Penitentiary. The shocking conditions, accentuated by too many people, too few opportunities for rehabilitation, need attention from the Ohio Legislature. To date, mail received at WBNS-TV indicates the Legislature will hear plenty. This kind of editorial impact is what makes television the medium that gets things done, and WBNS-TV the prime mover in the community.
Beckjorden, New York, as national representative.

- WHLD Niagara Falls: Mort Bassett & Co. as representative.
- WNEG Toccoa, Ga., WLYB Albany, Ga., WTVN Tuscaloosa, Ala., and WINI Murphysboro, Ill., appointed Hal Walton & Co. as representative.

**NBC-TV easing back on product protection**

A new modification on product protection has been made by NBC-TV. Advertising agencies were told of the two changes which went into effect earlier this month.

An advertiser that has a minute participation in a program no longer receives product protection in an adjacent network show, and opening and closing billboards placed both in the daytime schedule or in participation shows no longer have product protection.

The changes are seen as a continuing trend narrowing the spacing, or protection of advertised products from competing or related products on network TV, particularly the minute advertiser.

In fact, NBC noted the policy revision was necessary because of the continued increase in the number of minute advertisers in network television.

What complicates product protection is the practice of rotating minutes within in such program blocks as motion pictures in prime time (next season, as this, NBC-TV will have two such movies, Mondays and Saturdays).

**Also in advertising**

Expansion planned - Ralph Bing Adv. Co., Cleveland, has moved to the top floor of that city’s Park Bldg., Public Square. The Bing agency had been located in the Frederick Bldg., East Fourth St., for the past 17 years. Its present move reportedly is to accommodate recently acquired business and will entail the hiring of additional personnel. Ralph S. Bing is agency’s president.

New agency - Gradle & Briggs, new advertising and pr firm, has been formed by Michael W. Gradle and Carl Briggs, with executive offices at 17100 Ventura Blvd., Encino, Calif. Telephone is 789-5441. Mr. Gradle, formerly manager of advertising and promotion for KNBC (TV) Los Angeles, and previously with Foote, Cone & Belding; Crowell-Collier & Needham, Louis & Broby, is president of the new firm. Carl Briggs, veteran advertising and pr man whose background includes service with the Richard Prosser Agency, Arnoux Corp., Security Title Insurance Co., Grove Mortgage Corp. and Pacific Public Relations, will be vice president. Leonard Murphy, with financial industrial experience, will be secretary-treasurer.

New Walton offices - Representation firm Hal Walton & Co. with headquarters in New York has announced the opening of new sales offices in Los Angeles at 1540 N. Highland Ave.; in San Francisco at 681 Market St. and in Atlanta in the William Oliver Bldg.

A new VPI - VPI of California has been established by VPI of New York, tv commercial production company. Peck Prior, formerly vice president and general manager of Don Fedderson Commercial Productions, is president of VPI of California, which has opened offices at 1515 N. Western Ave., Hollywood 28. Telephone is Hollywood 6-8691. The eastern and western organizations are operating in close alliance, with directors interchanged as the work demands.

**Harper describes changes in marketing concepts**

The concept of marketing has changed from the “we make it, you sell it” theory to one of “consumer preference built into a producer's design.” This is how Interpublic Inc. President Marion Harper Jr. described the impact of automation in marketing to the Sales-Marketing Executives of Chicago last week.

“ar the essence of marketing is communications,” said Mr. Harper, who is also chairman of the board of the American Assn. of Advertising Agencies. “The operation of business today has become, more and more, the management of information . . . we are dealing far more with data than with things," he said.

Harper foresaw the day when “programmed effort will drive out nonprogrammed effort,” or the era of the “punch card.”

He stated that the principle of feedback—relaying information from various stages of a process to a central control—has already been applied in marketing, in inventory and warehousing; and increasingly it would come to play a role in product development, advertising, sales promotion and selling.
This is Atlanta...

and she just turned 21!

Atlanta has just jumped to 21st position as a television market in Sales Management's "Survey of Television Markets". The rank is based on Nielsen's average nighttime circulation, which shows a high achievement of potential by WSB-TV—the dominant station in the Atlanta market.

*Copyright Sales Management Feb. 1, 1963 Survey of Television Markets; further reproduction is forbidden.
Is Pulse running a ‘con game’?

REP. HARRIS ASKS THAT QUESTION, THEN PUTS NIELSEN ON HOT SEAT

The accuracy of audience ratings on which $900 million dollars worth of TV and radio timebuying depends was challenged last week by a House Commerce subcommittee.

Chairman Oren Harris (D-Ark.) and his colleagues spent a busy week probing the methodology of A. C. Nielsen Co. and the Pulse Inc. ratings. The questioning was rough at times in the manner of congressional investigations—so rough that The Pulse Inc. was inferentially termed “a con game” by Chairman Harris.

Last Thursday the Special Subcommittee on Investigations turned giant killer, subjecting Nielsen executives to questioning that challenged the authenticity of that company’s methods and hinting that it’s possible to rig Nielsen’s mechanical devices (Audimeter and Recordimeter-Audilog diaries).

And the Thursday probe wound up with open hints that the Nielsen executives hadn’t seen anything yet. Although no definite information was supplied on what was still to come, it was obvious that nearly two years of investigating by subcommittee staff investigators have unearthed material from former Nielsen field men and meter-equipped homes that will maintain interest in the hearing.

Nielsen and Pulse were the main targets last week. Several witnesses testified as to their personal views on ratings in general:

- David J. Mahoney, executive vice president of Colgate-Palmolive, reiterated his suggestion that networks should give guaranteed circulation (BROADCASTING, March 11) but voiced willingness to stay with the present ratings system.
- Mrs. Dorothy Rabell, KITT (FM) San Diego, Calif., complained that Pulse ratings don’t adequately report FM coverage.
- Ross Baker, KCCO Lawton, Okla., said an isolated Pulse report hurt his ratings and cut sharply into local and national business.

After hearing the parade of witnesses, the subcommittee kept indicating it wants answers to a single question, “Are broadcasters, advertisers and public Nielsen reports.

His comments were so fiery that Chairman Harris pointed out the subcommittee really wasn’t attacking Nielsen witnesses or the company but merely felt it had a duty, after five years of study, to raise questions about Nielsen and other survey firms.

“Insofar as the networks are concerned,” he said, “90% of the information they rely on comes from your [Nielsen] company. If this is true, and if networks produce $800 or $900 million of advertising per year, your work is very important. We are entitled to raise questions about the methodology and use of statistics. We are not attacking you ‘as such.’ We have developed some interesting things—most-
Main Nielsen witnesses were Mr. Rahmel; Warren Cordell, vice president and chief statistical officer in technical charge; George Blechta, client relations vice president for station services, and John Boesel, client relations vice president for national services.

Mr. Rahmel emphasized that Nielsen, in serving advertisers, agencies, broadcasters and program producers, provides a breadth of information that extends beyond simple audience-size or ratings information. He urged the committee to make a clear distinction between questions concerning commercial broadcasting programming policy and questions dealing with the validity of broadcast audience measurements. His detailed explanation of U. S. Census Bureau 400-home samples brought broad questioning from the subcommittee. He said relatively small samples, properly selected, can provide precise estimates. And he stressed the word estimate is "a term of art in the lexicon of statisticians," subject to recognized sample tolerances that are included in Nielsen reports.

Different ways of obtaining research data were explained by Mr. Rahmel—face-to-face questioning, telephone, telephone or face-to-face recall, diary records and meters. After reviewing the history of the three-decades-old Audimeter, he explained Nielsen's newer Recordimeter-Audilog technique. This is based on a machine that registers when the set is turned on (without specifying stations) augmented by detailed diaries of the home's tuning.

"Conditioned" Homes? The subcommittee was irked by the technical explanations of charts given by Mr. Cordell, who dealt with methodology. He contended there is no evidence that in Audimeter homes, the subcommittee was told, and ways of calibrating meters and trouble-shooting were outlined. Field supervisors do their own checking, too, it was stated.

About 10% of Audimeters don't work or present unusable data, Mr. Rahmel said. When Mr. Cordell submitted a 300-page report on Nielsen checking study with the observation, "This is an unusual report for us in that it gives everything," Chairman Harris scolded the audience for its laughter.

Robert E. L. Richardson, special subcommittee counsel, entered the questioning late Thursday, asking about bias

used to influence the inner mechanical devices of recorders and thus give a break to 50 kw stations.

The probe took an unusual turn when a key Nielsen witness, Henry Rahmel, executive vice president and media research manager, asked a spectator if his network had been so approached. The witness, Harper Curnane, CBS Radio research director, denied he had ever been given any advice or suggestions along this line.

Another long exchange at the Thursday hearing was based on purported discrepancies in Nielsen local and national radio data on two programs, Speaking of Sports and Alex Dreier on ABC Radio. Earlier testimony by Robert R. Pauley, ABC Radio president, was recalled by the subcommittee to show discrepancies between Nielsen's local and national surveys (Broadcasting, March 11). Mr. Pauley had cited a 1961 Nielsen station index that showed a Dreier program with 371,000 homes on 218 ABC stations whereas Nielsen's local reports covering 17 ABC stations showed the same program reached 368,206 homes.

Nielsen Tolerance Mr. Pauley contended the figure, and another purported discrepancy involving Speaking of Sports, were well within the sample tolerance.

All day Thursday subcommittee members quipped at Nielsen's witnesses on the ground they were giving long, technical explanations dealing with stacks of charts. In turn the witnesses said they were merely stating the methodology behind development of samples used for local and nationwide reports. At one point Chairman Harris said Nielsen witnesses were filibustering.
and operation of the field men. He and subcommittee members wondered if a few Audimeter homes could be influenced by outsiders and sharply affect Nielsen data.

Asked about pay for field men, Mr. Rahmel said the average was $600 a month, plus expenses and an auto. Mr. Richardson asked if pay started at $1.25 an hour but Mr. Rahmel said the figure applied to a former contract. Then Mr. Richardson asked if field men were paid according to the amount of usable film received at the Nielsen main office. Mr. Rahmel said this was the case, describing it as based on efficiency.

Could Reports Be Faked? A long colloquy followed on the possibility field men could run test checks and fake an Audimeter report by conducting a fake run in their own homes. Mr. Rahmel conceded the chance of dishonesty but emphasized that checkups are careful. He said 88% to 92% of home tapes are usable.

Other questions deal with the length of time the 1,100-plus meters have been in homes, Mr. Richardson hinting some have been in the same homes since 1947. Mr. Rahmel said there is a 12% turnover in homes having meters. Counsel followed with the hint some people might be willing to pay up to $10,000 to know where meters are located, saying he could show 30 examples where homes have been located.

Rep. Moss confessed he was baffled at the type of people who would allow a Recordimeter in their homes, "buzzing and blinking, all for $1 a week." He asked "Is this home typical?" Mr. Rahmel said Nielsen has data showing the metered audience is a good cross-section.

Mr. Blechta said Nielsen has matched Audimeter and Recordimeter-Audilog (diary) panels of around 1,100 homes each, plus a national panel and local measurements adding up to 44,000 homes recording reception in over 200 tv and 32 radio markets.

A. C. Nielsen, founder of the firm, and A. C. Nielsen Jr., president, were not present at the hearing.

Criticism Hits Pulse The testimony of Dr. Sydney Roslow, president of The Pulse Inc., concluded Wednesday with a barrage of sharply critical statements by subcommittee members and a professional statistical consultant.

Chairman Harris told Dr. Roslow that while he didn’t want to be unfair, Pulse’s rating service “appears to me to be a con game.”

Rep. Paul G. Rogers (D-Fla.) said the measurement firm’s record had shown him one of “the most shocking examples that I have seen of supposedly a legitimate business.”

Rep. John Younger (R-Calif.) said he was “hopeful” Dr. Roslow would refund money to subscribers for receiving payment “under false pretenses.”

Dr. Herbert Arkin, professor of business statistics at the City College of New York and special consultant to the subcommittee, testified that Pulse uses “highly questionable techniques” and recommended an auditing system be established to provide some control over reliability of rating survey information.

In an opening statement Tuesday, Dr. Roslow said his firm attempts to do a conscientious job. “We do not believe that unfounded charges should be spread on the public record before the business involved is given an opportunity to submit its point of view,” he said.

At the conclusion of his testimony Wednesday, and after he had listened to the subcommittee’s strong criticism, Dr. Roslow was asked by a reporter if he had any comment to refute charges raised about his company. The Pulse president said he had no statement to make.

When Dr. Roslow admitted that Pulse formerly used a weighting process (described as a “trade secret”) which it applied to audience share figures that changed more than 50% from one report to the next, Mr. Richardson charged that the “secret” was merely an arbitrary method which allowed Pulse to adjust figures any way it wanted.

Dr. Roslow said neither the FTC nor
Have you ever heard of our “Party Line”?  

We don’t want to spoil it by trying to compress the whole story of our “Party Line” program into this brief space.

Suffice it to say here that “Party Line” is a participating program on the most popular TV station anywhere near the great Red River Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at $1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

WDAY-TV
AFFILIATED WITH NBC • CHANNEL 6
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
“Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success — not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able broadcast station managements, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry.”

John Blair—April, 1953

These are the words we used to describe our 20th Anniversary in April, 1953. Now on our 30th Anniversary, it is interesting to me to see that they have just as much meaning today as they did ten years ago.

Ours is a personal service company. We have no factories, no warehouses, no inventories. What we do have are people, capable people, and our success as a Company depends entirely on them.

In looking back over our 30 years of radio and television representation, I feel that we have been exceptionally rewarded by our association with outstanding broadcasting management people. They have worked with us very closely; they have advised us, consulted with us, responded to suggestions and recommendations. In short we have been able to form a working partnership of the greatest effectiveness with each of the stations we represent. As I stated in 1953, this is perhaps our happiest accomplishment.

We have been more than fortunate in the caliber of the people we have attracted to our organization. They are able, dedicated people whose primary interest is to do the best possible job for the stations with which they work.

By far the largest part of the compensation of the Blair salesmen comes from an incentive commission plan which Blair initiated when the Company was formed and which is well known to the industry. To put it plainly, the salesmen earn more as they sell more. Furthermore, each of the salesmen and department heads is a stock holder in the Company. All of the stock is owned by active employees of the Company. It is this type of compensation plan along with Company ownership which creates the enthusiasm and the drive which inevitably result in increased sales and a faster rate of growth and progress for the stations.

It should be noted here that the closeness of the relationship between John Blair and Company and station management is probably greater than that of any other similar business. We take an intense personal interest in the operation of the stations represented and have been instrumental in the development of their businesses. By the same token, the operators take an intense personal interest in the development of our Company.

Many years ago we began to build our service departments and they have now, after 30 years, evolved into a very important function in our total operation. These departments work with stations in research, programming, promotion, public relations and advertising.

However, the service departments have another function — that is, to help the salesmen sell. Every project undertaken by any of the service departments must have a direct effect on sales.

We have always felt that a major effort on the part of this Company should be the creation of new business on an industry-wide basis. To this end, five years ago we created the Blair Group Plan; an entirely new method of selling spot radio, principally to advertisers who had not been users of the medium. The plan has been outstandingly successful and has brought many new advertisers into profitable use of the medium. The details of the Plan are by now well known to the industry. We have implemented it with a complete department, with specialized salesmen, estimators and coordinators to make it an efficient and hard-hitting sales device. In addition, the entire radio organization is intimately concerned with the promotion of the Blair Group Plan. In our opinion this Plan is making a very important contribution to the growth of the spot radio industry, through its exposure of the powerful influence of radio to all key advertisers.

In television, we have developed an important creative sales device in the Test Market Plan, which enables an advertiser to assess accurately the results of a spot television campaign. Literally hundreds of advertisers and agencies have employed this plan with outstanding results and have been encouraged in their use of spot television through it.

As we move into our 31st year, already three major projects which will benefit the entire industry have been announced and are in motion. The first is Radio '63; a compelling demonstration of the effectiveness of spot radio, particularly the Blair Group Plan. The second is a national research study which demonstrates the continuing strength of radio.

Similarly, Blair Television is redoubling its efforts in the special projects department. This department, new to the representative field was created in 1962 to encourage the sale of local programs especially in the field of live public affairs broadcasts on the local level, civic events, of high local interest, sports and other local activities of this general nature. Already considerable interest has been created among important national advertisers because of the strong local interest which is generated in their products. As this interest expands through the efforts of the special projects department, the revenue potential for stations will obviously grow.

In our fourth decade, we are confident that continuing vigorous activity of this nature in the interests of our Company, our represented stations and the industry will be a major factor in keeping broadcasting strong and prosperous. We know that our work in this area will continue to receive the enthusiastic support of the stations we represent as it has in the past, and the mutuality of endeavor among the stations and ourselves will continue at a very high level.

John Blair, President

ARThUR H. McCOY DAVID LUNDY
PRESIDENT BLAIR RADIO PRESIDENT BLAIR TELEVISION
Pulse method changes detailed by Roslow

Dr. Sydney Roslow, president of The Pulse Inc., last week told a House subcommittee investigating broadcast measurement firms (see page 34) that his company has made “rather significant” changes in its methodology since signing a consent order with the Federal Trade Commission in December (BROADCASTING, Jan. 7).

Some of the changes Dr. Roslow described:
- Sample size is reported in detail.
- Control of supervisors by Pulse has been strengthened from a contractual to an employer-employee relationship.
- All interviewing is performed after 6 p.m. This reduces not-at-home experiences and ends heresy reports because more people are at home during evening hours and can describe their own listening habits.
- Interviewers are required to make one revisit to question persons absent on initial visits.
- Questionnaires now list all respondents by sex and age, and all listeners in visited households are included.
- Interviewers are required to check each aided-recall questionnaire to indicate that station program rosters have been shown to interviewees.
- All questionnaires must be initiated by respondents.
- Postcards sent to listed interviewees (as a check on interviewer performance claims) request more information about interviews than in the past.
- Interviewers now are evaluated by their field supervisors.
- The rating firm furnishes supervisors composites of each interviewer’s raw data.

the Madow committee had criticized his firm for weighting. Chairman Harris said, “I don’t care. I don’t like you to tell me that this is a trade secret when you can’t even define it.”

A comparison of staff tabulations of Pulse interviews in Louisville for November 1961 with published Pulse results for that period showed wide variances in many cases. “It just goes every-which-way,” Mr. Richardson said. WLOU Louisville, which features Neogro programming, was given half its actual share of audience by Pulse, he said.

Dr. Roslow said the weighting was an “unfortunate policy” and was discarded in June 1962 because it wasn’t sophisticated enough for automation.

“You rather amaze me that after 21 years [Pulse was founded in 1941] you had not gained sophistication,” Rep. Moss commented.

The subcommittee revealed a failure of Pulse to supervise effectively its sample execution and field work when Mr. Richardson showed that some interviews were being conducted repeatedly in counties in the wrong state.

Clark and Floyd are Indiana counties which, with Jefferson County, Ky., comprise metropolitan Louisville. But investigation disclosed that Pulse has been regularly interviewing people in two Kentucky counties: Winchester (Clark County), located 85 miles from Louisville, and Prestonburg (Pulten County), about 165 miles from Louisville.

Not only was the interviewing being done in the wrong places, Mr. Richardson said, but Mrs. Hazel Newkirk, Pulse’s supervisor in Louisville, has sworn to the subcommittee that she has repeatedly pointed out the apparent error to Pulse headquarters in New York, and furnished maps to illustrate the problem.

“What bothers me is,” Dr. Roslow said, “that we’re probably doing this in the present survey right now.” Later he said the error had been rectified in subsequent reports.

Mr. Richardson charged that Pulse had tried to hire back on Monday night a San Diego supervisor whom Dr. Roslow testified had been fired in September 1961 for being “derelict in the performance of her duties.”

Dr. Roslow had revealed the dismissal of Mrs. Mae Dutelle Tuesday in an effort to discredit statements regarding performance of Pulse interviewers disclosed on Monday by Mrs. Fred Rabell, a San Diego FM station owner (see page 44).

When Mr. Richardson said Dr. Roslow’s statement about Mrs. Dutelle was not in keeping with efforts by his company to re-employ her, Dr. Roslow said he did not know of any recruiting activity by his associates.

Mr. Richardson also charged that Pulse had fired its entire field staff in San Diego after it learned subcommittee investigators had talked to them. The timing of these dismissals was a coincidence, Dr. Roslow said. Besides, he said, the then-current supervisor, Mrs. Florence Hovland, “had a heart condition.”

Pulse efforts to contact other persons who had talked to the subcommittee set off a verbal row during a mid-day
SEE THEM ALL! THE MIGHTY HERCULES, GUEST SHOT, ZOORAMA, ENCYCLOPAEDIA BRITANNICA FILMS, AMERICAN CIVIL WAR, ANIMAL PARADE, FRONTIERS OF KNOWLEDGE, JUNIOR SCIENCE, FEATURE FILMS, IT'S A WONDERFUL WORLD, FELIX THE CAT, and introducing THE MAGIC ROOM.

Visit us at the Carter Room, Pick Congress Hotel 5-8 P.M. for champagne, caviar and a surprise souvenir.

TRANS-LUX TELEVISION CORPORATION NEW YORK, CHICAGO, LOS ANGELES and MIAMI BEACH

(Contents on View—March 30-April 3)
at the Television Film Exhibit 1963
### Dominance in the Augusta Market

**The Augusta Television Audience Estimates**  NOV/DEC 1962

<table>
<thead>
<tr>
<th>Network and Local Time Day Parts</th>
<th>WJBF (NBC-ABC)</th>
<th>Station “A” (CBS)</th>
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</thead>
<tbody>
<tr>
<td><strong>MONDAY THRU FRIDAY</strong></td>
<td></td>
<td></td>
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<tr>
<td>5:00 PM to 7:30 PM</td>
<td>33,200</td>
<td>14,000</td>
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<tr>
<td><strong>MONDAY THRU SUNDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 PM to 7:30 PM</td>
<td>31,500</td>
<td>13,200</td>
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<tr>
<td>7:30 PM to 11:00 PM</td>
<td>36,000</td>
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<tr>
<td>11:00 PM to Midnight</td>
<td>7,300</td>
<td>4,100</td>
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<tr>
<td><strong>SUNDAY &amp; SATURDAY</strong></td>
<td></td>
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<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>12,900</td>
<td>5,400</td>
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<tr>
<td>12:00 Noon to 6:00 PM</td>
<td>16,500</td>
<td>10,900</td>
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**Broad Day Parts**

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<tr>
<th>WJBF (NBC-ABC)</th>
<th>Station A (CBS)</th>
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</thead>
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<tr>
<td><strong>MONDAY THRU FRIDAY</strong></td>
<td></td>
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<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>12,300</td>
</tr>
<tr>
<td>12:00 Noon to 6:00 PM</td>
<td>16,500</td>
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<tr>
<td><strong>SATURDAY &amp; SUNDAY</strong></td>
<td></td>
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<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>12,900</td>
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<td>12:00 Noon to 6:00 PM</td>
<td>16,500</td>
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<tr>
<td><strong>MONDAY THRU SUNDAY</strong></td>
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<td>39,700</td>
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<td>10:00 PM to Midnight</td>
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<td>31,200</td>
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<tr>
<td>9:00 AM to Midnight</td>
<td>21,600</td>
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</tbody>
</table>

*AMERICAN RESEARCH BUREAU*

**WJBF**

**CHANNEL 6**

**AUGUSTA, GEORGIA**

call GEO. P. HOLLINGER BAY COMPANY, national representatives

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recess in the hearing. Harry M. Plotkin, a Washington communications lawyer and former assistant FCC general counsel, who had been retained as special Pulse counsel, charged staff investigators had "sealed up" subcommittee witnesses. Pulse's constitutional rights had been violated. Mr. Plotkin told investigators Richardson and Sparger.

Both men hotly denied the charges and warned Mr. Plotkin that the subcommittee would be quite deeply upset if any efforts were made to influence witnesses.

Mr. Plotkin said he would try to contact any witness the subcommittee had talked to in an effort to acquaint himself and his client about what the subcommittee had been told.

Since Pulse does not publish information showing margins of statistical variance, Mr. Richardson asked, how can broadcasters and time buyers determine the reliability of Pulse reports?

This would come only in terms of the judgment which a person using a Pulse report might have of a particular market, Dr. Roslow said. Pulse figures can fluctuate as much as 20 to 30% in a stable market, the witness said, but knowledge of station history and programming structures must be considered along with survey statistics.

BBDO is feeding rating figures into computers, Mr. Richardson said. Can computers exercise the kind of personal judgment the witness said was necessary to evaluate ratings? he asked.

Dr. Roslow said he understood the agency uses the computers only as guides for its time buyers.

**Identifying Interviewers** - Careful questioning of Dr. Roslow showed that while his firm tries to keep the identities of its interviewers secret, it is public knowledge that the company is cleared by the National Better Business Bureau and its local offices. Mr. Richardson said that in two of three markets investigated it was learned who the interviewers were because a broadcaster's telephone call elicited the names from local BBB offices.

This is not good, Dr. Roslow said. After admitting that any station following this detective procedure could learn interviewer identities, Dr. Roslow was asked if his interviewers could be influenced.

"People are people," he said.

**'Hypoing'** - Since the subcommittee had brought admissions from other rating services that audiences could be artificially inflated ("hypoed") through giveaway and stunt promotion programming, Dr. Roslow was asked whether all stations get the same advance notice on when rating surveys are scheduled. Syndicated reports are issued on a regular basis, Dr. Roslow said,
FROM THE FILES OF OUR TRAFFIC DEPARTMENT

August 4, 1947, Iowa-Illinois Gas & Electric Company began its sponsorship of the 8:00 A.M. News. For more than 15 years, this partnership has remained unchanged.

WOC Radio caters to people who buy utility services, appliances, homes, autos, food and clothing. For the most part, our listeners spend paychecks . . . not allowances.
GOING UP!
Daytona Beach
Orlando

NOW
FLORIDA'S
THIRD MARKET
AND
SPACE AGE CENTER
OF THE WORLD

GOVERNMENT

THIRD FLORIDA'S
NOW
Daytona Beach
Orlando
MARKET
OF
SPACE
CHANNEL

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was shown.
Special reports, however, are
audience, and
only
stations are
so
stations would know about them
equally.

Dr. Arkin said Pulse's weighting
scheme served as a method for
driving its figures. He said the company
made "casual, if any, checks" on tabulations
for its card punch system, and
added that statisticians have an old
cautioning phrase, "garbage in, garbage
out." Referring to variations in figures
Pulse produced for its Negro survey in
Louisville, the statistician said such
data could not be relied on.

It is "very strongly my opinion," Dr.
Arkin concluded, that the ratings serv-
ces should get together and "police
their own business," investigate all of
their methods and services, publish
what they do and how they do it, and
provide an audit to give integrity to
their figures. There will invariably be
sampling errors, Dr. Arkin said, and
he advised the measurement firms not
to "mess with fractions." Small sam-
plees are not better than nothing, he
warned; no survey is better than one
built around an insufficient sample.

New Rating in Town • What happens
when a rating report hits a two-station
radio market which hasn't been rated
for several years was detailed by Ross
B. Baker, general manager of KCCO
Lawton, Okla.

The Pulse Inc. surveyed Lawton for
KSWO, that city, in September 1962,
Mr. Baker said. Since publication of
the report in November, showing
KSWO had better than 50% of the
audience, and that KCCO ranked
fourth behind KSWO and two out-of-
town stations, his business has fallen
off drastically, he said.

National business was hit first, but
now the report has been circulated to
local merchants, some of whom have been "questioning their own judgment," he
said.

The result has reversed KCCO's bill-
ings picture: sales in 1962 were impro-
ving over corresponding months in 1961
by better than $1,500, Mr. Baker testi-

tied, but have slumped so badly since
November that in the first two weeks of
this month the station is more than
$1,500 dollars behind all of March
1962 sales.

Mr. Baker told the subcommittee of
telephone surveys his own staff has
made, and of parking lot checks of
auto radio dial settings. These aren't
professional surveys, and he wouldn't
try to sell time on them, Mr. Baker said,
but they have given him a general idea
of his station's popularity.

Paints Dark FM Picture • Broadcast-
ers "live and die by the numbers" (rat-
ing points), but trying to exist without
them "is a matter of Russian roulette,"
testified Mrs. Fred Rabell, who with her
husband owns KITT (FM) San Diego,
Calif.

Mrs. Rabell said KITT's experience
with the rating firm "is a rather un-
fortunate story," but indicative of treat-
gment given most fm stations.

Pulse formerly purported to measure
all radio listening, but has admitted,
since signing a consent order with the
Federal Trade Commission in December
(BROADCASTING, Jan. 7), that it lists
only subscribers, Mrs. Rabell said.

Fm stations are "locked out" of the
big advertising agencies because Pulse
refuses to detail fm listening in its syn-
dicated reports, subscribed to by most
major agencies, she said. Hoover, which
does measure and report fm listening,
is frequently ignored by time buyers, she
said.

Pinchhitter • Mrs. Rabell testified for
her husband, confined to a San Diego
hospital with diabetes. He is a former
president of the National Assn. of Fm
Broadcasters and is currently fm di-
rector-at-large of the NAB.

KITT appeared in Pulse reports only
in 1960 when it was a subscriber to
two consecutive reports, Mrs. Rabell
said. After that "we disappeared." The
station dropped $10,000 in billings
when it was omitted in sub-
sequent Pulse reports, she said, even
though Hoover reports indicated the sta-
tion had a measurable audience. So
much unspecified fm audience existed in
Pulse reports, according to Mrs. Rabell,
...but
not for the
radio and television
audience. We know you
agree because we're talk-
ing about "bait" advertising...
of all kinds...sweet-sounding,
pretty copy with a not-so-pretty hook.
Representing 22,000 of America's
franchised new-car and truck dealers,
NADA has pledged itself to fight false
and misleading automobile advertising.
We invite the co-operation of every
station owner, manager, news editor
and advertising man. Together we
can lick this dishonest minority that
gives our business a black eye,
hurts your business by destroy-
ing believability in advertising,
dermines the sales power of
ethical advertising, and
cheats the public. If
your station has
not as yet estab-
lished its own high
standards of accepta-
bility for automotive
advertising, may we help you?

Please write for a free copy of "Recommended Standards of Practice for Advertising
and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official Organization of America's Franchised New-Car and Truck Dealers
2000 "K" Street N.W., Washington 6, D.C.
"THERE IS MORE CONFLICT WITHIN A SINGLE TROUBLED MIND, THAN IN ALL THE FICTION EVER WRITTEN."

—McKINLEY THOMPSON, M.D., STAFF PSYCHIATRIST, YORK HOSPITAL, LOS ANGELES.
A man with a clarinet and a stammer, goes into fits of violent rage.

A striking blond movie star is loved by everyone—except herself.

These are some of the patients who find their way to the office of Dr. McKinley Thompson, psychiatrist. And these are some of the stories you will see on Breaking Point.

Breaking Point is a new hour-long television drama about the unconscious, uncontrollable, often illogical, self-destructive drives of troubled minds.

And of the help that comes to them through psychiatry.

There are no cliches, no couches, no Viennese accents. Problems are recognized, and the promise given of a brighter future with self-understanding.

Breaking Point, like the Ben Casey show, is produced by Bing Crosby Productions.

With great stars that build audiences. (Paul Richards plays Dr. Thompson. One show stars Oscar Homolka, Scott Marlowe, Sheree North and Millie Perkins.)

And with integrity.

Breaking Point premiers this fall—on ABC Television—along with more than a dozen other new shows.

One’s a spectacular series based on a spectacular film (Greatest Show on Earth).

One is 120 minutes of unpredictability (Jerry Lewis Show).

And one show is actually two shows—Arrest & Trial. 45 minutes of chase. (The Arrest). 45 minutes of courtroom action (The Trial).

New shows, new formats and faces, new ideas—all with one thing in common.

Entertainment.

Exciting programming to attract the younger, larger families that we, and you, want to reach.

'BREAKING POINT'
ONE OF THE BIG NEW SHOWS COMING THIS FALL

BROADCASTING, March 25, 1963
that there were times when the miscellaneous listening category exceeded the audience share of the highest-rated popular music station in the San Diego market.

Mrs. Rabell told the subcommittee that a Mrs. Maye Dutelle who identified herself (in a sworn statement) as Pulse's former field supervisor for San Diego, told her she had many doubts about the accuracy of reports compiled from interviews she and her workers submitted to the firm.

Mrs. Dutelle told her, Mrs. Rabell testified, that many interviews were conducted in remote rural San Diego communities in report after report. Mrs. Dutelle notified Pulse that it seemed odd to be sending interviewers back into places so often that respondents became irritated, but she said she was instructed to continue the practice.

Mrs. Rabell said she thought some federal intervention was necessary when fm stations faced a "your money or your life" situation.

Balaban's John Box, Subcommittee investigators tried to show that a broadcaster and his assistant had represented to two ratings firms that they had discussed their stations' ratings problems with subcommittee investigators in St. Louis during a February 1962 visit—a month before the investigators reached that city.

John F. Box Jr., executive vice president and managing director of Balaban stations WIL-AM-FM St. Louis and KBOX-AM-FM Dallas, denied that he and his assistant, William T. McKibbin, had made such representations. There must have been some confusion with Federal Trade Commission investigators, Mr. Box suggested.

Mr. Richardson told Mr. Box that this testimony seemed peculiar in light of what the witness had told him and Mr. Sparger March 22, 1962—their first visit to St. Louis. Mr. Box told the subcommittee staff then, Mr. Richardson said, that the FTC investigators had not discussed ratings with Balaban employes.

Mr. Richardson had been referring to letters, phone calls and memoranda from Mr. McKibbin and Mr. Box to W. R. Wyatt of Nielsen and the latter's memoranda to J. K. Churchill, Nielsen vice president in Chicago.

According to a memo, Feb. 19, 1962: "Mr. McKibbin's whole attitude [complaints about Nielsen reports, which the stations had discontinued] centered around the fact that WIL has been involved during the past week with Mr. Sparger and Mr. Richardson of the Harris Committee," Mr. Wyatt wrote his boss.

An Agency View: Given their turn to testify, an advertising agency media executive and a timebuyer insisted that ratings are only a factor among several considered in purchasing time.

But subsequent questioning showed that some of these other factors were based on audience composition and market definition, information which also is supplied by broadcast measurement services.

Miss Mary Lou Ruxton, buyer for Leo Burnett Co., Chicago, said her agency uses Nielsen data "when we can get it," but also accepts Pulse information.

Thomas R. Wright, Burnett media vice president, explained that his agency trains its buyers not to rely on ratings, but to use other factors: station programming, power, audience demographic information, costs and commercial policy.

When buying television time, Mr. Wright said, Burnett gives ratings a "minor" consideration, less than audience research.

Rating reliability, a subject thrown at every media witness, was put to Mr. Wright, who said Burnett left that problem to the agency's vice president for program analysis, Dr. Seymour Banks. Asked if Burnett had ever studied Nielsen's methodology, Mr. Wright said he understood Dr. Banks had and that Nielsen had been "very open" with Dr. Banks.

Determination of which measurement services Burnett uses is up to Dr. Banks, Mr. Wright said.

Mr. Richardson asked the agency executive about statements alluded to him at a conference of advertising executives arranged by Minnesota Mining & Manufacturing Co., MBS and Outdoor Advertising at Wonowoc, Canada in 1961. Mr. Wright said he had probably made statements like the following, which an investigator read from what was described as a transcript of the conference.

On the weight his agency gives to Nielsen radio ratings: "We get it free; it is so valuable. But that is not the only reason for disbelief, believe me, I will tell you the truth, the guys who were taking the Nielsen pocketpiece numbered over 100 in our company. We now have 11 copies. Nobody looks at them. I don't think anybody believes in them." About the inadequacy of radio ratings: "We know Nielsen can't do the job; Pulse can't do the job. In fact, nobody is doing the job."

Who uses ratings: "It is the supervisor, the associate supervisor, the assistant, the timebuyer, down the line, who is growing in business, who is..."
learning his lesson. He leans upon this thing. It is the only crutch that he has."

**Programming** - The subcommittee was curious how the agency was able to keep a check on the programming of 450 television and between 2,500 and 3,000 radio stations with which Burnett deals. Miss Ruxton said the agency maintains information on station programming which is reviewed before each buy.

Since Burnett does not monitor stations but relies on either presentation tapes prepared by the station or programming information provided by the stations, the subcommittee wondered whether it would not be possible that stations furnish samples of their best programming.

Rep. Rogers suggested that if as Mr. Wright had said Burnett time buyers are not required to listen to stations on which they purchase time, then programming "must not be very important."

He requested program sheets of 10 Florida stations from which Burnett had bought time in the past two months.

**Guaranteed Circulation Challenged**

The chief advocate of a magazine approach to television—guaranteed circulation—was accused of trying to make the ratings problem worse by requiring more reliance on numbers.

David J. Mahoney, executive vice president of Colgate-Palmolive Co., appeared Monday to recite for the subcommittee a speech outlining his circulation proposals which he had delivered two weeks earlier before a tv workshop of the Assn. of National Advertisers in New York (BROADCASTING, March 11).

Chief critic of Mr. Mahoney's proposal was Rep. Moss. There is no chance to test tv audiences to the exactness guaranteed circulation would require, he told Mr. Mahoney. Instead, the congressman suggested, perhaps networks should tell advertisers candidly that they cannot test, and that "we are charging you this because this is what the traffic will bear."

Mr. Mahoney maintained that advertisers are entitled to guaranteed circulation because such a system would make the tv networks stand behind ratings.

**The Mahoney Plan** - Mr. Mahoney explained that his proposal would:

"Guarantee audiences so that risks may be more equally shared by networks and advertisers."

Provide "unbiased research of new shows," again to balance advertiser risk with the networks.

"Afford greater availability of good regional shows for test-market purposes."

His plan would depend on a ratings system, Mr. Mahoney said. Colgate-
Palmolive relies on Nielsen, he added. Questioned closely on the importance of ratings to networks and sponsors, Mr. Mahoney acknowledged that networks base their time charges on ratings.

NBC told the subcommittee ratings are only a guide, Mr. Mahoney was told (BROADCASTING, March 11). The Colgate vice president said he would think they are more than that. He said they were the principal guide. Pushed a little further on the subject, Mr. Mahoney said he would think ratings are the networks’ “basic sales tool.”

Seeking from television’s ability to deliver mass audiences the same specialization and circulation control obtained from magazines can’t work, Rep. Moss said. “You are demanding a standard which at no point has any one been able to come forward and show is attainable,” he added.

Mr. Mahoney also said he thought their ownership of all but 12 current programs gave the networks a distinct advantage. “The only advertisers who can sleep well are those few who own controlling interests in successful shows,” he said. “They can exert pressure on the networks for choice time periods and other advantages.”

The ‘Lifeblood’ Theme • The first subcommittee witness to speak from the tv performer’s viewpoint said Monday (March 18) that the tv networks lean heavily on ratings in making programming decisions.

“Your whole life really is based on what happens with these ratings,” said Johnny Carson, whose exact same remark made on his program Feb. 11 (The Tonight Show, NBC-TV) interested the subcommittee enough to call him to testify.

Some performers have lost their shows on the basis of ratings,” Mr. Carson said. Drawing on his own experience, he blamed the demise of two separate programs he did for CBS-TV in the mid-1950’s (both titled the Johnny Carson Show) for lack of sufficient rating points to meet competition.

The effect of ratings “is acknowledged now as tremendous,” observed Chairman Harris.

Congressmen Rated Too • Told by one congressman that they, too, are rated—“on our votes”—Mr. Carson replied quickly, “Congressmen get a two-year run. Most performers get 39 weeks.”

Mr. Carson said he objected to the influence of ratings because, “Ratings as far as I know have no correlation with the quality of a show.” Despite their shortcomings, Mr. Carson admitted, there will have to be some kind of rating system as long as television in the U.S. is commercial and its job is to sell goods.

But, he added, “I don’t think loyalty of viewers to a particular commercial message” is shown by ratings.

WARD-TV says solution is dual operation

WARD-TV (ch. 56) Johnstown, Pa., told the FCC last week that for the sake of continued uhf tv in Johnstown the commission should reconsider and grant a ch. 8 drop-in.

The Johnstown uhf operation urged that the commission allow the station to operate ch. 8 along with ch. 56. WARD-TV said that the surrounding terrain, with its mountains and deep recesses, is an obstacle to uhf propagation and does not let it compete with the area’s two vhf stations.

WARD-TV has been in operation since the fall of 1953, the station pointed out, as a CBS-ABC affiliate. It competes with WIAC-TV (ch. 6) Johnstown, an NBC-ABC affiliate, owned by Johnstown’s only daily newspaper (Johnstown Tribune); and WFBG-TV (ch. 10) Altoona, an ABC-CBS affiliate owned by the Philadelphia Inquirer.

As a result of this competition and WARD-TV’s propagation problems the station said it has suffered a very low income. WARD-TV told the commis- sion that a dual vhf-uhf operation would allow the vhf to carry the financial load of the uhf, and is the only solution for continued uhf operation.

ABC last week told the FCC that it supported petitions by Springfield TV Broadcasting Corp. and Taft Broadcasting Co. for allocation of a uhf channel to Dayton, however, only so that it could be used as a ch. 11 drop-in there. This would allow a dual vhf-uhf operation, such as ABC proposed two weeks ago (BROADCASTING, March 18) in asking reconsideration of the FCC’s drop-in decision. ABC said it opposed the allocation of the uhf channel only, such as Springfield and Taft requested.

The FCC last week...

• Received application from KTVB (TV) Boise, Idaho, for ch. 13 at La Grande, Ore. The proposed station would have a power of 12.9 kw and be operated as a satellite of KTVB.

• Received application from Integrated Communications Systems Inc. of Massa- chusetts for uhf ch. 44 in Boston. The station will have a power of 512.9 kw.

• Granted a new noncommercial edu- cational tv station on uhf ch. 42 in Charlotte to The Charlotte-Mecklen- burg Bd. of Education. The station will have a power of 233 kw.

TO THE TOP CREATIVE SALESMEN IN RADIO

WICC, one of the hottest local sales operations in radio, ($500,000 in local billings last year), is moving toward expansion. We have just bought one major market station and are negotiating for others.

A lifetime chance to get into a mature, stable organization of radio professionals. You will start at WICC, serving nearly 3,000,000 people, (latest share-of-audience 64%) and move up at your own pace.

Write details of yourself and background, no calls, please, to:

Kenneth M. Cooper
WICC Radio
2190 Post Road
Fairfield, Connecticut
RATE YOUR PERSONALITY
Make the declar rated test. Call ten (20 or 30 etc.) local phone numbers at random. Ask respondents if they can recognize names of any air personalities on the staff of your competitor. Prompt them with names. Then try your own air names. THEN TRY DICK CLARK! We tried it in three markets and got 12% average recognition among all local radio personalities. DICK CLARK—87%. That means RATINGS! Find out about Dick Clark’s phenomenal RADIO ratings. Find out about fabulous sales figures. Hear the local sound of the DICK CLARK radio show. It’s big, star-studded, tight, happy—and local. It’s you at your very best. Don’t buy " syndicated." HIRE DICK CLARK. He’s available and reasonable. Write, wire, call MARS BROADCASTING, INC., 275 Hope Street, Stamford, Conn. (203) 327-2700. See Mars and Clark at the NAB Convention, Suite 1518A, Conrad Hilton.
Two busy years with Newton N. Minow

MOST POLICIES HE USED WERE THERE BEFORE HIM, BUT HE GETS CREDIT

There will be no broadcaster in Chicago for the NAB convention beginning next week who will not recognize Newton N. Minow on sight.

He is the same Newton N. Minow who after two months as chairman of the FCC called tv programming a "vast wasteland" at the 1961 NAB convention in Washington.

He is the same man who, at the 1962 NAB convention in Chicago, said that radio too often is "a bazaar, a clamorous casbah of pitchmen and commercials which plead, bleat, pressure, whistle, groan and shout" with "incredibly bad" programming.

Under the New Frontier's two years of leadership at the FCC, broadcasting has been threatened, harassed, cajoled, ridiculed and many, many, believe censored in violation of the U. S. Constitution and the Communications Act.

Next week, Mr. Minow will probably address his last NAB convention as chairman of the FCC. He has not denied the Feb. 11, 1963, BROADCASTING report that he has informed the President of his intentions to resign this spring.

The Record • A close study of the FCC's record over the past two years discloses that practically all of the stricter FCC policies of regulation—except in the areas many believe approach censorship—were instituted before Newton N. Minow.

Mr. Minow, however, quickly embraced the toughened FCC policies adopted prior to his arrival (see below)

Collins, Minow: togetherness on tv

NAB'S PRESIDENT THINKS MAGAZINE CONCEPT HAS 'GREAT APPEAL'

LeRoy Collins, NAB president, came out last week for the magazine concept in television and said the idea of clustering commercials to avoid program breaks "has great appeal to me."

Gov. Collins's latest recommendations for revisions in industry practices were made during a television appearance with Newton N. Minow, FCC chairman. The two engaged in an informal conversation on A Moment With..., a half-hour program taped last Tuesday for later broadcast on WRC-TV Washington and perhaps on other NBC owned and operated stations if they decide to clear time. The program was done without script, although Messrs. Minow and Collins conferred beforehand.

The magazine concept was one of several subjects that were amiable discussed.

Both Messrs. Minow and Collins spoke warmly, and at some length, about the late Eleanor Roosevelt (Mr. Minow had brought along a picture of his three children and Mrs. Roosevelt; Gov. Collins recalled her as "a wonderful friend" and, at Mr. Minow's prompting, related some of his experiences as chairman of the 1960 Democratic national convention at which Mrs. Roosevelt's appearance set up exuberant demonstrations).

Both reflected (each at the prompting of the other) on achievements during the two years that Mr. Minow has been chairman of the FCC and Gov. Collins head of the NAB, and both agreed that although each job has presented some frustrations, progress has definitely been made.

Mr. Minow complimented Gov. Collins' on his efforts to gain access for broadcasters to cover House committee hearings. The House Rules Committee buried the proposal the day after the program was taped.

Clustered Spots • The magazine concept for television came up when Gov. Collins asked Mr. Minow to tell about his recent trip to Geneva, for international conferences, and to London to inspect the BBC and the British commercial television system. Mr. Minow explained that the commercial system in England prohibits sponsorship of programs. It sells spot commercials that are "run together, perhaps six at a time, at the beginning or at the end of a program."

As Mr. Minow explained it: "In the middle of a serious thing you don't get an anti-acid commercial... Many people think that this system ought to be adopted here."

Gov. Collins joined in: "In other words, that will improve the art, so to speak, because you won't have a mood that is developed by serious drama interrupted by a commercial... say, dealing with rat poison or dog food or something that would be a clash with the mood created by the drama, and so it would be improvement for art's sake."

Mr. Minow pointed out that there were arguments for and against the adoption of the magazine concept in American tv. To eliminate sponsor identification with programs might discourage programs like the specials sponsored by Hallmark cards.

"I know Mr. Hall [Joyce Hall, head of Hallmark]," said Gov. Collins, "and I think he makes a great contribution to television... but it would seem to me that some type of arrangement could be worked out that would still allow for that but still would provide so-called magazine concept at the same time."

Gov. Collins added: "The big advantage, aside from the art, is the fact that it would relieve the broadcaster from the pressure of sponsors and their fears and concerns about people who don't like the particular program taking it out on their product, and that sort of thing."

To Each Its Own • Mr. Minow pointed out that the British television system differed in several respects from American tv. He added: "I, as you know, have occasionally been critical of American broadcasting, but I'd say that certainly our system need not be ashamed when it's stacked up with what else is going on around the world."

In answer to a cue from Gov. Collins, Mr. Minow said he was "encouraged" by progress made during his administration. Three developments he mentioned were space communications, educational television and congressional enactment of the law that will require all tv sets to receive both vhf and uhf signals.

In answer to a cue from Mr. Minow, Gov. Collins said of his
and is generally given the credit for much that has transpired. The chairman has been highly effective in spotting key people throughout the commission staff who think like him. In some instances where the FCC has rejected a Minow viewpoint, individual staffers have nevertheless acted as if it were policy.

A case in point is an FCC letter to a midwestern TV station asking why it had dropped CBS Reports and what it programmed in the same time period. Chairman Minow had wanted such questions included in the program reporting form; the commission had rejected this idea but the letter went out anyway.

The lead story in the April 10, 1961, issue of Broadcasting (nearly a month before the vast wasteland speech) pointed out that a “new regulatory wind is reaching tornadoic proportions in Washington and it could be an ill wind for many broadcast licenses.”

A reappraisal of performance standards to be required of licensees at renewal time was then taking place on the staff level, the article pointed out. This was one month after the now Commissioner Kenneth Cox became chief of the Broadcast Bureau.

Chairman Minow termed the new attitude a “vigorous application of the law.” Freedom of speech, he has said, should not be confused with freedom to break promises to exploit a public trust—a broadcast license. But the staff did not stop with holding a station to its promises.

Experience as president of the NAB: “I feel in this job a rather close association with the public interest. I feel the challenge of serving the broad needs of the people here. My difficulty here is that when I want to do something, I can’t just go do it; because I can only advocate and urge . . . and that sort of thing.

“But I think the broadcasters are doing a much better job, and they’re getting a greater consciousness of the need and the close relationship with the public welfare. I feel real proud of the development of our research programs, strengthening our codes, and many other things that we’ve done that I think give the broadcasters a higher position of integrity and responsibility.”

Friendly Difference ** On only two points did Messrs. Minow and Collins disagree. Gov. Collins criticized the type of local program hearing that was held in Omaha (for story on NAB’s official objections to the Omaha hearing see page 128), and he raised questions about the FCC’s policy on subscription TV.

Mr. Minow explained that the commission had approved tests of subscription television “to let the market place be the judge.”

Gov. Collins said he was concerned that subscription television might get “to a point where the whole general public is denied a particular good program because it’s channeled into pay television.”

“Well,” said Mr. Minow, “the commission would be very, very loathe to permit that to happen.”

Il-fated Drive * In a campaign begun last spring, the FCC’s Broadcast Bureau started, on its own, to defer renewal applications of TV stations which did not promise regularly scheduled, local, live, public service programs in prime time. This situation was first brought to the attention of a majority of the FCC members in a Dec. 3, 1962, Broadcasting article. The story highlighted the experiences of WKY-TV Oklahoma City in (1) its bid for a renewal and (2) its application for approval of the purchase of KTVT (TV) Ft. Worth-Dallas.

The same article disclosed that the staff had asked the FCC to defer the licenses of some 100 California stations for alleged programming deficiencies.

As a result, the full FCC reviewed the authority it has delegated to the staff and took these actions: (1) Ordered WKY-TV renewed and (2) two weeks ago, ordered renewed the licenses of TV stations, which had been deferred by the staff, without regard for prime time, local public service programming (Broadcasting, March 18).

This latter action was taken on a 5-2 vote, with dissent by Chairman Minow and Commissioner E. William Henry. Since that action, a third Kennedy appointee—Mr. Cox—has replaced Commissioner T. A. M. Craven.

But even with Commissioner Cox now having a vote, the New Frontier still needs one more to make its position stick that the FCC can force TV stations to schedule certain programs during given time periods. And, with Mr. Minow scheduled to leave the FCC soon, the minority position will be weakened rather than strengthened.

Barring unexpected circumstances, four Kennedy appointees will not serve at one time on the FCC until June 30, 1964—when Commissioner Frederick W. Ford’s term expires. There now are three—Messrs. Minow, Henry and Cox—with a fourth New Frontier appointment to succeed Chairman Minow.

Dark Days The FCC’s more leisurely attitude toward license renewals actually began in 1959 with the rigged quiz show and payola disclosures by Congress and subsequent legislation. Then, late that year, the FCC adopted anti-payola rules and quizzed all broadcast licensees on payola practices.

In March 1960, Commissioner Ford succeeded John Doerfer as chairman and (1) established the FCC’s Office on Complaints & Compliance and (2) started working on what Commissioner Ford terms the “magna carta” of broadcasting—The July 29, 1960, program policy statement. Commissioner Rosel Hyde dissented to this statement, maintaining that under it the FCC restricts competition and discourages programming changes and innovations.

Congress, in September 1960, passed
legislation permitting the FCC to fine stations for rules violations and to issue licenses for less than three years. The commission also had asked for authority to order a violator off the air temporarily but the Senate removed this provision from a House passed bill.

The FCC then adopted its own rules covering short term renewals (effective in December 1960) and fines (effective the following Feb. 13). The agency wasted no time in using the new power—five stations owned by Richard Eaton received short term renewals the same month and KDWB Minneapolis-St. Paul was fined in March 1961, two weeks after Chairman Minow joined the FCC.

Then KORD — Although the chairman was not around when the FCC began moving toward its promise vs. performance policy statement, he cast the deciding vote in ordering a renewal hearing for KORD Pasco, Wash., on programming representations. This action, on a 4-3 vote, came at the FCC’s March 23, 1961, meeting, three weeks after the New Frontier took over at the commission.

Four months later, the FCC granted KORD a one-year license and at the same time wrote all licensees that they would be expected to live up to program representations. In program sanctions since then, the FCC nearly always quotes either the 1960 policy statement or the KORD decision, or both.

In adopting the 1960 statement, the FCC expressly rejected the contention that it has the authority to require licensees to broadcast specific types of programs within specific time periods—the very action the staff was attempting in the tv renewal cases above. “With respect to this proposition, we are constrained to point out that the First Amendment forbids governmental interference,” the FCC said in its program policy statement.

One of the FCC members who approved the policy statement had this in mind when he said of the disclosure on staff letters to tv stations because they were not regularly scheduling public service in prime time: “You caught us in outright censorship.”

Fear with Club — When Mr. Minow became chairman of the FCC in March 1961, an administration source who refused to be identified said that “quality” programming in ever-increasing doses will be given the public through “fear, the moral persuasion technique and with an obvious club over the broadcaster’s head.” And, just three weeks ago, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, criticized Chairman Minow for the “real hammer” the FCC is wielding over the heads of broadcasters in renewal matters.

The NAB has been strangely silent over the efforts of the FCC staff to force tv stations to alter their prime time program schedules to include local, live public service. No public statement on the subject has been made by the NAB or its president, LeRoy Collins, even though five of the seven commissioners themselves have publicly rebuked the commission staff.

In his confirmation hearing before the Senate, Mr. Minow promised that as FCC chairman he would improve programming. He said that he would do this through the power the FCC has in withholding or granting a station’s license renewal.

In another move toward a closer check of licensee’s programming, the FCC has been trying to adopt new program reporting forms since February 1961. Two separate proposals have been released for industry comment and a third is on the way.

Again, Commissioner Ford was the prime mover in this tightening move—started before his successor as chairman joined the commission.

The Headliners — Many FCC sanctions have been taken against stations for programming matters which have received wide publicity—and a large portion of these actions were begun under the chairmanship of Mr. Ford. He agreed with the majority that the staff had gone too far in trying to withhold tv renewals. Mr. Minow was sworn in as a member and chairman of the FCC March 2, 1961, succeeding then Chairman Ford.

The present chairman has been in on the “kill” in many instances but played no role in original actions which placed licenses in jeopardy. For instance, the ex parte cases, which had either been decided or set for rehearing before Minow.

The KRLA Los Angeles license renewal hearing for programming and other violations was ordered in 1960, as was the KWK St. Louis revocation proceeding, again on programming. The KWK case is still pending while the FCC refused to renew KRLA, which has appealed to the court.

WDKD Kingstree, S. C., was placed on the carpet in March 1961, at the second FCC meeting presided over by Chairman Minow. A WDKD disc jockey was charged with making “coarse, vulgar, suggestive” remarks over the air and the licensee with lack of candor and misrepresentations to the FCC. This case, too, now is in the courts. The first FCC fine came a week later—the chairman’s third meeting—levied against KDWB Minneapolis-St. Paul for non-programming violations. Mr. Minow was not around when the

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54 (GOVERNMENT) BROADCASTING, March 25, 1963
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, Suites 801-802. (Across from the Conrad Hilton.)
first short-term licenses were issued although it must be admitted that he has pursued with vigor both types of sanctions—short-term licenses and fines.

Many fines, short-term licenses, renewal hearings and revocations have followed—many of which now are outstanding before the FCC. In these and other actions, the chairman has played a leading role.

For example, there is the FCC's Suburban decision under which broadcasters are required to survey local program needs in submitting an original application. This case was decided in July 1961 and has since been upheld by the U. S. Supreme Court. It involved an application by Suburban Broadcasters for a new FM station in Elizabeth, N. J., which was denied on a 4-2 vote because no effort had been made to determine local programming needs.

One of the chairman's first actions, in April 1961, was to instigate an inquiry to determine how a VHF channel in New York and Los Angeles could be assigned to educational TV. At that time, all seven VHF channels in each city were occupied by commercial stations and it came at a time when WNTA-TV New York was trying to sell. As a result, and with the active participation of the chairman's office, WNTA-TV (ch. 13) was sold to educators at a lower price than commercial interests offered.

There are many things the chairman has publicly advocated—mostly repugnant to broadcasters—of which he has not been able to accomplish. Among these are license fees, the magazine concept of advertising, required free time for political candidates, network regulation/restriction of newspaper ownership in non-competitive situations, FCC adopting of the NAB codes on commercial time standards and relaxation of the rules to permit educational TV stations to collect revenues for the sale of time.

Powers Denied Two attempts have been made to secure additional powers for the FCC chairman, who has often expressed frustration at his inability to get things done because of (1) due process and (2) the equal status of all seven commissioners. In May 1961, the week of the vast wasteland speech, President Kennedy sent to Congress a reorganization plan for the FCC which critics maintained would have made the chairman a "czar." It was vetoed by Congress without much delay.

A year later, a private management study financed by the government recommended that the FCC "take the crucial step of making its chairman chief executive officer in fact as well as name." While the FCC has approved many of the recommendations in this report, it has stoutly refused to relinquish powers from the seven to the one.

One Accomplishment The well-publicized statements of Chairman Minow have been directly responsible for a huge increase in the number of complaints filed with the FCC. For the fiscal year ending last June 30, the commission received over 12,000 letters complaining about radio and TV, "a substantial increase over the previous year.

As might be expected, dislike of specific programs brought by far the largest number of complaints—35%. The chairman has repeatedly urged the public to make such complaints to the FCC. This, over the silence objections of other members who say such letters just clog the FCC's overburdened staff since the agency is expressly forbidden from reviewing individual programs.

Eight months after his vast wasteland speech, Chairman Minow outlined his philosophy in a speech before the San Francisco Commonwealth Club. "Those of us at the FCC have a right to freedom of expression," he said. "I will continue to speak out, to nudge, to exhort, to urge..." better programming.

Cries of censorship, he charged, are false cries. "If there are not examples of censorship, I suggest that broadcasting is defending its enemy who is not there," he challenged.

Five of his colleagues on the FCC, members of Congress and most Washington attorneys in communications practice now are pointing to the WKY-TV renewal as a clear example of attempted censorship—not by the commission itself but by the FCC staff with the endorsement of the Kennedy-appointed members.

As the chief regulator of the radio-TV industry, Chairman Minow has been in the public spotlight as no FCC chairman in history. He has far outshone many much higher ranking government officials in commanding press coverage.

He has traveled from coast to coast making speeches—often about how TV programming must be improved and how he proposes to do it. The 37-year-old Chicago attorney has been given credit for all that is good on television. And, for all that is bad, he asks the public to come to him for salvation.

**Most comments oppose FCC's fm allocations**

**CRITICIZE OMISSION OF MANY COMMUNITIES FROM PLAN**

The FCC last week was warned that its proposed table of FM allocations may leave some communities without an FM service, while facilities in others may lie unused.

This was the tone of comments by the Assn. of Federal Communications Consulting Engineers, FM Unlimited Inc., and more than 150 others in comments received at the commission last week.

The allocations table for the 80 commercial FM channels in the U. S. proposes to make 2,730 FM assignments to specific cities within the continental limits of the U. S. and was the first step in the FCC's plans to revamp FM (Broadcasting, Dec. 24, 1962).

The AFCC proposed the commission that it opposes a table of assignments based on a minimum mileage separation, which assumes that all stations will operate with maximum power and antenna height. The engineers did agree, however, with the establishment of new classes of stations, zones and maximum power limitations. FM Unlimited asked the commission why the agency felt that the presently proposed table would work in view of the failure of the 1946 tentative table of assignments, which was dropped in 1958.

The AFCC recommended that the FCC adopt a "go-no-go system" for making allocations. The association suggested that the 1 mv/m contour be protected; and that all contours be determined by the use of propagation curves. This go-no-go plan had pre-
...leave sooner—get there faster!

It's there in hours...and costs you less!

<table>
<thead>
<tr>
<th>City</th>
<th>Frequency</th>
<th>Running Time</th>
<th>10 Lbs.</th>
<th>20 Lbs.</th>
<th>30 Lbs.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK—PHILADELPHIA</td>
<td>32</td>
<td>2 hrs. — min.</td>
<td>$1.25</td>
<td>$1.40</td>
<td>$1.65</td>
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<tr>
<td>LOS ANGELES—SAN DIEGO</td>
<td>42</td>
<td>2 hrs. 30 min.</td>
<td>1.15</td>
<td>1.25</td>
<td>1.45</td>
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<tr>
<td>CHICAGO—MILWAUKEE</td>
<td>14</td>
<td>1 hr. 50 min.</td>
<td>1.20</td>
<td>1.40</td>
<td>1.60</td>
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<tr>
<td>CINCINNATI—LOUISVILLE</td>
<td>14</td>
<td>2 hrs. 40 min.</td>
<td>1.30</td>
<td>1.50</td>
<td>1.70</td>
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<tr>
<td>RICHMOND—NORFOLK</td>
<td>19</td>
<td>3 hrs. — min.</td>
<td>1.30</td>
<td>1.50</td>
<td>1.70</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime...twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. It's there in hours...and costs you less.

BROADCASTING, March 25, 1963
Protected Contour • AFCCE said that “both day and night [fm] is comparable to am daytime service.” The association reminded the commission of the achievements in am service in reducing areas not having their own primary service, from 29.8% in 1940, to 0.3% in 1960, when the protected contour concept was used for making assignments. AFCCE credited the NAB’s study of am growth problems with the above information which was presented to the FCC last Jan. 7 (Broadcasting, Jan. 14).

“This is substantial evidence that by use of a protected contour concept of allocation, the objectives of providing service to the people of the U. S. can well be achieved. It permitted the growth of the [am] service as the population and demand for service increased,” AFCCE said.

The objectives of the commission in providing fm service to the country will not be achieved by the proposed table of allocations “simply because the mileage separation system and the table of assignments precludes more than one service to many communities, and thereby seriously limits the possible expansion of multiple fm service,” AFCCE said.

Fm On The March • AFCCE added that fm provides a greater potential for a nationwide nighttime radio service than does am, due to the physical nature of the service. Fm Unlimited said "Fm is destined to replace am as the basic radio service," and is the means of local community expression.

AFCCE said that the addition of a new fm channel to the table of assignments indicates that the commission has determined where the population growth will occur, and where the need for a facility will develop. AFCCE said that it was unaware that such a study of population had been made. “The actual fact,” the association said, “is that the assignments were made where they would “fit” separation requirements set forth in the rulemaking.

Five Year Plan • AFCCE told the FCC that one way the commission could limit concentration of fm channels in larger cities would be to place a limit on the number of assignments, basing that number on the city’s population. This limit could be effective for a five year period with the FCC having the option to extend it for an additional five years. AFCCE added that this type of limitation could be applicable “to a protected contour system of allocation.”

AFCCE said that the faults in the distribution of all types of broadcast facilities are twofold. First is the problem of meeting the necessary co-channel separation, and secondly that new assignments are based on locations of the existing stations as a nucleus.

The commission’s objective of having nighttime fm supplement the daytime am service has not been met by the proposed allocations table, according to AFCCE. The association noted that in Georgia there are 52 communities with daytime only am stations that have not been given any fm channel. “The need for nighttime primary aural service cannot be met with am frequencies.”

Fm Unlimited agreed and told the commission that the table proposed much misallocation of channels. It told the commission that fm is not a supplemental service for am, and feels that 4,000 to 5,000 fm outlets should be established across the country. Fm Unlimited said don’t force fm to go through the same tortuous muddle” that vhf television has gone through.

AFCCE told the FCC that as much of the population of the U. S. as is possible should be allocated two fm facilities. Yet, AFCCE said, under the proposed table it would seem that some communities are without hope for even one fm service.

This was also the view held by the majority of the mass of comments filed last week—that their particular communities would not be given fm channel assignments, or that their one channel did not provide for future needs.

Advisory Committee • Fm Unlimited urged that an Fm Standards Committee be formed. The committee could be recruited from fm broadcasters, technical people and others well acquainted with the fm industry.

The committee could re-evaluate fm’s state of being, and formulate a “realistic set of standards that relate existing conditions with future developments, based on practical rather than theoretical ideas.” Such a committee could arrive at a workable solution within three months, Fm Unlimited said, adding, people working in the fm industry know the industry best and can best serve the public in its development.

Fm Unlimited also suggested that the classes of fm services be expanded from three to six classes, which would provide for better future development. CBS and NBC filed comments supporting the commission’s proposed table. CBS upheld the mileage separation theory, but on a go-no-go basis. NBC said the table “should diminish considerably the difficulties and delays inherent in many alternative methods of assignment.”
**SPECIAL REPORT: TFE '63**

**Sale's successes build film's market**

**PATTERNS CHANGE BUT SPONSOR DEMAND FOR PRODUCT CONTINUES**

It's the sales success enjoyed by advertisers that is building present demand for syndicated and feature film product.

This is certain whether properties are first-run motion pictures, off-network programs, cartoons or one of the many other program categories which are offered in abundance by syndicators.

For the advertiser, the syndicated program, if selected and scheduled with care, can be an effective vehicle. This applies to all sponsors no matter whether their distribution patterns are national, regional or local in character.

As syndication business has changed and become more flexible in what it offers the advertiser, he in turn has had to learn how to employ the syndicated product in different ways.

**Changing Patterns**

*The pattern of advertiser purchases has changed over the past five or six years. Where buyers were once predominantly big regional distributors who bought a series of programs for use throughout their territories, today the majority of sales are on a one-minute participation basis. But this system has its advantages in added flexibility and syndicated properties are continuing to prove their advantages as spot carriers.*

Although big regional sponsorships have diminished there are still many of them. Some of their success stories have been outlined below.

Advertiser experience with syndication provides additional sales successes for the already stuffed portfolio of the television medium.

An off-network western drama boosts chain-saw sales for one advertiser who now looks to it to perform equally well for its outboard motor company.

A cartoon series sells potato chips at a better clip, and in a special promotion moves more loaves of bread from company to consumer.

Symphony concerts not only appeal to audiences but to advertisers. Banks, savings and loan firms and utilities like them as image builders.

Food product advertisers are among those tasting success with syndicated programs—a canned beef advertiser and a national canned tuna company, for example, find them to be natural aids to distribution demands.

The following stories of advertiser success are typical.

*'Ripcord' Wins Renewal*  

*The proof of the value of syndicated series to an advertiser, particularly a regional advertiser, lies in the all-important renewal. Recently, the United Artists Television half-hour series, *Ripcord*, completed its first-year run for California Oil Co., Western Division, in eight southwestern markets—and the client promptly renewed!*  

California Oil's satisfaction with *Ripcord* is especially heartwarming to UA TV in these days when regional advertisers, once the backbone of the syndication business, have virtually disappeared from the scene. Full sponsorship of *Ripcord* by California Oil is on KBRC-TV Abilene, KVII (TV) Amarillo, KROD-TV El Paso, KCBD-TV Lubbock, KOSA-TV Midland-Odessa, and KSYY-TV Wichita Falls, all Texas, and KOB-TV Albuquerque and KSWS-TV Roswell, both New Mexico.

Jack W. Snapp, media director of White & Shuford, Denver, which placed the order for California Oil, reported that the first-year *Ripcord* was bought because it was felt that the series would have audience appeal and would lend itself to effective merchandising. He said the results were satisfactory on both counts.

He noted that the series, centering around the exploits of skydivers, lent itself to such promotional efforts as skydiving contests and exhibits, local contests and unique displays. He added that audience appeal proved high, and, in many instances, *Ripcord* out-rated network programs. He said ratings have been ranging from mid-20's to the 30's.

The decision to renew the series, Mr. Snapp said, was prompted by the substantial ratings, station approval and merchandising-promotional opportunities.

*Bridge Sells Van Lines*  

*"We feel that Championship Bridge has definitely accomplished its objective for North American Van Lines in its first two years."

This summation of a syndicated show's effectiveness comes from a company which five years ago could not find a tv program which would, in its opinion, reach the specialized audience it needed to sell its service.

North American's sales have increased 11.7% from 1961 to 1962, according to a company spokesman, who added that "since the major portion of our advertising dollar goes into Championship Bridge, it deserves a lot of credit."

And in 1963, after only two months, sales had risen 14.5% during the period as compared to a year ago, he added.

In the past, North American's problems in finding a tv show stemmed from the fact that it had to reach a highly specialized audience—the moving American. "We just couldn't find such a concentrated audience in any one tv program."

Then Walter Schwimmer Inc., Chicago, began syndicating Championship Bridge. North American did some research and found that bridge players had much in common with mobile groups—age between 25 and 44 years; occupation salesman or executive type; and a family man having one or more children.

Hoping to reach an estimated four million viewers, North American bought the show, and after two years on the air found that its original estimate had in actuality more than doubled.

Additional research of a sampling of 3,000 people from 10 metropolitan areas revealed that of those holding down "prestige jobs," 34.2% watched Championship Bridge and of this group, 77.2% had been moved by a van line during the past ten years. A connection was also seen between salaries and viewers, with the higher income bracket holding the greatest percentage of viewers.

When asked if they would consider North American in their next move, 41.3% in the viewer group answered...
SALE'S SUCCESSES BUILD FILM'S MARKET continued

affirmatively, as compared to 15.7% in the non-viewer group.

Rinks Buys 'Maverick' • The trend in film syndication these days is one of selling films directly to stations, rather than to regional or national advertisers.

Among the notable exceptions to this trend has occurred in Ohio, where Rinks Bargain City has purchased the Maverick series from Warner Bros. for presentation on three Ohio stations.

Rinks Bargain City, through its Cincinnati agency, Cye Landy Advertising, is currently beaming the Maverick show over WCPO-TV Cincinnati, WIMA-TV Lima and WHIZ-TV Zanesville. Reports from Warner's midwestern sales manager indicate that both client and agency are doing quite well, and are happy with the new arrangement.

In fact, according to a Cye Landy official, one of every four people who come into Rinks Bargain City in Cincinnati comments on having seen the company's commercials on the Maverick show.

Savings & Loan Symphony • A syndicated program need not be of mass appeal in order to attract audiences and sponsors. Seven Arts Assoc. points to its series of 13 Boston Symphony Specials (one-hour programs), now sold in 32 markets and attracting substantial advertiser support, to prove the thesis there is a substantial minority audience for television.

The specials are regarded as a "prestige" vehicle, suited particularly to the needs of institutional advertisers and banks have been highly active. The series has garnered 10 banks and savings and loan associations as sponsors.

An unusual commercial success story revolves around the Home Federal Savings & Loan Assn., Columbia, S. C., which is sponsoring the Boston Symphony series on WIS-TV in that city. Company officials recounted how a tourist couple, on a weekend visit to their son who is attending a Columbia, S. C., school, saw a recent symphony telecast on a set in their motel room. They were so impressed with the program and had such a warm feeling for the advertiser that they opened a $10,000 savings account with Home Federal Savings & Loan Assn. the following morning.

Bunker Hill Likes 'Shannon' • Beefing up the sales of Bunker Hill Canned Beef products in 1962 was a task given to television. The vehicle: Screen Gems' Shannon action adventure series. The result: a big increase in beef-eaters in 12 Southern markets.

Sales manager of the Bedford, Va., firm, Joseph Valiant, had this to say about the tv venture: "A 19% sales increase of Bunker Hill Canned Beef products during the first quarter of 1962 resulted solely from sponsorship of a half-hour, first-run syndicated adventure series..." [Shannon].

Mr. Valiant points out that all of the company's advertising in other media remained unchanged before, during and after the sponsorship of Shannon so that the first-quarter sales jump "must logically be attributed to [that] series."

Bunker Hill had been in television before, explains Mr. Valiant. "We've been spending most of our advertising budget in television for the past 10 years, telecasting everything from hillbilly bands to the Cisco Kid." The company began carrying Shannon on WSB-TV Atlanta and within three months was using the vehicle in 11 other markets: WFMY-TV Greensboro, N. C.; WXEX-TV Richmond; WRAL-TV Raleigh, N. C.; WDBJ-TV Roanoke, Va.; WOSC-TV Charlotte, N. C.; WTVR-TV Norfolk, Va.; WIS-TV Columbia, S. C.; WCNY-TV Bristol, Va.; WHIS-TV Bluefield, W. Va.; WBFX-TV Greenville, S. C.; and WITN (TV) Washington, N. C.

McCulloch Goes With 'Deputy' • McCulloch Motors Inc., Los Angeles, whose chain-saw division is currently sponsoring NBC Films' The Deputy in 130 markets around the country, has picked up the option on the show and will advertise its Scott Outboard Motors in about 75 markets for another 13 weeks. The campaign for Scott will begin in mid-April.

According to a spokesman from McCulloch's agency, Fuller & Smith & Ross Inc., Los Angeles, sponsorship of the Deputy "is doing everything we ex-
pected it to and much more." The spokesman added that chain-saw sales are up over the industry's rate of sale.

McCulloch is a second-year customer of NBC Films: The advertiser sponsored the syndicator's Royal Canadian Mounted Police for 26 weeks last year in approximately 100 markets.

McCulloch went into tv because its chain saws "should be demonstrated" to the potential buyer. A spokesman said McCulloch wants to reach, among others, the "casual user"—the homeowner that wants to cut down a tree in his yard; the overnight camper.

The spokesman noted that tv advertising for McCulloch's chain saws "has done something for the industry." Not many people, he said, are familiar with the product, and McCulloch's tv usage may have helped to acquaint the public.

In addition to its tv usage, McCulloch advertises in radio and in print.

Bread and 'Bozo' • In September, 1962, WAST-TV Albany, N. Y., inaugurated a live Bozo the Clown program, syndicated by Jayark Films Inc., with Betty Lou bread as sponsor.

According to a spokesman from Jayark, the station combined a program promotion with a promotion for the advertiser, by using specially imprinted "Bozo" balloons as a give-a-way to the children in the studio audience. WAST-TV has, up to now, ordered 6,000 balloons with the imprint "It tastes better with Betty Lou Bread."

In addition, the station has ordered about 100 gross of the "Bozo" walking doll as a premium item for the sponsor.

The animated Bozo the Clown library, which has been on the air for four years, has been sold in over 200 markets.

'Biography' for Utility • Pacific Gas & Electric Co., San Francisco, seeking entertainment and prestige values in a television program, is cooking with gas and electricity in its sponsorship of Official Films Inc.'s half-hour actuality series, Biography, in seven California markets. The stations are KRON-TV San Francisco, KERO-TV Bakersfield, KHSL-TV Chico-Redding, KIEM-TV Eureka, KFRE-TV Fresno, KSBW-TV Salinas-Montery-San Jose and KSBY-TV San Luis Obispo-Santa Barbara.

"For an institution like ours, which is more interested in image than product, we find it refreshing to discover that viewers write in and say they like the show for its entertainment and educational values plus the quality of the production," comments A. James McCollum, PG&E advertising and publicity manager.

Mr. McCollum calls Biography an all-family show, with children and their parents viewing the program together. As a result, Biography has garnered consistently high ratings, which, Mr. McCollum says, means a substantial
NOW ENHANCED BY
THE MOST DISTINCTIVE
EXTRA SERVICES
EVER PROVIDED
BY ANY SYNDICATOR!

DICK POWELL'S
ZANE GREY THEATRE

HERE'S WHAT'S AVAILABLE TO HELP YOU REALIZE ITS GREAT POTENTIAL...

- 145 different, per episode "coming attraction" trailers
- Per episode action photos with titles,idents and synopses
- "Network calibre-or-better" promo kits including telops, .10,.20 and .60 second filmed trailers, ad mats, on-air announcements, bios, etc.
- Two weeks before playdate filmed delivery for taping promos (by request)
- Color photos on loan basis
- Sales helps to station reps for more national spot business

BY FAR THE MOST DISTINGUISHED AMONG ALL OFF-NETWORK SERIES!

- Over 150 dazzling, exploitable stars
- 145 compact, action-filled "miniature movies" produced against a sweeping Western background

A CALL TO US WILL BRING YOU DETAILS

"PROVEN PROGRAMMING" FROM
FOUR STAR DISTRIBUTION CORP

500 FIFTH AVENUE
NEW YORK 20
NEW YORK

A SUBSIDIARY OF FOUR STAR TELEVISION

SALE'S SUCCESSES BUILD FILM'S MARKET continued

and responsive audience for the company's commercials, which are both institutional and sales messages. The institutional announcements are themed to dramatic evidences of PG&E's engineering enterprises, such as atomic electricity development and the stringing of lines by helicopter. Sales messages are directed toward expanding the use of gas and electrical appliances. The agency for PG&E is BBDO, San Francisco.

PG&E makes available prints of the series to schools and considers this service of value both to the advertiser and the children and teachers.

Popeye Promotion • Advertisers often use syndicated cartoon shows for special local promotions.

A "toy sweepstakes" by Millbrook Bread is one current example of such a promotion, which is drawing successful results on "The Good Ship Popeye," over WTEN (TV) Albany, N. Y., a children's show built around King Features Syndicate's Popeye cartoons.

To enter the sweepstakes, listeners of the program were asked to visit the Millbrook shelf display at the supermarket and pick up entry blanks. Although they were not required to do so, the young Popeye fans were also asked to send an end wrapper from a Millbrook loaf along with the entry blank.

Over 3,000 entries were reported sent during the first five weeks of the eight-week promotion. And 99% of the entries were accompanied by the Millbrook end wrapper.

WTEN (TV) reported that the Millbrook promotion drew more mail than any previous promotion tied in with a visit to the sponsor's point of purchase.

Lay's Likes Cartoons • Frito-Lay Inc.'s Lay's potato chips sales in Southeastern markets have climbed 15% annually over the last two years, a growth directly correlated to the company's use of television. Frito Lay picked up CBS Films' cartoon series, Deputy Dawg, as the vehicle to carry its Lay chips message in 1961, got unexpected mileage out of it, and continued sponsorship of the show through 1962.

Paul Patterson, account executive for Lay's potato chips at Liller, Neal, Battle & Lindsey, Atlanta, explains that the cartoon series is especially suited to the promotion of premium offers. Lay conducted 11 "special-offer" marketing schemes in 1961 and '62.

Mr. Patterson reports that sales of Lay's Twins package (two for one) quadrupled over the two-year period. The whole Lay chips budget, with the exception of some bus-carding, was put into sponsorship of Deputy Dawg on some 45 stations in the company's southern marketing district. The show was carried on an alternate week basis at an expense of about $425,000 annually.

Effectiveness of the cartoon series in delivering the Lay message can be read in terms of numbers reached. Nielsen figures for March-April 1962 indicate that Lay's sales messages were attracting about 3,777,500 viewers in 1,717,050 television homes.

In 35 Lay markets rated by Nielsen (remaining markets were projected) Deputy Dawg had an average rating of 23.4. The commercial minute cost per-thousand was an attractive $2.09.

CBS Films has begun the third year of Deputy Dawg production. The new series will be available in color.

Science Fiction Success • Earl Hollembec of Blackman-Hollenbeck Ford, Fresno, Calif., said his company is considered "a shrewd buyer." And, Mr. Hollembec said, "we knew a good thing when we saw it."

The "good thing" Mr. Hollembec saw was sponsorship of Allied Artists' Science Fiction Features over KJEO-TV Fresno. And his reaction after watching the show overwhelmingly outscored the three competitors in the 6-7:30 p.m. time slot is summed up briefly: "The audience exceeded our expectations, and the sales results were tremendous."

Blackman-Hollenbeck originally bought the show on a 13-week basis, but it took the company only five weeks to note the impact of its advertising, and to buy the show for a year. The company uses nine commercial minutes per show, divided up among 4-5 spot announcements.

Mr. Hollembec said that his company buys nothing but tv advertising, and in regard to the Science Fiction Features in particular, he said: "The show speaks for itself."

Here is what the show has done for Blackman-Hollenbeck in cold facts. Reaching 48% of the viewers in a four-station area, the advertising has prompted a sales increase of 30%, according to the Science Fiction features sponsored by Blackman-Hollenbeck Ford in Fresno have brought "tremendous" sales results, says Mr. Hollembec.

Mr. Hollembec, directly traceable to the tv advertising on the show.

Paradise Participations • Sponsor satisfaction with 20th Century-Fox TV's Adventures in Paradise series is no secret at KSLA-TV Shreveport, La. At that station all five participants stuck with the show when it changed time periods recently.

The 91 hour-long episodes of South Sea adventure, with Gardner McKay and guest stars, "has been sold out almost from the day it went on the air last September," according to KSLA-TV program director John Renshaw.

Advertisers in the program are Procter & Gamble, Breast O' Chicken, Jack's Beer, Sprite (soft drink) and OJ's Beauty Lotion.

Ratings of the program attest to its popularity in the Shreveport market and give an explanation of high sponsor interest. ARB's November-December report gave the show an average of 54,000 homes and a metropolitan share of 47%.

Optical Firm Pleased • Eyeglass sales through television?

Why not?

That's the report from Texas State Optical, a huge 94-office optometric firm in the state of Texas, which reports it is "completely delighted" with results of its tv advertising in 15 Texas markets.

Thanks to an impetus started by the sponsorship of ABC Films' One Step Beyond series in the Rio Grande Valley area, Texas State Optical now allotls 60% of its total advertising budget to television, and according to TSO director of public relations W. Ed Allen, the tv advertising outpuls the other media by far.

The One Step Beyond series, a half-hour excursion into the realm of extra-sensory perception released several years ago in Albany Popeye cartoons are proving a successful spot carrier for Millbrook Bread.

62 (SPECIAL REPORT: TFE '63)
ago as *Alcoa Presents,* was first sponsored by Texas State Optical over Weslaco-Harlingen station KGBT-TV, and was greeted by what Mr. Allen termed "fantastic ratings." As a result, TSO expanded the series into three more areas—KMDI-TV Midland-Odessa, XXII-TV Sherman-Denison, and KTSN-TV El Paso.

And the general results? In each situation where the *One Step Beyond* series is running, Mr. Allen reports, the show is doing an outstanding job in the ratings, and in the organization's sales curve.

Classical Example • A bank in Arizona, by advertising on a classical music program syndicated from Chicago, has found television a happy medium for reaching a particular segment of viewers.

Thanks to its sponsorship of *Great Music from Chicago* on KTVK (TV) Phoenix (Sundays, 10-11 p.m.,) Greater Arizona Savings and Loan Assn. "reaches an audience that we are particularly interested in," according to bank president Maxwell E. Greenberg. Mr. Greenberg said sponsorship of the program "has resulted in a substantial increase in new savings accounts."

**CBS FILMS INC.**

**Conrad Hilton, Suite 2319**


Branches: 1317 Peachtree St., Atlanta 9.

610 N. McClurg Court, Chicago 11.

622 Fidelity Union Life Bldg., Dallas 1.

Sheraton-Palace Hotel, 140 Jessie St., San Francisco.

Personnel: Sam Cook Digges, administrative vice president; James T. Victory, domestic sales vice president; Ralph M. Baruch, international sales vice president; Fred J. Mahlstedt, managing director, operations, domestic and international; Joseph B. Irwin, director of business affairs; Henry T. Gillespie, midwestern division manager; Carter Ringlep, southwestern division manager; Edward Hewitt, western division manager; Jack Waldrep, Atlanta office manager; Eugene Moss, sales promotion manager; William Weiss, vice president and general manager of Terrytoons division.

Films available (number of episodes in parentheses):

- *Air Power* (26).
- *Amos 'n' Andy* (77).
- *Annie Oakley* (81).
- *Assignment Foreign Legion* (26).
- *The Brothers Brannagan* (39).
- *Call Mr. 'D'* (51).
- *Colonel Flack* (39).
- *December Bride* (154).
- *Deputy Dawg* (208).
- *The Cases of Eddie Drake* (13).
- *The Eye Arden Show* (26).
- *The Gene Autry Show* (91).
- *Heckle & Jeckle* (104).
The Honeymooners (39).
The Files of Jeffrey Jones (39).
The Kukla & Ollie Show (195).
Life With Father (26).
Mama (26).
Mr. Adams and Eve (66).
Navy Log (102).
Our Miss Brooks (128).
The Phil Silvers Show (38).
Range Rider (78).
Rendezvous (39).
Robert Herridge Theatre (26).
San Francisco Beat (183).
Eugene Ormandy's Sound of America (1).
Tom Terrific (26).
Trackdown (71).
Wanted—Dead or Alive (94).
Whirlybirds (111).
The Whistler (39).
The World of Giants (13).
You Are There (65).

DEISLU SALES INC.
Pick-Congress, Suite 311
Headquarters: 780 N. Gower St., Hollywood 38.
670 N. Michigan Ave., Chicago 11.
1734 Candler Bldg., Atlanta 3.
528 Interurban Bldg., Dallas 1.

Personnel: Richard Dinsmore, vice president and general manager; Peter Cary, Western sales manager; Ivan Genit, Southwestern sales manager; Tom Seehof, Eastern sales manager; Jack Stuart, Southeastern sales manager; Chuck Whipple, Midwestern sales manager; Jerry Franken, press-promotion.

Films available (number of episodes in parentheses):
Fractured Flickers (26).
Desilu Playhouse (47).
Guestward Ho! (38).
The Texan (78).
Harrigan & Son (34).
Junior All-Stars (50).
Desilu's Little People.
Journey of a Lifetime (39).
Jazz Scene, U. S. A. (26).
Rod Rocket (130).
Window on the World (12).
Doctors At Work (52).
Travel Time (65).
Universe (1).

EMBASSY PICTURES CORP.
Pick-Congress, Suite 327
Headquarters: 1271 Sixth Ave., New York.

Personnel: E. Jonny Graff, vice president for tv; Leonard Lightstone, executive vice president; Arnold Friedman, advertising department.

Films available (number in parentheses):
Feature films (33).

FOUR STAR DISTRIBUTION CORP.
Pick-Congress, Victorian Room
Headquarters: 600 Fifth Ave., New York.

Personnel: Len Firestone, vice president and general manager; Burt Rosen, executive administrative assistant; Leo Gutman, advertising director; Bud Brooks, sales representative; Dick Feiner, sales representative; Bill Hooper, sales representative; Al Shore, sales representative; Jerry Weisfeldt, sales representative.

Films available (number of episodes in parentheses):
Dick Powell's Zane Grey Theatre (145).
The Detectives (67).
Stagecoach West (38).
Target: The Corruptors (35).
The Law and Mr. Jones (45).

HOLLYWOOD TELEVISION SERVICE
Pick-Congress, Suite 319

Personnel: David Bloom, general sales manager; David Bader, Eastern Div. manager; Mal W. Sherman, Western Div. manager; Ken Weldon, Central Div. manager; Elvin Felner Jr., Southern Div. manager; Vonn Neubaur, Southern representative; Bryan D. Stoner, Midwest Div. manager.

Films available (number of episodes in parentheses):
Science Fiction Cliff Hangers (191).
Jungle Adventure Cliff Hangers (104).

JAYARK FILMS CORP.
Pick-Congress, Lakeshore Room
Headquarters: 733 Third Ave., New York.

Personnel: Harvey L. Victor, vice president and general sales manager.

Films available (number of episodes in parentheses):
Boto the Clown, Groups 1 and 2 (156).
Boto's Cartoon Storybook (52).
Hollywood Hist-
we've gone around the world... to bring you Volume 6
THE INTERNATIONAL VOLUME

Our new selection of critically acclaimed
feature motion pictures is assembled in Volume 6,
"THE INTERNATIONAL VOLUME"—
Seven Arts new release of "Films of the 50's."
See them at Seven Arts' TFE suite in the
Pick-Congress Hotel, Chicago, March 30—April 3
or call your nearest Seven Arts' representative.
KING FEATURES SYNDICATE

Pick-Congress, Tally-Ho Room
Headquarters: 235 E. 45th St., New York.

Personnel: Al Brodax, director of tv; Ted Rosenberg, director of tv sales, East; Maurie Gresham, director of tv sales, West; Gene Plotnik, director of creative services.

Films available (number of episodes in parentheses):
Beetle Bailey, Barney Google & Snuffy Smith, Krazy Kat (150).
Popeye (220).

MCA-TV

Conrad Hilton, Suite 2300
1371 Peachtree St., N.E., Atlanta.
519 E. Trade St., P. O. Box 1503, Charlotte.
425 N. Michigan Ave., Chicago.
426 Transportation Bldg., Cincinnati.
1172 Union Commerce Bldg., Cleveland.
2311 Cedar Springs, Dallas.
1415 Northwestern Bank Bldg., Minneapolis.
504 Delta Bldg., New Orleans.
101 Jones Bldg., Seattle.
Chemical Bldg., Rm. 1110, St. Louis.
Revue Studios, 3900 Lankershim Blvd., Universal City.
180 University Ave., Toronto.
1434 W. Ste. Catherine St., Montreal.

Personnel: D. A. Werblin, president; David V. Sutton, vice president in charge of film syndication; Louis Friedland, vice president; Hal Golden, vice president; Frank Brill, vice president; Keith Godfrey, vice president; Ed Aaronoff, advertising and publicity; James Stirton; Raoul Kant; DeArv Barton; Bob Greenberg.

Film available (number of episodes in parentheses):
Checkmate (70).
Thriller (67).
Frontier Circus (26).
Cimarron City (26).
Suspicion (21).
Overland Trail (17).
Riverboat (44).
Bachelor Father (157).

Dragnet (276).
Love That Bob (173).
M-Squad (117).
Restless Gun (77).
D. A.’s Man (26).
Staccato (27).
 Shotgun Slade (78).
Coronado 9 (39).
Johnny Midnight (39).
State Trooper (104).
Mike Hammer (78).
SA 7 (26).
Crusader (52).
Kit Carson (104).
Ray Milland (76).
Soldiers of Fortune (52).
Man Behind the Badge (39).
Biff Baker USA (26).
Federal Men (39).
City Detective (65).
Follow That Man (82).
Pride of the Family (40).
Guy Lombardo (78).
Rosemary Clooney (39).
Playhouse 15 (78).
Revue Anthology (314).

METRO-GOLDwyn-MAYER

TELEVISION

Pick-Congress, Washington Room
Headquarters: 1540 Broadway, New York.
Branches: Prudential Plaza, Rm. 2408, Chicago.

Personnel: John B. Burns, vice president for sales; Richard A. Harper, director, syndication and feature film sales; Edward Montanus, Central sales manager; Charles Alsup, Western sales manager; Louis Israel, Southern sales manager; Richard G. Yates, account executive; Paul B. Mowrey, account executive; Karl Von Schellen, account executive; Alex Horwitz, account executive; William Robinson, Canadian sales manager; Alister Banks, Canadian account executive; Herman Keld, sales coordinator; Alfred Ordover, research director; Keith Culverhouse, director, advertising and promotion.

Films available (number of episodes in parentheses):
'61 Features (30).
'62 Features (30).
'63 Features (30).
Pre-'48 Feature Film Library (700).
Cain’s Hundred (30).
Asphalt Jungle (13).
The Islanders (24).
The Thin Man (72).

MGM Cartoons (135).
Our Gang Comedies (52).
Pete Smith Specialties (101).
The Passing Parade (69).
Crime Does Not Pay (48).
Billy Bang Bang Movies (150).

NBC FILMS INC.

Drake Hotel
Headquarters: 30 Rockefeller Plaza, New York.

Personnel: George A. Graham Jr., board chairman; NBC Enterprises; Morris Rittenberg, president; William Breen, vice president, sales; Bob Blackmore, Mid-west sales manager.

Films available (number of episodes in parentheses):
Funny Mans (130).
Crazy Legs (1).
Blue Angels (104).
R. C. M. P. (117).
Jim Backus Show (104).
Pony Express (78).
Not for Hire (78).
Flight (117).
Danger is My Business (39).
Union Pacific (117).
Boots & Saddles (169).
Silent Service I (143).
Silent Service II (130).
Great Gildersleeve (170).
Sieve Donovan (179).
Crunch & Des (156).
Captured (26).
Hopalong Cassidy (34).
Watch the World (26).
Victory At Sea (26).
Lawless Years (71).
Philip Marlowe (26).
Homer Bell (78).
Bob Hope Features (2).
Californians (207).
Hiram Holiday (52).
Cameo Theatre (104).
Panic (93).
It’s A Great Life (234).
Medic (413).
Frontier (156).
Life of Riley (376).
People Are Funny (450).
Celebrity Golf (52).
Best of Groucho (750).
The Deputy (152).
Hennessey (96).
Michael Shayne (32).
87th Precinct (30).
Astro-Boy (52).
Outlaws (50).

OFFICIAL FILMS INC.

Pick-Congress, Columbian Room
Headquarters: 724 Fifth Ave., New York.
In over 30 markets to date, Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors.

In 10 of these markets for example, the series is/was sponsored by a local bank or savings and loan association as follows:

- Bangor, Me. (WABI-TV) Merchants National Bank of Bangor
- Des Moines, Iowa (WHO-TV) Valley City National Bank
- Fargo, N. D. (WDAY-TV) Gate City Savings & Loan Association
- Fresno, Calif. (KMI-TV) Sequoia Savings & Loan Association
- Lexington, Ky. (WKYT) Bank of Commerce
- Louisville, Ky. (WAVE-TV) Citizens Fidelity Bank
- New York, N. Y. (WNEW-TV) Manufacturers Hanover Trust Co.
- Omaha, Neb. (WOW-TV) Nebraska Savings & Loan Association

In addition to banks and/or savings and loan associations, other sponsors of the Boston Symphony Orchestra series include Scott-Stewart Volkswagen in Erie, Pa.; The Stewart Dry Goods Co., which is co-sponsoring the series with the Citizens Fidelity Bank in Louisville, Ky.; Music Manor in Reno, Nev.; Miller Piano in Jacksonville, Fla. and the Manufacturers Light and Heat Co. which is co-sponsoring the series with the Security National Bank in Wheeling, W. Va.

Of particular significance to these sponsors is the public and critical acclaim received for these 13 brilliant concerts conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

For further information and to arrange a screening of our 15-minute Boston Symphony Story and/or a complete concert, please contact your nearest Seven Arts salesman.
Personnel: Seymour Reed, president; Howard B. Koerner, vice president; Robert A. Behrens, vice president, sales; John-ny Johnston, director of national sales; S. Allen Ash; Ken Byrnes; Stan Byrnes; Al Lanken; John Lewis.

Films available (number of episodes in parentheses):
- Biography I.
- Biography II.
- Little Rascals (90).
- Decoy.
- Cartoons (41).
- Almanac (377).
- Greatest Headlines of the Century (260).
- Peter Gunn (114).
- Mr. Lucky.
- Yancy Derringer (34).
- Wire Service (39).
- My Little Margie (126).
- Trouble With Father (130).
- Adventures of Robin Hood (143).
- Star Performance (156).
- Invisible Man.

WALTER READE-Sterling INC.

Pick-Congress, Suite 315
Headquarters: 6 East 39th St., New York.
Branches: 100 W. Monroe St., Chicago.
1680 N. Vine St., Hollywood.

Personnel: Saul J. Turell, president; Elliott Abrams, sales; Bernice Coe, sales; Alan Gleisman, sales; Kenneth Jaffe, sales; Robert Schessel, sales.

Films available (number of episodes in parentheses):
- Cinema 70 (84).
- The Special of the Week (26).
- The Golden World of Opera (26 feature length, 39 hours).
- Adventure Theatre (78).
- Abbott & Costello (52).
- Chatter's World (150).
- The Big Moment in Sports (150).
- Time Out for Sports (52).
- Bowling Stars (52).
- Capt'n Sailorbird Cartoons (184).
- Crusade in the Pacific (26).

WAL TER SCHWIMMER INC.

Headquarters: 75 E. Wacker Dr., Chicago 1.

Personnel: Walter Schwimmer, president.

Films available:
- Let's Go To The Races.
- The Hamble-tonian.
- World Series of Golf.
- Championship Bridge.
- Championship Bowling.

SCREEN GEMS INC.

Pick-Congress, Roosevelt Room
Headquarters: 711 Fifth Ave., New York.
Branches: 1112 Peachtree St., N.E., Atlanta.
318 N. Pearl St., Dallas.
230 N. Michigan Ave., Chicago.
1334 N. Beachwood Dr., Hollywood.

Personnel: Jerome Hyams, executive vice president and general manager; Robert Seidelman, vice president in charge of syndication; Dan Goodman, Eastern sales manager; Don Bryan, Southern sales manager; William Hart, Midwestern sales manager; Frank Parton, Southwestern sales manager; Marvin Korman, advertising and promotion manager.

Films available (number of episodes in parentheses):
- Columbia and Universal-International Features (300).
- Hanna-Barbera Cartoons (156).
- Festival of Performing Arts (10).
- Shannon (36).
- Medicine of the Sixties (24).
- Manhunt (78).
- Tightrope (37).
- Two Faces West (39).
- Award Theatre (78).
- Pick A Letter.

SEVEN ARTS ASSOCIATED CORP.

Pick-Congress, Buckingham Room
Headquarters: 270 Park Ave., New York.
Branches: 8922-D N. La Crosse (P.O. Box 613) Skokie, Ill.
5641 Charlestown Drive, Dallas.
3562 Royal Woods Drive, Los Angeles.
11 Adelaide St. West, Toronto.

Personnel: W. Robert Rich, vice president and general sales manager; Donald Klauber, vice president and national sales manager; Lloyd Krause, Eastern Div. sales manager; Jack Heim, Eastern Div. account executive; Robert Hoffman, Midwest Div. sales manager; J. W. McGough, Midwest Div. account executive; George Mitchell, Western Div. sales manager; Alden Adolph, Western Div. account executive; Dave Hunt, Southwest Div. sales manager; Carl Miller, Southwest account executive; Leonard Hammer, director, station representatives and national sales; Herbert Richek, director of operations; Harvey Chertok, director of advertising, promotion and publicity; Norman B. Katz, vice president, foreign operations.

Films available (number of episodes in parentheses):
- Films of the '50's—Vol. 1 (36).
- Films of the '50's—Vol. 2 (41).
- Films of the '50's—Vol. 3 (41).
- Films of the '50's—Vol. 4 (40).
- Films of the '50's—Vol. 5 (53).
- Films of the '50's—Vol. 6. Special Features (27).
- Boston Symphony Orchestra (13).
- Emmett Kelly Show (39).
- En France (26).
- Mahalia Jackson Sings (82).
- Laffs (65).

STORER PROGRAMS INC.

Executive House, Suite 3511
Headquarters: 500 Park Ave., New York.
Branches: 333 Michigan Ave., Chicago.
1018 W. Peachtree St., Atlanta.
4971 Dumfries St., Houston.
1717 N. Highland Ave., Hollywood.

Personnel: Terry H. Lee, vice president for business planning and development; Buddy Ray, operations manager; Jacques Liebenguth, sales manager.

Films available (number of episodes in parentheses):
- Divorce Court (130).
B-wana Don in Jungle-la (130).
Communism R. M. E. (13).
The Little Hobo (34)

TRANS-LUX TELEVISION CORP.

520 N. Michigan Ave., Chicago.

Personnel: Richard Brandt, president, Trans-Lux Corp.; Richard Carlton, vice president, Trans-Lux TV Corp.; Roslyn Karon, coordinator, Encyclopaedia Britannica Film Library; Barbara Wilkens, director of publicity; M. E. Ormond, Midwest Div. manager; Arthur Manheimer, Western Div. manager; Murray Oken, Eastern Div. manager.

Films available (number of episodes in parentheses):
Encyclopaedia Britannica Film Library (800).
The American Civil War (13).
Animal Parade (39).
Frontiers of Knowledge (26).
Junior Science (39).
Feature Pictures.
It's A Wonderful World (39).
Zorroama (78).
The Mighty Hercules (30).
Guest Shot (26).
Felix The Cat (260).
Magic Room (39).

TWELFTH CENTURY-FOX TELEVISION INC.

Branches: 197 Walton Ave., N. W., Atlanta.
Fox Studios, Beverly Hills, Calif.
1260 S. Wabash Ave., Chicago.

Personnel: George T. Shupert, vice president; Alan M. Silverbach, director of syndication; William L. Clark, Eastern Div. sales manager; Crenshaw Bonner, Southern Div. sales manager; John P. Rohrs, Central Div. sales manager; Donald Joannes, Western Div. sales manager.

Films available (number of episodes in parentheses): Century I (30).
Adventures in Paradise (91).
Hong Kong (26).
Five Fingers (16).
Follow the Sun (30).
Bus Stop (25).

UNITED ARTISTS CORP. INC.

520 N. Michigan Ave., Chicago.

Films available:
The Lee Marvin Show.
The Story Of measurement.
Ripcord.
Leave It to the Girls.
Everglades.

ECONOMEE TELEVISION PROGRAMS

Headquarters: 555 Madison Ave., N. Y.

Personnel: Pierre Weis, vice president and general manager; Ken Joseph, division sales manager; Dick Lawrence, division sales manager; Jim Weathers, division sales manager; Leon Bernard, account executive; James Ricks, account executive.

Films available:
Economee Package (35 series, 2164 episodes, including: Ann Sothern Show.
Lockup.
Bat Masterson.
Tombstone Territory.
Sea Hunt.
Highway Patrol.
The Aquanauts.)

UNITED ARTISTS ASSOCIATED INC.

Headquarters: 555 Madison Ave., N. Y.

Films available:
Sugarfoot (69).
Bronco (68).
Surfside 6 (74).
The Roaring 20's (45).
Bourbon Street Beat (39).
Lawman (156).

VIDEO HOUSE INC.

Headquarters: 48 W. 48th St., N.Y.

Personnel: Albert G. Hartigan, vice president, general sales manager; Johanna Masucci, secretary.

Films available (number of episodes in parentheses):
Out-of-the-Inkwell (100).

WARNER BROS. PICTURES INC., TELEVISION DIV.

Pick-Congress, Carter Room

Personnel: John Mc Cormick, assistant general sales manager; Paul Calvin, Eastern Div. sales manager; Jerry Wechsler, Midwestern Div. sales manager; Bruce Collier, Southwestern Div. sales manager; Amos Baron, Western sales manager.

Films available (number of episodes in parentheses):
Showcase for the Sixties (33).
A-Okays (32).
Box Office Group (26).
Popeye Cartoons (234).
Warner Bros. Cartoons (337).
RKO Feature Library (400).
Warner Bros. Feature Library (761).

Mr. Mc Cormick

Mr. Hartigan

Mr. Kotler
Leslie Charteris' The
... the only first-run, one-hour adventure
From stories written by Leslie Charteris, world-famed creator of The Saint...filmed in the glamor centers of the world where Charteris went for his material and backgrounds—New York, London, Paris, Rome, Nassau, Geneva, Southern Spain and more...with production that is polished and professional, meticulous down to the smallest detail...and in every episode, beautiful women who are attracted to Simon Templar—The Saint—as he is to them...comes television’s only series of its kind
39 first-run full-hours
of adventure, mystery and suspense
THE SAINT
a series identified only with success...
 novels—35 titles with more than 60 million copies sold, translated into virtually every written language
 radio—from 1945 to 1951, giant shares of audience coast-to-coast on NBC, CBS and Mutual networks
 movies—10 box office hits produced by RKO with such stars as George Sanders and Louis Hayward
 mystery magazine—five separate editions printed every month in the United States, England, France, Netherlands and Brazil.
 newspaper strip—a regular feature in more than 75 papers with a total circulation in the millions
...success that insures for the series an avid, pre-sold audience in every market it plays.

Immediately available...call or wire collect for details and screening.

INDEPENDENT TELEVISION CORPORATION
555 Madison Avenue • New York 22, N.Y. • Plaza 5-2100
17 Gl. Cumberland Place • London W1 • Ambassador 8040
100 University Avenue • Toronto 1, Ontario • Empire 2-1166
Mexico City • Paris • Rome • Buenos Aires • Sydney
and offices in principal cities in 45 countries around the world

Meet The Saint in Chicago,
March 30-April 3,
Pick-Congress Hotel, Suite 325.
Stations look at film programming

THREE OUT OF FOUR WOULD LIKE TO HAVE MORE PRIME-TIME PRODUCT

A wide demand for more and better syndicated film programs is shown among television stations in the United States, with three-out-of-four stations reporting they would like more prime-time programming from syndicators.

This finding, along with many others that probe deeply into the major aspects of tv station programming and the films made available to them, are shown in an industrywide tv survey conducted by Broadcasting.

The results bring to light many facts and trends that heretofore have been suspected but not scientifically documented. The survey findings are based on a 30% response to a lengthy questionnaire sent to all 569 tv stations, with 169 questionnaires processed in an analysis of the replies.

Clearer Picture • Purpose of the survey was to obtain a better picture of the exact programming requirements of the industry along with station reaction to the films currently available.

An analysis of replies yields basic information that will serve as a guide to syndicators and other program suppliers. They show what types of programs are in short or adequate supply, in the opinion of tv stations. They reveal, also, the types of syndicated films stations desire.

Besides the tabulated data (see below), the responding stations supplied illuminating suggestions to syndicators. These include both favorable and unfavorable comments on the product presently available. They include, too, detailed suggestions dealing with the types of films they want to buy. The 30% sample is believed to represent a fair cross-section of operating tv stations.

The first industrywide insight into the amount of network programming dropped by stations to make way for feature films or syndicated programs is provided by the survey.

Half of operating tv stations have dropped one or more network programs this season in prime time to make way for feature films, it was revealed.

An interesting finding came from the question, "Have you done more of this substitution of feature films for network programs in prime time this season as compared with previous seasons?"

The finding: 83.6% of responding stations have not substituted feature films for prime-time network programs this season in comparison with their operating practice in previous seasons; 16.4% have done more substituting than in the past.

A question that went right to the heart of the syndication situation dealt with the current need for prime-time, first-run syndicated shows. It showed that 73.5% of station answers said "Yes," indicating a definite need and desire for such shows; 26.5% answered "No."

In the 169-station sample which answered two-out-of-five stations are located in three-station markets; one of four in two-station markets; one of six in four-station markets; one of eight in single-station markets. Minor segments were located in markets having five or more stations; several are in eight-station markets.

Here are some high spots brought out by the survey:

• Three reruns are about the limit for films of all types, in the opinion of a majority of stations.

• A majority consider the present supply of good feature films adequate.

• Of all film programs (by length), 30-minute films are in largest supply.

1. Size of markets from which replies were received.

<table>
<thead>
<tr>
<th>No.</th>
<th>% of stations</th>
<th>No.</th>
<th>% of replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12.0</td>
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<td>1.8</td>
</tr>
<tr>
<td>4</td>
<td>15.6</td>
<td>8</td>
<td>1.2</td>
</tr>
</tbody>
</table>

28 hours a week to film or tape programs; one of five devotes 29 to 40 hours a week to such programming.

An interesting response from stations was produced by a question asking which types of programs they desired most. Adventure films led in the three categories of programs—features, one-hour and 30-minute programs.

Next in demand are dramatic programs, particularly in the feature and one hour types (see table, page 78). On the other hand comedies rank second among types of 30-minute programs desired. Comedies rank third in feature and one-hour programs.

Westerns rate a poor fourth among types of programs most desired, analysis of the survey shows. Detective stories run a shade below westerns.

Three Reruns Common • The analysis of rerun practices brings to light revealing data on the number of times stations run their films. In the case of feature films, for example, three reruns is the most popular practice, closely followed by two and then a single rerun. Occasionally stations rerun a feature as often as five or even 10 times. The largest number of feature film most rerun was found to be three.

As to 30-minute films, the returns show that over 43% of stations follow an average practice of two reruns compared to nearly 33% for a single rerun. Only one of eight stations follows a practice of three reruns for 30-minute films. Reruns beyond three are negligible.

The most reruns for 30-minute films, the questionnaires revealed, average three at 25.7% of stations. About tied around the 20% mark are two and four reruns of 30-minute films; one rerun is the most allowed at about 13% of stations.

It's interesting to note that about 7% of tv stations will permit no reruns for either feature films or 30-minute programs.

The most popular type of non-network programming is the 30-minute segment, the figures show, with half of responding stations scheduling between 11 and 30 hours a week with programs of that length.

Programs two hours long consume a relatively small amount of the network's nonnetwork material. About one out of five stations devotes 0-5 hours a week to two-hour segments, mostly feature films. Only three stations in the sample program two-hour features more than 30 hours a week.

One out of three stations programs 90-minute nonnetwork segments 0-5

SPECIAL REPORT: TFE '63

BROADCASTING, March 25, 1963
Judge TV picture quality here and you'll be fooled!

View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape

Don't fall into the “April Fool” trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for sure how your message is coming through to the home audience.

When you put your commercial on “Scotch” Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that “Scotch” Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure “Techniques of Editing Video Tape”, 3M Magnetic Products Division, Dept. MBX-33, St. Paul 19, Minn.

See us at the NAB Show Booth 19W

“Scotch” IS A REGISTERED TM OF 3M CO. ST. PAUL 19, MINN.

Magnetic Products Division

3M COMPANY
STATIONS LOOK AT FILM PROGRAMMING continued

hours a week compared to one out of four that uses such programs 11-30 hours a week and one out of five that devotes 6-10 hours to 90-minute programs. Obviously one-hour programs are important in station schedules. Two out of five stations devote 0-5 hours weekly to one-hour segments; one out of four, 6-10 hours; one out of five, 11-30 hours a week.

Programs 20 minutes long are not important in the nonnetwork scheduling of most stations. On the other hand nearly two out of three stations devote 0-5 hours a week to quarter-hour programs and one out of three devote 0-5 hours to 10-minute programs. Several stations listed substantial time devoted to five-minute programs.

Views of Stations • Perhaps the best picture of the way the consumer (tv station) feels about syndicated product can be obtained by a review of the individual comments that came with questionnaires. About half of the respondents took advantage of the chance to voice views on the type of service supplied and the particular needs of the station.

Commenting generally on syndicated programming, several respondents submitted views on types of films desired. They said:

"Let's have lots of color."
"We need more quality, first-run syndication. There is still a market for it."
"Need new first-run product, not off-network."

They suggested, too, specific types of programs; a number calling for films tailored for children. They want worthwhile and entertaining programs; one asked for "fresh material." Also desired for children are good-quality cartoons, features and half-hour films.

As to feature films, comments on the present supply ranged from "barely adequate" and "reasonably adequate" to "not adequate in quality," "not adequate for children" and "adequate for short-term but not for long term." Among specific types desired are science fiction and action-adventure along with many requests for a "good balance" of variety features.

In the one-hour category, respondents asked for documentary, biographical and war films; sports; science-fiction; variety, both balanced and unusual, and special features.

The largest number of comments dealt with 30-minute programs. Respondents were eloquent in stating their complaints as well as their desires. First there were a number who discussed the present supply of 30-minute films. Most said there was an adequate supply of reruns, non-first-run, poor and old films. They saw a scarcity of top-quality 30-minute syndicated shows, one respondent noting the available shows don't match network quality, primarily because of cost factors. One station respondent said "the supply of 30-minute, first-run syndicates has dwindled to almost nothing." A short-age of 30-minute agricultural programs of the public service type was noted, along with a need for family-type material suitable for the 7-7:30 p.m. slot and country-music programs.

A central time zone station explained there is "a large pool of unsold half-hours available" in the area.

More 30-minute programs of this type were desired: suspense, biography, sports, musical, unusual variety and travel.

Distinction Wanted • Finally one respondent asked for "singly distinctive syndication such as Steve Allen, Jerry Lester and public service types." No special time segment was mentioned.

The matter of program supply brought a number of observations. One large station said it had 3,750 feature film titles under contract and found little else available, aside from first-run movies, that doesn't appear "low-budget and lacking good direction and production." Another said it has over 2,300 feature film titles, many still first-run. Here are several other comments, somewhat diverse in content: "Feature film is rapidly diminishing"; "supply generally adequate"; "we're short of syndication, regardless of time periods"; "in largest supply are poor half-hour syndicated"; "short of first-run, off-net."

Of course the price problem bothers stations when they're in the market for new products. Here's one proposal, "Distributors should work on a station classification price; overall costs are too high especially if the film is run in low-cost time periods."

Prices of syndicated films "are way out of line," a station suggested. Another added, "Please, syndicators, keep the cost down." More comments, "market too small to sell prime-time, first-run syndicated programs"; "syndicated film is practically extinct and if available the price is way out of line."

Criticism • Many stations responding to the questionnaire commented on the

Executive committee men for "TFE—'63" examine floor plan of TFE members' exhibit space in Pick-Congress Hotel, Chicago: (I to r) Harvey Victor, Jayark Films; Richard Carlton, Trans-Lux; Bob Rich, Seven Arts; Bob Seidelman, Screen Gems, and Alan Silverbach, 20th Century-Fox. Promotion committee for event consisted of Keith Culverhouse, MGM Television, and Gene Plotnik, King Features.
Every 2½ minutes an Air France airliner arrives or departs somewhere in the world

And that "somewhere in the world" can be practically anywhere. For Air France is the world's largest airline, covering 201,000 route miles. Linking 126 cities in 71 countries... the world's largest network of unduplicated air routes. ■ Air France Boeing 707 Intercontinentals and Caravelles alone service 90 destinations. In North America there are seven Air France jet gateways to Europe: New York, Chicago, Los Angeles, Houston, Mexico City, Montreal, Anchorage. In Europe, our jets fly to more destinations than any other airline. ■ The result: in 1962 Air France flew 3½ million passengers to all parts of the world. In 1963 even more will fly Air France. And an even larger jet fleet will be there to serve them. ■ And wherever they go, the familiar Air France office is there to smooth the way. In North America more than 40 Air France offices serve the traveler. And every office is staffed by people who speak the international language of friendliness and service. ■ Small wonder that the airline that is first in international commercial passenger experience is first choice of experienced air travelers all over the world.

AIR FRANCE
THE WORLD'S LARGEST AIRLINE

BROADCASTING, March 25, 1963
SUCCESS STORY

Produced on a modest motion picture budget, THE LITTLEST HOBO has already grossed nearly 20 times its original cost in U.S. distribution. Now, reaping equally successful box office returns in foreign distribution.

A proven exciting adventure picture geared to adult entertainment values—but with sure-fire appeal for all ages.

Reviews from cities of every size and geographic location make every sales point agencies and sponsors want to hear. The following are only 4 out of 80 in our files.

REVIEWS

"THE LITTLEST HOBO, is for the whole family. The star, a German Shepherd dog named London, will amaze you." —Walter Winchell

"But mark you this: children have no corner on the laughter market at THE LITTLEST HOBO! Nor on the tears and exciting suspense it evokes. THE LITTLEST HOBO is both an heroic fairy tale for children and a sophisticated fantasy for grown-ups. The star, the great German Shepherd dog, London, is the smartest ever seen on the screen. THE LITTLEST HOBO is a gem of motion picture making."

—Kay Procter, Los Angeles Examiner

"HOBO CANINE COMEDY: THE LITTLEST HOBO is a gem of entertainment and artistry on a very high budget of intelligence and imagination. A 'sleeper'. This makes one hope that the picture's success will prompt a sequel dealing with further exploits."

—Jack Moffitt, Hollywood Reporter

"Shoppers for that 'something different', will be attracted to this unusual concept of a 'vagabond' German Shepherd dog, possessed of human qualities and understanding. Rating: Very Good."

—Motion Picture Herald, New York

GUARANTEED RATING FACTORS

Actually an audience tested TV "pilot", the movie, THE LITTLEST HOBO, has already favorably preconditioned a large number of American families to the television programs.

The family appeal of the star of this adult-action series is pointed up by the fact that 18 million U.S. families own 26 million dogs and spend over 395 million dollars on them annually.

The mature audience appeal of these exciting and dramatic adult-action adventures filmed throughout the world PLUS the equally important all family appeal of a handsome, intelligent German Shepherd adds up to a saleable, rating-getting series in any survey—any market.
The star of THE LITTLEST HOBO television series, the magnificent German Shepherd, London, literally roams the world over seeking adventure. London ranges widely in his exciting travels—from the nocturnal jungles of the major cities to the vast reaches of the majestic Rockies. He wanders anywhere—by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from his Paris adventures. In each episode he meets new people in new locales. Each adventure's changing co-stars and supporting players are drawn from the industry's finest actors. The story policy is straight drama but the situations vary from Hitchcock suspense to Lucy-type humor.

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK
quality of syndicated product. “The syndicators have hurt themselves by turning out programs way behind network standards, and all say it’s for budget reasons,” a station commented. “Now most have no budget at all. Some syndicated programs are so poor, many free films are better to program.” In agreement was another respondent, “First-run syndication films for local nonnetwork affiliates are extremely poor. The price structure on off-network syndication is unrealistically high.” A respondent said, on the other hand, that the supply of programs for nonnetwork programs “is excellent.” This was offset by another comment, “We never get good ratings with syndicated shows.” Aside from documentaries, the supply is “generally undistinguished,” in the opinion of a respondent, and another noted, “there seems to be less fresh product coming forth.”

The off-network situation inspired many respondents to offer thoughts. Where one station said off-network reruns are “excellent and rate extremely high,” another said there were “too many of them and not enough new material.” The latter added, the off-network packages “are too big in number of runs and episodes.” Adverse reaction from prime-time network reruns was pointed out by a respondent and another said “too much accent on reruns is detrimental to the long-range interests of the industry.”

A Los Angeles station stressed the special problem of multi-station markets, contending the supply of syndicated films is inadequate aside from network reruns. “First off-net series are disappointing, at least in Los Angeles, in ability to pull audiences,” this respondent said. “Every Los Angeles station that bought off-network shows is obtaining ratings 40% or more below pre-season estimates.”

These replies must be accepted as a series of individual observations, supplementing the tabulated findings in the tables. While some are critical of syndicators, the other side of the picture is presented in this observation, “Although reasonably high-budget, first-run action-adventure series are practically nonexistent, I feel there will be a resurgence in the syndicated business resulting in better product although in less number than five years ago.”

It was suggested in one case that network shows are being syndicated too soon after being dropped by the networks, leading to flooding of markets with shows too recently viewed. And complaint was made that “distributors seem to think reruns from network are worth as much as first-run programs.”

Finally a frank station operator conceded, “There’s a lack of station schedule time to provide an incentive to syndicators.” And another respondent, agreeing with this view, added, “The networks approach more and more on station time, all with the blessing of the station sales department. Sales could function well with 100% net programming, simply selling participations and adjacencies, but this isn’t good programming. Now the nets are stepping into our early evening news time.”
He's patrolling the city limits... Ours!

Main Street doesn't end with the sidewalks. Not any more.

Ask the GI patrolling the Brandenburg Gate. His Main Street ends at the East in Berlin. His western terminus may be Korea or Okinawa.

To protect and maintain an enduring freedom for those city limits, 2,750,000 Americans are now in uniform... with more being enlisted daily. But it's our obligation to see that our GI's hold the spirit of their cause... the conviction of their courage.

We can help them do it... by helping the USO. Because the USO reaches GI's across America and in 32 military areas around the world. Those GI's can't be on the streets where they live, but the USO brings Main Street, U.S.A. to them... with companionship, relaxation... spiritual help.

But more USO's are needed. Your money is needed. So that no GI will ever have to wonder—even for a minute...

"Does anybody know I'm here?"

Support the USO through United Fund or your Community Chest.

Published as a public service in cooperation with The Advertising Council.
134 HOURS OF SPELLBINDING MYSTERY-ADVENTURE

Using HAWAIIAN EYE as their firm name, a team of private investigators—Robert Conrad, Anthony Eisley and Grant Williams—find excitement and romance in the never-ending variety of characters who rendezvous in exotic Hawaii. With their friends—Troy Donahue as the handsome Special Events Director at a resort hotel, Connie Stevens as the lovely singer-photographer, and Poncie Ponce as the fun-loving taxi driver—the bachelor investigators are constantly involved in spine-tingling suspense and action.

Now in its fourth season on the network, HAWAIIAN EYE against strong competition compiled an average 20.4 rating and a 31.2 share of audience* during its first three full seasons. Available on an individual market basis—for fall start.

*Network Multi-network (Oct-Apr averages)
107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful...admiration among the lawful...and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.* Now available on an individual market basis—for fall start.

*Oct-Apr averages
ON TAP AT THE CONVENTION

Official agenda for the 41st annual NAB Convention in Chicago’s Conrad Hilton Hotel, March 31-April 3, is listed below. Also listed are unofficial and related meetings and activities. The Engineering Conference agenda begins on page 88 and engineering exhibitors on page 96. All rooms are in the Conrad Hilton unless indicated otherwise.

Registration  •  Saturday, March 30—9 a.m.-5 p.m.; Sunday, March 31—8 a.m.-6 p.m.; Monday, April 1—8 a.m.-6 p.m.; Tuesday—9 a.m.-5 p.m.; Wednesday—9 a.m.-5 p.m. Lower Lobby.

Exhibits  •  Sunday, March 31—12 noon-9 p.m.; Monday, April 1—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.

SUNDAY, March 31

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


FM Forum: Messrs. Strouse; Dillard; Tanner; N. L. Bentson, WLOL-FM Minneapolis; Merrill Lindsay, WSOY-TV Decatur, Ill.; Fred Rabell, KITT (FM) San Diego; Henry Slavick, WMC-FM Memphis (all members of NAB Fm Committee).

[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 10:30 a.m. Sunday, March 31.]

Television Assembly  •  3:30-5 p.m., Waldorf Room.


MONDAY, April 1

Grand Assembly (Management and Engineering Conferences)  •  10:30 a.m.-12 noon, Grand Ballroom.

Award to Mr. Hope, with the comedian then slated to address the delegates. On the platform also will be Illinois Gov. Otto Kerner who will welcome the broadcasters to Chicago.

The three traditional management conference luncheons are expected to draw a lion’s share of attention because of the three major speeches to be delivered. Gov. Collins will speak Monday, FCC Chairman Newton N. Minow Tuesday and Michigan Gov. George Romney on closing day.

After attending the joint meeting Monday morning, the engineers will open their annual conference that afternoon and sessions will run concurrently with the management meetings. The technical delegates will join the managers again for the closing Wednesday afternoon panel of FCC members, an established major feature of the convention.

The engineers also will hold their own luncheons each day with the following speakers: Dr. Edward E. David, Bell Telephone Labs, Monday; Sidney Metzger, manager of Project Relay, RCA, Tuesday, and Dr. Simon Ramo, Thompson Ramo Wooldridge Co., Wednesday.

Everett E. Revercomb, NAB secretary-treasurer, will again serve as convention manager as he has done for the past several years. Howard H. Bell, vice president for planning and development, heads the convention program arrangements, and William L. Walker, assistant treasurer, is in charge of registrations. Mr. Walker has been in Chicago the past several days making final arrangements.

NAB executive offices for the convention will be on the third floor of the Conrad Hilton. John M. Couric, manager of public relations, will man a complete newsroom for the use of all accredited representatives of news media. The NAB also will set-up a recording studio for the use of stations wishing to provide on-the-spot coverage.

Tv Election • A major order of business will come Wednesday morning with the election of four directors to the NAB Tv Board. Among those whose terms expire, and who are not eligible for re-election, is Clair R. McCollough of the Steinman Stations, chairman of the NAB combined boards. Others whose terms expire include James D. Russell, KKTV (TV) Colorado Springs and co-chairman of the 1963 convention; Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and the three network directors—Mortimer Weinbach, ABC-TV, William B. Lodge, CBS-TV, and Donald C. Adams, NBC-TV, who are appointed.

Ben Strouse, WWDC-AM-FM Washington, is co-chairman of the convention along with Mr. Russell. They are vice chairmen of the NAB radio and tv boards, respectively. Other convention committee members include:

John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica, N. Y.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV (TV) Omaha, Neb., and Robert F. Wright, WTOK-TV Meridian, Miss.

Official agenda, other events . . page 82
'Where to find it' directory . . page 122
Technical papers, agenda . . . . . . page 88
Major displays at exhibits . . . . page 96

Invocation, The Venerable Canon J. Ralph Deppen, Archdeacon of the Episcopal Diocese of Chicago. Welcome, the Honorable Otto Kerner, Governor of Illinois. Special message from President John F. Kennedy.

Presentation of NAB Distinguished Service Award to television personality Bob Hope by NAB President LeRoy Collins. Address, Mr. Hope.

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


Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors. Address, The Honorable LeRoy Collins, president, NAB.

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


TUESDAY, April 2

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


Television Assembly • 8:15 a.m.-12 noon, Waldorf Room.

Continental Breakfast.


The Station Image—Local Programming and Public

CONTINUED ON PAGE 86
For the Best
4½” I. O. Picture—TK-60

Designed to get the most out of the 4½” tube, the TK-60 camera produces the ultimate in fine pictures. You can control contrast and mood as never before. Super stabilized circuits assure unvarying picture quality, and eliminate adjustment delays. Its striking appearance and built-in production features make it every inch the “Camera of the Sixties”.

For the best 3” I. O. Picture—TK-14

The TK-14 is designed to take full advantage of the 3 inch I.O. tube. It’s the standard of the broadcast industry. With its new improved circuitry, it affords higher resolution and shorter set-up time. It’s a camera you will commend for its excellent pictures, high reliability, and conservative cost.

The popularity of RCA Television Cameras is proved by their use in more U.S. Stations than all other makes combined! Find out why most TV shows start with RCA cameras. See your RCA Regional Representative. Or write RCA Broadcast and Television Products, Building 15-5, Camden, N.J.

SEE ALL FOUR RCA TV CAMERAS IN OPERATION AT THE NAB!
Choose from!

'TV Camera—without Compromise in Design

For the Finest Vidicon Quality—TK-15

The TK-15 is a proven, professional-type vidicon camera from RCA. Now with Automatic Picture Control, this famous camera adjusts itself for lighting variations to assure the best vidicon picture. Simplified low-cost operation and maintenance. Excellent for many studio situations and for closed circuit.

For Living COLOR TV—TK-41

You naturally go to RCA for color because the TK-41 is the Premier Color Camera—standard of the world. Now includes all the latest design features: super stabilized circuits, precision yoke, and prism optics. It assures simplified operation, pinpoint registration, living-color pictures.

RCA

The Most Trusted Name in Television

BROADCASTING, March 25, 1963
CONTINUED FROM PAGE 83

Service, moderator, Mike Shapiro, WFAA-TV Dallas; panelists, John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKIG-TV Fort Wayne, all Indiana; Harold Essex, WSJS-TV Winston-Salem, N. C.; A. Louis Read, WDSU-TV New Orleans; W. C. Swartley, WBZ-TV Boston.

Here's How, presentation of TV Information Office by Roy Danish, TIO president. Introduction by Clair R. McCollough, Steinman Stations.

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


Introduction of Speaker, LeRoy Collins, president, NAB. Address, The Honorable Newton N. Minow, chairman, FCC.

2-5 p.m. No sessions scheduled (This period is not programmed to permit delegates to visit exhibits and hospitality suites.)

WEDNESDAY, April 3

Labor Clinic (closed session) • 9-10:15 a.m., Grand Ballroom.


Radio Assembly • 10:30 a.m.-12 noon, Grand Ballroom.

The Importance of Radio's Dollar Volume Figures, a presentation of the Station Representatives Assn. by Edward Codel, president, and featuring spokesmen from advertisers, agencies and radio stations. NAB Radio Research, Melvin A. Goldberg, vice president for research, NAB.

The Next Time Around, Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

Television Assembly • 10:30 a.m.-12 noon, Waldorf Room.

NAB TV Board Elections, presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, and chairman, NAB TV Board of Directors.


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


General Assembly (Management and Engineering Conferences) • 2:30-5 p.m., Grand Ballroom.


Annual Convention Banquet • 7:30 p.m., International Ballroom.
Special Convention Features
(at a part of the official convention program)

FRIDAY, March 29
2:30 p.m. Assn. for Professional Broadcasting Education, committee meeting. Room 9.

SATURDAY, March 30
9 a.m.-5 p.m. Assn. for Professional Broadcasting Education, board meeting. Room 9.
9:30 p.m. National Assn. of Fm Broadcasters, business meeting. Waldorf Room.
10 a.m. QXR Network, meeting and luncheon. Rooms 18 and 19.
2 p.m. Assn. of Maximum Service Telecasters, technical committee meeting. Sheraton-Blackstone.
2 p.m. National Assn. of Fm Broadcasters, fm session. Waldorf Room.
3 p.m. ABC-TV affiliates, meeting and presentation. International Ballroom.
5:30 p.m. ABC Reception. International Ballroom.
6:30 p.m. Assn. of Maximum Service Telecasters, board meeting. Sheraton-Blackstone.
7:30 p.m. ABC-TV affiliates banquet. Grand Ballroom.

SUNDAY, March 31
8:30 a.m. Assn. of Maximum Service Telecasters, breakfast. Bel Air Room.
9 a.m. Institute for Broadcast Financial Management, board meeting. Sheraton-Blackstone.
9:30 a.m. National Assn. of Fm Broadcasters, fm session. Waldorf Room.
9:30 a.m. Assn. of Maximum Service Telecasters, membership meeting. Beverly Room.
9:30 a.m. Assn. for Professional Broadcasting Education, membership meeting. Upper Tower.
10 a.m. Daytime Broadcasters Assn., membership meeting. Williford C Room.
11 a.m.-5 p.m. ABC Radio Network affiliates meeting and luncheon. Williford A and B Rooms.
12:30 p.m. CBS-TV affiliates board luncheon. Room 12.
1 p.m. Assn. of Maximum Service Telecasters, board meeting. Bel Air Room.
2:30 p.m. NAB Radio Code Review Board, meeting. Room 19.
2:30 p.m. National Assn. of Tv Program Directors, membership meeting. Williford C Room.
4 p.m. Assn. for Competitive Tv, membership meeting. Room 14.
4 p.m. Clear Channel Broadcasting Service, membership meeting. Room 18.
4-6 p.m. Tour of WGN Mid-America Broadcast Center. Buses leave 8th Street entrance of Conrad Hilton at 4 p.m.
5 p.m. Assn. for Professional Broadcasting Education, reception. Beverly Room.
6 p.m. CBS-TV affiliates reception and banquet. Ambassador West Hotel.
6:30 p.m. NBC Radio and TV affiliates reception and banquet. International Ballroom.

MONDAY, April 1
7:30 a.m. Assn. on Broadcasting Standards Inc., breakfast. Room 14.
8 a.m. Tv Stations Inc., breakfast. Mayfair Room, Sheraton-Blackstone.
8:30 a.m. NAB Broadcast Engineering Conference Committee breakfast. Room 10.

TUESDAY, April 2
2:30 p.m. NAB Tv Code Review Board, board meeting. Room 18.
2:30 p.m. All-Industry Tv Music Licensing Committee, business meeting. Room 14.
7:30 p.m. Broadcast Pioneers banquet. Grand Ballroom.

WEDNESDAY, April 3
8 a.m. Society of Tv Pioneers, breakfast. Lower Tower.
5 p.m. NAB Radio Board of Directors, Room 18.
5 p.m. NAB Tv Board of Directors, Room 19.
The 17th annual Broadcast Engineering Conference, running concurrently with the NAB convention April 1-3 in Chicago’s Conrad Hilton Hotel, will feature 22 technical papers on the latest technical developments in broadcasting.

As in past conventions, the technical delegates will join management for the opening general assembly Monday morning (April 1) and for the closing FCC panel Wednesday afternoon. The engineers will hold their own luncheons each day and will hear speeches by Dr. Edward E. David, Bell Telephone Labs (Monday); Sidney Metzger, manager for Project Relay, RCA (Tuesday), and Dr. Simon Ramo of the Thompson Ramo Wooldridge Co. (Wednesday).

NAB President LeRoy Collins will greet the engineering delegates during their opening technical session Monday afternoon. Technical papers that afternoon will be devoted to both radio and tv topics. On Tuesday morning, the radio and tv engineers will split up for separate sessions and will meet together again Wednesday morning for subjects of common interest.

Like the management delegates, no engineering sessions are scheduled for Tuesday afternoon so that convention attendees may visit the engineering exhibits and hospitality suites. Many of the engineers also are expected to attend sessions at the NAB Fm Day program Sunday, March 31.

Highlight of the Wednesday luncheon will be the presentation of the annual NAB Engineering Achievement Award to Dr. George R. Town, dean of engineering, Iowa State U., Ames, Iowa. The presentation will be made by George Bartlett, manager of engineering for the NAB.

Chairman of the Engineering Conference Committee is Orrin W. Towner, director of engineering, WHAS-AM-TV Louisville. Other committee members include Mr. Bartlett; William S. Duttera, NBC; I. B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; James E. Gray, WYDE Birmingham; Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Clyde C. Hunt, Post-Newsweek Stations, Washington; Leslie S. Learned, Mutual; Frank Marx, ABC; James D. Parker, CBS-TV, and Jack Petrik, KETV (TV) Omaha.

Following is the full program for the Broadcast Engineering Conference, with summaries of technical papers:

Monday, April 1
10:30 a.m.—General Assembly, Grand Ballroom, Conrad Hilton.
12:30 p.m.—Engineering Luncheon, Williford Room.

Presiding: William S. Duttera, director allocations engineering, NBC.
Speaker: Dr. Edward E. David, director, Computing & Information Research Center, Bell Telephone Labs.

2:30 p.m.—Technical Session, Continental Room.
Presiding: J. B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co.
Session Coordinator: Leslie S. Learned, director of engineering, MBS.
Opening of 17th Annual Broadcast Engineering Conference—LeRoy Collins, president, NAB.

2:40-3:05 p.m.
“The Use of Spectrum Display in Broadcast Monitoring.” by Granville Klink, chief engineer, WTOP Washington, D.C.

During the last few years, the FCC has used spectrum display equipment in its monitoring stations to provide increased capability for detecting the effects of improper operation. This paper relates several experiences in which citations and advisory notices were issued as a result of this type of surveillance, and describes a new kind of monitor that was developed to assist broadcast stations in locating and correcting the source of trouble.

The monitor consists basically of a receiver and a spectrum display unit on one chassis. It covers the fm and vhf television channels and displays the spectrum in segments of from 50 kc to 2 mc on a 5-inch screen calibrated horizontally in frequency deviation and vertically in decibels.

3:10-3:25 p.m.
Over the past 21 years the NAB has been instrumental in the development of audio recording and reproducing standards which are applicable to disc and tape. The first standards were adopted by the association’s board of directors.

Mr. Collins Mr. Towner

BROADCASTING at NAB

A full staff of editors, reporters and advertising representatives of Broadcasting Publications Inc. will attend the NAB convention March 31-April 3, to be held in Chicago. Headquarters and open house will be in Suite 706A of the Conrad Hilton. A separate newsroom will be opened Saturday, March 30, with staff men assigned to cover every convention event and meetings not on the NAB’s official agenda.


Representing Television Magazine will be Ken Cowan, Don West and Frank Chizzini.
Well behaved transmitters

DON'T SHOUT

DON'T WHISPER!

Stay listenable with Audimax!

Undulating audio is not listenable! When it shouts—unpleasantness! When it whispers—strain! Every time your listener touches his volume control, you stand a chance of losing him! Audimax—the monitor with a memory—rides your output gain control with super-human speed. When levels are correct, gain remains constant—this is the Audimax Gain Platform. Audio output remains on a natural listening keel at maximum modulation. There's no distortion, compression, thumping or pumping. No audio "holes." Audimax is not a Compressor, Limiter or AGC. Audimax is a control computer, complete with memory and judgement. You merely set the Gated Gain Stabilizer to recognize noise and background effects, and electronics takes over. Proper levels are maintained; gain is held constant during pauses or returned to normal at standby—automatically. To get listener loyalty—and keep it—you need Audimax! It pays!

LABORATORIES
High Ridge Road, Stamford, Connecticut

SEE US AT NAB, CHICAGO, MARCH 31—APRIL 3, BOOTH 72W FOR AUDIMAX IN ACTION, OR WRITE FOR FURTHER INFORMATION.
Sound Reinforcement in Television Theaters." by A. Pierce Evans, project engineer, CBS-TV.

An important element of many television broadcasts, the reaction of the studio audience to the performance, is dependent upon good sound reinforcement. In both the design and operation of the sound reinforcement system, problems are encountered which are unique to television studios. New approaches to these problems, utilizing recent advances in the state of the art, are presented.

4:30-5 p.m.

"A Method of VLF Television Scan Synchronizing," by Robert M. Morris, staff engineering consultant, ABC.

It has been the desire of television broadcasters for many years to be able to switch, montage, and create visual effects with pictures from remote cameras and sources with the facility normal to cameras all under the same roof. The gen-lock or sync-lock has been the only answer to this need and it unfortunately is only a partial and not too satisfactory answer where more than one remote source is involved. In such cases it has been necessary to lease separate video lines for purposes of synchronizing the separate remote sources which, when it is possible, is expensive.

This paper describes a new technique applicable to the scan synchronizing of multiple picture sources at different locations based upon developments for satellite and missile tracking. Equipment which will provide a coherent lock with vlf radio signals for the control of sync generators is described together with its method of use and some of the problems associated with this new application of precision control.

Broadcasters, and the way they collaborate to study problems connected with broadcasting, analyze proposed regulations and plan future expansion and activities.

A review of some technical activities of the CAB, particularly in the fields of frequency allocations, TV receiver interference to AM radio receivers, space broadcasting will be discussed.

3:30-3:55 p.m.

"Logs-Logs-Logs," by Harold L. Kassens, chief, aural existing facilities branch, Broadcast Bureau, FCC, Washington.

On Feb. 20, 1963, the commission adopted a report and order amending its rules to permit the use of automatic logging devices for recording information normally required to be entered manually in the operating logs of broadcast stations. The rules, as amended, also make other changes in logging procedures. The new rules concerning program, operating and maintenance, and their effects on the operation of broadcast stations, as well as the specific requirements relating to automatic logging equipment, will be discussed in detail.

9:30-9:55 a.m.

"Continental Room.

Presiding: Jack Petrik, chief engineer, KETV (TV) Omaha, Neb.

Session Coordinator: Clyde M. Hunt, vice president for engineering, Post-Newsweek Stations, Washington.

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Every FM broadcaster who has made the switch to stereo multiplex has been faced with a perplexing monitor problem. The electronics manufacturing industry has been concerned primarily with building stereo multiplex transmitting equipment and has not provided the stereo broadcaster with a monitor tailored specifically to fit his needs. Transmitter manufacturers have had to build specialized test equipment in order to prove the quality of their stereo transmitter to the FCC for type acceptance purposes, but generally this equipment has not been made available to the broadcasters. This paper will discuss the FM stereo multiplex monitor requirements and how the application of such a monitor will benefit the stereo broadcaster.

Tuesday, April 2

9 a.m., Technical Session, Radio, Continental Room.

Presiding: Jack Petrik, chief engineer, KETV (TV) Omaha, Neb.

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10:10 a.m.
“Broadcast Transmitter Harmonic Considerations,” by C. V. Clarke Jr., project engineer, Gates Radio Co.

With our ever-increasing use of the spectrum and the over-crowded conditions which exist today in all bands, it is now more important than ever that spurious emissions must be kept to a minimum. Harmonic radiation not only creates interference to other services, but may disrupt vital communications which are instrumental to public safety. The commission has recognized this fact by placing stringent rules on the radiation of harmonics by users of broadcast equipment. This paper will discuss the effects of loads, whose impedance varies with frequency, upon the harmonic emission from a broadcast transmitter. A method for measuring harmonic radiation will also be discussed.

10:30 a.m.-10:55 a.m.
“On the Go with Radio,” by Vincent P. Marlin, chief engineer, WFBL Syracuse, N. Y.

With ever-changing programming formulas in radio, the station engineer’s ingenuity is constantly being called upon to develop equipment which will satisfy these demands which call for speed and portability. This paper deals with the design, construction, and operation of a remote trailer . . . a complete station on wheels. Such matters as remote pickup equipment, cue circuits, control of programs, and layout of equipment will be discussed in detail. Summarizing the paper will be a recap of all problems encountered in over 140 remote broadcasts of 4,504 actual “on-air” hours and how these problems were solved.

11:30 a.m.-12 noon
“A New Method of Broadcasting Three Dimensional Stereophonic Sound,” by Kenneth R. Hamann, chief audio engineer, WDKO Cleveland.

Mr. Hamann

The true reproduction of sound source localization frequently demands more than two distinct channels for transmission from the studio or concert hall to the listener. Two-channel stereophonic systems all too often leave a “hole in the middle” which detracts from the feeling of realism that the sound reproduction system should provide. Stereophonic recording systems involving from 3 to 10 discrete channels have been in existence for some time. Various techniques have been employed in their transmission but all have had their shortcomings. This paper will describe the adaptation of a unique three-channel system for broadcast use which is currently in operation at WDKO in Cleveland.

9 a.m.—Technical Session, Television, Upper Tower
Session Coordinator: James D. Parker, director, tv R-F engineering, CBS-TV.

WHEC-TV and WROC-TV, both Rochester, N. Y., are now operating on chs. 10 and 8 using a common antenna. Both stations operate at a power of 316 kw and use the only such television antenna system in operation in the U.S. The antenna is fed by four transmission lines in order that the upper or lower half may be fed separately and, thus, constitute a spare antenna system for use in case of feed line or transmission line failure. This paper will describe the design parameters of this system including vertical and horizontal performance. System response compared to design goals will be discussed.

9:30-9:55 a.m.
“Simplified Operating Practices for Studio Image Orthicon Cameras” (Film), by Joseph A. Flaherty, director of technical facilities planning, operations department, CBS-TV, New York.

Mr. Flaherty

This film portrays simplified operating practices for 4½” image orthicon cameras which are employed by CBS-TV to obtain consistently high quality results in normal day-to-day operations. Special emphasis is given to demonstrating the inter-relationship of lighting, scene contrast, camera exposure, and object-to-image transfer characteristics, and to relating these variables to final image quality. Practical methods are illustrated which standardize some of these variables to permit simpler operation.
with more predictable and consistently higher quality results.

10-10:55 a.m.

"Remote Control of TV Transmitters," by GEORGE W. BARTLETT, NAB manager of engineering.

Over the past 10 years the broadcasting industry has been attempting to modernize its operating techniques in order to bring them into step with those of other services. The adoption of remote control operation for am and fm transmitters was a move in this direction and is now an accomplished fact at over 2,500 am/fm stations. This symposium will discuss the NAB field testing program which is currently underway at 5 stations. A program designed to test the dependability, accuracy and reliability of tv remote control equipment.

Symposium participants include Mr. Bartlett, R. B. MARYE, manager, low power transmitter engineering, RCA; B. T. NEWMAN, broadcast sales, General Electronic Labs; F. J. BIAS, technical products operation, General Electric Co., WILLIAM P. KRUSE, Gates Radio Co., and JOHN A. MOSELEY, president, Moseley Assoc. Inc.

11-11:25 a.m.

"System Considerations in Color Equipment Installations," by JAMES L. WILSON, director of engineering, NBC.

With the growing interest in color television throughout the country, it was felt that the experience gained by NBC in construction of several color facilities over the last 10 years would be of interest to other broadcasters just entering this new medium. The several system factors that have to be taken into consideration in the installation of monochrome equipment take on added importance in color and must be executed and checked to far greater accuracy. In addition, several new problems are introduced which are of little or no significance in black-and-white broadcasting.

The paper describes some of the precautions taken by NBC in laying out and constructing color facilities, and outlines some of the procedures used in alignment and proof of performance tests.

11:30-11:45 a.m.

"Intercity Television Network Service Today," by SHELDON C. JENKINS, transmission engineer, American Telephone & Telegraph Co.

The Bell System provides thousands of miles of intercity television channels. While a few channels are used for educational systems and others are used occasionally for closed circuit applications, nearly all of the channel mileage is used for network transmission. This paper will describe the various systems of intercity television network service both past and present. It will concern itself with such matters as the role played by the switch or operating centers, describing equipment now in use and the techniques used by AT&T in the transmission of video information.

Mr. Jenkins

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

Presiding: LESLIE S. LEARNED, director of engineering, Mutual.

Speaker: SIDNEY METZGER, manager communications systems, project Relay, RCA Astro-Electronics Div.

Tuesday Afternoon, April 2—No sessions scheduled after luncheon. This period is not programmed to permit delegates to visit exhibits and hospitality quarters.

Wednesday, April 3

9:00 a.m.—Technical Session, Continental Room.

Presiding: FRANK MARX, president, ABC Engineers, ABC.

Session Coordinator: JAMES E. GRAY, chief engineer, WYDE Birmingham, Ala.

Mr. Metzger

9-9:25 a.m.

"Recent Developments in Videotape Recording," by GRANT M. SMITH, senior electrical engineer, Ampex Corp.

Since the introduction of the Videotape recorder, the number of tape machines in use continues to increase. Approximately 1,300 machines...
RCA Field Mesh Image Orthicons 7293A and 8093A

Sharper and Quieter Picture Reflects Tube Improvements

You can see the difference. It shows in the upgraded picture quality when you use the improved RCA-7293A in your black-and-white camera chains. Look for the red base. It’s your cue to confidence that you have the RCA-7293A with high signal-to-noise ratio, improved sharpness, and a high signal output. Its operational flexibility and life expectancy are equivalent to those of RCA-5820A.

In addition, RCA-7293A produces all the RCA Field Mesh design features: better camera focus, less "edginess", and better geometry. It embodies RCA’s quality assurances on uniformity for highlight response, background shading, high effective sensitivity and anti-ghost benefits.

RCA-8093A is the Field Mesh Image Orthicon recommended for high quality tape recording. When particular attention is paid to light-level control and lighting uniformity, this tube produces even higher signal-to-noise ratio and longer gray scale reproduction.

You can choose from a complete line of RCA Field Mesh Image Orthicons, including: RCA-7513 and the matched set RCA-4415 & 4416 for color; and for black-and-white: RCA-7293A, 7295B, 7389A, and 8093A. Ask for them at your AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

The Most Trusted Name in Television
were in operation as of January 1962, and undoubtedly this number has increased well above this figure. Recent noteworthy events have been the introduction of transistorized circuitry, simplified means for color recording, improved heads, editing techniques and miniaturization. This paper will describe the recent developments which have been incorporated in the new Am-pex single console four-head Videotape recorder.

9:30-9:55 a.m.

"What to Look for in New Designs Using Transistors," by R. N. Hurst, broadcast studio engineer, RCA.

Broadcast engineers who make no attempt to become acquainted with transistors will very rapidly find themselves unable to participate in some of the liveliest technical conversations in the industry. The transistor, scarcely more than 10 years old, has been refined and developed to the point where it is a fast-rising contender for many of the circuit functions required in broadcast equipment, both audio and video. With the passing of each day more and more equipment is being redesigned to use transistors. The present trend toward miniaturization also requires the application of these new devices.

This paper will discuss in detail, several areas where the characteristics of transistors require a different design philosophy than tube circuitry, and how this philosophy may be applied.

10:30-10:55 a.m.

"The ABC Color Operating Standards," by A. W. Malang, chief video facilities engineer, ABC-TV.

After ABC-TV reached the decision to commence color broadcasting, it became rapidly apparent that color operating practices were far from standardized, and were in fact considered by some to be incapable of being standardized. In order to accomplish network broadcasting on a clock time basis ABC-TV finds it advantageous to pay back each show a number of times in different places. Hence, if the color shows (as of this date film only) were to be of consistent and comparable quality, standardization was mandatory.

The measure of success of this program has been exemplified by the comments of viewers and affiliates, in which consistent high quality of the color programs has been expressed.

11-11:25 a.m.

"A New Approach to a Color Film Channel," by I. C. Abrahams, consultant, advanced engineering, General Electric Co.

This paper describes a new system, which makes use of a fourth tube, whose exclusive function is to pick up the luminance information from the slide or film. The use of this tube for such a purpose permits obtaining improved sharpness of the luminance signal, since its output is independent of register. On the other hand, the registration of the three images of the other three channels is not nearly so critical, since they contribute only to the chromaticity of the picture.

Superior sharpness is therefore obtained for both the color picture and the monochrome picture. Although there are color errors which theoretically arise in a system of this type, it will be shown that these are not of practical consequence in the final analysis.
Improved RCA Image Orthicon RCA-5820A Has No Match for Tube-to-Tube Uniformity

The key to telecasting's highest performance uniformity from tube-to-tube is RCA-5820A, the Image Orthicon respected as "standard" of the industry.

On every major characteristic by which TV pictures are measured, RCA-5820A is quality assured. If you use RCA-5820A, you can get another like it with complete confidence. How can you be sure? Each and every RCA-5820A is tested and rated in three different cameras and given a final, thorough operational check prior to shipment!

The excellence you buy in today's RCA-5820A includes: High signal-to-noise ratio, uniformity of signal output and background, high sensitivity and improvements in resolution capability.

This RCA Image Orthicon is recognized as an exceptional all-purpose type for studio or remote use. It features microscopic gun alignment, gold-plated grids, and pre-tested mesh to assure reduced microphonics.

A leader in TV Camera Tube development since the early days of television, RCA today offers a complete line of Image Orthicons for black-and-white and color.

SEE THE RCA IMAGE ORTHICON DISPLAY AT NAB.
CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the lower lobbies of the Conrad Hilton Hotel in Chicago. Following are descriptions of the principal products to be on display in the two separate exhibit halls. The exhibit space designated is in the Conrad Hilton unless otherwise indicated.

Station representatives, networks, syndicators and miscellaneous industry service firms are listed on following pages, including personnel attending the convention. These are based on information available as Broadcasting went to press.

A list of manufacturers of equipment who will maintain hospitality suites will be found in the "Where to Find It" directory (page 122).

ALFORD MANUFACTURING CO.
Space 21W
Alford this year will show tv and fm antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.
Personnel: Harold H. Leach, Gerald Cohen.

ALTO FONIC TAPE SERVICE INC.
Space 32W
AMPEX CORP.
Space 28W
Four new products will be introduced: the VR-1100, low-cost, all transistor Videotape recorder; Editec time element control system for precise automatic editing and full animation on tv tape; Mark IV Heads, new design long-life video heads for VR-1000 and VR-1100 recorders; 602 Audio Recorder, an improved field recorder/playback for broadcast, industrial and educational uses.
Also to be shown are the VR-1000C Videotape recorder equipped with Intersync tv signal synchronizer, Amtec time element compensator, electronic editor, Editec and Colortec, direct color recovery system; VR-1500 portable closed circuit Videotape recorder; 7½" conversion kit for VR-1000 recorders; Marconi Mark IV monochrome camera

What's going on in Suite 1119A?
Dick Lawrence knows. That's where you'll hear Radio à la Carte. He's heard it with John Alexander and they bought it for WFLA in the Tampa, St. Pete markets. Dick says: "I'm happy to endorse Radio à la Carte."
Corner Mary Kempner at Suite 1119A, Conrad Hilton Hotel. Hear it yourself.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741

chain; Marconi eight-event store and switching unit; PR-10 professional audio recorder; SA-10 speaker/amplifiers and MX-10 mixer, 354 broadcast recorder with new four-position head and full line of audio tape and UST prerecorded tapes.

Personnel: C. Gus Grant, Tom Davis, Tom Merson, Bob Day, George Shoaf, Jack Miller, Tom Washburn, Gregg Perry.

ANDREW CORP.
Space 70W
Andrew will feature its Multi-V antenna, providing full performance data, its accessories and Andrew pattern services. The Multi-V is now cataloged in standard sizes up to 16 bays. A new Heliax display will be made, featuring a large selection of flexible coaxial cable. Coaxial transfer switches for rapid switching of pairs of transmissions will also be displayed. The switches will be shown in operation and with construction details.


AUTOMATIC TAPE CONTROL INC.
Space 22W
Complete station automation will be on display, including the new SP-10-1 systems Programmer. The Programmer is said to be capable of handling up to 10 audio sources in any random pattern desired. Program planning is dial ed into the unit in the sequence desired. The modular concept of ATC automation and the ease of designing and assembling complete systems exactly matched to format requirements will be stressed.


BALL BROTHERS RESEARCH CORP.
Space 23W
Equipment for converting standard black & white or color tv signals into
Sponsor Preferred

Choose RCA-4415 & 4416 for Your Big Year in Color

Colorcast schedules are growing heavier. And heavier. And heavier. Get set now to deliver the sharp, true, bright pictures sponsors demand for their programs and commercials. Replace with RCA Image Orthicons 4415 & 4416. For RCA insists on highest quality performance in its color image orthicons. And has invested more to get it.

The RCA 3-tube factory-matched set in your camera produces exceptional pictures in color receivers, as well as high resolution pictures with normal tone rendition in black-and-white sets...at lighting levels available in black-and-white studios! There's no problem of high scene-lighting temperatures...no need for extra air-conditioning. And many lighting costs usually associated with highest quality indoor color pickup are avoided.

RCA precision construction, Field Mesh, plus finely matched tube characteristics assure excellent picture registration and uniform color balance over the entire scanned area.

Also available is RCA-7513, an Image Orthicon for highest quality color pickup using conventional color TV lighting. Ask about RCA Image Orthicons locally. SEE YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

The Most Trusted Name in Television

For name and address of your local distributor write or call your nearest RCA Distributor Products Sales Office—New York, N. Y.: 36 W. 49th St., Murray Hill 9-7200; Needham Heights 94, Mass.: 80 "A" St., Hillcrest 4-3480; Washington 7, D. C.: 1725 "K" St., S. W., Federal 7-8500; Atlanta, Ga.: 134 Peachtree St., N. W., Jackson 4-7703; Cleveland, Ohio: 1621 Euclid Ave., Cleteny 3-3400; Chicago, Ill.: Merchandise Mart, 487-5900; Dallas 7, Texas: 7611 Carpenter Freeway, Melrose 1-3600; Kansas City 14, Mo.: 7711 State Line, Emerson 1-6402; Los Angeles 22, Cal.: 6001 E. Washington Blvd., Raymond 3-8361. SEE THE RCA IMAGE ORTHICON DISPLAY AT NAB.
NAB PREVIEW
EXHIBITS CONTINUED

digital form for ease of transmission, switching and regeneration will be on display.

BAUER ELECTRONICS CORP.
Space 56W

Bauer Electronics this year will display the Model 707 1 kw transmitter, the Model FB-5000F 5000 w transmitter and the Model 440 "Log Alarm" automatic logging device. It will be the first NAB Convention display for the latter two items.

BOSTON INSULATED WIRE & CABLE CO.
Space 71W

Tv camera cables, special application tv cameras, microwave equipment, and cable assemblies will be among this year's display.
Personnel: Alton C. Davis, Hubert Goodwin, Jack E. Ferrer.

BROADCAST ELECTRONICS INC.
Space 14E

Broadcast Electronics this year will show four new products—a recorder-playback cartridge unit, a phase monitor and two variations of existing models—in addition to regular items in their line.
The new cartridge unit, Spotmaster Model 500 D-L, is capable of delaying broadcast of programs from 6 seconds to 30 minutes and was specially designed to help the broadcaster eliminate objectionable language, for instance, on telephone interview type programs.
The new phase monitor, Model 28V-2, will handle up to 6 element arrays, with additional inputs supplied on request, and occupies less than 9 inches of rack space. It measures phase angle, current ratios and amplitude on a single meter with 7" scale length. Measurement accuracy is 1° with repeatability to 1/2°.
Spotmaster Models 500A and 505A, the other new products being shown, are variations of Spotmaster Models 500 and 505. In addition to these new items, 7 products from the regular Broadcast Electronics line will be shown, including recorder, playback, recorder-playback combination unit, equalized turntable preamplifier and cartridge racks.
Personnel: Ross Beville, Jack Neff, Don Smith, Dave Durst, Jim Woodworth, Ben Strouse.

CHARLES BRUNING CO.
Space 41X

The Copyflex diazo machine line for simplified program logging and a newly developed system for sales contracts and billing will highlight the firm’s exhibit. Bruning will also exhibit its new Cypoton electrostatic dry copier machine.
Personnel: Eugene Bonk, Garwin Dawley, Don Sanders.

CBS LABORATORIES
Space 72W

CBS Labs this year will exhibit Audimax automatic level controls, test records, VA-1 transistorized video distribution amplifiers, digital display devices for statistical reporting, and other products in their line.

CENTURY LIGHTING CO.
Space 19E, 14E

Century will be lighting the General Electric and Visual Electronics demonstrations areas.

CHRONO-LOG CORP.
Space 47W

Sequential Television Equipment Programmer (STEP) is an automation system for tv switching, designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors. STEP permits programming an entire day's switching sequences in advance. The sequence can be checked out through a preview mode. Provision for last minute changes and operator override is provided in the programmer.
Chrono-Log Digital Clocks have been used to provide digital outputs of time for network coverage of astronaut flights. They can be used for coverage of sporting events and other events where viewer interest is centered on the importance of time.

COLLINS RADIO CO.
Space 27W

The transistorized 900C-1 Fm Stereo Modulation Monitor will be among the
Now RCA Brings High Fidelity to Image Orthicons

Now! An RCA Image Orthicon with picture pickup fidelity so high, it's like bringing your audience right into the studio.

That's RCA-7295B...a new 4½" type unilaterally interchangeable with the 7295 and 7295A. Tighter performance limits and additional tests and inspections at RCA have refined processes and materials to such an extent that performance of this TV Camera Tube rivals that of any Image Orthicon on the market.

With this 4½" Image Orthicon, you get the ultimate in flexibility for high fidelity pickup in black-and-white TV. Because you get: improved background uniformity, higher signal output levels, better signal uniformity, higher signal-to-noise ratio, improved detail response, reduced microphonics, and stable sensitivity.

All these improvements had to come in a tube from RCA—a leader in TV Camera Tube development since the early days of television. Ask locally about a complete line of RCA Orthicons for color and black-and-white telecasting. See your Authorized Distributor of RCA Broadcast Tubes.

RCA ELECTRON TUBE DIVISION, HARRISON, N. J.

The Most Trusted Name in Television
new equipment at the Collins display. The 900C-1 measures main channel, sub channel, pilot carrier and SCA carrier insertion; it will measure stereo separation, crosstalk and pilot phase; provides stereo and monaural output for proof of performance measurements, plus output connections for measurement of am noise and distortion.

Also new is the 26U-2 Stereo Peak Limiting Amplifier, featuring ganged limiting action for maximum stereo separation, compatible with complete limiting capabilities.

New Marti equipment, sold by Collins, will be the M30B/TPS higher powered remote broadcast transmitter, and the 11RS-2R new improved matching receiver.

The company will also display the 830D-1A 1 kw fm transmitter, the 830F-1A 10 kw fm transmitter, A830-2 direct fm exciter, 786M-1 stereo multiplex generator, 808A-1 remote console and other am and fm stereo equipment.

The display will show a Collins 300F 250 w transmitter installed in 1938 at WGAV Athens, Ga. It was the winner of the company's recent oldest transmitter contest and was in continuous daily service from 1938 until it was replaced with a 20V-3, supplied by the company, earlier this month. A 20V-3 will also be on display.


COMMERCIAL RECORDING CORP.
Space A-East
A complete line of station ID and promotional jingles, plus commercial jingles will be exhibited.
Personnel: John J. Coyle, Buddy Harris, Walter Wienecke, Bud Curry.

CONRAD DIV. OF GIANNINI CONTROLS CORP.
Space 7E
Conrad will offer four new products for view at the convention, a color master monitor, a transistorized monitor, a kinescope recording chassis and an audience and studio monitor.

The master monitor utilizes 95 transisters and 21 tubes and has a precision decoder. The color monitor's only operating controls are contrast and brightness. The transistorized monitor, 8 inches and fully regulated, features a DC coupled video amplifier with keyed backporch clamp. It has a two channel video input and diode switcher, light weight, size adjustment and a horizontal displacement switch.

The new kinescope recording chassis is designed to fill the gap between the studio monitor and the elaborate professional kinescope recording monitor. It features internal blanking, video phase reversal, sweep reversal, aperture correction and regulated high and low voltage. The new audience and studio monitor, the CVA23, is a voltage regulated utility monitor operating full 10 mc bandwidth, but uses a 23-inch rectangular tube.


CONTINENTAL ELECTRONICS
Space 25W
Continental Electronics, a subsidiary of Ling-Temco-Vought Inc., this year will exhibit its 5/10 kw transmitter, remote control and fault alarm equipment, monitor receiver and magphase.

In way of new products it will show a new vidicon camera chain.


CUMMINS ENGINE CO.
Space 36W, 37W
This will be the first year of Cummins' exhibit of its line of standby diesel generator systems which range from 60 kw to 400 kw. The exhibit will be newly designed by Elliot-Noyes, featuring cutaway model in action, lighting up display when regular power cuts off.


DRESSER-IDEFO CO.
Space 61W
A display of the firm's tv, fm, microwave towers; their design, construction and inspection will be shown.


DYNAIR ELECTRONICS INC.
Space 49W
Two completely new lines of solid-state modular amplifier units, a new solid-state switching equipment, broadcast transmitters, closed circuit tv transmitters and other signal processing accessories will make up the Dynair exhibit.

The new amplifiers are the Series 1000 Equipment, a complete line of video and pulse modular amplifiers which plug into a 1½ inch-high frame; and the Series 3000 Equipment, similar except the modules mount in a 3½ inch frame and 12 modules may be mounted in a 19 inch width. The advanced design parameters include 20 mc bandwidths, minimum power and space requirements, meantime between failure ratings of approximately 5,000 hours, differential phase and gain of nominal amounts and minimal crosstalk.

The Series 5100 Switching Equipment is a remote controlled, solid-state, expandable modular system providing switching of transient free 20 mc information from any number of inputs to any number of outputs.

The TX-1B closed circuit tv transmitter and the TX-600H broadcast transmitter will also be shown. The TX-600-H produces 600 w peak visual and 90 w aural.


ELECTRA MEGADYNE INC. (successor to EMI/US)
Space 4E
New equipment this year includes: a dial-operated monitor system, designed for greater simplicity in selecting various video/audio program sources from remote locations; a solid-state four output distribution amplifier; a solid-state four output pulse distribution amplifier; a custom designed switching system; a completely automated tv studio with advanced design vidicon cameras mounted on remote control pan and tilt heads.

Other equipment to be shown are the 4½ inch image orthicon cameras, a vidicon color camera, a new 2-1 vidicon and a display in EMI's design and construction of custom audio and video control equipment.


ELECTRONIC APPLICATIONS INC.
Space 20W
Several new microphones, the C-12A, CK54 and C-60 capacitor microphones for frame and 12 modular microphones will be shown. Also to be introduced is the new model D19C microphone for use where very, very high quality is needed, according to the manufacturer. The microphone was designed with a
shock-lock stand.


**ELECTRONICS, MISSILES & COMMUNICATIONS INC.**

*Space 33W*

EM&C this year will show vhf and uhf transmitters, translator accessories and uhf transmitters.

Personnel: Dr. B. W. St. Clair, Robert F. Romero, Henry Shapiro, Melvyn Lieberman, H. C. McKenzie.

**GATES RADIO CO.**

*Space 44W*

Several new products will be featured, including the new BC-1G 1 kw am transmitter which is completely re-styled externally and improved internally. It will be displayed along with a compatibly styled BC-5P-2 5 kw am transmitter.

Two Gates fm transmitters also will be shown: the 1000 w and 5000 w models for stereo programming. The M-6095 Cascade exciter and M-6146 stereo generator, two stereo consoles, a stereo limiter and new turntable pre-amplifier will be on display.

An operating exhibit of the new Cartriappe II, three-cue tone cartridge tape system will be featured. The system offers a choice of one, two or three cue tones in a system that can be increased as needed by adding plug-in amplifiers.

Three new Gates microphones will be introduced and 10 audio consoles, including the three transistor models introduced at last year’s NAB, will be on display.

Also featured will be a model of a 50 kw helicopter transportable system, which the company will soon deliver to the U. S. Army Signal Corp.


**GENERAL ELECTRIC CO.**

*Space 19E*

A new line of uhf transmitters and uhf zig-zag panel directional antennas will be introduced by GE. According to the company the frequency drift in the new antenna is no more than five parts in 10 million and is inherent in the transmitter design. Heart of the series is TT-55-A 100 w transmitter with transistorized crystal oscillator circuits for visual and aural carrier frequencies.

It can be used for certain low-power applications, but in most cases will serve as the driver for the TT-56-A, a new 12.5 kw transmitter, or the TT-57-A, a new 25 kw transmitter. The new transmitters require 35% less floor space than other models in the same frequency range.

The new antenna is the first non-resonant panel type available for uhf, according to GE. It makes available an almost limitless variety of directional radiating patterns. Made up of zig-zag panels, specific antenna designs are developed from a computer program which interpolates between closest values for more than 150 previously calculated patterns.

Other new products to be shown are 3’ image orthicon color camera, professional live vidicon camera, color film camera, black and white continuous motion picture film projector, transistorized sync generator, 3’ image orthicon black and white camera and educational tv studio package.

GE describes its four-camera film unit with four camera pickup tubes instead of the usual three as an advanced concept, based on a newly transistorized vidicon camera to be introduced at the NAB show.

Three vidicons produce only chrominance information, the fourth serving as a monochrome camera carrying all the picture detail and brightness. H. E. Smith, technical products marketing manager, said the new color film system (PE-24-A) provides operating stability and reliability.

The system works on the coloring book principle in which a complete black-and-white picture is drawn and the color filled in. A single broadband vidicon channel produces the black and white image and three other vidicons fill in electronically with color.

Other items on exhibit will include 1 kw vhf high channel transmitter, 2,000 mc microwave antenna, helical antenna, portable and rack-mounted 2,000 mc relay, 4½” image orthicon vidicon channel produces the black and white film vidicon camera, film center multiplexer, black and white calibrator

**The where & when**

Exhibit space in the Conrad Hilton is situated in the lower lobbies.

As in past years, the regular convention program on Tuesday afternoon is being left open to permit delegates to visit the exhibits as well as the hospitality suites.

Exhibits will be open Sunday, March 31, from 12 noon to 9 p.m.; Monday, April 1, 9 a.m. to 9 p.m.; Tuesday, April 2, 9 a.m. to 5 p.m. and Wednesday, April 3, 9 a.m. to 5 p.m.

George E. Gayou is exhibit director. Edward L. Gayou is assistant exhibit director.

**GENERAL ELECTRONICS LABS INC.**

*Space 41W*

The line of fm transmitters—1, 15 and 30 kw will be shown. Other products on display include stereo generators; SCA generators; stereo control consoles; fm relay receivers; GEL, Rust remote control equipment and GEL’s new Autorog.


**GRL DIV., GENERAL PRECISION INC.**

*Space 12E*

GRL will introduce for the first time its new Precision 800 vidicon viewfinder camera chain and its Precision 580 vidicon film chain.

On display also will be GRL’s high resolution vidicon film chain, Model PA-550; 35 mm telecast projector, Model PA-200 and its tv projection system, Model PB-615.


**HARWALD CO.**

*Space 68W*

The Mark IV auto-load inspect-o-film machine with electronic graph recording and automatic projection and a Mark IV auto-load chassis with electronic graphic recording and automatic projection will be shown.

**INTERNATIONAL GOOD MUSIC INC.**

*Space 65W*

The Simplimation, IGM’s automation equipment will be featured at the display. Also to be shown are the Heritage, Premier and Sovereign programs.

**Personnel:** Rogan Jones, Charles
Sprague, Gene Wagner, Homer Griffith.

INTERNATIONAL NUCLEAR CORP.
Space 3E
Transistorized equipment will make up INC's exhibit. Included are the TDA-2 video/pulse distribution amplifier; TDA-26 high gain video amplifier and TCA-3 camera amplifier.
Personnel: Raymond L. Weiland, Sondra Darlene Ewing.

ITA ELECTRONICS CORP.
Space 15E
ITA this year will show their line of am and fm transmitters, fm and tv antennas, consoles, documenters and accessories.

JAMPRO ANTENNA CO.
Space 39W
On display will be a new single bay ch. 13 tv batwing antenna, Jampro type JAT 1/13H. A full scale antenna, capable of 10 kw input, it is designed for standby use.
Also to be shown is the Jampro fm radiating element featuring digital tuning, which permits simple end cap adjustment on the tower. This new method will permit extremely low VSWR ratios to be easily obtained, the company says.
Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

JOHNSON ELECTRONICS INC.
Space 52W
Johnson Electronics will exhibit its transistorized equipment for background music. The display will feature tuners, amplifiers, demonstrators, and the company's Portasound Johnsonaire equipment. The tuner will have a new type chassis that will be introduced at the exhibit.

KLEIGL BROS.
Space 1E
A new SCR semi-conductor dimmer, which uses a silicon controlled rectifier, and a new line of quartz lighting fixtures will be shown. Also on display will be Kleigl's regular products—a complete line of tv lighting fixtures, accessories, wiring devices and control equipment for monochrome and color telecasting.

KRS ELECTRONICS
Space 38W
On display will be the KRS Stact Broadcaster, a six-deck cartridge tape recorder, featuring a reversible cartridge and complete remote control. The unit fits in 14 inches of rack space. The KRS three-deck recorder, which provides a complete tape cartridge system in one cubic foot area, will also be shown.

LOGOS LTD.
Space F-East
Color tape to film transfer systems will be exhibited along with black and white film techniques and complete video color facilities production.
Personnel: Charles F. Riley, Frank Thompson, Richard P. Sullivan.

MACARTA INC.
Space 42W
The West Des Moines company this year will display automatic magnetic tape cartridge recording and playback equipment and automatic tape magazine reconditioning and reloading products.
Test instruments designed for tape machinery and new dual-channel recorders and playback will also be shown.

MAGNETIC PRODUCTS DIV., 3M CO.
Space 19W
Displayed for the first time will be 3M's new Storrette cabinet with audible combination. The exhibt also will include the line of Scotch brand sound and video recording tapes. Mincom, a 3M subsidiary, will show its drop-out discriminator in the same space.

MAGNE-TRONICS INC.
Space 46W
The Programmer, a completely automatic tape playback system, featuring four tape units together with control system and clock, will be shown. The Programmer is manufactured by Tape-athon for use with the Magne-Tronics Motivational Music program service. A new tape rewinding system will also be displayed.

McMARTIN INDUSTRIES INC.
Space 43W
A transistor SCA multiplex receiver is being introduced at this year's display. Tube models will also be shown.
The complete line of fm and SCA multiplex, frequency and modulation monitors, including the new RF amplifier, TBM-2500, will be displayed. The RF amplifier enables remote operation of any McMtin monitor and may also be used with other presently owned monitors where an established fm station is planning a new remote operation. Other monitors include the TBM-4000 and the TBM-3000/3500 combination.
Another new product is the TBM-1500 fm stereo rebroadcast receiver, with extremely high sensitivity—luv for 30db of quieting. The receiver's output is capable of directly modulating certain fm stereo and/or SCA multiplex transmitters without going through signal demodulation and regeneration. The frequency response of the receiver is 20 to 100,000 cps ±⅓ db with extremely low phase shift.
On display again this year will be the TBM-1000 and TBM-2000 fm and SCA multiplex relay receivers. A 32-watt transistor audio amplifier, new to the line, will be shown also.

MIRATEL ELECTRONICS INC.
Space 34W, 35W
Featured will be Miratel's complete new line of all transistor monitors, the first of which this company introduced last year. Included will be 8-inch through 21-inch sized monitors in rack and cabinet models in Miratel's "T" series, and the new "T" instrumentation series which features high and low voltage regulation and overscan and underscan.
Audio operated relays for program failure alarm and the Conelrad receiver line will also be displayed.
Personnel: W. S. Sadler, R. B. Hackenberger, N. C. Ritter, B. J. Klind-
16 REPUBLIC CLIFFHANGERS
210 CHAPTERS

HOLLYWOOD TELEVISION SERVICE
(A Division of Republic Corp.)
4024 RADFORD AVE. / NORTH HOLLYWOOD / CALIFORNIA

TELEVISION FILM EXHIBIT '63 / PICK-CONGRESS HOTEL CHICAGO / MARCH 30-APRIL 3
HOSPITALITY SUITE 219


These are the products G.E. introduced at the last two NAB shows

Not only did we introduce them, but we sold them, shipped them, installed them—and now they are operating successfully all over the country.
1963: PE-23-A Studio Vidicon Camera Channel

These are new products you can expect to see at this year's show

They are ten more reasons why you can continue to look to General Electric for the newest and best in broadcasting equipment. See them at Booth 19-E.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Technical Products Operation, Syracuse, N.Y.
NAB PREVIEW

EXHIBITS CONTINUED

worth, D. Schulte, and P. Vogelgesang, H. T. McAdams.

MITCHELL VINTEN INC.

Space 62W

Mitchell Vinten will exhibit its Heron crab crane, a new hydraulic powered crab crane designed for use in large studios for the production of musical and dramatic shows, and features new control and drive systems. A heavy duty pedestal that provides a 50% greater range of vertical camera movement and a lower center of gravity. A lightweight pedestal for use with vidicon cameras. A remote broadcast dolly for use with mobile cameras used in the field, but portable enough for two men to carry it. Pan and tilt heads, called the Mark 3 Head, that have been adapted for color use as well as monochrome; the Mark 3 will be shown in action at the exhibit and is designed to be used with vidicon equipment and the lightweight pedestal described above.


MOBILCOLOR INC.

Space 60W

Developers of synchronized sound and color presentations for major radio promotions, the Mobilcolor spring and Christmas radio promotions will be displayed.


MOSELEY ASSOC. INC.

Space 48W

Moseley will exhibit a dual 950 mc aural STL, a radio remote control system, a wire remote control system, a 10 w fm exciter, an fm stereo generator, and an SCA subcarrier generator. The fm exciter is new this year, as is the dual 950 mc aural STL. Moseley says the exciter is designed as a replacement exciter for fm transmitters and low power educational service. The dual STL is designed for fm stereo service as planned in the FCC's new rule-making to allow fm stations to make two simultaneous broadcasts on one aural STL channel for stereo broadcasting from the studio to the station's transmitter.

Personnel: John A. Moseley, Howard M. Ham Jr., and George L. Kladnik.

OZALID PRODUCTS

Space 63W

Duplicating equipment and materials for copy systems will be shown.

Personnel: Richard Lyman.

PEPPER SOUND STUDIOS INC.

Space D-East

Custom musical productions for radio and tv and radio station library service will be on display.


RADIO CORP. OF AMERICA

Space 5E, 6E, 10E

Studio demonstrations of fm stereo broadcasts will be among the features of the RCA exhibit. The latest trans-storized equipment for radio stations, as well as new am remote automatic logging and control equipment designed to scan transmitter meter readings and to record permanently all operating parameters required by FCC regulations, will be introduced.

The exhibit will have the first public showing of new tv film equipment and a preset switcher for controlling up to 10 tv program segments.

A "live" tv studio will be set up to demonstrate four cameras—three for black-and-white and one for color. Exhibit visitors will be able to compare, side-by-side, the detail, shading and other features of pictures produced by the cameras on the same scene.

In tv tape recorders, RCA will show its TR-22, an all solid-state machine, operating in color. The TR-2, a universal type recorder capable of being used with a wide range of accessories, will demonstrate "pixlock, half-speed operation" and other features.

RCA's exhibit space has been enlarged to accommodate a bigger display of broadcast equipment. It will be in the same location as last year's exhibit and will include developmental models of future tv broadcast equipment.

The electron tube division's display in Space 10-E will include image orthicon, vidicon, large power tubes, electronic instruments, microphones, nu-vistors, intercoms, batteries, dark heater tubes, novar tubes, citizen band radio, minireeds, transistors and high-fidelity components.


RAYTHEON CO.

Space 11E

Raytheon, equipment division, will exhibit its tv microwave relay equipment, a dual-link hot-standby studio to transmitter link and a portable microwave system for remote pick-up applications. The two systems consist of new KTR-1000K microwave equipment featuring wideband transmitter monitor regulated DC filaments on video modulators and transmitter klystron, and temperature compensated klyston anode voltage supply.

Personnel: Don Smith, Robert Keller, George Hinkley, Gene Love, Hugh Bannon, Henry Geist, Jack Banister, Phil Cass.

RIKER INDUSTRIES INC.

Space 58W

Riker Industries will display its expanded line of video modules which may be used in studio and master con-
STONEY BURKE
Music by
DOMINIC FRONTIERE

and there are 104 other regular network programs which use BMI music.

DOMINIC FRONTIERE, vice-president and musical director of Daystar Productions, was a violin prodigy at two and an accordion virtuoso at age six. As a young concert soloist and pop artist he gained acclaim all over the world. As composer-arranger-conductor, he has distinguished himself in recordings, the theatre, motion pictures and in TV. He has just completed the music of eight pilot shows for new series.

BROADCASTING, March 25, 1963
NAB PREVIEW

EXHIBITS CONTINUED

trol facilities. New products to be displayed will be all-transistor modules for:

Sync generator with deluxe sync lock, expandable special effects generator with joy stick positioner, versatile video switching system, automatic vertical interval test signals, sync comparator, stabilizing amplifier, a "revolutionary" power pulse distribution system and a VIT black and white reference generator.

Other new Riker transistorized modules are for: color bar generator, burst flag generator, color standard, video d.a., bar and dot generator and for a complete line of video test signal generators.


ROHN SYSTEMS INC.

Space 50W

Display will come with am, fm and microwave towers, reflectors and associated equipment.


SARKES TARZIAN INC.

Space 17E

Sarkes Tarzian, broadcast equipment division, will exhibit a complete and integrated tv station complex. It will feature: studio camera equipment, film camera and projection equipment; heterodyne repeater, high and low power terminal microwave; simple mobile switching system through production studio switch equipment, with two variations of special effects systems. The exhibit will also feature the first showing of the completely transistorized studio equipment product line, cameras, film systems, synchronizing generators, switching and special effects equipment, and terminal distribution gear. This equipment will feature a new concept in industrial design.


SCHAEFER ELECTRONICS

Space 73W

Schaefer products shown will include automation equipment, program auto-

mation systems, spotters, transmitter remote control and automatic logging equipment.


SESAC INC.

Space E-East

A new lp package will be introduced by SESAC. The Just a Minute! pack-

age consists of 10 lp's for themes and program features. Each cut is 60 sec-

onds and is performed by a combo, orchestra or symphonic pops orchestra.


SONY CORP. OF AMERICA

Space 51W

A newly developed portable video tape recorder (TV 100) will be shown for the first time by Sony. It is transistorized and has push-button operation. The units are the first production models, flown in from Japan last week. Prototypes have been in use in Japan.

Sony's vtr portable is roughly the size of a suitcase—17½ x 25 x 16½ inches. It weighs 145 pounds and operates on AC current. Besides broad-

cast applications, Sony says the portable is suitable for closed-circuit, industry, school and hospital applications. A slowdown procedure cuts the movement to 1/60th of regular speed to permit analysis of action. It is said to use about a third the tape required normally.

Personnel: Bruce Birchard, Hugh Young, M. Morozano, K. Tsunoda.

SOUNDSCRIBER CORP.

Space 54W

Ben Mochan will exhibit its Sound-

scriber S-124 monitor. The S-124 is a single-channel recorder that maintains an automatic, unattended watch over daily transmissions. Only one tape change a day is needed with the S-124, saving the trouble of short-time record-
ings by the station staff.

Personnel: Gerald Northern, Charles Stancik, Robert Cooksy, Donald Fox.

SPARTA ELECTRONICS

Space 56W

Two models of Spartamatic cartridge systems, including stereo cartridge tape system and portable cartridge playback unit will be shown. An A-50 portable studio; an A-10 audio console and a Timecaster, which automatically gives the correct time with a jingle or other cued material by pushing a button will also be on display.

A new Sparta reel-to-reel tape record-
HERE'S YOUR ENTIRE STUDIO CREW...

WHEN YOU USE A GENCOM
REMOTE CONTROL CAMERA SYSTEM

Because one man can operate two cameras, and be the performer on-camera when he desires, the new remote-control studio camera system offered by GENCOM makes possible a genuine "Automated TV Studio." Each automatic shot box makes it easy to pre-set five camera positions, adjusting pan, tilt, zoom and focus at each position. To go to a pre-set shot, just press the button. To take over "manually" with the joy stick, just push the manual button. Pre-set shots repeat indefinitely, change easily. You must operate this system yourself to fully appreciate it. Try it out at NAB Booth 4E.
Take a 2nd look at Collins... find the 'surprise'!

You'll find plenty of surprises in store for you as you examine the Collins equipment on display at this year's NAB Show.

When you visit our booth, we hope you'll poke around in our complete line of AM, FM and stereo. We want you to take a really good look at everything... inside and out. Try out the demonstrators. Ask a few questions. You'll be pleasantly surprised to find out the many new things Collins has to offer you.

Also, we're introducing 2 new products in our expanding line of stereo equipment — the 26U-2 stereo peak limiting amplifier and the 900C-1 stereo modulation monitor.

See everything that's new with Collins at Booth 27W in the West Exhibition Hall of the Conrad Hilton. Come by and get the full story of quality in depth from Collins.

Georgia Station Wins Transmitter

Athens, Ga. (Special) — Radio Station WGAU in Athens today was announced the winner of an Old Transmitter Hunt contest sponsored by Collins Radio Company.

The station's prize-winning transmitter was a Collins 300E, 250-watt model which has been in constant use since 1938. The prize offered by Collins in this contest was a new Collins 20V-3 transmitter, which has been installed and is now in service at the station.

The old transmitter will be on display at the Collins booth at the National Association of Broadcasters' national convention opening next weekend in Chicago.

"To fully appreciate the value of the transmitter..."
ing and playback unit will be introduced at the display.

SURROUNDING SOUND INC.
Space 76W

The Broadcaster sound equipment will be demonstrated. It is a self-contained sound laboratory for am and fm radio.

TEKTRONIX INC.
Space 29W

On display will be video-waveform monitors, vectorscope for color tv phase measurements, oscilloscope trace-recording camera, tv and bc test equipment—generators, amplifiers, scope-mobiles and auxiliary test equipment.
Personnel: Charles Rhodes, Ron Olson, Keith Williams, Ralph Ebert, Cliff Briesenick, Frank Elardo, Terrell Jamison, Joe Gardner, Paul Whitlock, Jerry Coomber, Bob Stegert, Ed. Vaughn.

TELEMET CO.
Space 2E

Telemet Co. will show its latest equipment for use in, and testing of, black-and-white and color television broadcast systems. The new equipment to be shown will include: a completely transistorized special effects generator that features individual plug-in switching amplifiers, waveform generator and power supply; and a transistorized portable video transmission test using only ac power to supply signals for studio or transmission facility check out and alignment.
Also to be demonstrated is a transistorized EIA sync generator that supplies sync, blanking and drive signals in accordance with EIA standard RS170. This unit requires only seven watts of power.
Other Telemet transistorized equipment to be exhibited: video distribution amplifiers; a mid-frequency phase corrector; a pulse distribution amplifier; a multiburst generator; a staircase generator; and a Sin 2 pulse and window generator.
Color equipment on display will include: a tv utility monitor, a color bar generator and an encoder.

TELEPROMPTER CORP.
Space 31W

Focal point of the exhibit will be a three-part screen automatic slide presentation telling the story of the company and its products and demonstrating the TelePro and RA-100 Random Access projectors in actual use. TelePrompTer also will display for the first time the products of its recently acquired subsidiary, Conley Electronics.
The Conley division is the manufacturer of Fidelipac endless loop tape cartridges. Also shown will be the Amplichon 190 large screen tv projector and prompters.
Personnel: Irving B. Kahn, Peter C. Funk, George Andros, Joseph Munisteri and Bradford Macy.

TELEQUIP CORP.
Space 3E

Telequip will show the new line of PYE tv equipment, including the PYE 4½" image orthicon camera, for which the New York company has recently been named distributor. Also new this year will be a demonstration of the Maurer-matic 13, 35mm film processor and studio and remote lighting equipment employing sealed reflector lamps. Features of the light fixtures include lightweight, small size and lower replacement costs.

George did it
and he's glad.

He signed up Radio à la Carte,
George P. Mooney did, for WKGN,
Knoxville. Listen to him: "Radio à la Carte is just what radio needs. Dave Diamond and I are happy to be an à la Carte station." You can do it, too. See Marv Kempner and Milt Herson in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741

Personnel: John Schlageter, Howard L. Ryder, John J. Camarda, Derek Clowes, Robert Hair, William Jones.

TELEVISION ZOOMAR CO.
Space 59W

The new Angenieux-Zoomar lens, named the 10-2-1, will be shown. It operates with a minimum of three feet working space and permits coverage of an area of 40 inches down to 4 inches with a 10 to 1 zoom ratio. Zoomar will also offer a remote servo control for its lenses which was developed by Evershed & Vignoels, London, and for which Zoomar is the American distributor.
Personnel: Jack A. Pegler, Bill Pegler, Dr. Frank G. Back.

TOWER COMMUNICATIONS CO.
Space 24W

Towers—microwave, am, fm, tv, special (both guyed and self-supporting); microwave passive reflectors, portable pre-built buildings, and paradomes will be on display.

U. S. ARMY
Space 65W, 67W

U. S. NAVY RECRUITING SERVICE
Space 69W

UTILITY TOWER CO.
Space 40W

Utility will display a complete line of towers and accessories for and broadcasting services. Accessories include insulators, ground systems and prefabricated steel transmitter buildings. The Oklahoma City company offers a complete package including installation and maintenance services.

VISUAL ELECTRONICS CORP.
Space 14E

A complete solid-state television broadcast equipment line will be introduced by Visual Electronics. Included are: fully transistorized Visual zoom cameras in both 3" and 4½" image orthicon models; a transistorized video switching system with modular unitized construction; a transistorized vtr "mod-de-mod"; transistorized audio tape cartridge equipment, with a reversible, continuous-loop cartridge; transistorized audio consoles and a modular audio amplifier series.
A diversified line of radio-tv equipment and program automation equipment will also be shown, with the entire exhibit designed to indicate the completeness of the new transistorized lines, according to Visual. Included in
NEW!

snap-in cartridge loading—foolproof, split-second, one-hand operation

INTRODUCING THE

Spotmaster 500A

Cartridge Tape System

Now SPOTMASTER brings you the new 500A cartridge tape system, featuring split-second, snap-in cartridge loading and one-hand operation.

- With sleek new eye-appeal to match its new ease of operation, the 500A joins the SPOTMASTER family of equipment from Broadcast Electronics—pioneer and leader in tape cartridge broadcasting. On five continents, more stations use more SPOTMASTERS than any other cartridge tape units... because only SPOTMASTERS combine these advantages:

- RUGGED QUALITY. Designed by broadcast engineers for the broadcast industry, SPOTMASTERS give you outstanding dependability in action, combined with maximum durability and minimum maintenance requirements.

- MOST COMPLETE LINE. SPOTMASTER products include recorder/playback and playback-only units... compact and rack mount models... stereo and mono... remote controls, sound sensors, and cue-trips... accessories for field use... cartridges and cartridge winders and timers... desk-top, wall-mount, and lazy susan cartridge racks... right down to color-coded cartridge tags.

- LEASE OR PURCHASE—THE CHOICE IS YOURS. In addition to attractive "package" plans for purchase of SPOTMASTER systems. Broadcast Electronics offers an outstanding leasing arrangement with renewal and purchase options.

- TOP SPECS. 50-12,000 cps ± 2 db @ 7 1/2 ips... harmonic distortion below 2%... less than 0.2% wow and flutter... S/N ratio, 50 db below 2% distortion... automatic electronic pulse cueing, with cue trip available on all playback models for automatic sequential switching... transistorized for dependable long life... hysteresis synchronous motors in all models... standard continuous loop cartridges, 20 sec. to 31 min. duration (or wound to your specifications).

- FULL-YEAR GUARANTEE. Broadcast engineering stands behind all SPOTMASTER systems with an iron-clad guarantee for your protection.

Join the hundreds of stations that enjoy pushbutton broadcasting by SPOTMASTER... and have said goodbye to scratchy transcriptions, missed cues, wrong speeds, jumped grooves, and other production headaches. Learn the whole story of SPOTMASTER versatility and quality. Call or write for full information... today!
Who can deliver a fully transistorized broadcast VTR for less than $35,000?
Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than $35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.
New Automation

Booth 73W at Chicago

N.A.B. Convention

- **NEW** Model 800 Automation
- **NEW** Model 700 Automation
- **NEW** System for Program Service
- **NEW** Automatic Network Switching
- **NEW** Automatic Logging
- **NEW** Remote Control
- **NEW** Audio Clock
- **NEW** S-200 Spotter

New Automation Prices begin at $4990.

Available through

**COLLINS GATES RCA**

write for latest brochure

schafer electronics
235 South Third
Burbank, California
Phone 845-3361 (Area Code 213)

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**NAB PREVIEW**

**EXHIBITS CONTINUED**

the line will be a multi-deck broadcast cartridge tape unit featuring a reversible, continuous loop cartridge. Each cartridge of the new tape unit, the KRS Stact Broadcast 6B-6VE, will hold up to 32 minutes of recorded material.


**VITAL INDUSTRIES**

**Space 30W**

The VI-1000 solid state stabilizing amplifier, custom engineered for every application and the VI-10 solid state video distribution amplifier, with a plug-in module having four isolated outputs will be features of the firm's display.

A solid state pulse distribution amplifier, VI-20, which regenerates EIA tv pulses and distributes them through four isolated outputs also will be on exhibit. It is a self-powered, plug-in module.


**VITRO ELECTRONICS**

**Space 46W**

A new kind of station monitor, the Nems-Clarke spectrum display unit, Type SDU-520, will be displayed. It is designed to give the broadcaster a complete audio and visual picture of his assigned frequency. Operating in a tuning range from 54 to 260 mc, the SDU-520 is capable of measuring frequency deviations, determining sideband or subcarrier attenuation and can be used to locate spurious radiation and sources of interference.

Vitro will also show the complete line of Nems-Clarke broadcast equipment, including rebroadcasting receivers for fm and tv, precision measuring devices and video jacks and plugs.


**Program producers & syndicators**

**ABC FILMS INC.**

*Suite 2305A* (see page 63)

**ALLIED ARTISTS TELEVISION CORP.**

*Pick-Congress, Shelby Room* (see page 63)

**BONDED FILM DISTRIBUTORS**

*Suite 1218*

Personnel: James Sondheim, Chester Ross.

**CBS FILMS INC.**

*Suite 2319* (see page 63)

**DESILU SALES INC.**

*Pick-Congress, Suite 311* (see page 64)

**EMBASSY PICTURES CORP.**

*Pick-Congress, Suite 327* (see page 64)

**FOUR STAR DISTRIBUTION CORP.**

*Pick-Congress, Victorian Room* (see page 64)

**HOLLYWOOD TELEVISION SERVICE**

*Pick-Congress, Suite 319* (see page 64)

**INDDEPENDENT TELEVISION CORP.**

*Pick-Congress, Suite 325* (see page 64)

**JAYARK FILMS CORP.**

*Pick-Congress, Lakeshore Room* (see page 64)

**KING FEATURES SYNDICATE**

*Pick-Congress, Tally-Ho Room* (see page 66)

**LANG-WORTH FEATURE PROGRAMS**

*Suite 1324*


**M&A ALEXANDER PRODUCTIONS INC.**

*Suite unassigned*

Personnel: Stan Dudelson, Burton Alexander.

**MARK CENTURY**

*Suite 1119A*


**MARS BROADCASTING**

*Suite 1518A*

Personnel: John G. Johnson, James W. Coan, Stanley Kaplan, Robert Whitney, Dick Clark, Philip Nolan,

**BROADCASTING, March 26, 1963**
WHBF-FM, Rock Island, Ill. selects ATC automated system

WHBF Chief Engineer, Robert J. Sinnett, is shown checking out the ATC system that will put WHBF-FM on a fully automated programming basis. The components selected will provide music, news, commercials, production aids, and program logging automatically. The system was selected by WHBF because the flexibility enables them to change programming structure as easily as dialing a phone. Broadcast personnel may be released from control operation for more profitable activities.

See it in operation

NAB Booth 22-W
Conrad Hilton, Chicago

AUTHORIZED DISTRIBUTORS

Made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL, INC.
209 E. Washington St. Bloomington, Illinois

NAB PREVIEW
SYNDICATORS CONTINUED

Don Bruce, Charles James, James McDonald, George Landy, Robert Oakes.

MCA TV
Suite 2300
(see page 66)

MEDALLION
Executive House, Suite unassigned
John Wayne, Batjac feature package; Frankie Carle Show; Adventure West.
Personnel: John Ettlinger, Ben Barry, Bob DeVinny.

MGM TELEVISION
Pick-Congress, Washington Room
(see page 66)

NBC FILMS INC.
Drake Hotel
(see page 66)

FRED A. NILES COMMUNICATIONS CENTERS INC.
Suite unassigned

OFFICIAL FILMS INC.
Pick-Congress, Columbian Room
(see page 66)

STOP AUDIO-LOGGING PROBLEMS PERMANENTLY!
The SoundScriber S-124 MONITOR does it unattended...twice around the clock

PROGRAMATIC (MUZAK)
Suite 1206

WALTER READE-STERLING INC.
Pick-Congress, Suite 315
(see page 68)

WALTER SCHWIMMER INC.
Suite unassigned
(see page 68)

SCREEN GEMS INC.
Pick-Congress, Roosevelt Room
(see page 68)

SESAC INC.
Suite 906A

SEVEN ARTS ASSOC.
Pick-Congress, Buckingham Room
(see page 68)

SPORTS NETWORK INC.
Conrad Hilton, Suite unassigned

STORER PROGRAMS INC.
Executive House, Suite 3511
(see page 68)

TELEDYNAMICS CORP.
Pick-Congress, Suite unassigned
True Adventure.
Personnel: Jack Flax, Jack Garrison.

TELEVISION AFFILIATES CORP.
Suite 700
Personnel: Richard Brandt, Richard Carlton, Robert Weisberg, Leo Brody.

TRANS-LUX TELEVISION CORP.
Pick-Congress, Carter Room
(see page 69)

20TH CENTURY FOX TELEVISION
Pick-Congress, Music Room
(see page 69)

RICHARD H. ULLMAN DIV.
Suite 2000

UNITED ARTISTS CORP.
Pick-Congress, Lincoln Room
(see page 69)

VIDEO HOUSE INC.
Pick-Congress, Suite 323
(see page 69)

WALT DISNEY-BUENA VISTA
Conrad Hilton and Executive House, Suites unassigned
Personnel: Irving Ludwig, E. Bradley Marks, Barr Sheets, Phil Sammeth, Card Walker, Donn Tatum, Vince Jeffers, Vic Victoria, Bruce Butler.

WARNER BROS. TELEVISION
Pick-Congress, Park View Room
(see page 69)

WILJON CORP.
Pick-Congress, Suite unassigned
Personnel: Will Thomas.

Networks

ABC RADIO
Suite 2306A, 2311A

ABC-TV
Personnel: Leonard H. Goldenson, Thomas W. Moore, Robert L. Coe,
Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.


Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.
Tarzan stays ahead in SOLID STATE SWITCHERS

Tarzan's new "C" model, fully solid state Vertical Interval Switcher, incorporates all the desirable features of the highly successful VIS-88 plus recent engineering refinements adding even greater performance.

This switcher does more—in less space—than any other available. All the advantages of transistorized switching are yours in a compact, low-cost package.

See the new Tarzan Solid State Switcher at NAB—Space 17E

Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

NAB PREVIEW
NETWORKS CONTINUED


CBS RADIO
Suite 1804-06


CBS-TV NETWORK
Suite 2325-26


CBS-TV STATIONS
Drake Hotel


KEYSTONE BROADCASTING SYSTEM
Suite 804-6


MBS
Suite 1604-06A


NBC-TV, NBC-RADIO
Sheraton-Blackstone, Presidential Suite


QXR NETWORK
Suite 1218

Personnel: Chester Ross, James Sondheim, Charles Reeves.

Station reps

ABC-TV NATIONAL SALES
Executive House, Suite unassigned


ADVERTISING TIME SALES INC.
Essex Inn, Aristocrat Room, 301

Personnel: Thomas B. Campbell,
John A. Thompson, William N. Davidson, Alan J. Bell, George Harding.

AM RADIO SALES
Suite 2643-45
Personnel: Wilmot Losse, Jerry Glynn, plus entire Chicago office.

AVERY-KNODEL
Sheraton-Blackstone, Suite 1109

MORT BASSETT & CO.
Essex Inn, Suite unassigned
Personnel: Mort Bassett.

CHARLES BERNARD CO.
(Country Music Net)
Pick-Congress, Suite unassigned
Personnel: Charles Bernard.

JOHN BLAIR & CO.
BLAIR-TV
BLAIR TELEVISION ASSOC.
Sheraton-Blackstone, Suite 608

THE BOLLING CO.
Executive House, Suites 2011-2012

BROADCAST TIME SALES
Executive House, Suite 3211
Personnel: Carl Schuele.

CBS TELEVISION STATIONS NATIONAL SALES
Drake Hotel, Suite unassigned
Personnel: Bruce Bryant, Richard Loftus, Ted O'Connell.

HENRY I. CHRISTAL CO.
Suite 1306

ROBERT E. EASTMAN & CO.
Executive House, Suite unassigned

FM GROUP SALES
Suite unassigned

Broadcasting, March 25, 1963

Reversible Continuous-Loop Cartridge Tape Unit

Professional reel-to-reel quality with tape cartridge convenience.

Now...

- A BROADCAST CARTRIDGE — provides reversible continuous-loop operation. Eliminates reel-to-reel production and transfer to cartridge.
- QUALITY — the first cartridge tape unit with the superior quality of professional reel-to-reel. Full-length program capability.
- MULTI-DECK — holds six tape cartridges in less space than normally required for one reel-to-reel unit. Five playback decks plus one combination record-playback deck.
- AUTOMATIC CUEING — provision for separate, automatic (1) stop cue, (2) end of message cue, and (3) random cue, can be used as automation building block.

Sold Nationally By
Visual...the first to offer a complete solid-state broadcast facility.

VISUAL ELECTRONICS CORPORATION
356 west 40th street • new york 18, n. y. • pennsylvania 6-5840
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 20 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.

EXHIBITORS

Advertising Council .............. Exhibit Hall Foyer
Aiken Communications .............. Space 64W
Alford Manufacturing Co. .......... Space 21W
Alto Fonic Tape Service .......... Space 32W
Amplex Corp. ..................... Space 26W
Andrew Corp. ..................... Space 70W
Automatic Tape Control .......... Space 22W
Ball Brothers .................... Space 23W
Bauer Electronics Corp. .......... Space 55W
Boston Insulated Wire & Cable .. Space 71W
Broadcast Electronics ............. Space 14E
Charles Bruning Co. ............... Space 41X
CBS Laboratories ................ Space 72W
Century Lighting ................. Spaces 14E, 19E
Chrono-Log Corp. ................ Space 47W
Collins Radio Co. ................ Space 27W
Commercial Recording Corp. ...... Space A-E
Conrac Division .................... Space 7E
Continental Electronics .......... Space 25W
Cummins Engine Co. ............... Space 36-37W
Dresser-Ideo Co. ................ Space 61W
Dynair Electronics ............... Space 49W
Electra Megadyne Inc. ............. Space 4E
Electronic Applications Inc. ..... Space 20W
Electronics, Missiles & Communications Inc. .......... Space 53W
Gales Radio Co. .................. Space 44W
General Electric Co. .............. Space 19E
General Electronic Labs .......... Space 41W
GPL Division-General Precision .. Space 12E
Harvard Co. ...................... Space 65W
International Good Music .......... Space 65W
International Nuclear Corp. ..... Space 3E
ITC Electronics Corp. ............. Space 15E
Jampco Antenna Co. .............. Space 39W
Johnson Electronics .............. Space 52W
Klirug Bros. .................... Space 1E
KRS Electronics ................ Space 38W
Logos Limited ................... Space F-E
MacFarla Inc. ................... Space 42W
March 25, 1963
Other exhibitors

ASSOCIATED PRESS
Sheraton-Blackstone, Sheraton Room

AT&T
Suite 2539A

BROADCAST CLEARING HOUSE
Pick-Congress, Suite unassigned
Personnel: Lee Meling, Jock Fluornoy.

LEO BURNETT CO.
Suite 1500
Personnel: Tom Wright, Hal Tillson.

A. C. NIelsen CO.
Suite 1000
Personnel: E. P. H. James, Henry Rahmel, George Bailie, Erwin Ephron, Bill MacDonald, Don Waterbury, George Blechta, Bill Ryan, Joe Mathews, Bill Miller, John Churchill, Gene Woolpert, Ben Wilson, Gene McClure, Bill Wyatt, Jim Shoemaker.
### STATION BROKERS
- Blackburn & Co. .......... Essex Inn 801-02
- Wilt C. Gunzenhauser & Assoc. .......... Unassigned
- Hamilton-Long & Assoc. .......... Unassigned
- Jack N. Stoll & Assoc. .......... Unassigned
- Howard Stark .......... 1236A
- Edwin Tornberg & Co. .......... 1218A

### STATION REPRESENTATIVES
- ABC-TV National Sales .......... Executive House
- Advertising Time Sales .......... Essex Inn 301
- Am Radio Sales Co. .......... 2643-45
- Avery-Knoedel .......... Sh-B 1109
- Mort Bassett & Co. .......... Essex Inn
- Elisabeth Beckjorden .......... Unassigned
- Charles Bernard Co. (Country Music
Network) .......... 2339
- John Blair & Co., Blair & Blair
- The Bottling Co. .......... Executive House
- 2011-12 Broadcast Time Sales .......... Executive House
- CBS TV Stations National
Sales .......... Drake
- Henry T. Christal Co. .......... 1306
- Robert E. Eastman Co. .......... Executive House
- FM Group Sales .......... Unassigned
- Forjoe & Co. .......... Unassigned
- Gill-Perna .......... 2400
- Harrington, Reeder & Parsons .......... Sh-B 1008
- George P. Holleringboe Co. .......... 1600
- Hal Holman Co. .......... 2122A
- Bernard Howard & Co. .......... Unassigned
- HR Representatives .......... Executive House
- The Katz Agency .......... Executive House
- 3803
- Robert Kerr Organization .......... 1235A
- Jack Masla Co. .......... Park East 33-34A
- McAvoy-Golden Co. .......... Executive House
- The Monster .......... 1700
- NBC Spot Sales .......... Ambassador East
- John E. Pearson Co. .......... Ascot Motel
- Peters, Griffin, Woodward .......... Sh-B 705
- Edward Patry & Co. .......... 1400
- T.V. Representatives .......... 800
- Paul H. Raymer Co. .......... Executive House
- Select Stations Representatives
- Inc. .......... Sheraton-Chicago
- Spot Time Sales .......... Executive House
- Storer Television Sales .......... Executive House
- 3812
- Television Advertising Representatives .......... Drake
- Venable-Torbet .......... 2100
- Weed Radio & Television Corp. .......... Town House
- Adam Young Co. .......... 1100

### NETWORKS, GROUPS
- ABC Radio .......... 2306A-11A
- CBS Radio .......... 1906-06
- CBS-TV .......... 2306
- CTS .......... 2320-2352
- Keystone Broadcasting System .......... 904-05
- Mutual Broadcasting System .......... 1600A-04A
- NBC Radio .......... Sh-B
- NBC-TV .......... Sh-B
- QXR Network .......... 1218

### RESEARCH ORGANIZATIONS
- American Research Bureau .......... 500
- A. C. Nielsen Co. .......... 1000
- The Pulse Inc. .......... 2200

### PROGRAM SERVICES
- ABC Films .......... 2305A
- Allied Artists
- Television .......... Pick Congress, Shelby Road
- B.C.G. Films Inc. .......... Unassigned
- Bowled Film Distributors .......... Pick Congress
- Buena Vista Distribution Co. (Walt Disney) .......... 1124
- CBS Films .......... 2319-16
- Desilu Sales .......... Pick Congress, 311
- Embassy Pictures Corp. .......... Pick Congress, 327
- Four Star Distribution
- Corp. .......... Pick Congress, Victorian Room
- Hollywood TV Service .......... Pick Congress, 319
- Jayark Films
- Corp. .......... Pick Congress Lakeshore Room
- King Features
- Syndicate .......... Pick Congress Rally-Ho Room
- Lang-Worth Feature Programs .......... 1324
- M & A Alexander Productions .......... Unassigned
- Mark Century Corp. .......... 1119A
- Mars Broadcasting .......... 1518A
- MCA-TV .......... Executive House
- Media Tempo .......... Unassigned
- MGM-TV .......... Pick Congress, Washington Room
- Musical Concepts Inc. .......... Unassigned
- Dray Hotel
- Fred. A. Niles Communications
- Centers Inc. .......... Unassigned
- Official Films .......... Pick Congress, Columbian Room
- Pams Productions .......... 1303A
- Programatic (Muzak) .......... 1206
- Radio Concepts .......... Unassigned
- RCA Recorded Program Services .......... 500
- Recorder Publications Lab. .......... Unassigned
- Recorders Sales Laboratories Inc. .......... Unassigned
- RKO Radio Concepts .......... Unassigned
- Screen Gems, Cellomatic
- Div. .......... Pick Congress, Roosevelt Room
- SESAC .......... Pick Congress, 706A
- Seven Arts Associated
- Corp. .......... Pick Congress, Buckingham Room
- Sports Network .......... Unassigned
- Standards Programs Inc. .......... Executive House
- Telecommunications Corp. .......... Pick Congress
- Trans-Lux Corp. .......... Pick Congress, Carter Room
- 20th Century Fox
- Telephone .......... Pick Congress, Music Room
- Richard H. Ullman .......... 2000
- United Artists
- Corp. .......... Pick Congress, Lincoln Room
- Video House .......... Pick Congress, 323
- Warner Bros.
- Tx .......... Pick Congress, Park View Room
- Wilton Corp. .......... Pick Congress
- World Broadcasting System .......... 1130

### MISCELLANEOUS
- Advertising Age .......... 1306A
- Advertising News of New York .......... Unassigned
- Associated Press .......... Sh-B Sheraton Room
- Billboard .......... Unassigned
- Broadcast Advertisers Reports Inc. .......... Unassigned
- Broadcast Clearing
- House .......... Pick Congress
- Broadcast Service Co. .......... Pick Congress
- Broadcast Engineering .......... Unassigned
- Broadcasting Magazine .......... 706A
- Leo Burnett Co. .......... 1500
- Federal Communications Commission .......... Unassigned
- Film Daily .......... Unassigned
- Georgia Assn of Broadcasters .......... 1134A
- Media Scope .......... 1106
- Printer's Ink .......... 1106
- Radio Advertising Bureau .......... Unassigned
- Radio-Television Daily .......... 506
- Sales Management .......... Unassigned
- Sponsor .......... 2506
- Standard Rate & Data Service .......... 1706A
- Telefilm Magazine .......... Unassigned
- Telesearch Advertising Inc. .......... 1319
- Television Bureau of Advertising .......... Unassigned
- Television Information Office
- 1124
- Television Digest .......... Unassigned
- Television Magazine .......... 706A
- TV Guide .......... Unassigned
- TV Stations Inc. .......... 2024A
- United Press International .......... 806A
- Variety .......... 806A

### SEE THE ALL NEW CONTINENTAL ELECTRONICS EXHIBIT BOOTH 25W NAB SHOW

Continental Electronics

PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
Society of Women in Business
STEP INTO TOMORROW WITH TELEVISION BY TARZIAN

See it at
NAB—Space 17E

A complete line of Solid State television broadcast equipment will be unveiled by Sarkes Tarzian, Inc. at the National Association of Broadcasters Show in Chicago, March 31.

Reflecting an outstanding capability in the engineering and manufacturing of sophisticated broadcast equipment, the entire Tarzian line will introduce a new concept in the design of television equipment. From the exciting, functional exteriors by Schory-Steinbach Associates—Industrial Designers—to the incomparable transistorized engineering, the new Tarzian look is a look of quality—quality in performance matched by quality in appearance.

These solid state electronic products come to you in the longtime Tarzian tradition of uncompromising quality at reasonable cost.

Broadcast Equipment Division
SARKES TARZIAN, INC.
Bloomington, Indiana

BROADCASTING, March 25, 1963
FORD STILL SKEPTICAL OF COMMITTEE

Fears uhf development group may encourage bad risks

While one FCC commissioner was involved last week in plans for the commission-sponsored uhf-development committee, one of his colleagues continued to express concern that the committee might be inviting investors to "lose their shirts" in uhf.

Commissioner Frederick W. Ford, who had opposed creation of the committee, said last week he fears the committee might encourage investment in uhf stations before there are enough all-channel sets in circulation to give those operations "a fighting chance."

But Commissioner Robert E. Lee, chairman of the Committee for the Full Development of Uhf Broadcasting, said stimulation of investment won't be one of the committee's functions. He said the committee, which had its organizational meeting two weeks ago (Broadcasting, March 18), will be concerned primarily with technical problems.

Commissioner Lee, meanwhile, appointed an executive committee of 20 members and scheduled a closed meeting for the group in Chicago on April 4, following the NAB convention. With the aid of commission staff members he has also been developing subjects for discussion at the Chicago meeting.

Original Proposal • Commissioner Ford's concern stems from the original proposal for the committee, which was advanced by L. M. Sandwick, of Electronic Industries Assn. In a letter to Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, Commissioner Ford noted that Mr. Sandwick had suggested that the committee might educate broadcasters, dealers and distributors on "how uhf can be made to succeed." Mr. Sandwick went on to say it's essential that venture capital be attracted to uhf.

This idea, Commissioner Ford said, was included in the commission's notice proposing the committee. He referred to a passage which said that the committee "could perform the very useful function of collecting and disseminating information concerning the practical problems confronting the uhf broadcaster in differing market circumstances, the methods used by broadcasters to meet those problems, and whether a particular method was successful or effective."

Commissioner Ford said such promotional activities would be "contrary to the philosophy of the all-channel receiver legislation." The committee, he said, might "oversell" uhf broadcasting . . . rather than allow natural forces to operate gradually . . . as the legislation contemplates." He added that the committee might precipitate "a tragic setback similar to that which occurred in the early 1950's when inferior equipment, public indifference and the apathy of advertisers combined to drive so many uhf stations off the air."

Trade Association Work • The commissioner also feels that if the committee engages in promotional activities, the commission will, in effect, be sponsoring a trade association.

Commissioner Ford said the FCC's association with the committee "gives the appearance the commission is unduly encouraging investment of private funds in uhf." He said this "will tend to obscure" the hazards involved. He added that although the commission is responsible for encouraging the use of radio and tv and developing a nationwide broadcasting service, "public attitudes and competitive forces will determine to a large extent whether a broadcasting service is to remain viable."

Commissioner Lee, however, indicated he had no basic disagreement with Commissioner Ford, who approves the idea of a committee devoted exclusively to solution of uhf's technical problems.

"We're not going to recommend investment in uhf," he said. He added that the only "education" programs the committee conducts will be devoted to the technical problems. He is hopeful that seminars, in which experts would discuss these matters, can be held in new uhf markets for the benefit of tv set dealers and service men.


Robert G. Weston, Commissioner Lee's engineering assistant, is serving as executive secretary to the full committee, and George S. Smith, the commissioner's legal assistant, is legal counsel. Arthur H. Gladstone, an FCC hearing examiner, is special counsel.

Commissioner Lee said the executive committee, at its meeting in Chicago next month, will decide on areas of study and set up subcommittees to handle them. The next meeting of the full committee will be scheduled for late April or early May, he said.

FCC wants change in Communications Act

The FCC has approved a request for legislation to eliminate the so-called "anti-Avco" amendment that prohibits the commission from considering, in station transfers, whether anyone but the proposed purchaser should be granted the license.

The legislative proposal is awaiting clearance by the Bureau of the Budget, which must pass on all legislative requests by agencies, before being sent to Congress.

The proposed bill, reportedly, would not add new language, but merely strike the Communications Act provision banning the FCC from considering transfer of a property "to a person other than the proposed transferee or assignee."

Commission officials regard this language, added in 1952, as "unduly restrictive." They feel the commission should have more discretion in deciding how to proceed in station transfers.

Other FCC legislative proposals and their status:

Catv regulation—A bill has been drafted but not yet approved by the commission. It was worked out by commission staff members with representatives of the National Community Television Antenna Assn.

Network regulation—Draft legislation is not yet prepared on this. The commission wants to act first on the report its Network Study Staff submitted on the lengthy investigation of networks.

Petitions for interventions—Ready
Will spring bring a thaw in FCC ‘freezes’?

The appearance of spring last week coincided with indications that the end of two FCC freezes—on am and fm grants and applications—may be in sight.

The warming trend in am matters was heralded by the staff’s submission of a recommendation for a proposed rulemaking to revise the national allocation policy.

The commission hasn’t discussed the proposal in detail yet, but it’s understood that, among other things, it provides for new engineering standards that would make am grants more difficult to obtain in markets already heavily served by standard radio, but easier in underserved areas.

The commission imposed the am freeze which, with some exceptions, applies to new or changed facilities, on May 10, 1962, to provide a breathing space in which it could consider ways of dealing with the so-called population explosion in am stations.

The commission noted that current am rules are essentially the same ones that were in force 20 years ago.

How soon the freeze can be lifted is anyone’s guess. It depends on how fast the commission—now that it has a proposal before it—can operate its rulemaking machinery. But there is some hope within the agency that the job can be completed by early fall.

An end to the fm freeze seems a more immediate prospect. It was imposed Dec. 21, 1962, at the time the commission requested industry comments on a proposed table of allocations for the 80 commercial fm channels in the U.S. The deadline for comments passed Monday and reply comments are due April 17. The proposal will then be ripe for action, and some officials feel the commission could act in this matter and lift the freeze before the August hiatus.

Another “freeze” imposed by the commission involves the 13 clear channels it broke down 18 months ago (Broadcasting, Sept. 18, 1961). It is deferring action on grants because of a resolution adopted by the House of Representatives last July, asking the commission to delay for at least a year.

for introduction in Congress, this proposal would require anyone interested in intervening in a hearing to signify his intention of doing so within 30 days of the publishing of the hearing issues. Petitions for intervention can now be filed up to 10 days before the start of a hearing.

Executive reserve—This measure, awaiting clearance by the Budget Bureau, would waive conflict-of-interest legislation for individuals who have been tapped for replacement of FCC officials in time of emergency.

Hearings on suspension of Sec. 315 to resume

Hearings on a proposal to suspend equal time requirements for the presidential and vice presidential elections in 1964 were to resume in the House Friday (March 22) with presentations by congressmen and the Democratic and Republican national committees.

The Communications Subcommittee of the House Commerce Committee heard broadcasters and other witnesses when hearings began earlier this month (Broadcasting, March 11).

Witnesses expected to favor suspension of equal time were Rep. William E. Miller (R-N. Y.), chairman of the Republican National Committe, and John M. Bailey, his Democratic counterpart.

Rep. Robert W. Hemphill (D-S. C.) said Thursday (March 21) he would support the proposal before the subcommittee, but also would recommend that the Congress try temporary repeal of the entire political broadcasting provision of the Communications Act in 1964. A trial repeal of Sec. 315 would “give us time to evaluate the good and the bad,” he said.

WKRG replies to unfair trade charges

FCC TOLD NO MONOPOLISTIC PRACTICES TAKE PLACE

The FCC last week reported it had received complaints that WKRG-AM-TV Mobile, Ala., uses unfair trade practices in combination with the Mobile Press Register Inc. which owns 50% of the stations and Mobile’s only daily newspapers.

On March 6 the commission sent WKRG-AM-TV a letter requesting that the station reply within 15 days to charges that it had used its connection with the Press Register to foster monopolistic trade practices. The deadline was met by WKRG-AM-TV last Thursday (March 21).

WKRG-AM-TV told the FCC that when the Press Register bought its 50% of the stations the licensee promised it would operate the tv and radio stations separately from the newspapers. WKRG-AM-TV said that it believes it has upheld this promise.

The FCC said that its investigations did not uncover sufficient information “to justify institution of hearing proceedings” but what information it does have indicates that the charges against WKRG-AM-TV “were neither frivolous nor completely unfounded.”

The commission told the Mobile am-tv to answer the allegation that “executives or employees of the Mobile Press Register have used the threat, express or implied, that favorable publicity will be given those who advertise on WKRG-AM-TV and that unfavorable publicity, or no publicity, will be accorded those who advertise on rival stations or refuse to advertise on WKRG.”

Separation Policy • WKRG said that it believes that its operating policy is adequate to safeguard against monopolistic practices. The station said that only Kenneth R. Giddens, president of WKRG-AM-TV, controls the station’s operations, both the programming and business practices. The only Press Register executive active in station business is William J. Hearin Jr. who has to countersign checks, as representative of the newspapers’ interest. WKRG admitted that at times Mr. Hearin promoted time sales, but that the licensee’s board of directors stopped this practice.

WKRG said that advertising columns in the newspapers are open to rival radio and tv stations, just as WKRG sells time to competing newspapers. However, WKRG did not specify any particular newspaper.

The station told the commission that there are no combination rates for those who buy both space in the Press Register and time on WKRG. Neither is any preferred rate given for time on WKRG if advertising is purchased in the papers and vice versa, the station said. WKRG also disclaimed any discrimination against any party who advertises with other papers or stations.

News For All • WKRG said that the Press Register makes the news it gathers available to the radio and tv stations which decide how that news shall be used. The station said that some of its newscasts originate from the Press Register newsroom, but that credit in these cases is given to the paper.

The station pointed out that this same news is released to the AP and UPI.

WKRG said that the Press Register carries the program schedules of all

BROADCASTING, March 25, 1963
stations in the area, as well as its own. The station also uses other newspapers and assorted media for promotions, WKRG said.

In summing up, WKRG said that it is fully aware of its responsibilities not to create monopolistic practices because of its association with the Press Register.

**Government Concern** The FCC said that it “has many times expressed concern over the possible concentration of control of media” and that it will take “cognizance of anti-competitive practices” in its evaluation of a licensee’s operation.

The commission said the Mobile dailies’ partial ownership of WKRG-AM-TV “creates a tendency toward concentration of control of media” in Mobile. It warned that WKRG should maintain “a degree of vigilance . . . which may have been lacking in the past.”

FCC Chairman Newton N. Minow expressed the commission’s concern over this matter at hearings by the House antitrust committee two weeks ago (Broadcasting, March 18).

**Dodd seeks more funds for ‘violence’ probe**

Sen. Thomas J. Dodd (D-Conn.), who still has not shown to his colleagues a staff report written from 1961-62 Juvenile Delinquency Subcommittee hearings on the effects of TV’s violence on youth behavior, says that findings in this so-far secret report justify a similar probe of motion pictures directed at youngsters.

Indications were that the TV hearings—not the report and its legislative recommendations—would be published this week.

“Competition and the drive to obtain high ratings” in television is responsible for the use of “unwholesome, harmful, or at best only inferior shows,” Sen. Dodd said in a letter justifying subcommittees’ budget requests to Senate Judiciary Committee Chairman James O. Eastland.

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The Senate approved the request.
Been seeing any white flashes lately? Those are dropouts in your tape. They cost you money. They spoil your picture.

That's why we developed this Dropout Killer

The Mincom Video Tape Dropout Compensator

This is a money-saving first.

The new Mincom Dropout Compensator for TV tape.

The Compensator kills perceptible dropout effect in video tape playback.

Reduces station overhead by eliminating costly engineering evaluation time and unproductive wear on recording equipment.

And, of course, the Dropout Compensator helps you put a superior picture on the air from any tape, old or new.

A compact module, compatible with all existing VTR equipment in color or black and white.

Write or call for complete specifications.
Everybody keeps getting into the act

NAB'S BELL TELLS MOSS HEARING THE HOUSE MANAGES NEWS, TOO

Congressmen investigating charges of news management by the Kennedy administration were reminded last week about “news management” on the Hill.

The prodding came from Howard H. Bell, NAB vice president who called their attention to the fact that radio and tv are still denied access to cover House committee hearings with microphone and camera. His remarks were addressed to Rep. John E. Moss (D-Calif.) and his House Sub-committee on Government Information.

Departing from his prepared remarks, Mr. Bell interjected a reminder that House rules still prohibit broadcasters from covering House meetings.

“I hope you’ll forgive me for this commercial,” he added.

In his statement, Mr. Bell emphasized what other panelists appearing before the committee maintained:

“The American people at all times are entitled to be fully informed on the actions of government, excepting matters directly and specifically imperiling the national security.”

Mr. Bell also called for a meeting between Pierre Salinger, White House news secretary, and representatives of all media, to discuss allegations of news management. Such a meeting had been scheduled by Mr. Salinger for April 5-6 at AirLife House, near Warrenton, Va., but was postponed because of a “conflict” with the hearings of the Moss Committee.

Affirmation of the people’s right to know what the government is doing except where military security is involved was stressed by all other spokesmen for news media at the hearing. They represented American Newspaper Publisher’s Assn., American Society of Newspaper Editors, Sigma Delta Chi, National Editorial Assn. and representatives of various newspapers and periodicals.

A strong indictment of Arthur Sylvester, Dept. of Defense press chief, was made by Clark Mollenhoff of the Cowles Publications. He called for Mr. Sylvester’s resignation because it was Mr. Sylvester’s remarks shortly after the Cuban crisis that sparked the controversy.

Mr. Sylvester is alleged to have said that news management is a function of war weaponry as is “the right to lie” when there is a possibility of nuclear war. He also ordered Pentagon personnel to report meetings with newsmen, a directive still in effect but not now being implemented.

A defense of sorts was made by James Reston, Washington bureau chief of the New York Times.

Mr. Reston said things weren’t as black as they have been painted, and that there is more news available to reporters in Washington today than 20 years ago.

He also added; in discussing the Sylvester “right to lie” principle, “It is the basic responsibility of the President to defend the people of this country. In the ultimate extremity it may be justified to deceive the people for the purpose of deceiving the enemy. . .”

Mr. Sylvester is to be heard by the committee today (March 25).

in fact burdened with a very real although somewhat illusive censorship.” It added that, over the years, the commission “has acted in a manner that does, in fact, repress broadcast communications. This repression exists where deliberate actions and activities operate to change the format of a station’s programming through the use of power over, and leverage against the broadcast licensee.”

“Repressions” cited in the memorandum include:

- “The request for a detailed breakdown by percentages for program information.”
- “The questioning of certain aspects of the breakdown with the implication that sustaining is better than commercial; local better than remote.
- “The pronouncements by those in authority that there should be more education and discussion and less entertainment.”
- “The format of inquiries directed to licensees who wish to change program proposals.”

The memorandum said “all of these exercise a leverage that tend to induce conformity with certain government preconceived program ideas.”

The NAB said it doesn’t dispute the commission’s authority to review an applicant’s determination of audience wants and community needs. But, it added, the commission must accept the licensee’s “honest and prudent evaluation of these needs and how he can best meet them.” Otherwise, the memorandum said, the commission would be substituting its judgment for that of the broadcaster—and “the ascertainment of matter to be broadcast remains solely, not primarily that of the licensee.”

The memorandum said there was “no logical or legitimate rationale” for the hearing on the programming of the three television stations in Omaha. The NAB said no complaints about the programming had been received and that the commission had renewed the stations’ licenses six months previously.

No Fishing Party • The memorandum also said the section of the Communications Act authorizing the commission to institute hearings on its own motion “was not intended to cover any exploratory operation or fishing expedition.” It said “there must be an affirmative finding that the public interest would be served by such an inquiry.”

The NAB recalled that the commission had “invited one and all to come and pursue their grievances” against the Omaha stations, and added: “They came, approximately 125 of them, not to bury, however, but to praise. Only two revealed any complaint, and these, as representatives of performing unions, expressed the completely understandable desire that the stations employ more of their numbers.”

The memorandum also indicated criticism of the manner in which the hearing was conducted. It said that although the testimony reflected satisfaction with the Omaha stations, “the questioning indicated that the questioners were not overly impressed. . . .”

The memorandum described questioners’ interest in local live programming “as almost obsessive,” and said that while witnesses “were slow to blame stations if their organizations had not been the subject of a full-blown documentary . . . the implication of the questioning . . . was that perhaps the stations should have been more aggressive in seeking the participation of organizations in the preparation of such programs.”

The hearing was conducted by Commissioner E. William Henry with the aid of four commission staff members. **FCC Must Decide** • The memorandum said that the commission, by rashly initiating a novel and crude form of inquiry, “now faces a dilemma”—it must either concede “the Omaha stations have successfully determined the needs and interests of the public, or it must substitute its own methods for
Philco keeps its hat in the ring
WILL STAY IN FIGHT FOR NBC'S PHILADELPHIA OUTLET

Philco Broadcasting Co. says it is back in the fight for Philadelphia's ch. 3—this time to stay.

This was the company's prompt reaction to the FCC decision disapproving the agreement under which Philco would have withdrawn from its contest with NBC, which is now operating on ch. 3. Under the agreement, NBC would have paid Philco up to $550,000 as reimbursement for its expenses in prosecuting its application for a new station.

In rejecting the proposal, the commission said it did not want to deny itself the opportunity of deciding between two qualified applicants for the channel. At the same time, it asked Philco to decide, "without undue delay," whether it would continue to press its application (Broadcasting, March 18).

On Monday—less than 72 hours after the order was issued—the commission had its answer. "We will proceed with our application," Philco's counsel, Henry Weaver, told FCC Hearing Examiner Cunningham, when the hearing resumed after a two-month lay-off.

Surprise Announcement - This response was in accord with earlier Philco statements that, if the agreement were disapproved, the company would resume its fight for the channel. But it came as a surprise. Most observers, including FCC officials, expected Philco to withdraw, regardless of whether the agreement was approved. Some officials think Philco might still pull out before the contest goes much further.

The agreement was one of a series reached between NBC-RCA and Philco Corp. and its parent corporation, Ford Motor Co. The other agreements ended long-standing patent-rights litigation, and provided for payment by RCA of $9 million to Philco Corp. for patent rights owned by the latter (Broadcasting, Jan. 7). In requesting FCC approval of the withdrawal agreement, Philco said it wanted to free its executives for the task of "re-establishing Philco Corp. as a major competitive force."

The complex FCC hearing is now scheduled to resume April 22. At that time, it will pick up where it was suspended in January, when the commis-
A POSITIVE APPROACH

Lang-Worth has taken the POSITIVE APPROACH in regard to the Radio Industry's needs for commercial selling tools.

"Radio Hucksters and Airlifts" is now combined with "IMAGES." A POSITIVE revenue builder.

"Radio Hucksters and Airlifts" is a service of over 2,000 selections keyed to calendar events and added to monthly.

"Images" are custom-made — all new — 60-second spots for specific accounts.

You tell us who and "THE LANG-WORTH MAN" will sell him for you.

See "THE LANG-WORTH MAN" at NAB Headquarters in Chicago and learn more about the POSITIVE APPROACH.

LANG-WORTH
FEATURE PROGRAMS, INC.
151 N. Franklin St.
Hempstead, N. Y.

L. B. Wilson Inc.'s finances questioned

APPLICANTS ASK IT BE ISSUE IN MIAMI CH. 10 HEARING

L. B. Wilson Inc.'s financial qualifications to build and operate a station on Miami's ch. 10 were questioned last week by two of that company's three competitors for the channel.

A petition to enlarge the issues in the comparative hearing which began two months ago was filed jointly by South Florida TV Inc. and Civic TV Inc. The financial qualifications of both companies are already among the issues to be settled in the hearing. The fourth applicant is Miami TV Corp.

L. B. Wilson owns WLBW-TV, which has been operating on the channel on a four-month authorization since November 1962. (It also owns WCKY Cincinnati.) The company won the grant in July 1960, after the three other original applicants for the channel were disqualified for ex parte contacts with then Commissioner Richard Mack.

In their joint petition, South Florida and Civic said that while L. B. Wilson originally appeared to be financially qualified, that firm's most recent balance sheet shows "substantial deterioration." They said that as of Sept. 30, 1962, the company has assets of $610,295.77 and liabilities of $655,723.44, or a deficit of $45,427.67. They also said the company has a further obligation of $298,000 to RCA, and a possible tax liability of $132,000, claimed by the Internal Revenue Service. They said that L. B. Wilson Inc. operated at a loss of $67,000 in the fiscal year ending Sept. 30, 1962.

In a separate petition, affecting its own financial qualifications, South Florida requested permission to amend its application to provide for a firm loan commitment of $1.9 million from the First National Bank of Boston to the William B. MacDonald Jr. Corp., principal source of South Florida's financial strength. The corporation is controlled by William B. MacDonald Jr., who is president, director and 80% owner of South Florida.

The petition says the amendment would eliminate any question as to the ability of the corporation to meet its financial commitment to the applicant. It added that the bank loan would not be used unless other resources of the corporation proved inadequate.

The Miami ch. 10 hearing is scheduled to resume April 22, but Civic asked last week to have the recess continued until May 15. Civic said that its attorney is one of the Philco attorneys in the NBC-Philco hearings (see story page 131) which may go on for three to four more weeks, Civic said.

Senate groups okay Comsat board

The 14 incorporators of the Communications Satellite Corp. had been approved unanimously by two Senate committees at the end of last week, but a vote on their confirmation faced a fight on the Senate floor this week.

That warning came from Sen. Albert Gore (D-Tenn.) who said Tuesday (March 19) that he had serious doubts about the Senate "permitting itself to become entangled and entmeshed in the operation" of the private company.

Action in the Aeronautical & Space Sciences Committee on the same day indicated no question there about the qualifications of the incorporators. They were approved unanimously by the Commerce Committee two weeks ago (Broadcasting, March 18), and by the space committee on Tuesday.

What the space committee was concerned about, said Sen. Clinton B. Anderson (D-N.M.), chairman, was that the company's by-laws would allow communications firms to buy less stock than the public, but legally they would be entitled to elect half the directors. Legal briefs are to be drawn on this point, the committee was told by Bruce G. Sundlun, an incorporator.

How Much Public Money? * Other space committee members asked how the company might share development of a space communications system with the government, which already has asked Congress for $55 million in this area for fiscal 1964.

Mr. Sundlun said the government has helped other industries. The corporation is not prepared to pay for costly research, he added.

Sen. John O. Pastore (D-R.I.), chair-
EMCEE TRANSLATORS BRING
KLAS-TV TO 7,000 MORE VIEWERS

Says Bob McKenzie, Chief Engineer, KLAS-TV, Las Vegas, Nevada.

In Las Vegas and throughout the U.S., more and more knowledgeable people are turning to EMCEE Translators as the logical means of extending TV coverage...efficiently and economically. These unattended, rebroadcast transmitters reach more people at lower installation cost and maintenance than any other system. Community service organizations seeking to improve TV or bring TV to their area and broadcasters wanting to fill in shadow areas...all should investigate the EMCEE Translator System. These systems are available for VHF or UHF...from 1 watt to 100 watts...from individual area service to multi-hop regional systems...as an equipment package or installed by one of EMCEE's many franchised dealers. Whatever is needed, the logical choice is EMCEE...the world's largest manufacturer of VHF and UHF translators and accessories.

Write for information on...
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Gentlemen: Please rush Free planning package including data sheet, complete installation check list, coverage calculation form.
Detailed Specifications of UHF Translators.
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See us at the NAB Convention, Booth #53 West

BROADCASTING, March 25, 1963
How fair is fair in Michigan?

Broadcasters in Michigan are facing a knotty fairness-doctrine question as a result of the debate now going on in that state over the proposed adoption of a new state constitution.

The question: Is a broadcaster obligated to honor a demand for time to express one side of a controversial issue when the demand is made in a form letter that is signed by someone unknown to the broadcaster?

Many radio and television stations in the state have been playing tapes of broadcasts by Gov. George Romney urging adoption of the proposed constitution. The governor had been a vice president of the State Constitutional Convention, and the tapes were played as a public service.

Then, last week, stations all over the state received a form letter containing a demand for "equal and fair play time to give the reasons for voting against the proposed constitution." It was signed "Tom Downs, vice president, State Constitutional Convention."

Tom Downs was listed as one of the vice chairmen of the convention. But many broadcasters never heard of him. As a result, some wondered whether any individual could send them a form letter demanding they contact him and receive a demand for equal time.

One broadcaster who decided in the negative was Richard Gillespie, president of WGHN Grand Haven, Mich. "I'll give time to anyone I know, but I don't know who Downs is and I don't intend to accommodate him."

Mr. Gillespie feels his position is sound, legally. But he thinks the Downs demand shows up a "quirk" in the fairness doctrine.

man of the Senate Communications Subcommittee, has raised the question of public spending which would benefit a private corporation several times this year, and has indicated he thinks there is need for a high-level conference on it to involve the administration, the FCC, the National Aeronautics & Space Administration and the space corporation (Broadcasting, Feb. 25).

Sen. Gore is understood to think the Senate has no constitutional authority to confirm incorporators of a private corporation.

One point he probably will raise is a provision of the Communications Satellite Act which authorizes the corporation but states specifically it "will not be an agency or establishment of the U.S. government." The senator wants to know how the President can appoint directors of a private firm, as he would do for both the incorporators and for three directors when the company is in its permanent stage.

He also is concerned that confirmation might establish a precedent for federal involvement in other private businesses.

A provision of the act worrying the senator gives the President authority to interest himself in company affairs with foreign governments or bodies.

Celler ill; hearing delayed

Illness of Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, last week forced postponement of hearings on the concentration of ownership of news media until sometime next month.

Rep. Celler was reported by his congressional office to be suffering from influenza at his home in Brooklyn.

His Antitrust and Monopoly Subcommittee conducted three days of hearings earlier this month, and had planned at least three more weeks of sessions (Broadcasting, March 18).

Five more renewals given

The FCC last week renewed the licenses of five more TV stations whose renewals had been deferred while the commission's staff explored their primetime local live programming. Two weeks ago, the FCC renewed 64 TV licenses which had been under the same scrutiny (At Deadline, March 18).

The stations granted renewals last week were KCRA-TV Sacramento, Calif.; KNDO (TV) Yakima and KNDU-TV Richland, both Washington; KHVT-TV Honolulu and its satellite, KHJK (TV) Hilo, both Hawaii.

Storer requests extension

Storer Broadcasting Co. has asked and been granted an extension to May 24 for comments on FCC proposal that broadcasters owning the maximum allowable number of stations would have to dispose of one interest before applying to buy or construct another. (Broadcasting, Feb. 18).

The commission has set the date for comments at March 25, and the deadline for replies at April 10. Storer asked until June 10 to make reply comments.

134 (Government)
As broadcasting towers grow taller and taller the demand for tough, strong guys made of Roebling prestretched galvanized bridge strand grows apace.

New giant on the horizon is WJTV's tower in Jackson, Mississippi, at 1615 ft. one of the tallest structures anywhere in the world.

Designed and built by Kline Iron & Steel Company, Columbia, S. C., this tower, which includes an elevator, is held securely erect by eighteen Roebling galvanized bridge strands.

All over America, broadcasters are getting the message: Roebling is the source for dependable strand to assure tower security. It stands to reason. Roebling has the experience, the facilities and the engineering knowhow to handle the most complex suspension problems—whether it involves the massive bulk of a bridge... or the delicately poised needle of a TV tower. For information on any aspect of a guying problem, write The Colorado Fuel and Iron Corporation, Roebling's Bridge Division, Trenton 2, N. J.

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Output of all-channel sets perking up

TO ACCOUNT FOR 20-25% OF '63 PRODUCTION, SAY SOME MAKERS

Viewers who have been waiting to buy a new television receiver until they can get one with both uhf and vhf need wait no longer. The all-channel set is here; in fact, has been here for the last nine months.

Virtually every major manufacturer of television receivers has already placed on the market a complete line of uhf-uhf receivers.

And tv manufacturers are producing more and more receivers capable of tuning in to the 12 vhf channels and the 70 uhf channels.

Production figures for the month of January show that 12% of the 484,415 tv sets made—58,032—are capable of receiving all channels.

For all of 1962, tv receivers capable of receiving both vhf and uhf numbered only 8% of total production—598,446 all-band sets out of a total of almost 6.5 million. In 1961, the all-channel share was 6%—379,977 out of a total of more than 6 million.

In the early enthusiasm for uhf tv manufacturers put 20% of their production into uhf-uhf sets. This was in 1953 when over 7 million receivers were made. This ratio steadily declined; to 18% in 1954, 15% in 1955, 14% in 1956, 12% in 1957, 8.6% in 1958, and a low of 6.86% in 1959.

Once uhf stations go on the air, manufacturers believe, they will have sets available. Some makers estimate that tv receivers capable of receiving all 82 channels will account for 20%-25% of 1963 production.

Sales Spotty • Sales of all channel receivers have been running well, manufacturers say, in those markets that are all or mostly uhf.

They point to the high rate of sales of uhf-uhf receivers in such markets as South Bend-Elkhart, Ind., and Scranton-Wilkes Barre, Pa. where uhf is the established method of tv broadcasting.

Uhf sales, however, have picked up markedly (although still modest in comparison with national sales) in other cities with new uhf outlets, such as Washington, D.C., where year-old educational WETA-TV has been joined by commercial WOOK-TV; in Los Angeles, where KMEX-TV is on the air, and to San Antonio, where KWEX-TV is operating. The last two stations specialize in Spanish language programs.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said that 20%-25% of his sales in the Los Angeles area are now all-channel.

Edward R. Taylor, executive vice president of Motorola's consumer products division, said that his sales of uhf-uhf receivers are up from 3%-5% to 14% in selected areas.

At the moment, all major manufacturers are offering both uhf-only or all-band receivers. The all-channel sets can be bought as "factory converted" or with "field kits" which enable the purchaser to change a uhf-only model into an all-band receiver.

The new 1964 lines, which will be introduced to distributors in May and June of this year, will continue along these lines, manufacturers said.

By April 30, 1964, all television receivers manufactured for interstate shipment must be all-channel. This is the deadline formulated by the FCC, in cooperation with manufacturers, and is in keeping with the law which the 87th Congress enacted last year.

Congress passed the all-channel receiver act at the request of the FCC which sees this move as a significant boost for uhf broadcasting. Although manufacturers opposed the legislation on principle, all have cooperated with the commission in drawing up regula-

Lee wants new ownership rule: 5 vhf, 5 uhf

FCC Commissioner Robert E. Lee waved the uhf banner before television set manufacturers last week, but he also admitted that he has revised some of his pet campaigns:

"I'm abandoning my hope for all-uhf tv and deintermixture," the commissioner told members of the Consumer Products Division's executive committee last week in Washington at the spring conference of the Electronic Industries Assn.

But still a uhf stalwart, and still eager to do all he can for those coming into the uhf fold, Mr. Lee proposed a revision of the multiple ownership rules to permit a single person or company to own five vhf and five uhf television stations.

Under present regulations, a single owner is prohibited from owning or controlling more than five v's and two u's.

If the FCC were to change the ownership rules, Mr. Lee commented, this might make uhf ownership attractive to multiple station owners. It also might make uhf interesting to investment capital capable of financing groups of uhf stations.

Mr. Lee expressed the hope that uhf won't fall into the hands of what he called "shoestring" operators. They usually do a "lousy" job and fail anyway, he observed.

But, Mr. Lee was not able to promise government financial support for an "educational" campaign to explain uhf to dealers and the public.

This campaign, voted by the Consumer Products group (provided three-fourths of the tv manufacturers in EIA approve), would spend $100,000 on a public relations promotion to explain and sell uhf to dealers primarily, but to the public also. A presentation on the proposed campaign was submitted by Summer Rider & Assocs., New York.

Uhf Test • Jules Deitz, FCC engineer, told a panel of service representatives, that "if New York City is any criterion, fine uhf reception is available in most metropolitan areas, especially in those with "factories converted.""

He emphasized that the quality of reception depends on the quality of the receiver and installation. He warned, also, that the results in New York were based on optimum receivers and installations and must not be confused as average.

Commissioner Lee made one other suggestion at the EIA meeting. Speaking to the land mobile group, he told them their request to have the FCC move chs. 14 and 15 from tv to land mobile use won't be granted. There might be a chance, he suggested, that the land mobile services (taxicab dispatching, truck dispatching, etc.) might be able to use unused uhf channels on
So that TV viewers may change their present VHF-only sets permitting a VHF-only set to be converted into an all-channel set. Here (right photo) is Admiral's special kit recently introduced for that company's 23-in. models. It comes complete with built-in antenna and is in two models: for full range fine tuning and for automatic preset fine tuning. Plug-in connectors eliminate the need for soldering.

Even after the April 1964 deadline there may still be special dispensation to make VHF-only receivers for sale to hospitals, schools, apartment houses, hotels and other public or private institutions which use master antenna systems. There is no need for an all-channel receiver in these circumstances since the systems are engineered to a "non-interfering, shared basis." He also wondered why land mobile services couldn't use chs. 5 and 6 which, he pointed out, were used mostly for converted UHF signals.

Most mobile users showed a decided lack of interest in sharing on a non-interfering basis and it was thought too many other services would apply for this privilege.

Other highlights of the EIA meeting:
EIA will soon begin publishing color TV production and sales figures. They will begin with Jan. 1 of this year.
A broadcast equipment group recommended that the FCC be asked to put out a rule-making notice to establish standards for stereo monitoring equipment. This follows a request made last year by stereo set makers that a monitoring system be instituted to check stereo broadcasts. This initial move was taken, it was said then, because many set makers felt stereo stations were not hewing to the technical standards for stereo broadcasting, bringing complaints from set buyers.

The circle is completed, it was pointed out, by broadcasters blaming transmitting manufacturers for failing to produce equipment capable of meeting the FCC standards.

The major problem, it was stressed, is the lack of monitoring equipment to check stereo transmissions.

Radio set manufacturers threshed over the question of high fidelity definition with Martin Shepherd Jr., an attorney for the Federal Trade Commission. The FTC two years ago began attempting to draw up a definition of high fidelity in order to protect consumers from being bilked when they buy receivers and phonographs advertised as high fidelity. Last January, EIA submitted a proposed definition on hi-fi for packaged radio and phonograph equipment. Still to come, it is understood, is a similar proposal from the Institute of High Fidelity Manufacturers, a group of quality component makers.

Further attempts to evolve a system of rating sound equipment will be made at a meeting of EIA's loudspeaker section scheduled for June 27 in Chicago. Last June, the group heard a proposed "acoustical sound" rating system submitted by electronics consultant Lincoln Walsh, Millington, N. J.

Thomas P. Collier, GE International Division, called for electronics manufacturers to begin thinking worldwide. He urged American TV set makers to begin producing receivers for the world market, even though there are differing standards in some countries. An international standard of 625 lines has been recommended, he noted, and American TV manufacturers should begin preparing to move into this market. He warned that U.S. industries have about five years to establish itself in Europe before the European Common Market erects tariff walls which will prevent Americans from exporting many of their manufactured products to the ECM.
convert uhf signals to an unoccupied vhf channel at the antenna. Receivers are linked to the master antenna via wire lines and all programs appear on an individual receiver in one of the 12 vhf channels. The industry has asked the FCC to permit this and is optimistic that it will be granted.

Uhf Tuners—Tuner makers are going full steam ahead with production and so far have had no difficulty in filling orders. One of the specific problems that earlier had hurt uhf, the 6AF4 oscillator tube for 470-890 mc band, has been overcome. New developments, including RCA’s Nuvistor and GE’s germanium diode tubes, also have helped improve tuner performance.

Aside from the regular tuner makers (General Instrument, Oak Manufacturing, Sarkes Tarzian, Standard Kollsman and Blonder Tongue) other component makers are expected to enter the field.

The situation at some of the major manufacturers is as follows:

RCA—All sets can be had now in either vhf-only or all-channel. The all-channel receivers can be bought factory converted or field convertible. This same practice will be carried out in the 1964 receiver line. Differential: about $30.

GE—All but one receiver in the present line is available all-band. All are factory installed. The one exception, a portable sales leader, can, however, be changed to receive uhf by changing strips. GE declined to reveal its program for 1964. Differential: roughly $30.

Admiral—All present sets are field convertible now, with two types of conversion: preset tuning or continuous tuning. The new 1964 line will be completely 100% convertible, either at the factory or via dealer-distributor organizations. Differential: $30 for both factory conversion or field kit.

Emerson—Between 20 and 25 models are available now for all-band reception. In the 1964 line this percentage will be increased substantially, to the extent that 50% of Emerson’s production is expected to be in 82-channel sets. A new 16-in. portable model will cost $130 in vhf-only; $150 for all-channel.

Warwick—All present sets are adaptable for all-channel reception, either at the factory or in the field. Warwick’s production goes 100% to Sears, Roebuck & Co. Differential: $20.

Motorola—Ofers all models either vhf-only or all-channel in present line, with both factory conversion or through the use of field kits. The 1964 line will continue this practice, with the addition of all-channel potential for color receivers. Differential: $20-$30.

Collins finds oldest

Winner of Collins Radio Co.’s national “oldest transmitter” contest is WGAU Athens, Ga., Collins announced last week. WGAU’s winning entry will be exhibited by Collins at the NAB convention in Chicago.

WGAU’s successful entry is its Collins 300F 250-w transmitter which has been in daily service since May 1, 1938, and has logged more than 165,000 hours with only 87 minutes of down time. Collins has awarded WGAU its new 20v-3 1-kw transmitter as prize.

Runner-up in the contest was KJYS Corpus Christi, Texas, with a Collins 201H transmitter in service since Dec. 19, 1940. Third was KWPC Muscatine, Iowa, with a Collins 300G transmitter running since February 1946. Fourth was WMON Montgomery, W. Va., with a 300G in service since July 1946. Each also received a prize, Collins said.

Telstar II, Echo II to go in orbit in spring

Within the next three months two new space relay links are scheduled to be placed in orbit.

Telstar II will be launched this spring, and it will be placed in an orbit higher than Telstar I so that it will suffer less from radiation “sickness.” AT&T’s Chairman Frederick Kappel said last week Telstar II will be redesigned to insure more protection from radiation effects which have twice forced the flying radio relay to cease operating. AT&T sent Telstar I into space, via government facilities, last spring.

Echo II, a passive reflector balloon, will be set aloft this spring also. The National Aeronautics & Space Administration announced last week following conclusion of an agreement with the U.S.S.R. to cooperate in space programs. In the communications field, both the U. S. and Russia will use the 140-ft. diameter aluminized balloon for test purposes. The U. S.-U.S.S.R. agreement also provides for a cooperative venture in meteorological satellites, including exchanges of weather information surveyed by the satellites. Echo I is still orbiting.

And next fall, an improved Relay will be sent into orbit by NASA to continue and expand the activities of the first Relay made for NASA by RCA and put into orbit last December.

Relay was used for the first time last

Broadcasting, March 25, 1963
week for a color tv program. The program was transmitted to Relay, 4,000 miles above earth, and returned to earth, all from the AT&T Andover, Maine, ground station. It originated in the NBC technical center in New York. The program is a 15-minute segment of Robert Louis Stevenson’s "Kid-napped," shown Sunday on NBC in the Walt Disney Wonderful World of Color series (7:30-8:30 p.m. EST).

Late in the week, Mr. Kappel told an audience at the Philadelphia Chamber of Commerce that transoceanic cables in the future will equal the capabilities of space satellites, including the relaying of tv. This will come about through the addition of amplifiers permitting the use of wide band circuits underwater, he said.

Technical topics...

India buys audio tape • Largest export shipment of audio tape recorders in Ampex history left the company's Sunnyvale, Calif., plant for New Delhi, India. The $100,000 order included five master tape recorders and 36 high-speed tape duplicator slaves, which will be delivered to All India Radio to establish a nationwide radio tape system, with programs taped and duplicated being flown to member stations throughout India.

New silicon transistor • RCA has reported development of a new uhf silicon transistor which will increase the maximum frequency limit of silicon devices to more than 1,000 mcs. The new transistors with improved noise and gain ratios will reportedly "substantially" enlarge the broadcast area of a usual vhf communications system.

UAR signs Melpar subsidiary • Television Assoc. of Indiana Inc., Michigan City, Ind., a subsidiary of Melpar Inc., Falls Church, Va., has signed a contract to assist the United Arab Republic on a communications project that will reportedly permit Western Europe to be linked by microwave with Khartoum in the Sudan. The Indiana company will serve as engineering consultant, according to TAI President W. C. Eddy. The project is expected to be completed by the end of August.

Audio buys Olympic • Audio Devices Inc., New York, a producer of coated aluminum recording discs and magnetic tapes, has purchased the assets of Olympic Record Co., Santa Monica, Calif., manufacturer of master and instantaneous recording discs. Audio Devices plans to incorporate a proprietary manufacturing process of Olympic into its present facilities at Stamford, Conn.

Tube measurements • American Microwave & Television Corp., San Carlos, Calif., has developed a variable parameter television system for testing and evaluating vidicon and image orthicon tubes. The unit is rack cabinet mounted and includes power supply and synchronizing signal generator. The system makes precise exposure and resolution measurements under varying light level conditions as well as at varying scan and frame rates and bandwidths.

THE MEDIA

Radio-tv gets into the Missouri house

BUT NEIGHBORING KANSAS BALKS AT IDEA AT LAST MINUTE

Legislative debate was broadcast live from the Missouri House of Representatives for the first time last week. KWOS Jefferson City fed four stations, KTTS and KGBX both Springfield, KXEO Mexico and KCMO Kansas City. KMOX St. Louis originated its own feed from the House chamber.

The debate last Tuesday and Wednesday (March 19-20) centered on a controversial administration bill to raise the state's sales tax from 2% to 3%. (Another bill due to reach the House floor next week would amend the present sales tax to include a 2% tax on all advertising sold in the state, see page 140).

KWOS carried four hours of debate both days and made open line feeds to the other stations, allowing them to cut in and out as they wished. KMOX made intermittent feeds totaling 3 hours and 45 minutes for the two days.

The Missouri representatives voted 100-52 on Tuesday to allow the broadcasts, after learning that permission had already been granted by House Speaker Thomas D. Graham (D).

Token Protests • Some legislators protested and a Republican caucus took place before the final vote. During an 11-minute debate the live broadcasts were halted pending the vote.

The stations said they hope to be able to resume broadcasts of the sales tax debate in the House this week.

Bob Tibbetts, news director of KWOS, and Robert Hyland, CBS Radio vice president and KMOX general manager, had been negotiating separately to gain the broadcast access.

The Missouri legislature's action was applauded by LeRoy Collins, president of the NAB. He wired Speaker Graham that the House has "opened a new avenue of broadcast service to the people of your state . . . broadcasters everywhere deeply appreciate the recognition by you and your colleagues of this role in advancing the people's right to know."

In a wire to KMOX, KTTS and KWOS, Gov. Collins offered congratula-
tions "on the victory for broadcasting journalism in the Missouri House."

Kansas Says 'No' • Meanwhile in Kansas Wednesday night, members of that state legislature protested live radio and television coverage of a Thursday debate on making Wichita U. part of the state's college system.

Speaker Charles Arthur (R), who had originally given approval to the broadcasters, withdrew it the evening.

Dick Nason found Radio à la Carte

Let him tell you in his own words: "I've been looking for a fine radio programming service. I found it in Radio à la Carte, Mark Edwards and I are glad WSAI is an à la Carte station." See Marv Kemper in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741
An old goblin turns up again

Taxation of all advertising "sold or purchased" in the state of Missouri loomed suddenly last week during legislative debate on a bill by Gov. John Dalton to raise the state's general sales tax from two to three cents. That advertising also might be subject to the sales tax was part of the debate covered on radio (see story, page 139).

John English, counsel for the Missouri Broadcasters Assn., said the state senate passed the governor's bill with minor changes and it had gone to the house where one amendment to also tax advertising was voted down. On Wednesday, however, he said, an amendment to subject advertising to the full two cent tax was introduced by Rep. Harry Raiffe (D-St. Louis) and it was passed 120 to 27. The amendment now goes back to the senate.

Rep. Raiffe said adoption would produce upwards of $20 million in additional revenues in two years. The tax on advertising is a threat that periodically raises its head around the country. The last such epidemic loomed six years ago when the City of Baltimore sought such a levy (BROADCASTING, Nov. 11, 1957). This, in turn, generated like attempts in Norfolk, St. Louis and Providence. However, all such proposals were defeated with a large share of the credit going to local broadcasters and Advertising Federation of America.

before the session began because of some legislators' objections. Admittedly against the live coverage were Assistant Speaker Edward Boyd and Rep. Ross Doyen (both Republicans).

WIBW-AM-TV Topeka, had already moved its cameras and microphones into the chamber and had arranged to feed a four station tv network: KTVH (TV) Wichita-Hutchinson, KLOE-TV Goodland, KAYS-TV Hays, and KTVC (TV) Ensign, and KVOE-AM Emporia.

Speaker Arthur affirmed he favored broadcasting the debate, but said if even one member felt his ability to speak freely on the bill would be abridged by radio-tv presence, then he would be obliged to cancel the plans.

Thursday Thad Sandstrom, general manager WIBW-AM-TV editorialized on the ban. KTVH, which reported itself swamped with phone calls expressing disappointment over the ban, also editorialized against it and KVOE announced it planned to express an editorial opinion opposing the legislature's move.

LAB adds to requests for 'experience' on FCC

The Louisiana Assn. of Broadcasters has joined the presidents of state broadcasting associations in asking President Kennedy to appoint an experienced broadcaster to the next vacancy on the FCC.

In a resolution adopted March 15, the LAB noted that a vacancy "will develop in the near future" on the FCC and that prior radio-tv experience would be an "ideal prerequisite" for the job. Also, LAB said, there has been a "great dearth of such experience" on the FCC in the past.

Late in February, the conference of state broadcaster presidents adopted a similar resolution introduced by Mel Burka, president of the West Virginia Broadcasters Assn. from WTIP Charleston (BROADCASTING, March 4).

The Louisiana broadcasters also asked the All-Industry Music License Committee to give to priority to the SESAC "problem" of not being able to identify music licensed by that organization. "SESAC refuses to adequately and properly identify the copyrighted selections contained in its repertoire and imposes arbitrary and unreasonable license fees and conditions..." upon stations, LAB said in a resolution sent to the license committee and all other state associations.

TIO membership up, new activity planned

Television Information Office last week reported a spurt in new members since last October, plans of new projects and current distribution of materials to sponsors.

The review of activities was released at a semi-annual meeting by Clair McCollough, of the Steinman Stations and Television Information Committee's chairman.

Mr. McCollough announced a TIO study of work and leisure activities of tv broadcasters throughout the U.S. TIO is compiling responses from more than 700 commercial broadcasters on questions ranging from the composition of their families to the amount of time spent by management on community activities.

Roy Danish, TIO's director, noted that as part of the organization's increase in advisory services to stations, Carl Burkland, general manager, and Ben Wickham, manager of station services, have held staff meetings at 107 stations in 27 states since Oct. 17.

TIO listed the following activities:

- Distribution to TIO sponsors of its first two bibliographies in a projected series listing books, articles and other primary sources of information about tv. The first two: (1) "Television and Education" listing publications dealing with the relationship of the medium and education, (2) "Television: Freedom, Responsibility, Regulation," describing material dealing with these areas.
- The sending to stations of a comprehensive index and guide to all TIO informational material supplied stations since September 1959.
- Addition of seven tv stations as sponsors. Stations are KTVH (TV) Wichita; WNEM-TV Saginaw; WTHE (TV) Lufkin, Tex.; KSL-TV Salt Lake City; WHEC-TV Rochester, and KFYR-TV Bismarck, N. D., and educational WMUB (TV) Oxford, Ohio.

Also attending the meeting were Henry B. Clay, KTHV (TV) Little Rock; John P. Cowden, CBS-TV; Sydney H. Eiges, NBC, a new Television Information Committee member; Michael J. Foster, ABC; Joseph X. S. Sinclair, WJAR-TV Providence; Robert F. Wright, WTOK (TV) Meridian, Miss.; Lawrence Creshkoff, TIO's executive editor.
Pennsylvania senators cited by PAB

Special citations for their joint tv and radio broadcasts were awarded March 20 to the two Pennsylvania senators by Pennsylvania Assn. of Broadcasters. Recipients were Sen. Joseph S. Clark (D) at left and Hugh Scott (R) at right. The presentation was made by Clair R. McCollough (center), NAB board chairman, of the Steinman Stations. PAB members held a dinner meeting in Washington with the state's congressional delegation.

Mr. McCollough said in presenting the award that the program, broadcast jointly by the two senators from opposite parties, is the only one of its kind on Capitol Hill. He said it greatly stimulates the interest of viewers and listeners in public affairs. The program is broadcast every fortnight on 14 tv and 39 radio stations. Other senators appear as guests.

Robert Williams, WHLM Bloomsburg, presided as PAB president. PAB was the first state organization of broadcasters in the nation. George Koehler, WFIL Philadelphia and a past president, spoke on the purpose and achievements of PAB.

Zenith paints rosy Hartford pay tv picture

MORE THAN 2,000 SUBSCRIBERS ‘APPEAR SATISFIED’

A six-month initial report citing "gratifying" results from the experimental pay-tv operations of WHCT (TV) Hartford, Conn., is contained in the 1962 annual report of Zenith Radio Corp., distributed last week.

Zenith's sales and earnings continued to establish new record highs with color television set sales said to be one of the important factors (Broadcasting, March 4).

WHCT is licensed to RKO Phonevision Inc., a subsidiary of RKO General Inc., and inaugurated service in late June 1962. Zenith's Phonevision pay-tv system is being used in the test with Zenith providing the decoding units attached to home tv receivers and the encoding equipment at WHCT (Broadcasting, Jan. 21).

Zenith said the six-month report of the Hartford experiment contained in the annual report is the first time some of the initial results have been revealed. (Many years ago Zenith conducted a Phonevision test in Chicago (Broadcasting, May 28, 1951).

More than 2,000 - Zenith said the number of Hartford subscribers "has passed the 2,000 mark" and that "the subscriber expenditures for the service are exceeding the anticipated rate." No dollar figures were given but it was reported that 1,800 subscribers each were paying about $8 to $10 monthly.

Zenith's report said "most of the entertainment" offered in the Hartford test "proved to be very effective." The report said the "Zenith-developed Phonevision equipment is performing efficiently and reliably" and that "subscribers appear to be well satisfied with the service."

Zenith explained that at the outset it was very difficult to obtain "suitable" motion pictures for use in Hartford but now most distributors are furnishing their product, including recent
Mr. Wooten’s super fallout shelter

A $150,000 underground fallout shelter, which could be built for about $65,000 without the frills, has been put up by Hoyt Wooten of Whitehaven, Tenn. Mr. Wooten, owner of WREC-AM-TV Memphis, is shown seated in his communications room. Equipment was chosen to provide local and extended reception and transmission on the low band through the uhf band. Nine antennas are mounted on an 82-foot tower. An emergency antenna is buried in the edge of concrete forming the shelter’s entrance cover.

The communications room contains am, shortwave and fm stereo receivers, telephones, Conelrad equipment, patch panel and hi-fi set. The shelter, designed by Mr. Wooten, has 5,600 square feet of living space, will keep 56 people alive for 31 days and took more than two years of planning. Lt. Col. John Somers, Memphis Civil Defense chief, has called it “the best in the world.” John F. Meagher, NAB vice president, said after touring the shelter, “I never saw anything like this.”

NAB schedules fall conferences

The annual NAB trips to the field will begin this fall in Hartford, Conn., at the Statler-Hilton Hotel. As in the past, the conferences will last a day and a half, with the Connecticut opener scheduled Oct. 14-15.

NAB President LeRoy Collins and key association executives will participate in each of the eight conferences. In addition to Hartford, the NAB road show will visit the following cities:

- Minneapolis Oct. 17-18, Leamington Hotel
- Pittsburgh Oct. 21-22, Pittsburgh-Hilton Hotel
- Miami Beach Oct. 24-25, Americana Hotel
- Nashville Nov. 14-15, Dinkler-Andrew Jackson Hotel
- Fort Worth Nov. 18-19, Texas Hotel
- Denver Nov. 21-22, Denver-Hilton Hotel
- San Francisco Nov. 25-26, Fairmont Hotel

NBC-TV improves its color tv facilities

NBC-TV says it’ll complete a $1,- 250,000 color tv project this spring (CLOSED CIRCUIT, March 11).

NBC has further perfected its live, tape and film color equipment as a result of new technological advances over the past few months.

The network last week noted that all of its color cameras now include latest precision color components giving a greater degree of stability. It also is equipping each of 40 color tape machines at its two centers in New York
McCOLLough May Serve Until June

Radio, TV Boards to elect during Chicago convention

Election of four TV Board directors and a chairman and vice chairman for both the Radio and TV Boards is slated to take place at the NAB convention in Chicago next week.

Clair R. McCollough of the Steinman Stations, chairman of the NAB combined Boards, will go off the TV Board at the end of the convention but he is expected to continue as chairman of the combined directors until the NAB board meetings in June. The Radio Board elected new directors in odd-numbered districts in February (Broadcasting, March 4).

William B. Quarton, WMT-TV Cedar Rapids, Iowa, is the present chairman of the TV Board and James D. Russell, KTTV (TV) Colorado Springs, is vice chairman. Chairman of the Radio Board is Willard Schroeder, WOOD Grand Rapids, and Ben Strouse, WWDC-AM-FM Washington, is vice chairman. This will be the first convention at which the Radio Board heads have been selected. In the past, they have been picked at the June board meetings following the convention.

TV Board members whose terms expire with the close of the convention are Messrs. McCollough and Russell, Otto P. Brandt, KING-TV Seattle; Robert F. Wright, WTOK-TV Meridian, Miss., and the three network directors—Mort Weinbach, ABC-TV, William B. Lodge, CBS-TV, and David Adams, NBC-TV.

‘TARGET PROGRAMMING’ OFFERED

Snyder-Koren unites marketing sense, program design

A new concept in broadcast advertising, “target programming,” is being offered to advertisers and agencies by a new company, Snyder-Koren Productions, which will begin operations April 1 at 6335 Homewood Ave., Hollywood. Principals are Ken Snyder, formerly senior vice president and Hollywood office manager for Needham, Louis & Brorby, and Charles B. Koren, vice president of MCA until that organization’s retirement from the talent representation field, and recently head of his own talent agency (see Week’s Headliners, page 10).

As defined by Mr. Snyder, “target programming” is the application of “an advertising orientation to the business and art of audience attraction. Program design and marketing sense need not be mutually exclusive and a well-balanced combination of the two can still make for an efficiency in mass selling that is very attractive in today’s atmosphere of rising costs and squeezed profits.”

Snyder-Koren already has specific program properties and syndication plans for advertisers in the drug, cosmetic, cereal, financial and food fields. Among them are: Giselle’s Small Fry, starring Giselle MacKenzie; The Lawyer Answers and Your Medical Advisor, both in association with Jackson Hill, creator of Divorce Court; Lance Crossfire, 30-minute comedy animation series, and Joey Jingle, five-minute cartoon, to be made in association with Pantomime Films; a half-hour family situation comedy, Hector’s Pups; America Unlimited, a tv and theatrical film series in association with Monarch Films; another five-minute animation series aimed at the juvenile audience and a half-hour adventure series, Charlie Bakers’ World.

The Funny Company - The new organization will also create and produce advertising in all media for selected clients among both agencies and advertisers. It shares offices with The Funny Company, producer of the five-minute color animation program series of that title. This series of 260 programs was created by Mr. Snyder and a group of associates for Mattel Inc., toy manufacturer, which had been looking for a children’s tv programming that would be entertaining enough to please children and yet contain enough information to satisfy parents and teachers (Monday Memo, Dec. 24, 1962). Although The Funny Company is an independent organization, the program production costs are being underwritten by Mattel, which will use them to advertise its toys in a major market spot campaign to start in January 1964, through Carson Roberts, Los Angeles (Broadcasting, Feb. 11). Mr. Snyder, president of The Funny Company, and Mr. Koren, vice president, say that this program series is a prototype of the “target programming” technique.

TvB editorial report

A survey among Television Bureau of Advertising affiliates shows 66% of members carry editorial comment on a regular basis. Reporting this figure last week, Norman Cash, TvB president, noted a significant increase in editorializing among the bureau’s members over the last two years. Editorial comment via tv is also catching the interest of an increasing number of advertisers, Mr. Cash noted.

If you see Harold Krelstein, of Plough Broadcasting, ask him to repeat what he told our Mary Kempner: “I heard Radio a la Carte and I think it’s a fine radio production service. Larry Monroe, Bernie Millenson and Herb Golombeck agree.” You will, too. Hear it in Suite 1119A, Conrad Hilton Hotel.

Mark Century Corporation
6 West 57th St., N. Y. 19, N. Y. Cl 5-3741

and Burbank, Calif., with new technical equipment for stabilization (includes locking devices for such effects as synchronized dissolves), and color film chains are being modified in keeping with the advances.

NBC Radio dedicates new studio complex

NBC Radio and WNBC New York began operations last week in newly modernized facilities in the RCA Bldg. in New York.

The new $500,000 “Radio Central” provides NBC with three integrated studios and a fourth control point for program assembly during heavy traffic, William K. McDaniel, executive vice president, said at dedication ceremonies last Wednesday (March 20).
WGA 4% ROYALTY PLAN TO BE TRIED

However, old rerun scale kept by 3 networks, 11 companies.

Most of the major producers of filmed programs for television are going to give the new 4% royalty plan of rerun payments for writers a trial.

Following the March 17 deadline for members of the Motion Picture Producers Assn. (the major motion picture studios) and of the Alliance of Television Film Producers, Paul Stager of WGA said that the three networks and 11 other companies had notified the guild that they were rejecting the flat royalty plan. They will continue to make rerun payments to writers on the old plan of specified percentages of minimum scale amounting to 140% of the original payment at minimum scale. Companies not notifying WGA automatically go on the 4% plan of rerun payments, Mr. Stager said.

Companies not belonging to either MPPA or ATFP were given a few additional days in which to choose between the two plans of rerun payment. It is believed, however, that they will follow the general example and accept the new plan.

The new plan calls for the producer to pay the writer of a filmed tv program a flat 4% of the gross revenue from rebroadcasts on a worldwide basis and in perpetuity. The old system of rerun payments, which applies to actors and directors as well as to writers, calls for a payment of 35% of minimum scale for the first rerun (second run), then 30%, 25% and another 25% for the third, fourth and fifth runs and a final 25% for the sixth and all additional runs.

The list of producing companies turning down the flat 4% of gross plan of rerun payments for writers includes: ABC-TV, CBS-TV, NBC-TV, Arnex (Gunsmoke), Cayuga (Twilight Zone), Disney (Wonderful World of Color), Fedderson (My Three Sons), Filmaster (Death Valley Days), Filmways (Mr. Ed, Beverly Hillbillies), Heyday (I'm Dickens, He's Fenster), Paisano (Perry Mason), Selmur (Combat), Stage Five (Ozzie and Harriet), Warner Bros. (Hawaiian Eye, Dakotas, 77 Sunset Strip).

Rerun, Desilu and the other major producers of filmed programs which have adopted the new plan will begin paying the 4% of gross for all programs starting on the air last fall. After two years, all producers will make rerun payments by the 4% of gross method for the 1964-65 and 1965-66 seasons. Following that the WGA contracts expire and the rerun payments will again become a matter of negotiation.

Four Star Television to syndicate 'Rifleman'

The acquisition by Four Star Television of the Levy-Gardner-Laven interest in The Rifleman and The Detectives for a sum in excess of $1.5 million was announced last week by Tom McDermott, Four Star president. These film series were created and produced by Levy-Gardner-Laven in association with Four Star Tv.

Plans are being formulated to place 165 half-hour episodes of The Rifleman into syndication via the Four Star Distribution Corp. for a fall start. The series is concluding its run on ABC-TV this summer. The Detectives is currently in syndication.

Seven Arts releases new shows to television

Seven Arts Assoc. Corp., New York, is placing into syndication a package of 30 additional "Films of the 50's," to be designated Volume 6. The new group includes features from England, France, Italy, Germany and Japan. Among the titles are "The Cow and I," "Rashomon," "Maedchen in Uniform," "Raising a Riot," "Concert of Intrigue," "Girl with a Suitcase" and "The Island."

Seven Arts has also announced tv syndication of the following series: Mahalia Jackson Sings (82 five-minute segments); Laffs (65 one-minute comedy vignettes); The Emmett Kelly Show (39 half-hours) and En France (French lessons, 26 half-hours).

Associated Press honors three stations

The Associated Press awards to member stations for cooperation in news coverage this year go to WCAU Philadelphia, KYNO Fresno, Calif., and KYSS Missoula, Mont.

Announced by Dwight Martin, president of the AP Radio & Television Assn., the awards were based on the stations' performance in protecting the AP on news stories breaking in their respective coverage areas.

Honorable mention certificates will be presented to eight other stations: WFLD, Chicago; WLS, WBBM, Chicago; WTOP, Washington; WCAU Philadelphia, WJZ, Baltimore; WCAM, Kalamazoo, Mich.; WCYB Bristol, Va.; KGLO Mason City, Iowa; KFOR Lincoln, Neb.; KPOI Honolulu; WONE Dayton, Ohio, and WGGI Manchester, N. H.

CBS-owned tv stations plan third program swap

The five CBS-owned tv stations will participate for a third straight year in the International Program Exchange, a series of shows in which a station from each of several participating countries supplies a show representative of that country's particular culture.

The U. S. contribution, The International Hour: American Jazz, will open the series on May 21 (7:30-8:30) and will be carried by the five CBS stations—WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT (TV) Los Angeles. The show will be produced by WBBM-TV and taped from the Chicago Lyric Opera.

Following the U. S. telecasts, the tapes will be made available for presentation in the participating foreign countries. In the last two years, tv stations in Canada, Australia, Japan, England, Denmark, Sweden, Mexico, Argentina, Italy, Ireland and Yugoslavia have participated.

Miller Brewing Co. will sponsor the show, through its agency Mathisson & Associates, Milwaukee.

Trans-Lux opens new office

Trans-Lux Television Corp., in an expansion move, has opened a new southeast division office in Miami Beach to be headed by Marshall (Bud) Or-
four star distribution exceeds goal by 30%

Four Star Distribution Corp. completed sales in excess of $2 million during its first six months of operation, exceeding its projected goal by 30%, Len Firestone, vice president and general manager, reported.

Mr. Firestone pointed out that Four Star began to sell off-network in September when most of the major syndicated program buys already had been made and the market was saturated with an "overabundance" of available product. He attributed the initial success to program quality, flexibility of use of available film and Four Star's experienced sales organization.

Four Star Distributing Corp. presently is offering five off-network series for syndication: The Detectives, Zone Grey Theatre, Target: The Corruptors, Stagecoach West and The Law and Mr. Jones. Mr. Firestone indicated that additional off-network properties will be released shortly.

government attitudes influence tv programs

The government's attitude toward tv programming is recognized by tv producers and it's having an effect in the product they turn out.

That's the conclusion of Venet Adv. Agency, Union, N. J., for whom Trendex Inc. conducted a survey that covered 43 leading producers of network and syndicated film programming. Venet emphasized last week that the government role from the survey's point of view is made up mainly of the FCC and its chairman, Newton N. Minow. Left unsaid, however, are similar viewpoints expressed by congressional committees. Among the findings:

There's ample assent to the call for more balanced and diverse program fare; an awareness of softening scenes of violence in tv; a feeling that Chairman Minow has the right to discuss programming; a belief that the FCC's program "values," as expressed, have merit.

But the stand on all these issues is far from unanimous. The surveyors found many who, though in the minority, believe little or no influence on programming has come from the FCC.

mark century to hold programming seminar

A radio programming seminar will be held by Mark Century Corp. at pre-NAB convention proceedings in Chicago. The session is slated for March 30 at 1 p.m. Mark Century, according to the radio programming service's president, Milton Herson, plans to cover nearly every phase of station operation from programming to management.

Panel members already designated are Harold Krelstein, Plough Broadcasting, Memphis; Ben Strove, WWDC-AM-FM Washington, D. C.; Dale Moudy, Great Trails Broadcasting, Dayton.

Invited to take part in the seminar: Irv Lichenstein, WWDC; George Mooney and David Diamond, WKGN Knoxville; Smokey Walker, WKDA Nashville; Ken Grant, KNUZ Houston; Herb Mendelson and Doug China, WKBW Buffalo; Bill McKibben, WIL St. Louis; Dick Lawrence and John Alexander, WFLA Tampa; Al Slaight and Al Waters, CHUM Toronto; Marie Williams, WEZE Boston; Collis Young and Steve Joos, WCOL Columbus, Ohio; Mark Edwards, WSAI Cincinnati, and J. P. Williams, WING Dayton, Ohio.

seven arts to make network shows

Thomas Tannenbaum to head television production

Seven Arts Productions Ltd. will enter television production of programs for network sale, the company announced last week. Seven Arts, it was noted, will go into "all phases" by packaging half-hour, hour and special presentations.

Thomas D. Tannenbaum, a former executive for Famous Artists Television and for the past year executive assistant to Ray Stark, who with Eliot Hyman, runs Seven Arts, will be vice president in charge of tv production (see Week's Headliner, page 10).

Seven Arts has been involved in motion picture production and Broadway stage plays, and through its Seven Arts Associated Corp. is a leading distributor of feature films to tv (more than 200 Warner Bros. and 20th Century-Fox features) and also distributes domestically 13 one-hour concert specials. Within two weeks, Seven Arts also will release for tv The Emmett Kelly Show, En France and Mahalia Jackson Sings.

As a motion picture firm, Seven Arts has been placing under contract young stars, producers, directors and writers, and, it's indicated, will draw upon these people in its tv production.

TRENDEX ASKED:
Which station do you FIRST tune to for the news?

WASHINGTON ANSWERED:

WWDC...... 20.7%
Station A...... 17.7%
Station B...... 17.4%
Station C...... 12.2%
Station D...... 9.3%
Station E...... 5.0%

*Based on completed interviews in 2,598 homes, Sept. 9 to 20, 1962. Additional demographic material available. Contact WWDC or your John Blair man.

WASHINGTON, D.C.

represented nationally by John Blair Co.
**EXTRA PAY PROPOSAL**

**SAG seeking cut of pictures released to pay television**

A request that actors working on theatrical motion pictures which are released to pay television receive extra payment based on the worldwide gross receipts, will be the principal proposal of Screen Actors Guild in negotiations for a new contract with the Assn. of Motion Picture Producers (AT DEADLINE, March 18).

SAG will not ask for any increase in the present minimum wage scale for theatrical pictures, in accordance with action taken at the last annual membership meeting (BROADCASTING, Nov. 19, 1962). The talent union will ask for a non-discrimination clause in the hiring of actors. The new two-year contract, when signed, will be retroactive to Feb. 1, 1963, when the present three-year contract expired.

The pay tv proposal separates pay tv rights from those of theatrical exhibition, of which pay tv has heretofore been considered an extension by the union.

Specifically, SAG is asking that when any motion picture produced after Jan. 31, 1963, is released to pay tv, either before or following its theatrical showing, the producer shall pay the actors 6% of the worldwide total gross receipts from pay tv, after deduction of actual distribution expenses, not to exceed 40% of those gross receipts. This pay tv percentage payment would be in addition to what the actors get paid for making the picture in the first place.

SAG also asks that when the picture is first released to pay tv, the producer shall pay to each actor an amount not less than 75% of the applicable minimum compensation as a "non-returnable advance" against the actor's share in the worldwide gross.

The present SAG contract with the major movie makers comprising AMPPP membership calls for 6% of worldwide gross receipts from use of the theatrical film on free tv for all motion pictures on which production started after Jan. 31, 1960, less a flat amount of 40% of the gross to cover distribution costs, but without any advance payment. In the negotiations commencing today, SAG will ask that all money due actors under this clause shall be paid by checks payable directly to the individual actors, with these checks being delivered to SAG for forwarding to the actors semi-annually.

The decision of the union not to ask for an increase in the present minimum wage scale for performers in theatrical films was based on a desire of SAG to encourage more production in Hollywood and to avoid adding to the tendency of many producers to make pictures abroad. Regarding production abroad, in its new contract proposals, SAG is asking that when producers employ SAG members for work outside the U. S., the terms of the basic SAG contract shall apply, "unless the producer has a contract with the actors' union having jurisdiction in such country and such contract covers the employment of such member."

**Program notes . . .**

**New Banner series** Bob Banner Assoc. is preparing a new hour-long dramatic tv series, *Adam's Children*. Paul Stanley will produce/direct and Steven Gathers will write the pilot. Banner currently produces *Candid Camera*, *The Garry Moore Show* and the Carol Burnett specials, all on CBS-TV.

**Tv gospel series** Seven Arts Assoc. Corp. reports it has obtained from Television Enterprises Corp. the tv distribution rights to *Mahalia Jackson Sings*, a series of 82 five-minute programs starring the well-known gospel singer. It will be released during the Television Film Exhibit—1963, opening in Chicago on March 30.

**Clark gains markets** *The Dick Clark Radio Show* has added WFLA Tampa, Fl., and WKWK Wheeling, W. Va., to its list of stations. The show, distributed by Mars Broadcasting, has now been purchased in 23 markets.

**Space reports via NET** The National Aeronautics & Space Administration will produce a series of monthly tv programs reviewing space science developments. Titled *Space Science '63*, the series will be produced by NASA's Office of Educational Programs and Services and carried by the 71 affiliates of the National Educational Television network. Premiere program is scheduled for March 28.

**'Defenders' get award** Screen Producers Guild chose *The Defenders* as the best produced tv series of 1962. Robert Markell is the producer and Herbert Brodkin the executive producer for Plautus Productions and Defenders Productions. Series is broadcast Sat., 8:30-9:30 p.m. on CBS-TV.

**Film sales . . .**


*Ramar of the Jungle* (ITC): Sold to

---

**United Press International news produces!**

**Sales hit $1.2 million**

A total of $1.2 million in pre-release sales for *Cheyenne* and *Hawaiian Eye*, both hour programs, was announced last week by Joseph Kotler, vice president of Warner Bros. Television Division.

The two shows are the latest series to be made available by the firm on an individual market basis and for a fall start. Mr. Kotler announced the series release in a prediction that the division's off-network program sales would top $10 million by May 1, the date of the distribution firm's first anniversary.

He said that in the first 10 months, Warner Bros. tv distribution had more than $7 million in sales, added the $1.2 million with the new series, and expected to pass the $10 million mark by the end of the division's first year in business. Mr. Kotler said that not only are stations selling the shows to advertisers "but they are increasing their rates for participating spots within these shows."

Jeff's Colle (ITC): Sold to KCTO-TV Denver; WSB-TV Atlanta; WSM-TV Nashville; WSLA (TV) Selma, Ala. and WTVJ (TV) Miami. Now in 123 markets.


Chiller-Science Fiction Package (M & A Alexander Productions Inc.): Sold to WKBW-TV Buffalo; WPRO-TV Providence; WTEN (TV) Vail Mills, N.Y.; KTRK-TV Houston; KVNO-TV Tulsa; KCPC-TV Salt Lake City; WOOD-TV Grand Rapids; WALA-TV Mobile; KJEO (TV) Fresno; KBAT-TV Bakersfield, Calif.; WTCN-TV Minneapolis; WKBV-TV Youngstown, Ohio; KATL-TV Shreveport; KATC (TV) Lafayette, La.; and WAPA-TV San Juan, P. R.


Sugarfoot (Warner Bros. TV): Sold to KSD-TV St. Louis and WTVN (TV) Columbus. Now in 37 markets.


FINANCIAL REPORTS

BROADCASTING UP, THEATERS DOWN

AB-PT reports record income and profit for 1962

The broadcasting business was good in 1962, the theater business not so good, according to financial reports released last week by American Broad- casting-Paramount Theatres Inc.

The ABC Div. disclosed record income and profit for one year, with income rising from $254,280,000 in 1961 to $274,523,000 in 1962. At the same time, theater revenues dropped from $83,328,000 in 1961 to $75,956,000, a decline AB-PT attributed to "a fewer number of quality pictures," and adverse weather conditions early in the year.

Sales increases were reported by the firm's merchandising interests, chiefly record and publishing subsidiaries, whose losses rose from $25,477,000 in 1961 to $29,262,000 in 1962.

Gross overall income for AB-PT rose from $363,085,000 to $379,741,000, also a company record, as was the operating income figure, which climbed from $9,906,000 in 1961 ($2.29 a share) to $10,757,000 in 1962 ($2.46 a share).

CBS reveals salaries of its top executives

CBS Inc. will hold its annual share- holders meeting on April 17 at 10 a.m. at CBS television studio 50, 1697 Broadway, New York.

The annual meeting notice provided information on remuneration of highest paid officers and directors of the company during 1962. Topping the list were William S. Paley, CBS board chairman, and Frank Stanton, president, each of whom received $100,000 in salary; $138,758 in additional compensation and $11,250 in deferred compensation.

Other officers and directors received the following amounts in 1962: James T. Aubrey Jr., CBS-TV president, $100,000 in salary and $60,000 in additional compensation; Merle S. Jones, president; CBS Television Stations Div., $100,000 in salary, $25,000 in additional compensation and $25,000 deferred; God- dard Lieberson, president, Columbia Records, $60,000 in salary, $12,500 in additional compensation and $37,500 deferred.

Arthur Hull Hayes, president, CBS Radio, $65,000 in salary, $20,000 in additional compensation and $10,000 deferred, and Richard S. Salant, president, CBS News $60,000 in salary, $22,500 in additional compensation, and $7,500 deferred.

Crowell-Collier radio revenue is 4% of total

Total revenues of Crowell-Collier's three radio stations rose from $3,305,000 in 1961 to $3,588,000 in 1962, 4% of total revenues, the company reported in its annual report for 1962 issued last week. Operating profits for the broadcasting subsidiary were about the same for both years, the report states.

Overall, C-C reported net income of $3,086,667 (95 cents a share) on total

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BROADCASTING, March 25, 1963
Dec. 31, 1962, shows sale $731,522 (22 cents sales of real estate.

The consolidated balance sheet as of Dec. 31, 1962, shows an unamortized balance for the radio stations of $1,628,908. In 1961 this was $1,800,300.

A proxy statement issued with a call to the annual stockholders meeting April 4 in New York, shows that Robert M. Purcell, former president of Crowell-Collier Broadcasting Corp. and still a vice president of the parent company, is employed on a year to year basis at a salary of $40,000 annually plus deferred compensation of $20,000 for each year employed. He also receives five yearly deferred payments of $10,000 each accrued before 1960.

KDBW Minneapolis-St. Paul.

C-C stations are KFWB Los Angeles, KEWB Oakland-San Francisco and KWDW Minneapolis-St. Paul. Joseph C. Drilling is president of the stations.

Avco's record earnings

Avco Corp. reported last Friday (March 22) that consolidated net earnings for the first quarter ended Feb. 28, 1963, amounted to a record $4,988,349 on net sales of $113,656,405. These compared with net earnings of $3,321,459 on net sales of $83,179,565 for the corresponding quarter of 1962. Crosley Broadcasting Corp., a subsidiary of Avco, operates WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis.

Eitel-McCullough net up 55%

Eitel-McCullough Inc., San Carlos, Calif., tube manufacturer, reported a 55% increase in net earnings for 1962 and an 8% jump in sales for 1962. Net income after taxes amounted to $757,392 (41 cents a share) on net sales of $29,451,669. This compares with net earnings of $486,671 (26 cents a share) on net sales of $27,109,945 in 1961. Backlog of unfilled orders as of Dec. 31, 1962 was $7.7 million, the company reported, compared with $6.7 million in 1961.

INTERNATIONAL

TRANS-LUX TV ADDING WORLD SECTION

Carlton says division to handle its own, other programs

Trans-Lux Television Corp. is completing plans to establish its own international division to distribute its programs throughout the world. Richard Carlton, vice president of Trans-Lux TV, reported upon returning from a two-week business trip to Europe.

Mr. Carlton, who went to the international Program & Equipment Fair in Lyon, France, which was attended by more than 1,000 radio-television executives from foreign countries, said Trans-Lux TV will distribute its own product abroad and serve as sales representative for foreign-produced programs on a global basis. At present, he added, Trans-Lux TV has relied upon subcontractors in various countries but he believes the overseas market now is sufficiently large to warrant a company-directed operation.

He also reported that Television Affiliates Corp., a subsidiary of Trans-Lux, is holding talks with 11 regional commercial networks in the United Kingdom with a view toward enrolling the networks as TAC subscribers and receiving their programs for inclusion in the TAC library. Robert Weisberg, TAC vice president, is in London conducting negotiations with the regional networks. If an agreement is reached, Mr. Carlton noted, it will mark TAC's expansion into the overseas area with the eventual goal of enrolling subscribers and obtaining programs from other foreign countries.

K&E to expand through South American merger

Kenyon & Eckhardt Inc. and a Venezuelan agency, Novas-Criswell, have joined forces in Latin America. A new company, to be known as Kenyon & Eckhardt-Novas Interamericana, will begin a systematic expansion in Latin American countries.

Giancarlo Rossini, K&E international vice president; William S. Miller, vice president and general manager of K&E de Mexico, and Messrs. Novas and Criswell, are directors of the new company, of which David C. Stewart, president of K&E, is board chairman. Novas-Criswell will now be known as Novas-Criswell-Kenyon & Eckhardt, and the name Novas has been added to that of K&E de Mexico.

In addition to its Mexican operation, K&E also maintains a Brazilian company, K&E do Brasil.

New music license fees okayed in Canada

The Canadian Copyright Appeal Board at Ottawa, Ont., on March 15 approved the new broadcast tariff of the Canadian ASCAP, the Composers,
Authors & Publishers Assn. of Canada (CAPAC). The new tariff calls for a monthly payment equal to 1.85% of gross amount paid to the station by all persons or entities using its facilities. Last year the rate had been 2% of a station's gross revenue, less agency and production payments. The new tariff was arranged between the Canadian Assn. of Broadcasters and CAPAC.

A new CAPAC fee also covers the CTV Television Network, amounting to 1 1/2% of gross amount paid to the network, less network payments to its affiliated stations. CAPAC is also authorized this year to charge a fee of $30 to broadcasting stations which supply music to commercial subscribers and $50 to shopping centers of 10 stores or less, with an added $2.50 for each store over that number.

Bristol-Myers has trouble in Africa

Bristol-Myers Co. has found itself embroiled in a controversy with the government of South Africa over the country's racial situation as presented by a CBS Reports television broadcast on which Bristol-Myers was a participating sponsor.

The company, one of four sponsors of the Dec. 19, 1962, telecast, confirmed that it had received protests from the South African government in regard to the show, and said it planned to dispatch company representatives to Johannesburg to talk with government officials.

The purpose of the talks, presumably, would be to point out the limited knowledge and control a sponsor has over such a program. Bristol-Myers purchased a specified amount of time for the entire series, and reportedly knew only that the Dec. 19 show was to be generally about South Africa. In New York, a spokesman for the parent company said that Bristol-Myers' future status as advertiser on the show would probably not be discussed until the representatives returned from South Africa.

The program, produced by David Lowe, was entitled "Sabotage in South Africa," and dealt with the political, economic and sociological situation. Government officials claim that the show presented a distorted view of the racial situation there.

It was through Bristol-Myers' subsidiary plant in South Africa that the protests were lodged, and a company official credited the plant's location there as being the probable reason for the company's involvement in the controversy. Neither CBS nor any of the other three sponsors have reported receiving protests in regard to the show.

Radio-tv billings on rise in Canada

Radio and television national advertising in Canada was up considerably in the first 11 months of 1962 as compared with the 1961 period. The compilation is from a continuing survey made by Elliott-Haynes Ltd., Toronto, and published in the Toronto advertising weekly Marketing.

Radio advertising totalled $18,466,388 in the January-November 1962 period against $16,349,597 in the same period in 1961. Television advertising was $49,973,122 for this period against

$40,252,969 in the 1961 period.

Foods and food products were largest group advertisers in both media, with $5,195,530 spent in radio last year ($5,086,935 in 1961), and $12,447,449 on television ($10,016,588 in 1961). Drugs and toilet goods came second in both media with $2,532,878 in 1962 ($2,326,948 in 1961) on radio, and $10,827,519 in 1962 ($8,787,503 in 1961) on television.

Bonn buys station for space communications

A transportable space communications station capable of making use of both the Relay and Telstar communications satellites has been sold to the Post Office Dept. (Bundespost) of West Germany by International Telephone & Telegraph Co.

The station has dual transmitters, one to operate with Relay and the other with Telstar. It can handle 12 two-way voice channels as well as facsimile, multi-channel teleprinter circuits and high-speed data transmission.

The use of these units could permit "many more nations to establish long distance communications via satellite without great financial investment," according to Dr. Arnold M. Levine, vice president, communications, ITT Federal Labs, Nutley, N. J., where the equipment was designed.

WFIL in Israel

Kol Yisrael, the national broadcasting service of Israel, is now adapting WFIL Philadelphia's children's educational programs for broadcast in that country.

The program exchange arose from a pen-pal correspondence between WFIL engineer Joe Stotland and Ashar Tarmon, an Israeli school principal. In 1961 Mr. Tarmon was asked to suggest a program series for his school district. He passed the request to Mr. Stotland, who responded with 16 scripts from WFIL's Studio Schoolhouse series.

Israel Radio liked the ideas so Mr. Tarmon developed a series of English language programs called English is Easy. According to Mr. Tarmon, the series has given Israeli young people "an appreciation of good children's literature in the English language."
BROADCAST ADVERTISING

Edward A. Gumpert, vp and account supervisor at Geyer, Morey, Ballard, New York, elected senior vp-plans. Mr. Gumpert will be in charge of integrating agency plans and services. He will also continue to supervise Lehni & Fink Products Corp. account. Prior to joining agency in 1958, Mr. Gumpert was general product manager for toilet goods division of Colgate-Palmolive Co., New York.

Frank K. Mayers, Arthur W. Schultz and Robert M. Trump, all vps and management account representatives at Foote, Cone & Belding, elected directors. Mr. Mayers, headquartered in New York, is on Clairol account. Mr. Schultz and Mr. Trump, of Chicago office, work on Kimberly-Clark and Kraft Foods accounts, respectively.

Charles A. Brandon, executive vp of Winius-Brandon Co., St. Louis and Kansas City advertising agency, elected board chairman, replacing Enno D. Winius, who died last December. J. D. Nevins and J. H. Barickman elected executive vps, with Mr. Nevins remaining as creative director for company and Mr. Barickman as general manager of Kansas City office. Curtis P. Grady and Richard A. Lane, vps, elected to agency’s board of directors. Mr. Brandon joined Winius-Brandon (then Louis E. Anfenger Co.) in 1944 after having previously worked in sales, advertising and promotion for Ralston-Purina Co. He was elected vp in 1947.

A. G. McDaniel, account executive in Fort Worth office of Glenn Adv., Dallas-based agency, elected vp.

G. Douglas Morris, former president of I.P.I. Corp. (product development firm), joins Morse International, New York, as executive vp. Mr. Morris has also served as senior vp of Lambert & Feasley. Prior to joining that firm, he held positions with Ted Bates and Pedlar & Ryan.

Fletcher Coleman, formerly with CBS-TV network, joins tv production department of Street & Finney, New York, as network program supervisor. Thomas Ghastain, Young & Rubicam, and Margaret Holt, N. W. Ayer & Son, join S&F’s creative department to work on Colgate-Palmolive account.

Dave Fulmer, tv creative director at Guild, Bascom & Bonfigli, San Francisco, elected vp. Mr. Fulmer headed agency’s Hollywood office from 1956 to 1960 as program director and tv production supervisor. Prior to joining GB&B, he was tv producer-director, actor and musician.

Glen Bammann, who joined Knox Reeves Adv., Minneapolis, in 1961 as associate director of broadcast services, promoted to executive director of broadcast services. Russell Neff, with agency since 1939 exclusively in radio-tv, has retired as vp and executive director of broadcast services, but will continue in advisory capacity through end of year. Earlier Mr. Bammann had been with McCann-Marschak, New York, and McCann-Erickson, Cleveland.

Weslie Booman, former research director in Minneapolis office of Campbell-Mithun and for past year director of market research for Johnson Wax Co., Racine, Wis., rejoins C-M as vp and research director. Allan Aalgaard, who has directed C-M’s research department for past year, assumes new account management responsibilities with agency’s Allis-Chalmers account.

Ade Schumacher, former president of Firth Carpet Co., joins Hazel Bishop International, Union, N. J., as president. Mr. Schumacher was president of Liggett Rexall Drug Co. from 1949 to 1957 and of Owl Rexall Drug from 1944 to 1949.

William P. Stiritz, former brand manager for Pillsbury Co., Minneapolis, joins Gardner Adv., St. Louis, as account executive. Richard J. Tucker, also formerly of Pillsbury, joins Gardner as senior research analyst.

Alexander S. Peabody Jr., vp and associate creative director at Young & Rubicam, New York, appointed associate copy director with special responsibilities in tv copy area. Alvin Hampel, copy supervisor, succeeds Mr. Peabody as associate creative director.

Larry Pickard, director of news and special projects for WBZ-TV Boston and former managing editor of NBC-TV’s Today program, resigns to form his own public relations firm, Pickard Assoc., with offices at One State St., Boston. Mr. Pickard started in broadcasting in 1946 with WOR New York. In April 1953 he joined CBS-TV, with subsequent overall responsibility for network’s syndicated newsfilm service. Mr. Pickard left to join NBC-TV’s Today show in December 1955 and joined Westinghouse Broadcasting Co. in Boston in May 1961.

Ed Sturgeon, agricultural editor of KJM-TV Fresno, joins J. J. Jackson Advertising & Public Relations, Visalia, Calif., as partner. Agency will now be known as Jackson-Sturgeon Advertising & Public Relations.

Curtis H. Judge, sales manager for Household Products Division of Colgate-Palmolive Co., New York, appointed sales promotion manager. Mr. Judge joined Colgate-Palmolive in 1948. Thomas F. Desmond, eastern regional manager, succeeds Mr. Judge as sales manager for household products.

Thomas G. McKenna, Chase Manhattan Bank, joins Pittsburgh office of
Fred Maeding, former timebuyer supervisor for Kellogg account at Leo Burnett, joins Alberto-Culver Co. (toiletries and proprietary drugs), Melrose Park, Ill., as assistant international advertising manager.


David M. Platt, media group supervisor at Kudner Agency, New York, appointed associate media director.

Frank Picard promoted to administrative assistant in radio-tv department of D. P. Brother & Co., Detroit. He joined agency in 1960 as business manager for radio-television department and before that had been with WWJ-AM-TV Detroit.

Howard E. McDonald, formerly with media and research divisions of McCann-Erickson, appointed to newly created post of marketing research director for Waste King Corp. (gas and electric ovens and ranges), Los Angeles. Thomas B. Harrison named advertising and sales promotion manager.


Jackie Pond named assistant radio-tv timebuyer at Gourfain, Loef & Adler, Chicago advertising agency.

Saxon Rumwell joins media department of Earle Ludgin & Co., Chicago.


Ralph L. Gemberling, former account executive at Norm Advertising, New York, joins National Council of Churches, that city, as director of program and station relations, broadcasting and film commission. He succeeds Carl Cannon, who resigned to join Lincoln Center for Performing Arts.

DAB officers for 1963

Gordon K. Macintosh, president and general manager of WTUX Wilmington, elected president of Delaware Assn. of Broadcasters, succeeding Wayne Rollins, president of WAMS, that city. Ewing B. Hawkins, president and general manager of WILM Wilmington, and John B. Reynolds, general and sales manager of WJBR (FM) Wilmington, were elected vp and secretary-treasurer, respectively.

THE MEDIA

Tom Loeb, former general executive with Ashley-Steiner Inc., New York talent representatives, joins CBS-TV, New York, in newly created position of supervisor of live programming.

Prior to joining Ashley-Steiner, Mr. Loeb was president of Roncom TV Productions, and also served with NBC for nine years.

Allen Hedgecock, vp-general manager of WARK-AM-FM Hagerstown, Md., named vp-general manager of WDOV-AM-FM Dover, Del., effective April 1, replacing William S. Cook, who resigned. Mr. Cook has been vp-general manager of WDOV since 1956. Mr. Hedgecock is former commercial manager of WDOV. Howard McFarland named sales manager of VNAM-AM-FM Annapolis, Md. Henry Rau Stations are WOL-AM-FM Washington, D. C.; WNAV-AM-FM, WDOV-AM-FM, and WARK-AM-FM.

Lee Bickford, regional sales manager of WPRO-AM-FM Providence, R. I., named general manager of WHIM-AM-FM, that city.

George Mahon, sales manager of WFBG-AM-FM Altoona, Pa., named general sales manager of WFBG-TV, replacing John S. Brubaker, who resigned to enter advertising agency business for himself in Connecticut. Angelo Montella, WFBG account executive, replaces Mr. Mahon as radio sales manager. Before joining WFBG-TV as account executive in 1956, Mr. Mahon was employed in same capacity at WTVP (TV) Decatur, Ill.

Kelly Atherton, account executive at WIEF-TV Evansville, Ind., promoted to sales manager, effective April 5, replacing Jack Berning, who resigned to accept similar post with KTVT (TV) Dallas, Tex.

Sam Ewing, manager of KAPY Port Angeles, Wash., joins KMKY Monterey, Calif., as sales manager.

John C. Dailey and Dale G. Larson named local sales manager and production manager, respectively, at WOW-TV Omaha, Neb.

Paul Plunkett, assistant general manager; Bernie Perlin, general sales manager; and sports director, and Mrs. Arthur M. Schwartz, business manager of KOLD-AM-TV Tucson, Ariz., elected vps of Old Pueblo Broadcasting Co., licensee of stations.

William P. Gaspar, sales manager of Metro-WBOF Inc. (WYFI [FM] Norfolk and WBOF Virginia Beach, Va.), elected vice president and general manager.

Peter G. Crawford, sales manager of WAIL-TV Atlanta, appointed general manager of Merchants Broadcasting System of Atlanta, division of Cartwright & Bean, replacing Joseph Porter, who resigned.

O. B. Snow, special assistant to vps in charge of marketing and trade rela-

Straight from our nation's capital . . . BEN STROUSE . . . WWDC . . . Washington's leading broadcaster . . . purchased Radio à la Carte . . . he and IRV LICHTENSTEIN think it's great . . . see Marv Kempner and hear for yourself in . . . Suite 1119A . . . Conrad Hilton Hotel . . .

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**Facilities of TV**
- station profiles
- call letters, channels
- applications pending
- community antenna systems
- translators
- group ownership

**1963 Broadcasting Yearbook**
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**Scholarship winners**

Three winners were announced last week by Corinthian Broadcasting Corp. for the second annual Corinthian Summer Scholarship program.

James Alfred Joyella, Fordham U.; Donald William Kinney, Montana State U., and Arthur Murray Robison, U. of Oklahoma, were chosen from applicants from 50 colleges and universities to undergo an intensive six-week on-the-job internship at one of the Corinthian TV stations beginning in mid-summer.

Corinthian TV stations are KOTV (TV) Tulsa, Okla.; WISH-TV Minneapolis and WANE-TV Fort Wayne, both Indiana; KHOU-TV Houston, Tex., and KXTV (TV) Sacramento, Calif.

**Peter C. Kouris**, formerly with KMBC-TV Kansas City and WTVP (TV) Decatur, Ill., appointed sales manager of Display-O-Matic, subsidiary of Chamberlain Ent., Kansas City.

**Earl Levy** joins sales staff of WTMJ-TV Milwaukee.

**Heber Smith**, manager of San Francisco office of Blair Radio, named manager of rep firm's Los Angeles office, replacing Carlston Cooney, who retired last week after 26 years with John Blair & Co. **George B. Hagar**, account executive in Blair Radio's San Francisco office, succeeds Mr. Smith as manager in that city. Mr. Smith joined Blair in San Francisco in 1953 after having previously headed NBC Spot Sales office in that city. Mr. Hagar joined Blair in 1957 also in San Francisco. He previously had been member of sales staff of American Can Co.'s Pacific Div.

**Van L. Rubenstein**, account executive with CBS-TV Stations National Sales, Chicago, moves to New York office in similar post, effective April 1.

**Chuck Berry** named film supervisor of WJZ-TV Baltimore, replacing Jim Miller, who was promoted to account executive. Director John Baker appointed to newly created post of production supervisor. Art Fisher, opera-
tions manager of WEAT-TV Palm Beach, Fla., joins WJZ-TV as director, succeeding Mr. Baker. Ed Albaugh and Ernie Boston join WJZ-TV as news editors. Pat Polillo transfers to news staff of Westinghouse Broadcasting Co., Pittsburgh outlet, KDKA-TV.

Carter C. Hardwick Jr., managing director of WSFA-TV Montgomery, Ala., elected vp of Broadcasting Co. of the South, owner and operator of WSFA-TV and WIS-AM-TV Columbia, S. C. Mr. Hardwick joined WSFA-TV in 1957 as assistant manager and was promoted to manager following year. He was elected to company's board of directors in March 1961.

Dick Harris, sales manager of KOA-TV Denver, assumes added duties as station manager. Gene Grubb, sales manager of KOA-AM-FM, also assumes added duties as station manager of radio outlets.

Edgar P. Smith, vp of Time-Life Broadcast Inc., named to board of directors of Project Hope.

Arthur Sulzburgh, formerly with SRDS Data Inc., New York, joins CBS Television Stations Div. as assistant research director.

Ted Eiland, manager of sales development for Rust Craft Broadcasting Co., named general manager of WSTV-TV (Wheeling, W. Va.) Steubenville, Ohio. Mr. Eiland, who will assume operational management responsibilities for station immediately, succeeds John Laux, executive vp and general manager, who will devote full time to overall policies of direction and management for company's five tv and five radio properties. Prior to joining Rust Craft last fall, Mr. Eiland was vp and general manager of WLOS-AM-FM-TV Asheville, N. C., and previously served as general manager of WPTV (TV) West Palm Beach, Fla. Rust Craft Stations are WUSTV-AM-FM-TV; WRGB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WBOY-AM-TV (sold to Fortnightly Corp., subject to FCC approval) Clarksburg, W. Va.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla.; WVUE-TV New Orleans, La.

Lloyd C. (Bob) Story Jr. elected vp-operations manager, and Thomas E. Gildersleeve named sales manager of WHIH Portsmouth (Norfolk) Va. Mr. Story joined WHIH as program director in August 1962. He previously was associated with WTOP-AM-FM Washington, D. C., and CBS, ABC and Mutual networks in New York. Before joining WHIH, Mr. Gildersleeve was sales manager of B. E. Gildersleeve Co., and had been associated with Graybar Electric and George E. May Co. Newly elected to station's board of directors are J. M. Jones Jr., Joseph S. Albis, and John M. Abbitt Jr.

Dr. Harold F. Niven Jr., faculty member of U. of Washington, Seattle, joins NAB on April 1 as assistant to Howard H. Bell, vp for planning and development. In addition to positions as assistant professor of radio, tv and communications at U. of Washington and assistant director of university's evening classes, Dr. Niven concludes term this week as president of Assn. for Professional Broadcasting Education.

Joseph W. McMurray, general manager of KORK-AM-FM Las Vegas, Nev., elected vp and director of Southwestern Broadcast Co., owner of stations. Mr. McMurray will continue to serve as general manager of KORK stations.

Lloyd C. Sigmon, executive vp and general manager of Golden West Broadcasters, appointed by LeRoy Collins, NAB president, as his representative in heading NAB committee of Los Angeles County Hollywood Museum Assn. First NAB committee conference on museum project will be held in Chicago on March 31 during annual NAB convention.

Wayne Gruehn, operations manager of WSVS-AM-FM-TV Harrisonburg,
IRTS nominates officers for 1963-64 term

Sam Cook Digges (r), administrative vice president of CBS Films Inc., New York, is being congratulated upon his nomination for the presidency of the International Radio & Television Society by outgoing president William K. McDaniel, executive vice president of NBC Radio. Mr. Digges heads a slate of six officers and six new members of the board of governors nominated for election by the IRTS for the 1963-64 term. Nomination is tantamount to election.

Others nominated for the 1963-64 term and who will take office at the society’s annual meeting May 9 are Thomas J. McDermott, N. W. Ayer & Son, first vice president; Richard P. Jones, J. Walter Thompson, and C. Wrede Petersmeyer, Corinthian Broadcasting, as vice presidents; William N. Davidson, Advertising Time Sales, secretary, Edward P. Shurick, H-R Representatives, treasurer.

Nominated to serve two-year terms on the board of governors are Clifford Botway, Ogilvy, Benson & Mather; Erwin H. Ephron, A. C. Nielsen; Alfred R. Schneider, ABC; James A. Stabile, NBC; and Hermínio Traviesas, BBDO. George C. Stevens, Transcontinent Television, was nominated to fill a one-year unexpired term.

Va., joins WJZ-TV Baltimore as traffic manager. Jim Miller, WJZ-TV film director, named account executive.

Glenn M. Brillhart, account executive at WJZ-TV Baltimore, appointed general manager of WAGE-AM-FM Towson (Baltimore), Md. Mr. Brillhart replaces Charles S. Gerber, who recently resigned to become president and co-owner of KARA Inc. and general manager of KARA Albuquerque, N. M.

Jack Swan joins news department of WNAC Boston.

James J. Bollinger, chief announcer at WKYW Louisville, Ky., joins announcing staff of WLW Cincinnati.

Henry Lewis, newscaster formerly with shortwave department of U. S. Armed Forces Radio & TV Service, joins WTMF (FM) Lake Success, N. Y.


Gerald E. Udwin, assistant news director of WIND Chicago, named news director of KDKA-AM-FM Pittsburgh, succeeding David Kelly, who has shifted to post of KDKA-TV news director. Both stations are owned by Westinghouse Broadcasting Co. Prior to joining WIND, Mr. Udwin had been with Associated Press in Chicago and WRRR Rockford, Ill., and WAAP Peoria, Ill.

Bill Dansby, news editor at WFGE-TV Jacksonville, Fla., elected president of Jacksonville News Reporters Club.

Tom Ferrall, news and film editor at KMOX-TV St. Louis, and Bill Yearout, with Winuius-Brandon Adv., join staff of KMBC-TV Kansas City.


Bob Raleigh, air personality at WIRK West Palm Beach, Fla., joins WPGC-AM-FM Morningside, Md., in similar capacity.

PROGRAMMING

James C. Stern, sales manager for central division of Allied Artists TV Corp., Chicago, appointed assistant general sales manager. Mr. Stern will make his new offices in New York.

Robert L. Miller, former administrative assistant to vp, Trans-Lux Television Corp., New York, joins ABC Films, that city, as director of film operations. Mr. Miller succeeds Leonard Strobel, who joins Lennen & Newell. Bernard Franzman, formerly with National Telefilm Assoc., joins ABC Films as traffic manager.

James R. West, western sales representative, promoted to sales manager of PAMS Syndicated Productions, Dallas, Tex.

Cameron Applegate, Fred Thorne and Ray Lofaro join New York sales staff of Robert Lawrence Productions. Mr. Applegate formerly served as salesman for Dallas Jones, Chicago. Mr. Thorne served with BBDO and P&G in Canada, and Mr. Lofaro headed his own artists representative firm.

Frank P. Rosenberg joins Revue Studios as production executive and has been appointed executive producer of Arrest and Trial, new 90-minute series ABC-TV starting this fall.

William Davenport has been signed as producer and Charles Tanne as associate producer of new Screen Gems series, Grindl, which starts on NBC-TV this fall in Sun., 8:30-9 p.m. spot, with Procter & Gamble as sponsor. Team acted in same capacity for Four Star’s Ensign O’Toole series during past season.
Marshall (Bud) Ormond, midwestern division manager of Trans-Lux Television Corp., appointed manager of southeastern division office in Miami Beach, Fla. Marvin Lowe, former midwest division manager of Screen Gems, succeeds Mr. Ormond at Trans-Lux.

Frank V. Robinson named production manager of Fraser Productions, San Francisco. Prior to joining Fraser last year, Mr. Robinson directed tv film series, Expedition California, for ABC-TV and was staff producer at Lockheed Missile & Space Div., San Jose, Calif., on Polaris and Samos programs.


Arnold J. Faze, ASCAP field representative in Miami Beach, Fla., named manager of New Orleans office.


Benjamin B. Selvin, artists and repertoire manager for RCA Victor's custom record department for 10 years, was honored last Wednesday (March 20) at retirement dinner at St. Moritz Hotel in New York. He joined RCA in 1953 after service with CBS, Muzak and American Federation of Musicians.

ALLIED FIELDS

Harold M. Spelman, vp of Scherwin Research Corp., New York, elected senior vice president.

Martin S. Gelband, former manager of market research for family products at Playtex Div. of International Latex Corp., New York, joins Audits & Surveys Inc., that city, as senior project supervisor of test audit division.


Karl O. Bathke, assistant to president of Capitol Radio Engineering Institute, Washington, D.C., promoted to director of marketing. CREI, founded in 1927, offers associate degree program in electronic engineering technology.

EQUIPMENT & ENGINEERING

George T. Stewart, general sales manager of Sony Corp. of America, elected vp and general sales manager for consumer products. Prior to joining

Trouble-shooters

Two broadcasters are among the 15-man trouble-shooting committee appointed by Arizona Gov. Paul Fannin to help solve the controversial tax status of the state's Salt River Project.

The broadcasters are Tom Chauncey, president of KOOL-AM-FM-TV Phoenix, and Jack Williams, program director of KOY, that city. They will join with 13 other prominent Arizona citizens in mediating the bitterly disputed issue.

Sony, Mr. Stewart was vp in charge of sales for Sylvania Electronics Corp. Irving Sagar elected vp in charge of account and finance.

A. K. Wing Jr., technical director-communications for International Telephone & Telegraph Federal Labs, elected vp of electron tube division.

Joseph P. Ulasewicz and Wiley D. Wenger appointed antenna merchandising manager and transmitter merchandising manager, respectively, in RCA broadcast and communications products division. Since 1954, Mr. Ulasewicz has been broadcast equipment field sales representative covering New England states, Mr. Wenger has had responsibility for division's fm transmitters.

Frank M. Thomas, manufacturing manager for eastern operations of Sylvania Electronic Systems, appointed chief engineer for parts division of Sylvania Electric Products, New York.

Dr. Herbert Bandes, senior staff member of Arthur D. Little Inc., San Francisco, and former chief engineer for semiconductor division of Sylvania Electric Products, appointed director of research for Eitel-McCullough, San Carlos, Calif., electronics manufacturer.

W. Robert Dresser, former chairman of Department of Engineering of New Haven College, appointed director of research for Scully Recording Instruments Corp. (tape recorders), Bridgeport, Conn.

Warden N. Hartman Jr., president of Eastern Pennsylvania Investment Co. of Philadelphia, joins Philco Corp.'s consumer products division as special markets manager. He succeeds J. A. Winfield, who resigned.

GOVERNMENT

Michael J. Connelly, former public relations aide to FCC Chairman Newton N. Minow and with U. S. Information Agency, appointed by Gov. Otto Kerner as consultant to Illinois Board of Economic Development. Mr. Connelly was member of Democratic National Committee staff in 1960.

Lee Hall, NBC commentator, and Robert Sturdevant, chief of European correspondents for ABC in Paris, join U. S. Information Agency to work with Voice of America. Mr. Sturdevant has been assigned to program manager's office and Miss Hall to worldwide English programs.

INTERNATIONAL

Clara Quinn, senior broadcast buyer of BBDO Ltd., Toronto, appointed media manager.

Kenneth Hawkins appointed news director of CKBW Bridgewater, N. S., replacing Kenneth Foran, who resigned to join Halifax Herald.

David G. Brydson, with E. S. Sumner Corp., Canadian station representatives, New York, appointed director of stations relations for Television Bureau of Canada Ltd., Toronto, newly created position.

Lt. Col. Rene P. Landry, vp of Canadian Broadcasting Corp., Ottawa, Ont., resigned his post when he reached retirement age earlier this month. He continues, however, as CBC consultant.

Radio à la Carte praised by Morris.


Mark Century Corporation
6 West 57th St., N.Y. 19, N.Y. Cl 5-3741.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 14 through March 20 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, mc—megacycles. D-day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unm.—unlimited hours, kc—kilocycles. SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, edu.—educational. Ann.—Announced.

New tv stations


Wilmington, N. C.—Cape Fear Telecasting Inc. Granted cp for new tv on vhf ch. 3 (60.66 mc); ERP 18.3 kw vis., 6.5 kw aur. Ant. height above average terrain 263.3 ft., above ground 294 ft. P. O. address Murchison Rdg., Wilmington. Estimated construction cost $122,500; first year operating cost $220,500; revenue $310,000. Studio and trans. locations both Wilmington. Geographic coordinates 34° 16' 20.9" N. Lat., 77° 40' 59" W. Long. Type trans. Gates BT6, type ant. Jampro JATV 34/L. Legal counsel Smith & Pepper, consulting engineer Cruets & Sonnberger, both Washington, D. C. Principals: William G. Broadfoot Jr., Elvin L. White and Percy B. Smith Jr. (each 33 1/2%). All are local businessmen with no other broadcast interest. Initial decision looking toward grant became effective March 7.

Austin, Tex.—Austin Bestg. Inc. Granted cp for new tv on ch. 34 (530-536 mc); ERP 18.6 kw vls., 10 kw aur. Ant. height above average terrain 528 ft., above ground 450 ft. P. O. address 113 W. Eighth St., Austin. Estimated construction cost $72,000; revenue $84,000. Studio and trans. located Austin. Geographic coordinates 30° 00' 05" N. Lat., 97° 45' 20" W. Long. Type trans. RCA TTU-15; type ant. Jampro JATV 34/L. Legal counsel Charles F. Herring, consulting engineer J. G. Rountree, both Austin. Principals: Willard Deason (98.5%) and Jeanne F. Deason & Charles F. Herrling (each 4.5%). Company also owns KVET Austin. Initial decision looking toward grant became effective March 13.

APPLICATION


Existing tv station

ACTION BY FCC

* Commission granted request by Central California Educational Tel. (KVIE [TV] ch. 4) Sacramento, Calif., for waiver of Sec. 3.81(c)(2) of rules for period coextensive with license term to Dec. 1, 1965, to allow broadcast of only one picture (record album cover) on video channel while program "Musical Portraits" is broadcast on aural channel. Comrs. Bartley and Ford dissented. Comr. Caven not participating. Action March 20.

...we'd be delighted to have you drop in during the NAB convention

EDWIN TORNBERG & CO. Inc.
New York • West Coast • Washington, D.C.

Negotiators for the purchase and sale of radio and television stations
Appraisers • Financial Advisors
New am stations

**APPLICATIONS BY FCC**

**Palm Desert, Calif.—**Palm Desert Best, Co. Granted cp for new am on 1270 kc, 500 w, D. P. O. address Box 920, Palm Springs, Calif. Estimated construction cost $17,280, first year operating cost $29,000; revenue $36,000. Principals: B. H. Schooler & L. E. Layton (each 50%). Application March 14.

**Centerville, Ind.—**Richmond Best, Co. Granted cp for new am on 930 kc, 500 w, D. P. O. address Box 626, Paducah, Ky. Estimated construction cost $45,630, first year operating cost $75,000; revenue $110,000. Principals: Pierce E. Lackey & F. B. Layton (each 45%); and William E. Wilson (10%). P. O. address Box 626, Paducah, Ky.; F. B. Layton owns WJOF-AM-FM Hopkinsville, Ky.; Pierce E. Lackey owns WRAJ Chester, Ill.; Mr. Wilson is Richmond, Ind., city controller. Action March 8.

**Shelbyville, Ky. —**Shelby Best, Co. Granted cp for new am on 940 kc, 1 kw, D. P. O. address Box 55, Shelbyville, Ky. Estimated construction cost $17,100; first year operating cost $29,000; revenue $36,000. Principals: J. B. Crawford, W. B. Kelly, Dean Harden and L. H. Turner (each 25%). Mr. Crawford is a real estate dealer and a shoe store; Mr. Crawford is engineer with WTCO Cambridge, Ohio; Dean Harden and L. H. Turner are store; Mr. Crawford is engineer with WTCO Cambridge, Ohio; Dean Harden is engineer in Lebanon, Ky.; Mr. Harden is announce at WNVS Central City, Ky.; Mr. Turner is gen. mgr. of WTCO. Action March 6.

**Rochester, Minn.—**WBIZ Inc. Granted cp for new am on 1320 kc, 1 kw, D. P. O. address Box 21, Rochester, Minn. Estimated construction cost $17,746; first year operating cost $29,000; revenue $36,000. Principals: Mr. and Mrs. Charles W. Billings, sole owner, also owns WSIU Eau Claire, Wis. Application March 20.

**Lima, Ohio.—**Citizens Best, Co. Granted cp for new am on 1360 kc, 1 kw, D. P. O. address Box 200, Lima, Ohio. Estimated construction cost $18,100; first year operating cost $29,000; revenue $36,000. Principals: Sam Kay and James A. Howenstine (each 50%). Principals are local businessmen with no other broadcast interests. Action March 6.

**Windber, Pa.—**Windber Community Best, System. Granted cp for new am on 1380 kc, 1 kw, D. P. O. address Box 91, Windber, Pa. Estimated construction cost $18,100; first year operating cost $29,000; revenue $36,000. Pre-sunrise operation with daytime facilities precluded pending final decision in Dec. 14119. P. O. address Box 10 Park Ave., Windber, Pa. Applications involving: CBT; 3 year operating cost $60,000; revenue $66,000. Principals: E. Z. Engle, Louis Popp and William H. Myers (each 33 1/3%). Review Board grant March 7.

**Keyser, W. Va.—**Polomac Best, Inc. Granted cp for new am on 1380 kc, 1 kw, D. P. O. address Box 1528, Clarksburg, W. Va. Estimated construction cost $18,100; first year operating cost $29,000; revenue $36,000. Pre-sunrise operation with daytime facilities precluded pending final decision in Dec. 14119. Principals: Isaac G. Weir, Mr. and Mrs. Robert D. Layton, and Mr. F. P. Layton (each 50%). Owned and operated by Clara Corporation. Action March 14.

**South Charleston, W. Va.—**William D. Steinberg, Granted cp for new am on 1380 kc, 1 kw, D. P. O. address Box 805, South Charleston. Estimated construction cost $18,100; first year operating cost $29,000; revenue $36,000. Principals: Robert D. Layton (25%), Mr. and Mrs. William Steinberg (75%). Application March 20.

**APPLICATION**

**Glenallen, Alaska.—**Central Alaskan Mis- sions, Inc. Granted cp for new am on 1380 kc, 1 kw, D. P. O. address Box 5, Glennallen. Estimated construction cost $93,500; first year operating cost $18,000; revenue $20,000. Rev. Vincent J. Joy is president of nonprofit organization. Ann. March 15.

**New fm stations

**APPLICATIONS BY FCC**

**KEEK San Jose, Calif.—**Granted change of operation for new fm on 95.3 Kw, 5 kw-L, 5 kw-un.; conditions and pre-sunrise operation of daytime facilities precluded pending final decision in Doc. 14118; end with pre-sunrise rule to what extent an action commission may deem necessary as result of final determination of pending application for renewal of license to KCKC-AM-AM-FM Lodi, Calif. Action March 20. Action March 20.

**WBRX Berwick, Pa.—**Granted increased power on 1560 kc, D. P. from 500 w to 1 kw; remote control from station WQV, and pre-sunrise operation with daytime facilities precluded pending decision in Doc. 14119. Action March 20.

**WVOQ Dover, Del.—**Granted change from SH to unl. time, continued operation on 1340 kc, 250 w-N, 1 kw-LS.

**APPLICATIONS**

**WIGO Indianapolis, Ind.—**Mod. of cp (as modified which authorized a new am) to increase power from 250 w to 1 kw, install new trans. and change ant.-trans. location. Ann. March 15. Action March 20.

**WOLF Syracuse, N. Y.—**Mod. of cp (as authorized which authorized a new am) to make changes in DA system and ground system. Action March 15.


**WLSB Copperhill, Tenn.—**Cp to increase daytime power on 1340 kc, 250 w-N, 1 kw-LS.

**New fm stations

**APPLICATION**

**WCDL-FM Cedarville, Ohio.—**Cp to change frequency from 92.1 mc, ch. 261, to 90.1 mc, ch. 211.

**Ownership changes

**APPLICATIONS BY FCC**

**KENL Arcata, Calif.—**Granted assignment of license from & to & Alayne T. Marshall (100% as joint tenant), d/b/a as Hum- boldt Radio, inc, & Robert P. Fisher (each 50%) to M & F Radio Best, Corp. Consideration $300,000. Action March 15.

**KVBW Lancaster, Calif.—**Granted acquisi- tion of control of licensee corporation, Tri-County Best, Inc., by Donald D. Lewis (80%; presently 40%) from George Paton and Walter (each 25%). Corporation possesses $1,500,000 in li- cense from & to & as Shareholders. Other Shareholders: D. B. Reper (each 10%). Action March 15.


**KCTO TV (TV) Ken- del, Colo.—**Granted assignment of license from & to Mail Inc., & to & Mrs. & to & (each 25%; db as Big Spring Radio Co., in same ownership). No financial consid- eration involved. Action March 10.

**KZUB Tulsa, Tex.—**Granted assignment of license from W. A. & Doris Amburn (each 49%) to the City of Tulsa, Inc., & to & Mrs. Amburn (40%) and Richard Morgran (10%). No financial consid- eration involved. Action March 10.

**WEET Richmond, Va.—**Granted assignment of license from Burton Levasseur (100%) d/b as Radio Richmond Inc., to J. C. Time Inc.
**APPLICATIONS**

WSEI (FM) Effingham, III.—Seeks assignment of license to Civil Corp., a large company controlled by Lindsay and Scobert families, to Joseph E. McNatt and family of Effingham, Ill., for a fee of $6,000. Applicant owns WQCA Effingham, Ill., with a power of 100 watts. In protest to WQCA, view of Woodman, Ill., and Mrs. W. M. Kane, all Illinois. Am. March 18.

KMLK-AM-FM Monroe, La.—Seeks transfer of control of license to Louisiana Broadcasting Co. from Charles A. Sprague (41.78%) by Joseph C. Hooker (41.06%) to transfer and (41.78%) for cash, payment of $150,000, in stock or $50,000, in bonds. Applicant owns WKFJ Monroe, La., and WRBA Metairie, La. With guarantee of interest. Consideration $150,000. Am. March 18.

**OTHER ACTIONS**

By memorandum opinion & order, commission granted petition by Longview Broadcasting Co., Inc. for renewal of license to WAMK-AM-FM Johnston, Iowa. Consideration $150,000. Petition was filed by Longview Broadcasting Co., Inc. for renewal of license. Am. March 18.

**BADGES**

By memorandum opinion & order, commission granted petition by WENA-TV Cincinnati, Ohio, for renewal of license to WENA-TV Cincinnati, Ohio. Consideration $150,000. Petition was filed by WENA-TV Cincinnati, Ohio, for renewal of license. Am. March 18.

**RADIO**

By memorandum opinion & order, commission granted petition by KZC-AM-FM Roundup, Mont., for renewal of license to KZC-AM-FM Roundup, Mont. Consideration $150,000. Petition was filed by KZC-AM-FM Roundup, Mont., for renewal of license. Am. March 18.

**FILM**


**ACTION**

Seeks assignment of license to RVC-AM-FM Farmington, N. M., parties to proceeding. Action March 18.


KSHO-TV, Harry Wallenstein, receiver, Las Vegas, Nev.—Seeks designation for hearing application for renewal of license of Nevada Beasts Fund, Inc. (which owns 86% interest in TV Co. of America) from Reed R. Maxwell, Jr., Robert W. Hughes and Alex Gold to Arthur Powell. Applicant owns WTRA-TV Reno, Nev., and its authorized control, failure to file reports and, allegations of misrepresentations. Action March 18.

**ROUTINE ROUNDP*H**

**ACTIONS REVIEW BOARD**

by memorandum opinion & order, commission granted petition by Porter County Bestg., Co. and extended to March 19, 1963 time to file opposition to petition to enlarge issues filed by Valparaiso Bestg., Co. in proceeding on applications for new stations in Valparaiso, Ind. Action March 19.

**BADGES**

**ACTION**

Seeks assignment of license to RVC-AM-FM Farmington, N. M., parties to proceeding. Action March 18.


KSHO-TV, Harry Wallenstein, receiver, Las Vegas, Nev.—Seeks designation for hearing application for renewal of license of Nevada Beasts Fund, Inc. (which owns 86% interest in TV Co. of America) from Reed R. Maxwell, Jr., Robert W. Hughes and Alex Gold to Arthur Powell. Applicant owns WTRA-TV Reno, Nev., and its authorized control, failure to file reports and, allegations of misrepresentations. Action March 18.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, March 20

ON AIR

CPS
Lic. Net on air
AM 3,768 751
FM 197
TV 515

TOTAL APPLICATIONS

CPS
for new stations
AM 163
FM 187
TV 104

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, March 20

VHF UHF

TOTAL

Commercial 486 93 579
Non-commercial 47 21 68

COMMERCIAL STATION BOXSCORE
Compiled by FCC, Feb. 28

Licensed (all on air)

AM 3,760 1,066 515
Cps on air (new stations)
63 26 64

Cps not on air (new stations)
115 77 192

Total authorized stations
3,538 948 4,486
Applications for new stations (not in hearing)
277 173 550

Applications for new stations (in hearing)
198 13 50

Total applications for new stations
475 186 661
Applications for non-commercial in hearing
315 102 417

Applications for major changes (in hearing)
55 3 68

Total applications for major changes
370 112 511
Licenses deleted
2 0 2

Cps deleted

1 Includes 3 stations operating on unreserved channels.

over am, fm and tv stations. Action March 14.

By Chief Hearing Examiner James D. Cunningham


- Designated Examiner Forest L. McCreal in proceeding in application of Big Bear Lake Bstg. Co. for new am in Big Bear, Los Angeles Co., Calif.; scheduled prehearing conference for April 18 and hearing for May 8, Action March 18.

- Designated Examiner Millard F. French to preside at hearing in proceeding on an application of Harry Wallerstein, receiver, TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev., in Docket 15608-8; scheduled prehearing conference for April 15 and hearing for June 3, Action March 18.

- In proceeding on applications of Chisago County Bstg. Co. for new daytime am on 1380 kc, 500 w, in Lindstrom, Minn., and Brainerd Bstg. Co. to change operation of KLZ Brainerd, Minn., on 1380 kc from 1 kw to 5 kw with unit, DA-13, (1) granted petition by Brainerd and accepted notice of appearance filed late, age not disimissed with prejudice for failure to prosecute Chisago's application, Action March 15.

- Granted petition by Mel Wheeler to extent of dismissing application, but with prejudice, for new am in Plymouth, Ind., and retained in hearing status application of Jasper County Bstg. Corp. for new am in Rensselaer, Ind., Action March 14.

- By order in investigative proceeding involving McLendon Corp. (WYX), Chisago, Ill., denied motion by McLendon Corp. for prehearing conference, Action March 15.

By Hearing Examiner Basil P. Cooper

- Granted motion by 1360 Bstg. Inc. (WEBB), Baltimore, Md., and extended from March 15 to March 30 for date of ex- change of preliminary engineering exhibits, March 29 to April 12 for exchange of final engineering exhibits, and from April 8 to April 22 for start of evidence hearing in proceeding on an application. Action March 15.

- Pursuant to agreements reached at March 19 prehearing conference in proceeding on application of Rhinelander TV Cable Corp., new am in Rhinelander, Wisc., U.S.A., and Doc. 14971, continued April 25 evidentiary hearing to May 20, Action March 18.

- Granted joint petition by applicants and continued from March 15 to April 5 for preliminary exchange of exhibits, March 25 to April 15 for final exchange of exhibits, and April 1 to April 22 date of evidentiary hearing in proceeding on applications of Kansas Bstg. Inc. and Salina Radio Inc. for new am stations in Salina, Kans. Action March 15.

By Hearing Examiner James D. Cunningham

- On own motion, subject to decision upon respondent's appeal from Review Board's ruling, released Feb. 26, 1963, for further hearing in matter of application by Carol Music Inc. for WCLM (FM) Chicago, Ill., and granted April 2 further hearing to April 4, in Chicago, Action March 14.

By Hearing Examiner Charles J. Frederick

- Granted petition by Berkshire Bstg. Corp., Stratford, Conn., and extended from April 15 to March 22 time to file reply findings of fact and conclusions of law in proceeding in application, et al., in consolidated am proceeding in Docs. 8716 et al., Action March 12.

By Hearing Examiner Millard F. French

- Upon request by Broadcast Bureau and with consent of all parties in Largo, Fla., tv ch. 10 proceeding in Docs. 12445-50, changed time of hearing from 10 a.m. to 1:00 p.m. Action March 18.

- Upon request of applicant and without objection by applicant, scheduled on part of April 14 date for exchange of exhibits, March 29 to April 9 for notification of witnesses, and continued April hearing to April 17, Action March 15.


By Hearing Examiner Arthur A. Gladstone

- Upon request by Broadcast Bureau and without objection by applicant, extended from March 26 to April 5 time to file proposed findings in proceeding on application of Avoyelles Bstg. Inc., for new am in New Roads, La. Action March 19.

- Granted motion by Z-B Bstg. Co. and continued March 19 hearing to July 1 in proceeding on its application and Service Bureau, for new am stations in Zelon, Ill., and Renosha, Wis., respectively. Action March 14.

In consolidated am proceeding on applications of Pekin Bstg. Co. (WSIV), Pekin, Ill., Tedesco Inc. (KFCY), Des Moines, and Minn. and Des Moines County Bstg. Co., Burlington, both Iows, in Dovs. 5836 et al., ordered (1) if motion of Tedesco to dismiss application is granted, if Pekin Bstg. files by March 28 petition for severance of application from that of Des Moines, and if such petition is granted, respondent is directed to proceed, pending consideration of, and action on the matter of Tedesco. Motion granted, hearing for June 4 and continued from April 8 and Des Moines on June 24; and (2) in event respective petitions of Tedesco or Pekin are not acted upon favorably, hearing on all three applications will be continued from April 8 to June 24. Action March 13.

By Hearing Examiner Isadore A. Honig

- On own motion, postponed from April 9 to April 19, date for exchange of applicant's exhibits, from April 19 to April 30 for notification as to witnesses desired for cross-examination, and continued April 22 hearing in consolidated proceeding on applications of Chicago County Bstg. Co., Brainerd Bstg. Co. (KLZ), Brainerd, Minn. Action March 15.

- On own motion, postponed indefinitely date heretofore fixed for preliminary ex- change of exhibits, and final exchange notification as to witnesses, and commencement of hearing (viz., March 15, extended from April 15, and is being determined upon consideration of, and action on the motion of Brainerd to dismiss Mount Olive Bstg. Co. of application for new am in Clay, N. Y. Action March 15.

- By order, formalized procedural agree- ments reached at March 12 prehearing conference in proceeding on applications of Chicago County Bstg. Co., Lindstrom, and Brainerd Bstg. Co. (KLZ) to Hearing Examiner, both Minn., in Dovs. 14557-8; continued April 19 hearing to April 23, and, on own motion, relieved Brainerd of obligation to exchange copies of proposed exhibits with Chicago which was held by examiner at prehearing conference to be in default for failure to prosecute its application. Action March 12.

By Hearing Examiners Annie Neal Hunting and Charles J. Frederick


By Hearing Examiner H. Gifford Irion

- On own motion, cancelled March 18 further hearing and scheduled conference for April 1 in proceedings of WIDU Bstg. Inc. and Al-Or Bstg. Co. for new am in Mankato and Melrose, both North Carolina, respectively. Action March 15.

By Hearing Examiner Chester F. Naumowicz Jr.

- Granted motion by Denver Area Bstg. (KDAB), Arvada, Colo., and extended from

190 (FOR THE RECORD)
March 18 to April 8 date for final exchange of exhibits, March 25 to April 18 for notification, and April 1 to May 1, 1963, for commencement of hearing in proceeding of Cannon Bestg. Co. for new am in Woodbury, Tenn. Action March 18.

By Hearing Examiner Herbert Sharman

Following March 18 oral argument in proceedings of Rockland Bestg. Co., Rockland Radio Corp., and Rockland Towers, Inc., for new stations in Blauvelt and Spring Valley, N.Y., respectively, in Docs. 14510 et al., granting request, hearing was continued to April 8 to allow time to file additional exhibits, and continued to April 21 for further testimony in proceeding.


Upon request by Rockland Bestras. Inc. and Midwest Television Co. for new station in Whitehall, Pa., et al., in Docs. 14699-10. Action March 13.


CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED: 20¢ per word—$2.00 minimum • HELP WANTED: 25¢ per word—$2.50 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All advertisements $4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Multiple owner separating radio and tv management. Need high caliber man with proven sales and administrative experience for new position of manager of radio.

Unusual opportunity. Send full details and pic Box C-297, BROADCASTING.

Management trainer: Top notch salesman ready to move with growing organization. Contact one of America’s highest rated stations. WFSI, Roanoke, Virginia.

Wanted manager sales experience, 1000 watt Oklahoma station full time. Good proposition qualifies. State age, experience, references. Box 685, Brownwood, Texas.

Sales

Wanted: Top notch salesman to call on radio stations in North Carolina, South Carolina, Virginia, and need low coat custom spot package plans. If you can average five sales each week your income will be $300 weekly, $1,300 monthly or $15,600 annually. You must be able to support yourself for thirty days, have car. Send complete resume, photo and phone number to Box C-188, BROADCASTING.

Well established midwest daytimer has opening for an experienced salesman. Established accounts. Good future with a growing operation. Box C-200, BROADCASTING.

Southwest of Chicago. Capable man will earn at least $6,000 first year. Box C-207, BROADCASTING.

Southern California. Immediate opening for solid account manager for station with top station multiple chain. Box C-236, BROADCASTING.

A sales productive manager wanted for new small market, kw am. Texas. Group offers excellent opportunity for responsible man. Box C-245, BROADCASTING.

Salesman, for the north bay area of San Francisco guarantee $400 a month. Call or write KVON, Napa, California.

Sales manager, expanding operation... unlimited opportunities. Send references. Contact: J. L. Seed, Manager, WEIC, Charleston, Illinois.

Experienced salesman with good character and general knowledge of broadcasting for medium market West Coast. In particular, Los Angeles. Interviews in New York city this week. Chapman Co., P.O. 8-5607.

A promotion to manager has created an opening for an experienced salesman. WSMM, Litchfield, Illinois.

Announcers

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters, first class ticket required. Send resume. Interested? Write Box C-9, BROADCASTING.

Personality dj, modified format, Virginia. Send tape, photo, resume, all details, first letter. All tapes returned. Box C-160, BROADCASTING.

Help Wanted—(Cont’d)

Announcers

Intermountain radio station wants announcer-copwriter. Good deal for right man. Send audition tape, snapshot and copy samples. If you have personal problems, don’t apply. Starting salary based on experience. Box C-217, BROADCASTING.

Major midwest market wants you. Benefit loaded station needs most happy fellow to meet and beat tough morning competition. Also wants an experienced home companion for afternoon and travel time... plus, the right man. Must have personal background, salary. Box C-168, BROADCASTING.

Attention top announcers! Make commercials for your station! We furnish copy pay top talent. Send audition tape your best immediately. Box C-256, BROADCASTING.

5000 watt Connecticut market needs live d.j. Top 100 format. Send resume and tape immediately to Box C-225, BROADCASTING.

Wanted soon 1st phone announcers top station. 30 miles from Philadelphia. Experienced only. Box C-382, BROADCASTING.

Illinois kliowatt good music station emphasizing quality production seeks versatile announcer for daily work plus newscasts, gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

Bright happy sounding fast paced drove announced d.j. Needed by station director wanted by midwest major market top modern station. Michigan home. Send tape, photo, and resume. Box C-301, BROADCASTING.

Fulltime well established eastern station needs good voice. Good copy opportunity for play by play. Rush tapes to Box C-302, BROADCASTING.

Announcer with 1st class ticket for evening announcing on 5 kw station within 100 miles of Chicago. Box C-322, BROADCASTING.

Morning man to start April 15th. Must be able to work even C.G. Brick with Mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Paul Gardner, GM, KCCR, Cedar Rapids, Iowa.

Numerous morning announcer—salesman. Hard worker can earn $7500. Personal interview required. KGRIL, Bend, Oregon.

Announcer: First phone announcer, top salary for right man, plenty of room on top, excellent facilities, new equipment, Collins Cartridge, mobile units, many extra benefits, good music format, no maintenance contact: James F. Fae, Jr., Manager KCHO Radio, Hannibal, Missouri, AC 1-3451.

First ticket, some announcing, maintenance... five kilowatt, "Cutie" chain of stations. Good future, good pay. Resume to: Bob Babcock, Box 160, HUFZ, Fargo, N. Dakota.

Help Wanted—(Cont’d)

Announcers

Experienced radio staff announcer to start April 1. Send tape and resume to Program Director, WADS, 250 Main St., Ansonia, Conn.


Wanted... mature, versatile radio announcer. Must be good with news. Only qualified men will be considered. WCEN AM-FM, Mt. Pleasant, Michigan.

Chief engineer-announcer. Contact Robert Miller, WFLF-FM, Ft. Lauderdale, Florida.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOP, Canton, Ohio.

Experienced announcers with or without first phone. Must have good voice. Good pay for right men. Write or phone Box 143, Ichinio, Michigan or phone 2-3006.

WIRK, West Palm Beach, Florida needs a professional for top rated format afternoon drive. Must be stylish and market production. Send actual aircheck of dj, news, production, plus resume.

Still looking for top notch experienced announcer-newman. Must be good, stable and program director material, experienced in all phases. Only the best need apply. Florida east coast, 24 hour top rated station. No collect calls. Dick Clarr, WMFJ, Daytona Beach, Florida.

Wanted, experienced staff announcer for thousand watt daytime on 540 kc. Variety format station. Strong on news and gospel. Could use either, country and gospel or pop music announcer. Must have had professional experience. Send tape, and resumes to Forest Area Manager, WPBA Radio, Richlands, Virginia. No collect telephone calls accepted.


Negro, R & B look experienced, witty, wide awake man. Top pay, fringe benefits. Contact Program Director in sunny San Francisco MA 1-8711.

Announcer, with 1st ticket, male or female, for New Hampshire smooth sound daytimer, $115 weekly. Box B-319, BROADCASTING.

Technical

Chief engineer-southern New York state. Am experience-good salary. Box C-89, BROADCASTING.

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

First class engineer for Michigan 1,000 watt fulltime station. Excellent working conditions, fringe benefits for the right man. Emphasis would be on engineering with some analytics. Send details to Box C-229, BROADCASTING.
Iowa, announcer-chief engineer. Send tape, resume to Box C-383, BROADCASTING, CASTING.

Southwest independent-immediate need for 1st class engineer. State salary required and available date. Box C-222, BROADCASTING.

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmission and studio equipment, have experience with supervisory ability preferred. Opportunity with growing market, high class facilities permanent position. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

Florida daytimer needs announcer with first phone. Position now open. Send resume, tape, snapshot, salary requirements, etc., at once. Will take young man with good voice and train him if he is intelligent and knows your United. Make application in writing to WFTW, P.O. Box 10, Fort Walton Beach, Florida.

Immediate opening for chief engineer 5 kw da. Must be able to announce. Call 2-3000 WION, Box 143, Ionia, Michigan.

WIRK, West Palm Beach, Florida needs program director with 1 year experience. Send resume and references.

Engineer with first phone license for 5 kw fulltime, permanent position. Send resume to D. E. Reifsteck, Chief Engineer, WILK, 121 Northeast Jefferson, Peoria, III.

Wanted: Immediately, 1st phone with pleasant voice. Man who can handle pilots and screwdriver and can handle a dj show in the confines of a middle of the road format. Salary good. Contact: Jack Halstrom, Radio WIZZ, Streator, Illinois. Phone 2-2841.

1st class licensed engineer-announcer. Send all information and qualifications to: WREO Ashland, Ohio.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 10, Connect. Tel.: 255-0801.

Engineer-announcer for all new 5000 watt WTVK, Durham, North Carolina. Opening May 25th. Send tape, resume, photo to P. O. Box 1871, Durham.

If you are a competent engineer with experience in the field, a real love for the business of a good am, an above average east-coast chance would be open to you immediately. Send resume and photo to Box C-327. BROADCASTING.

Production—Programming, Others

Newsman for major market. Negro program station. Send tape, photo, resume to Box C-178, BROADCASTING.

P.D. personality wanted by deep south, highly rated, net affiliate. Ability to handle topical humor very desirable. Strong supervisory ability and idea generation important. Perhaps you are the top 40 pd seeking to "go solo"? You'd be our man. Or you may be a successful net pd in a market to stop and think about. Write Box C-171 to 99 east coast chains who are looking for a larger market. Excellent working conditions. Prestige organization. Send tape, resume, salary desired, to Box C-326, BROADCASTING.

Newsman for local news coverage. Journalist background preferred. Located southwestern New York state. Box C-383, BROADCASTING.

Copy writer . . . wonderful opportunity for creative, reliable experience. (you will have a part time assistant). Rush all inquiries to Box C-384, BROADCASTING.

RADIO

Situations Wanted—Management

General manager, 30, experienced all phases, strong sales background, top references. Prefer east. Box C-104, BROADCASTING.

Youthful energetic executive with broad background in all phases of broadcast sales and production, seeks challenging position as general manager, broadcast sales, and employment references. Box C-249, BROADCASTING.

Free Cadillac! Lost sales would buy it! Sales manager, looking, Box C-268, BROADCASTING.

Want station to manage. 29 years major midwest market radio experience, family man, Prefer, anywhere. Salary open. Available now. Box C-304, BROADCASTING.

Attention. California radio & television. Interested in Los Angeles area particularly. Present part owner and manager of two east coast stations. Above average announcer with almost 20 years experience in all phases of radio and tv excepting engineering. Looking for permanent position with good, profitable future. Fully equipped with PCC procedure from page one of new or renewal applications. Best of business and professional references. Box C-309, BROADCASTING.

Available immediately, mature manager. Proven profit record. Top references. Prefer, midwest. Box C-338, BROADCASTING.

General manager of two 5 kw-w radio stations in major markets has several relations with recent station. Proven record in local and national sales, promotion, programming, budgeting. Desire radio management post, studio television sales position. Call 929-1402 or write Jackson Fleming. 4630 W. Hamilton Place, Denver, Colorado.

Sales

Super salesman available percentage basis. Coordinate production, copy and selection of promotional items to ensure profits for broadcasters selling merchandise on percentage basis. All replies confidential. Box C-179, BROADCASTING.

10 years experience-announcer-salesman, pd and play by play at northeast coast station. Box C-282, BROADCASTING.

Aggressive young salesman, four years small market to sell for medium market good music station. Box C-312, BROADCASTING.

If you have the money, I can sell the time. I'm good and my record will prove it. Must have salary plus commission, currently employed, earned 5 figures in 1962. Box C-316, BROADCASTING.


Announcers

Country disc jockey, desires fulltime air work. Experienced. Employed. Box C-385, BROADCASTING.

San Francisco located top 40 jock. $90 and let's wall! Box C-132, BROADCASTING.

Announcer, married, 10 years experience. Prefer informal or country operation. Listen to my tape. Box C-147, BROADCASTING.

Attention west of Mississippi, announcer, dj, experience, competent news- caster, will relocate permanently. Box C-240, BROADCASTING.

Announcers

Air personality, dj very authoritative news- caster, quality sound for any type commercial. Versatile, dynamic live wire. Every market anywhere given careful consider- ation. Nature, manner, material, tape on request. Box 266B, BROADCAST- ING.

Six years combo man seeking move to NYC area or on about May 1st. Presently chief engineer and handling 4½ hour board shift. Hilarious, swingin' dj show, play by play, news and conversation type show. Seek- ing a top position. Box C-341, BROADCASTING.


Young talented negro dj, announcer strong on news casting with 6 years experience. Not afraid of hard work, willing to relocate. Available of all markets. Box C-253, BROADCASTING.

Bright happy, morning man. Negro. First phone. Great on news. Box C-297, BROADCASTING.

Excitement in the air in the morning. People asking "Have you heard . . . have you heard this." This is the way to start off morning and it's not a music show. Box C-259, BROADCASTING.

Seeking position within 75 miles N.Y.C. 5 years experience, announcer, dj. Box C-260, BROADCASTING.

Attention world of good music stations, major or minor. If you respect talent, ability, and proven performance, if you believe experienced (1 years), versatile disc jockey, $120 weekly, we could make such beautiful music together. Box C-291, BROADCASTING.

Announcer-program director, 27. Married. 8 years experience. Rewarding and interesting. Box C-265, BROADCASTING.

First phone dj, 7 years announcing, 5 years play by play. Some maintenance, want more, prefer south area around Nashville. $120 minimum. Available middle of June. Box C-274.

1st phone announcer, all-round experience, want stable station. Draft exempt. Box C-276, BROADCASTING.

Socially sharp swinger. Can offer experience and promise. For good dj, announcer, copywriter, traffic. College, vet, young. Employed metropolitan market. Box C-318, BROADCASTING.

Colored, one year experience, 3 d-j schools, or will sell off own show. Will travel. Box C-281, BROADCASTING.

Dj professional with 5 years experience to prove it. All inquires will be answered. Box C-289, BROADCASTING.

1st phone announcer. Experienced in all phases. Seeks solid opportunity. Box C-290, BROADCASTING.

Breazy morning man. 1st phone. Now chief. Please state salary. Box C-315, BROADCASTING.

Negro dj/announcer. Smooth sound, personable, dependable and competent. Any form of music. Swing or sway. Box C-309, BROADCASTING.

Limited Staff Add two metro voices by mail. Recorded spots $1.20 each on your tape. Box C-310, BROADCASTING.

1st phone sparkling morning dj. Ten years experience, all phase experience, dj, engineer, chief announcer. $125 start. Box C-314, BROADCASTING.

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Situations Wanted—(Cont'd)

Announcers

Country dj, New York, New Jersey. Fast board, good voice, radio library, knows country music, authoritative news. Box C-318, BROADCASTING.

Situations Wanted—(Cont'd)

First phone, Desire southwestern location. Strong on all phases of installation and maintenance of am and fm transmitting equipment. Experienced in tv equipment maintenance experience. Available immediately. Del. Restor, 1601 Margaret St., Bossier City, La. Phone 423-6221.

Technical

Program director, wants west coast market. Permanent, or interim, strong background in news, talk and the big networks. $1,000 to $12,000. Box C-301, BROADCASTING.

Sportscaster, 15 yr pro, currently free-lancing. strong hockey knowledge in radio-/tv. Will work in either format. Box C-318, BROADCASTING.

Want newspaper, radio or television. Strong background. Available for any phase of work. Box C-269, BROADCASTING.

Want news, west or midwest (not California). Strong voice, determination, creativity, imagination and integrity I have plus 21 years college, boardcasting training, newspaper d, and music experience. Box C-375, BROADCASTING.

Experience as boardcasting personality. Strong creative ability. Will be given opportunity to advance and to advance to greater potential. Box C-203, BROADCASTING.

Unusually versatile and creative announcer seeks responsible position with Eastern radio station. Experienced in production, local news, d, first phone license. Box C-266, BROADCASTING.

Help Wanted—Management

Central Florida television station, medium market.实行了0为可能的商业发展，拥有一个广泛的工作人员。需要一个有经验的电视技术员。希望在电话网络中找到一个合适的职位。Box C-193, BROADCASTING.

Sales

Sales opportunity at mid-west NBC-TV affiliate. Group ownership offers excellent chance for career advancement. Market in top 100. Experienced radio sales man inquired to replace resignation. Box C-187, BROADCASTING.

Opportunity for good announcer with live spot and news experience. Salary open. Contact Manager, KRTV, Great Falls, Montana.

Situations Wanted—(Cont'd)

Announcers

Located mid-west tv operation with NO. 1 children's show. Excellent opportunity to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard—please forward resume and salary requirements to Box C-186, BROADCASTING.

Technical

Strong vhf CBS affiliate in mid-south has immediate opening for television technician experienced in maintenance and operation. Must be ambitious, dependable, and have a top phone. Salary competitive. Located in large market. Send qualifications, references, salary requirements and recent photograph to Box C-321, BROADCASTING.

Three experienced television broadcast technicians needed May 1 to serve as temporary vacation fill-in. Good opportunity for permanent employment if performance indicates ability and interest. Start at rate $120 per week, regular increase to $172 after three years. Prefer men with electrical engineering training, first or second class, with two or more years experience. Preference will be given to applicants experienced in maintenance of color or black and white equipment. Send application, including detailed description of experience, to Mr. O'Hagan, WLW-TV, Cincinnati 2, Ohio.

Vacation relief positions available immediately for experienced salesmen. Resume and references to Mr. A. H. Jackman, Programming, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 522-0801.

TELEVISION

Situations Wanted—Management

Management material—36, married, 2 children, B.A. degree, 18 years experience. Programming, production, strong sales and personal background. Outstanding references. Box C-188, BROADCASTING.

Sales director resigned after 7 years at important southern NBC affiliate. Desire position as general, national, or local sales manager. Finest references from all past employers. Complete photo available. Box C-324, BROADCASTING.

11 years general manager small market radio/television station. Proven sales, administration record. Seeking management in radio or tv major market. Box C-312, BROADCASTING.
Situations Wanted—(Cont'd)

Sales

Graduate of major southeastern university in field of radio-television with twelve years experience in all phases including general management, sales, and programming. Desires position as sales manager, national sales or manager. Can furnish superior performance and character references. Box C-326, BROADCASTING.

Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey, kindred, appealing to audience above teen-aged tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1950. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary $1,000 per month, no contract required. Any city out of present location. Prefer east or west coast, or north mid south location. No film clips, no voiceovers. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

College grad., 32, single, 1st phone, will relocate from east for start in tv with future. Open to all areas, good music and news announcing, adult approach. Former Navy public relations man, writing, crack with 4 x 5 graphs and 16mm film. Will start immediately. Box C-278, BROADCASTING.

Experienced, employed, camera performer. Single, 28, college grad. Experience. Ad- libber as inc. Box C-386, BROADCASTING.

VERSATILE employed television announcer. Excellent background, news, commercials. Married, relocate. Box C-308, BROADCASTING.

Technical

Competent studio supervisor with proven ability. Well versed in tv operations, administration and maintenance. Excellent references. Box C-306, BROADCASTING.

Production—Programming, Others

College graduate desires to relocate. Extensive experience and programming. Managerial position preferred. Single. Presently employed. Box C-194, BROADCASTING.

Photographer: Commercial pilot and photographer desires combination position with travel. Details first letter. Willing to relocate. Box C-256, BROADCASTING.

Production manager: Top administrator. Brings out best in local production, through original ideas. No drifter. Eight years with ranking southeastern affiliate. Box C-299, BROADCASTING.

Experienced tv newsman. Solid background. Gather, film, on air. Now employed. Box C-372, BROADCASTING.

Experienced news director wants challenge. Original techniques get news first. Box C-280, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Wanted—good used 5 kw transmitter for cash. Will pay cash in bolts including age. Box 273, BROADCASTING.

Immediate air phase monitor and filed intensity meter. Will pay $500. Interest audio and tape gear. Noise and lst. meter. GR FR Bridge. Box C-284, BROADCASTING.

Equipment—(Cont'd)

Wanted

All equipment between the microphone and the 150 foot tower necessary to build a 320 watt station. Gates transmitter preferred. What do you wish? Cash available. Box C-32—BROADCASTING.

For Sale


Am, fm, tv equipment including transmitting, oscillators, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

KVSion Line; Tefon insulated, 1/4" rigid, 11.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1601 Middle Harbor Road, Oakland 30, California. Tremontier 2-392.N.

For sale. General Electric FM monitor... Excellent condition. $500.00 Box C-284, BROADCASTING.

Amitek Pro 600 with TVV shitter, 4 amplifiers, 20 magazines, other accessories. Excellent condition. $1500. WSBT-TV, South Bend, Indiana.


We have complete spare parts for General Electric Spectra-Color. uhf amplifiers. Also, one RCA WA-8A color stripe generator. 1 Townsend Associates, P. O. Box 2210, Springfield, Massachusetts.

General Electric 450/470 mcbs and bas and three mobiles. Twelve weeks intensive, complete lab, 3150, whole system $955. Higley, 82 Lower Main, Matawan, N.J.

Cartridge tape machines. Must sacrifice two grand new collins ATC PB-190's at $400.00 each. Roger Miller, 1717, East 32nd Street Davenport, Iowa. Phone 321-9870. 2 used guide towers for am station 240' approx. height down and ready to ship. Ramsey Broadcasting, 1712 Rosewood Street, St. Paul 5, Minnesota.

RCA 1-bay, Channel 3 (or 2) TV antenna. Real bargain. WSAV TV, Savannah, Georgia.

Miscellaneous

First aid to alling announcers! Chicago radio syndicate script service for 500 watters or less. New Jokes! Fresh program material! Low cost! Protected area! Free sample write "The Weekly Prompter," Radio Di-5151 W. Lake Avenue, Glenview, Illinois.

Recorded commercial spots, styled any format! Atc or Other. Bob T. Productions, 2192 West Central Avenue, Toledo 9, Ohio or call 419-497-5398. Sample upon re- quest.

Let us produce your commercials. Tape voices, sounds, equipment $5 each 24 hour service. F. O. Box 381, Lexington, Kentucky.

3,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, instructions. Free introduction. Urban Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hitz," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the "Contest Guide" of "Talkies." Write for free 24 page booklet on your letterhead. ShowBiz Comedy Lines, 1712 Parkview Ct, Brooklyn 38, New York.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 308A, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 89 N. Western Ave., Hollywood 27, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1135 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. O. I. approved. Elkins School of Broadcasting, 2063 Inwood Road, Dallas 3, Texas.


Jobs waiting for first phone men. Six weeks get your license in only school with operating 9w station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.


INSTRUCTIONS—(Cont'd)
Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Rate of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1850 North Cherokee, Hollywood, California.


FCC license in six weeks. Total cost $250. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 502 M and M Building, Houston, Texas. CA 7-6520.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this course is "success tested" for the man who must get his first phone in a hurry. The next starting date for this accelerated course is April 29, July 6, and September 5th. For free brochure, write: Dept. 3-3, Grantham School of Electronics, 1200 N. Western Ave., Los Angeles 27, California.

RADIO
Help Wanted—(Cont'd)

PROGRAM DIRECTOR
For Major W. Va. Network Station
We're looking for a strong adult personality who is also an experienced "take charge guy" in all phases of modern adult programming. We offer permanence plus opportunity, plus top working conditions. Salary open . . . tell us what you can do. Send complete resume, photo and tape.
Box C-196, BROADCASTING

SITUATIONS WANTED
Production—Programming, Others

NEGO RO NEWSMAN WANTED
with college education and reporting, writing, and broadcasting experience for fulltime job in radio-tv news department of a major eastern network affiliate. Send resume, photograph, and audio tape to,
Box C-291, BROADCASTING

TELEVISION
Situations Wanted
Production—Programming, Others

OUTSTANDING OPPORTUNITY
Qualified man needed for FM operation—Most powerful facility in an Eastern state. Must have thorough knowledge and understanding of selling and programming to qualify. Opportunity to take over management. Please state all details and references in first letter.
Box C-266, BROADCASTING

RADIO
Help Wanted—(Cont'd)

PROGRAMMING, OTHERS

NEGRO NEWSMAN WANTED
with college education and reporting, writing, and broadcasting experience for fulltime job in radio-tv news department of a major eastern network affiliate. Send resume, photograph, and audio tape to,
Box C-291, BROADCASTING

FOR SALE OR TRADE
Gates 250 C-1 AM Transmitter, complete with exciter in good working condition, Price $750. FOB Natchitoches, La. Or will trade for one Gates $101 Spotter.
B. Hillman Bailey, Jr.
Radio Station KNGC, P.O. Box 607
Natchitoches, Louisiana. Phone 2353

Complete RCA Equipped Hi-Band VHF TV STATION
TT50 AH Transmitter
TT10 AH Transmitter
TK11 Studio Cameras
All associated equipment.
FOR LIST WRITE:
Public Service Television Corp.
P. O. Box NAL
Airport Mall Facility, Miami 59, Florida
Telephone NE 3-6311
Extension 345

Business Opportunities

RADIO-TV SYNDICATE OPPORTUNITY
Established broadcasters with present successful operations forming a new company for purpose of acquiring full complement of facilities. Minimum requirement $5000.00
Box C-267, BROADCASTING

166
MEXICO DUEBILLS
and other cities, plus resorts. Saves on
business/pleasure trips. Hotels, motels will
exchange accommodations for advertising.
Your cost 15%. Order from:
Gamble Coker, Inc. Tel. 62-6107, 155 E.
Ont. St., Suite 3, Chicago 11, Ill.

FOR SALE

500 watt Daytime Station located
Southeast coast town of 15,000. Price
$45,000 with $10,000 down. Balance
five years at 6% interest.
Box C-211, BROADCASTING

SOUTHEAST
Excellent market and facility. An-
annual cash flow of $50,000. Asking
$300,000 with 29 percent down;
balance over 5 years.
Box C-224, BROADCASTING

LOW FREQUENCY
DAYTIMER
Upper midwest market: 300,000.
Excellent facilities and ratings
but suffering because of absentee
ownership. $175,000.
Box C-254, BROADCASTING

WITHIN EASY DRIVE
of Chicago, Independent daytime
with gross on call of $100,000. To
be sold by owners for personal rea-
sons to be explained in reply. Prin-
cipals only.
Box C-283, BROADCASTING

SOUTH FLORIDA-FULLTIME
Very profitable—Land and studio build-
ing included—History of good earnings.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGAN 6-7843
Bob Flynn
Myles Johns

CENTRAL-FLORIDA
Profitable—Absentee owned—Liberal
terms.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGAN 6-7843
Bob Flynn
Myles Johns

FOR SALE—(Cont’d)

STATIONS FOR SALE
CALIFORNIA. Daytime, Market of 175,000,
Requires $40,000 down payment.
SOUTHWEST. Exclusive. Daytime. Billing
$5,000 a month. Prorated at $110,000. 29%
down.
JACK L. STOLL & ASSOC.
Suite 600-601 6381 Hollyw’d Blvd.
Los Angeles 28, Calif. HO 4-7279

FOR SALE—(Cont’d)

TO BOX 160 B
respondents
The Florida fulltime station has
been sold, subject to FCC ap-
proval. We wish to thank all 128
of you who requested information.

NORTH FLORIDA-FULLTIME
Major market—Good earnings—Priced
sensibly.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGAN 6-7843
Bob Flynn
Myles Johns

Pa.
N.Y.
Ga.
Midwest
Fla.
N.E.
S.E.
And others

single daytimer
single daytimer
single daytimer
fulltime
metra daytimer
major daytimer

120M terms
25M 29%
25M 15%
22M cash
150M 30%
200M 50M
400M 29%
218M 62M

SOUTH FLORIDA-FULLTIME
Major market in one of America’s fastest
growing areas.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOGAN 6-7843
Bob Flynn
Myles Johns

The Pioneer Firm of Tele-
vision and Radio Manage-
ment Consultants
Established 1946
Negotiations
Management
Appraisals
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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR THE RECORD) 167

GUNZENDORFER
NAB-Conrad-Hilgen Hotel
March 29 thru April 3
Arizona One Station Market, Network.
Asking $625,000 29% down exclusive California 1kw daytime.
Asking $180,000 29% down exclusive.
WILT GUNZENDORFER
AND ASSOCIATES
Licensed Brokers
2020 Olive, Stl. 2-8000
866 S. Robertson, Los Angeles 25, Calif.

Continued from page 161
w to 1 kw, continued nighttime operation
with 250 w, and installation of new trans.;
remote control permitted; conditions.

Purdue U., Lafayette, Ind., Detroit, Mich.,
and Chicago, Ill.—Granted assignment of li-
censes and cps of experimental tv and uhf
to translator stations K67XO, K8XGD,
K6ZSQG, K7ZKG, K8ZKG, K1ZSQG;
K6XOH, K7XOH, W9AB, W1AB, W7AB
and W8AC to Midwest Program of Airborne
Tv Instruction Inc.

WHIC Hudson, N. Y.—Granted cp to re-
place expired permit to increase daytime
power and install new trans.

WLFN Little Falls, N. Y.—Granted cp to re-
place expired permit to increase daytime
power and install new trans.

WBOA Smyrna, Ga.—Granted cp to make
changes in ant. system (increase height);
condition.

KFPM (FM) Bakersfield, Calif.—Granted
mod. of cp to increase ERP to 35 kw, ant.
height to 250 ft. change main studio and ant.
locations. relocate control point.

WJEA (FM) Mobile, Ala.—Granted
increase daytime power and install new trans.

LAFAYETTE, Ind., Detroit, Mich., Chicago,
St. Louis, K79AS, K81AL, K81BO,
K1OBY, K18AL, Zapata Vhf Transmitter System,
Zapata, Tex.

Rulemakings

FINALIZED

By report & order, commission finalized
rulemaking proposal of May 2, 1962, to
permit simultaneous operation of two trans-
sions on single studio-trans. link channel to
send stereophonic program to transmitter
of fm station. In so doing, commission is
also permitting same to be used on fm intercity relay circuits, since there
may be need for transmitting separate
programs between stations. Further, com-
misison is extending like authority to any
range of fm or tv antennas used for "backup" aerial circuit. Amendment
enacted April 16 effective May 1. Action on
March 20.

PETITIONS FOR RULEMAKING FILED

WSVA-TV Harrisonburg, Va.—Requests
amendment of Sec. 3.608 of rules by adding
uhf ch. 74 to Charlottesville, Va. Received
March 8.

Rep. Alvin E. O’Konski (R-Wis.), Wash-
ington, D. C.—Requests institution of rule-
makings proceeding to be held on or before
May 15.

For Sale—(Cont’d)

GUNZENDORFER
NAB-Conrad-Hilgen Hotel
March 29 thru April 3
Arizona One Station Market, Network.
Asking $625,000 29% down exclusive
California 1kw daytime.
Asking $180,000 29% down exclusive.
WILT GUNZENDORFER
AND ASSOCIATES
Licensed Brokers
2020 Olive, Stl. 2-8000
866 S. Robertson, Los Angeles 25, Calif.

FOR THE RECORD) 167
The NEW Santa Fe Trail

A report on some of Santa Fe's newest milestones

by the President of the Santa Fe

In 1963, Santa Fe is investing some 90 million dollars on new equipment and improvements.

All this money is being used to keep the Santa Fe up-to-date in every way.

As a matter of fact, so many new and exciting things are happening on the Santa Fe today that some people are calling it "The New Santa Fe Trail."

Here are just a few highlights of the many improvements:

- 2548 new boxcars.
- 500 Mechanical Temperature Control cars.
- 600 covered hopper cars.
- 194 double and triple deck autoveyors.
- 181 flat cars.
- 58 new diesel locomotives.
- 24 hi-level passenger cars.
- 31 semi-lightweight mail and baggage cars.
- Increasing our microwave communications system to 2084 route miles.
- Experimenting with new and more efficient freight cars such as compartmentalized cars for automobile parts.
- Advancing our piggy-back operations to include joint rail-truck rates.

And we haven't been standing still up until now. We've invested over a billion dollars in progress since World War II. For example:

- The new cut-off line into Dallas.
- Major line relocations in Arizona.
- Equipped 3568 new freight cars with "Shock Control" devices for damage-free shipment of fragile freight. (More of these cars are on order.)
- Equipped 7748 freight cars with roller bearings.
- Designed and built the first multi-level automobile transport cars—the autoveyors—which are now used by all major railroads.

To keep pace with changing times and with the rapid growth of the areas we serve, we keep constantly on the move toward a better way to serve you and to strengthen a vital part of our national defense.

It is our aim to keep the Santa Fe Trail always new.

THE ATCHISON, TOPEKA AND SANTA FE RAILWAY COMPANY

The railroad that is always on the move toward a better way.
Dr. George R. Town will be just as much at home next week among broadcasters at the NAB convention in Chicago as he is on campus at Ames, Iowa, where he is dean of the College of Engineering of Iowa State U. of Science & Technology.

Ever since the 1930s he has been an active participant in the development of the technical aspects of radio, fm and television, including the several major allocation proceedings before the FCC. He is perhaps best known for his work in 1957-58 as executive director of the Television Allocation Study Organization, the all-industry group which explored the engineering capabilities of vhf and uhf frequencies for the FCC.

It was at the NAB's Chicago convention in 1959 that Dr. Town formally presented the TASO report to the FCC's then-chairman, John C. Doerfer. The report made no recommendations to the commission, but it did find uhf to be technically inferior in nearly all respects to vhf. TASO found uhf signals are shadowed by man-made and natural interference and that within limits of its signal range, uhf is on a par with vhf when it is operating over a level, smooth and treeless terrain.

1963 NAB Award - Dr. Town will be at the Chicago convention again this year because of the TASO study. But this time it will be to receive the NAB's 1963 Engineering Achievement Award. NAB said Dr. Town was chosen for this honor "because of his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities." Citing his TASO leadership, the NAB described the study as "monumental."

It is quite likely that Dr. Town will alert broadcasters during his Chicago visit to the growing problem of interesting young students in engineering careers in radio-tv. Despite lots of good jobs in the industry, he notes, the students more and more fail to bother even to interview for them. The glamour image has been captured by the newer fields of aerospace, computers and information theory, he says.

The practical solutions? Well, one might be for broadcasting firms to give more interest-sparking research projects to colleges, he suggests. And cooperate more closely to encourage new young teachers who could inspire and guide engineering students.

Eggs to Electrons - As a young boy, George Rea Town worked on poultry farms, in grocery stores and all the other odd jobs he could find around his home town of Poultony, Vt., about 20 miles southwest of Rutland. He was born May 26, 1905. While attending public grade school, he and a neighbor boy rigged up a telegraph line between their houses.

At age 15 young George earned the first license for his amateur radio station. As 1QM, using a 50 w GE ham rig, he still recalls the thrill of his first trans-Atlantic contact in 1920 with a ham in England. Except for skating and skiing in winter, radio was his chief interest during school years when his heavy schedule of odd jobs permitted. At school he liked math, physics and chemistry best.

Following graduation in 1922 from Troy Conference Academy, he enrolled at Rensselaer Polytechnic Institute, Troy, N. Y., and was graduated in 1926 as an electrical engineer. His undergraduate thesis was on measurement of field strength at 7.5 mc, the "uhf" region of that day.

Continuing graduate work there he became Doctor of Engineering in 1929. The second thesis was devoted to automatic train signal control as a result of summer research work for General Railway Signal Co. He also worked a summer in the test department of New York Edison Co.

Seventeen's Belle - During one regular odd job, as sexton for a big Troy church, he met a local miss, Charlotte Schoonover. She became Mrs. Town, June 15, 1929.

That same year Dr. Town joined Leeds & Northrop Co., Philadelphia, to study practical applications of precise electrical measurement equipment. When furloughed because of the depression in early 1933, he joined Arma Engineering Co., Brooklyn, working several months in the firm's development laboratory on Navy fire control gear. Then for the next three years he taught math and electrical engineering at Rensselaer.

Although teaching would always be his chief interest, Dr. Town returned to private industry in 1936 as research engineer for Stromberg-Carlson Co. in Rochester. He worked on radio receiver development initially, but soon became responsible for development of the firm's line of tv receivers which were field tested during the New York World's Fair. In the 1937-41 period he also taught graduate courses in electronics at the U. of Rochester.

In 1940 Dr. Town served as his company's alternate on the National Television Systems Committee. He was particularly active on four of the NTSC working panels, including that one responsible for today's scanning standards of 525 lines-60 fields.

War and Radar - Stromberg-Carlson in 1940 made Dr. Town engineer in charge of its tv lab in 1940 and the next year he became assistant director of research. During the war years he worked on radar and other high-frequency gear and in 1944 he was named manager of engineering and research. His work there also involved color tv and fm.

During the FCC's postwar reallocation proceedings in 1945-46, he served as secretary of the tv systems panel and chairman of the fm systems panel of the Radio Technical Planning Board.

Stromberg-Carlson chose Dr. Town to be assistant secretary of the corporation in 1949. But that year his desire to teach impelled him to resign and he joined Iowa State as associate director of its engineering experiment station and professor of electrical engineering.

The experiment station, which is the school's research arm, has done considerable work in the fields of color tv and semi-conductors. During 1957-58 Dr. Town was on leave of absence to head the TASO study. In March 1959 he was made dean of Iowa State's Engineering College, which claims the largest undergraduate enrollment west of the Mississippi and now has some 3,200 students in various engineering fields.

Dr. Town is a fellow and past director of the IRE and member of various other engineering organizations. The Towns live near the Ames campus with their grown daughter Anne. For fun the family goes camping in the Rockies.

Dr. Town
NAB award winner
Chicago revisited

What will happen at the NAB convention in Chicago next week?

A sure bet is that no momentous decisions will be made to affect the future activity, strength and well-being of broadcasters. NAB conventions no longer constitute themselves as legislative bodies; broadcasters now meet to greet, eat, shop and listen to speeches.

The big decision was made for the NAB membership by its board of directors last January. The board extended the contract of President LeRoy Collins until 1966 and thereby gave him a vote of confidence, despite some misgivings about his past performance and on the promise that he henceforth would aggressively defend broadcasters against inroads of government.

Members of the NAB should pay close attention to what transpires next week in Chicago. They should evaluate carefully the comments of members of the FCC at the panel discussion. They should observe particularly the demeanor of the two new commissioners—E. William Henry and Kenneth A. Cox—either of whom might be the next chairman. They should heed the scheduled debate between FCC Commissioner Robert E. Lee and William Pabst, NAB tv code board chairman, on the mischievous effort to have the FCC embrace the codes as part of the official regulations.

Broadcasters should look their leadership over. They should look themselves over. Is their NAB (which is to say their own governing body) performing in a manner that best conduce to their freedom and well-being? We do not attempt to provide the answer. We simply pose the question. It is a good one to ask of members who now pay NAB dues of some $2 million a year.

Stuck with the tab

At about this time last year broadcasters were engaged in a vociferous debate over the future of music licensing. At the urging of a federal court, they were considering a deal to obtain reductions in the fees they pay the American Society of Composers, Authors and Publishers in exchange for giving up their ownership of Broadcast Music Inc. The deal did not go through, but we are reminded of it now by the recent revelation of ASCAP revenues (Broadcasting, March 18).

These figures show why ASCAP was willing to take a reduction in payments from broadcasters as bait to force a change in operations of its rival, BMI. In 1962, according to records filed in a New York court, ASCAP collected some $30.5 million from radio and television. Is its music actually worth that much to radio and television?

Broadcasters pay BMI less than half the amount they pay ASCAP. BMI’s revenue from radio and television in its latest fiscal year, which ended in mid-1962, was about $13 million. If broadcasters played about half as much BMI music as ASCAP music, it could probably be said that a consistent market value had been achieved. According to the best evidence, however, BMI provides about 40% of the music played on radio and television, and ASCAP provides about 50%. The other 10% is in public domain or comes from other licensing organizations.

It looks to us as though ASCAP music is overpriced. For all we know, BMI’s may be overpriced too. Certainly broadcasters are carrying a disproportionate share of the costs of music in the entertainment world. They contribute about 87% of ASCAP’s total revenues and more than 90% of BMI’s. Under these conditions other users of music are practically getting a free ride.

Another door slammed

Last week’s decision by the House Rules Committee to defer action on a bill to permit radio and television coverage of committee hearings was the second discouraging rebuff that broadcasters have recently suffered in their efforts to gain access to important news events. The first occurred earlier this year when the American Bar Assn. voted to retain its Canon 35 which prohibits broadcast coverage in courtrooms.

As we said in this space two weeks ago, tactics must be changed. The case for access must be taken to the people in the hope that the public will force their courts and legislatures to expose their functions to public view. Are any broadcasters at work on documentaries and editorials? They had better be if they are serious in their desire to attain status equal to that of the press.

Play ball?

The batting order at the FCC changes again. Kenneth A. Cox, a tough man on the regulatory field, who has been in the Broadcast Bureau bull pen for two years, joins the seven-man first team. He replaces the veteran T. A. M. Craven, who retires at 70 but will still be on the coaching line in satellite communications.

Mr. Cox has proved that while he is rugged in his field play, he is nobody’s patsy. As Broadcast Bureau chief he played the rules laid down by the FCC. As a commissioner he will participate in the making of the rules. There could be a big difference.

Newton N. Minow, who has been what the sports writers might call the sultan of FCC swat during the past two New Frontier years, is about to take the long walk—back to Chicago. He has a better contract there—with Encyclopaedia Britannica Inc.

The President will have the opportunity to make his fourth appointment to the FCC team: (Newt was the first and the precocious E. William Henry the second). Who will the new player be? Will the chairmanship go to Tennessee Bill Henry? Or to the Seattle flash, Ken Cox? Or will it be a new graduate, freshly plucked by Brother Bob, from the New Frontier League?

No one but JFK knows.

Drawn for Broadcasting by Sid Hix

"Trouble with homework is we have to do it during prime evening time!"
a twin anniversary of successful service to the Twin Cities...

KSTP RADIO
35 YEARS
KSTP TELEVISION
15 YEARS

GOLD SEAL STATIONS

HB INC.

HUBBARD BROADCASTING, INC.

MINNEAPOLIS • ST. PAUL, MINNESOTA
TELEVISION ZOOMAR
has NEW
all purpose lenses
developed by
ANGENIEUX-EVERSHED and ZOOMAR

EXTREME WIDE ANGLE
35 mm. wide angle coverage eases production at small studios. Confined sets appear larger. Near and far objects stand out in sharp focus. You get the illusion of great width and depth.

10 TO 1 ZOOM RATIO
The longest, most dramatic zoom ever developed.
35 to 350 mm. zoom range means one camera coverage of most studio production.
Simplified camera placement will reduce rehearsal time.

SHORTEST WORKING DISTANCE...
3 feet to Infinity
Live or tape commercials calling for extreme close-ups... position the camera as close as 3 feet from the subject. Without adaptors... or re-focusing orthicon... you can zoom from this wide angle cover shot 40 inches wide to an extreme close-up 4 inches wide.

TELEPHOTO RANGE FOR REMOTES
A small convertor greatly extends the zoom range to make the Angenieux—Zoomar equally versatile for studio and remotes. From the first balcony at Madison Square Garden, you zoom from...