Film programs will provide 84.2% of fall schedule. p31
FTC will implement cigarette rule unless Congress says no. p34
Networks tell Hartke program rule would cause chaos. p44
Equipment '65: a special post-convention report. p51
Playing the **CARDS**!

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

*WTREFFIGIES—Our Frameable Ad—World Series still available... just as
in the Gaelic tradition is Otto Preminger's "Bonjour Tristesse"...a great color film starring Deborah Kerr, David Niven and Jean Seberg. It's just one of 60 fine Columbia Post-'50 Group II features, distributed exclusively by SCREEN GEMS
Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.
Hidden ball play?

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

Burton legacy

Posthumous tribute to Robert J. Burton, president of Broadcast Music Inc., who died accidentally March 29 (story page 105; editorial page 122) came in decision of BMI board not to move swiftly in naming his successor. Judge Burton had developed strong organization and delegated departmental authority with consequence that no emergency exists. There's little likelihood new president will be named for several months and it's uncertain whether selection will be made from outside or within organization.

Sydney M. Kaye, BMI chairman and general counsel, who keeps watchful eye on policy, is expected to call meeting of 14-man board soon to appraise interim operations.

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

Seiden to stay?

Dr. Martin H. Seiden appears to have impressed FCC with scholarship in his report on community antenna television (BROADCASTING, March 8). That study was what he was hired to do, and his present contract expires April 9. But commission officials are talking to him about staying on as consultant on other tough issues—network ownership and control of programs, multiple-station-ownership rules revision, pay television. Although negotiations are still underway, Dr. Seiden has agreed to stay on at least until April 14, when CATV will be considered by FCC at special meeting.

After you, Gaston

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

TV to movies to TV

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

Atheism and the air

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

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

A while yet

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

Slapstick up to date

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

Looking under the lid

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

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

Wider wire

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

Working on this problem, among others, is Jerold Electronics, Philadelphia, which told Philadelphia council recently it was developing 20-channel system which it hopes to use in that city if it gets franchise.
Whether Lorraine Flocks is on the giving or receiving end of a television camera or a radio microphone, something of interest for women is bound to develop.

A key member of our 25-man staff of news and public affairs specialists, Lorraine Flocks reports on women, Washington and the world with her own special flair, helps make WMAL-Radio and WMAL-TV the news voice for the Nation's Capital.
Major Hollywood film producers are back in prime-time catbird seat. Film shows will account for 84.2% of '65-'66 schedule. At top of production pile are Universal and 20th Century-Fox. See . . .

**FILM BACKBONE . . . 31**

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

**BALANCE OUT, CHAOS IN . . . 44**

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

**GONE BUT NOT FORGOTTEN . . . 94**

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

**MOSES SCOLDS BROADCASTERS . . . 88**

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

**WHAT MUTUAL FUNDS OWN . . . 90**

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

**FTC WILL STICK TO GUNS . . . 34**

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

**COURT HEARS ESTES CASE . . . 47**

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

**'SELLINGEST' CONVENTION . . . 51**

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

**NEW HIGHS PREDICTED . . . 90**

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

Have you watched CHANNEL 2's news, weather & sports, lately?

"ABSOLUTELY!"

"ABSOLUTELY!"

In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

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

Pictured above, one of Tulsa's many new office buildings.
NBC leads 30-market Nielsen on Gemini

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

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

New American Motors agency expected today

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

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

Limit cigarette ads

KSL asks Congress

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


As reasons for action, KSL cited: medical evidence indicating smoking; fact that "while nearly one of every four adult males has given up smoking, cigarette sales continue strong" because, station said, "the level is being maintained by attracting more smokers;" poll by U. S. Public Health Service indicating public favors warning statement (BROADCASTING, March 29).

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

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

Politics may sway

CCIR color decision

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

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

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

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

Close to $1 million spent for 3 stations

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

The sales:

- WAYS Charlotte, N. C.: Sold by Harold Thoms, George Dowdy and Mrs. Virginia Doughton to SIS Radio Corp. for $550,000. SIS Radio is owned by Mr. and Mrs. Stanley Kaplan; Mr. Kaplan is general manager of WMEX Boston. Mr. Thoms and his associates retain WRAE Arlington, Va. (Washington); WCOG Greensboro, and WJLM Wilmington, both North Carolina. WAYS is fulltime on 610 kc, with 5 kw daytime and 1 kw nighttime. It was founded in 1941. Broker: Blackburn & Co.

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


Station unfair to CATV says state association

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

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

Radio puts TV under glass

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

Mr. McArdle

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

Richard Pack, VP, programming at Westinghouse Broadcasting, New York, since 1956, elected senior VP, programming. Mr. Pack joined Westinghouse in 1954 as national program manager for radio and television programs and had been director of programs and operations at WNBC-AM-TV and WNEW, both New York. He had also held executive posts at WNAB-TV New York. Mr. Pack has been responsible for development of several radio and TV syndicated shows for Westinghouse Broadcasting including new Merv Griffin Show and recent Steve Allen Show.

Mr. Page


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

For other personnel changes of the week see FATES & FORTUNES

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

New York officer plans suit on Harlem program

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

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

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

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

Order is returnable April 12.

Brisk sales for Seven Arts

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

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

Cox, Danish speak at lunch

FCC Commissioner Kenneth Cox and Roy Danish, director of Television Information Office, will discuss "responsibilities of the media" at luncheon April 9 in New York as highlight of combined collegiate broadcasters and college majors conferences to be held in that city starting April 8. Conference is sponsored by International Radio & Television Foundation of International Radio & Television Society.
Now your one Madison buy on WKOW-tv gives you—

SIMULTANEOUS, INTERCONNECTED COVERAGE THROUGHOUT ALL MIDDLE WISCONSIN!

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

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

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

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

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

BROADCASTING, April 5, 1965
We've got it...

A WIDE VARIETY OF GREAT TELEVISION PRODUCT!

NEW OFF-NETWORK SERIES

STARING ALFRED JEROME/SCOTT LANCE
CO-STARRED JASON COOK AND ELIZABETH PRASER IN THE FIRST SERIES

MCKEEVER AND THE COLONEL

For your late afternoon and early evening programming, here's a fresh, all-family comedy series. Tested in syndication in over 50 markets, New York; it averaged an 8% rating and a 15.5% share for the entire 50-55 season on KABC-TV. Friday at 9 P.M.

NEW FIRST RUN LIVE-ON-TAPE SERIES

IN ONE HOUR PRODUCTIONS NOW BEING PRODUCED IN HOLLYWOOD AVAILABLE FOR Syndication PROGRAMMING

HOLLYWOOD A'GO GO

It's the swingiest, snappiest, sales producingest series available today. No format is too fresh or exciting for an introduction of exciting new shows, bright new musical acts and outstanding guest stars. It's your station's chance to get with the Disco-theatre trend.

PDQ

MORE than a fresh, new audience participation show. It's a comedy game show played for laughs. Its unique format includes sound proof booths, big name acts and fun, fun, fun. Produced by Four Star Television's own team. (Quality Crabgrass Game, Starstruck).

FEATURE FILMS

THE FOUR STAR THEATRE GROUP

These are the kind of feature pictures in many respects but are shorter in length and much, much lower in price. You can afford to run them in a double feature in a theatre for one feature film time slot or intermittently in your present feature film and under any blanket title you choose as a weekly series-under ong time you choose.

THE SUPER-SPY ACTION GROUP

Titles like "Code Name: Tiger", "The Deadly Decoy", "Agent 351, Passport to Rome" are just a few in this exciting group. Stars like VIRGINIUS PASTEUR, LEE MOORE, and CAROL BOSKIN are cast in a teaming of Bond, Gang, King, Rome and the U.S.A. with secret agents, luxury yachts, sports cars, beautiful women and international intrigue.

SPECTACULAR SHOWCASE

An exciting group of Feature Films for television. Based on legend and myth, we feel they are the very best of the Romantic-Epic type and are of the scope and magnitude that attract big numbers for stations. Included in this group are two Harvey documentaries: "THE TITAN, narrated by President Nessel, commemorating the 400th Anniversary of Montréal, and "OVER THERE, 1916", commemorating the 50th Anniversary of World War I.

AN OUTSTANDING GROUP OF 8 FEATURE MOTION PICTURES

WALTER WANGER produced five of these top feature films. Great stories with top talent and John Sturges, one-time producer of "A MAN CALLED SHADOW," "VERONA." Included are "BATTLE CRY," "THUNDER ON THE RIVER," "THE DRAUGHT," "OVER THERE, 1916," and "THE TITAN, narrated by President Nessel, commemorating the 400th Anniversary of Montréal, and "OVER THERE, 1916", commemorating the 50th Anniversary of World War I.

DELLA THE SOUL BUYERS RECOIL

Features for theatre. These recently produced films include great stars like JOHN CRAWFORD, ROBERT TAYLOR, CHARLES BICKFORD, FRANK BURKE, STEVE MCNAIR, and RICHARD CARLSON.
## OFF-NETWORK SERIES

### The Rifleman
- **Starring:** Chuck Connors
- **Co-Starring:** Johnny Crawford, Dan Blocker
- **13 Half-Hour Episodes**
- **Network:** ABC
- **Description:** Over 200 stars. Here is one of the biggest ratings getters in syndication today. So popular, it has just been renewed for its 3rd and 4th syndication run. Programmed late afternoon or evening against news, sitcoms or talk. THE RIFLEMAN is consistently delivering top audiences.

### ENSIGN O'TOOLE
- **Starring:** Jack Kelly
- **Co-Starring:** Jack Kelly, Richard Webb
- **13 Half-Hour Episodes**
- **Network:** ABC
- **Description:** Here's a bright, lively comedy program that hits the time slot the second time on the network. It's currently delivering superb ratings for station after station in its syndication run. ENSIGN O'TOOLE and its makeup crew provide "top shelf" entertainment in every episode.

### Richard Diamond
- **Starring:** David Janssen
- **13 Half-Hour Episodes**
- **Network:** NBC
- **Description:** This action series should hit new performance and competitive prime-time programming. Each half-hour was telecast only once over the NBC network (1959-60) and aired the only episodes on which the original series RICHARD DIAMOND was used.

### The Detectives
- **Starring:** Robert Taylor
- **Co-Starring:** Mark Goddard, Jack Andrews
- **67 Half-Hour Episodes in One Hour Episodes**
- **Network:** ABC
- **Description:** This series is currently winning top ratings, shares and homes. It action, suspense and the superb talents of ROBERT TAYLOR make this one of television's finest law enforcement series. Its 67 half-hour and 30-hour can be converted into 127 half-hour or 63 one-hour episodes by using custom ROBERT TAYLOR bridges.

### The Dick Powell Theater
- **Starring:** Dick Powell
- **13 Half-Hour Episodes**
- **Network:** ABC
- **Description:** Here are compact, action-filled half-hour "miniature movies" produced against sweeping Western backgrounds. It is currently winning big ratings in a wide range of time slots against a variety of competitors. 130 start (including Oscar and Emmy winners)."}

### Stagecoach West
- **Starring:** John Ewing, Richard Eyer, Robert Bray
- **30 One-Hour Episodes**
- **Network:** ABC
- **Description:** Here is one of the finest westerns hours available today. Its adventure, danger and excitement is current winning top audiences and should be a must for your prime time hour slot.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

April 4-7 — Association of National Advertisers 15th annual West Coast meeting, Santa Barbara Hilton hotel, Santa Barbara, Calif. Panel discussions and speeches including presentation on TV system recently entered into by BBDO with several of its clients, by BBDO President Thomas Dillon; presentation of new media evals; promotion studies by E. W. Seaver, manager, corporate marketing communications, Westinghouse Electric Corp.

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


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

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

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

April 7-8 — Meeting of National Community Television Association board of directors. Mountain Shadows, Scottsdale, Ariz.

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

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

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

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

April 9-10 — Deadline for media excellence awards, Chicago Federated Advertising Club.

April 9-10 — Intercollegiate Broadcasting System's 20th annual national convention on campus of New York University at University Heights.

April 10-12 — Spring meeting of West Virginia Broadcasters Association, Press Club, Charleston.

DATEBOOK

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

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

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

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

April 12-13 — Legal seminar, conducted by National Association of Educational Broadcasters General Counsel Robert D. L'Herieux. Registration ($35) begins 8 p.m. Saturday, April 10. Boston session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Scottsdale, Ariz.

April 13-15 — Advertising and production seminars on TV commercials conducted by advertising consultant Harry Wayne McMahon, Hilton hotel, New York. Four-three-hour sessions from 6-9:30 p.m.

April 15-17 — National Educational Television Network's spring meeting of station managers: Sheraton Plaza and WGBH (TV) Boston.

April 18-19 — Institute of Electrical and Electronics Engineers Region Six Annual Conference. Las Vegas Convention Center. Las Vegas.

April 22 — MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

April 17-18-19 — National Association of Educational Broadcasters meeting for station managers and program directors. Sheraton Plaza hotel, Boston.

April 19 — Time Inc. annual stockholders meeting. Rockefeller Center, New York.

April 17-24 — MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.


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

NAB CONFERENCE SCHEDULE

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

- May 17-18 — Hilton Inn, Atlanta.
- May 24-25 — Sheraton Charles, New Orleans.
- June 7-8 — Denver Hilton, Denver.
- June 10-11 — Continental, Los Angeles.
THE EASTMAN NETWORK*

Dale Stevens, V.P.
Eastman, Chicago

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

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

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

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

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

NEW YORK • DETROIT • SAN FRANCISCO • BOSTON • ST. LOUIS
CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DALLAS
Twenty-eight thirtieths is more than a *proper* fraction. It's an *exciting* one. Exciting, that is, when you're discussing a network's nighttime color programs.

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

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

It's altogether fitting that this significant advance should come from NBC—the network that pioneered the field of color television.

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

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

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

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

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

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

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

**Broadcasting** carries more advertising lineage annually than the next four vertical publications combined.

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

**Why Not!**

After all, **Broadcasting** is THE Businessweekly of Television and Radio.

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UP AND OUT

WTHI's NEW TV TOWER is double the height of the old tower...a total height of 993 feet.

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

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

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

WTHI TV reaches more homes per average quarter hour, from sign-on to sign-off, than any other Indiana station*.

("except Indianapolis")

(November 1964 ARB)
Nobody in Washington argues about which is the important station.

Catches banker’s eye

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

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

Liquor for cigarettes?

EDITOR: How does [Emerson] Foote reconcile his statement [BROADCASTING, March 15] “There is no medical evidence that liquor hurts most people” with the fact that the United States Public Health Service has deemed alcoholism the country’s fourth most serious health problem (after heart disease, cancer, and mental illness)? It might be “smart business” for broadcasters to take liquor advertising to replace the business they are bound to lose in cigarettes, but would it be smart for the public?—Elizabeth Turnell, general manager, WOR(FM) Depauw University, Greencastle, Ind.

Some help needed

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

‘Secret’ report puzzles

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

However, it is unlikely that the complaint of the viewer who reported to channel 6 [WFMV-TV] that she watched I’ve Got a Secret and heard Why Americans Don’t Vote is germane because (1) I’ve Got a Secret is locally on channel 8 (not channel 6); (2) I’ve Got a Secret is programed on Monday nights and WIAN has been on the air.
How to be a Dinosaur expert in 9 easy lessons

BRON-TO-SAURUS "Thunder Lizard"—70 feet long, 30 feet high, one of the biggest dinosaurs—lived some 135,000,000 years ago. Now bigger than ever as leading oil company trademark.

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

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

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

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

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

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

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

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

See them all—life-size—at Sinclair Dinoland—New York World’s Fair.

NOTE TO EDITORS: This is the most realistic and scientifically accurate exhibit of dinosaurs ever assembled—presented by Sinclair, to dramatize the fact that these strange creatures were alive when Nature was mellowing petroleum in the earth. Now Sinclair refines petroleum into more than 1,200 useful products. For more information and facts on dinosaurs, call or write Public Relations Department, Sinclair Oil Corporation, 600 Fifth Avenue, New York, N. Y. 10020. Phone CI 6-3600.

BROADCASTING, April 5, 1965
YOU'VE MET THE
when he says "get this,"
people say
"I'll buy that"

TYPE

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

The PROgramming Station

WKOW 1070

MADISON, WISCONSIN CBS

Wisconsin's Most Powerful Station TONY MOE, Vice-Prs. & Gen. Mgr. Ben Hovel, Gen. Sales Mgr. Larry Setton, Prs Joe Floyd, Vice-Prs represented nationally by H-R A MIDCO STATION

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

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

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

Put out the welcome mat

EDITOR: Congratulations to Sid Hix on his cartoon in the March 29 issue. MFA Insurance has individual contracts, contracts and schedules with 214 radio stations and 74 TV stations in 11 midwestern states. That means knocking on a lot of doors.

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

(Well done)

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

Broadcasting Publications Inc.


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Broadcasting, April 5, 1965
Have you been following the trend in our brand-new ball game in St. Louis?

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

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

*Source: ARB, Jan./Feb. 1965*
We Had More
CBS News coverage of Project Gemini on Tuesday, March 23, attracted 11% more viewers than that of NBC and 220% more than that of ABC.

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

Station promotion: tips for winning agency attention

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

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

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

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

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

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

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

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

Although I'm against sales promotion mailings to agencies in general, there is an exception. Every station should have a brochure on its local programming. This is especially useful at the beginning of each new season. I don't necessarily advocate that it be mailed direct to agencies, however. But it should be supposed to the station's national representative for use when he makes his agency calls.

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

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

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

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

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

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

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

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

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

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

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

Larry Frerk is TV-radio merchandising manager for Needham, Harper & Steers' Chicago division along with other broadcast duties there. He joined the agency almost four years ago. A graduate of the University of Illinois, Mr. Frerk was with WPTA(TV) Fort Wayne, Ind., first as a cameraman and floor manager, then TV director and promotion director. Needham named him assistant TV-radio promotion and merchandising manager initially, elevated him to his present job 1 1/2 years ago.
Talk to most of the people with Detroit's leading radio station

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

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

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

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

Improve your image the proven way

From G.E.'s complete line you will find the camera that will add just the right snap to both your station image and your viewers' reception. G-E camera systems are the finest...the result of pioneering research in solid-state circuitry that has led to increased reliability, optimum performance and greater economy. G-E camera systems are user proven...in station after station where G-E equipment is now building better images...creating better pictures.

1. PE-23—First Professional Transistorized Studio Vidicon Camera. Proven by more than two years of network use. Ideally suited for news, panel and quiz shows, as well as educational programming. Soon to be available with advanced lead-oxide pickup tubes.

with General Electric 1965 Cameras.

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

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

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


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

Visual Communications Products,
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Electronics Park, Syracuse, N.Y.
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X WKRG-TV* MOBILE ALABAMA

*PICK A SURVEY --- ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Film backbone of TV programs

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

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

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

In sales to the networks for next season, an average half-hour represents approximately $68,000 a week in production cost while an hour production goes for an estimated $125,000. Costs of specific properties vary above and under these figures, depending on individual programs.

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

Though film has been a predominant prime television form for more than five years, it appears to have reached its zenith for the fall. A study released last week by the Eastman Kodak Co. reveals that in prime hours next fall, 84.2% of regularly scheduled network programs (excluding specials) will be on film. This compares with 82.9% on film in 1964-65 and 70.5% on film in 1962-63, when there was a ‘live renaissance’ on network schedules.

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

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

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

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

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

But the schedule also was replete with low-cost series, such as Midwest Hayride ($2,000 per week); Name That Tune ($15,000); Chance of a Lifetime ($20,000); Life Begins at 80 ($12,500); Down You Go ($8,500).

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CBS-TV adds more color

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

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

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

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

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

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

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

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

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

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

Universal TV shows of 1964-65 that have been or will be dropped total six—Kraft, Suspense Theatres, The Trial of Richelieu, The Jack Benny Show, Alfred Hitch-
cock Hour, Wagon Train and Broad-
side. New shows for next season number four—Mr. and Misses, Run For Your Life, Streets of Laredo and Tam-
my.

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

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

Plautus supplied two hours of pro-
grams for the start of the 1964-65 sea-
son and added another hour this past January but is shut out of the new season. Similarly, Richelieu started the current season with two hours of pro-
bution but its three programs on CBS-
TV—Cara Williams Show, The Report-
er and The Bailey's of Baileys—are not set for renewal for the fall and Rich-
elieu has not come up with program replacements.

Screen Gems, a fairly consistent sup-
Universal, 20th Century tie for program producer lead

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

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

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

Screen Gems Inc.: Wackiest Ship in the Army, Camp Runamuck, I Dream of Jeannie, on NBC-TV; Hazel, on CBS-TV; Bewitched, Gidget, Farmers Daughter, Donna Reed Show, The Flintstones, on ABC-TV. Total: Four and one-half hours. Up one and one-half hours.

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

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

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

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

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

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

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

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

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

Plaitus Productions: None. Down two hours.

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


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

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

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

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

Universal and MGM are the only other producers to have two programs on all three networks.

A rerun by any other name is still a rerun

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

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

Both Moment and Cloak will run on the network until Aug. 10. NBC has not disclosed plans for programming from that date to the start of the new season.

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

CBS-TV sets 51/2 hour Sat. morning schedule

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

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

The fall Saturday lineup: Mister Mayor, 8-9; Alvin, 9-9:30; Tennessee Tuxedo, 9:30-10; Mighty Mouse Playhouse, 10-10:30; Linus the Lionhearted, 10:30-11; Tom & Jerry, 11-11:30; Quick Draw McGraw, 11:30-noon; Sky King, noon-12:30 p.m.; Lassie, 12:30-1 and My Friend Flicka, 1-1:30.
Dixon: FTC will stick to guns
Tells Senate hearing trade commission will
start regulating cigarette advertising
and labeling unless Congress says it should not

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

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

He said the FTC supports both of the bills under consideration "because either, if enacted, would contribute to the protection of the consuming public..." He also recommended changes in both. The required warning that habitual smoking "is injurious to health" in S 547 (introduced by Senator Mau- rine B. Neuberger (D.-Ore.)) "overstates the medical and scientific evidence of the health hazards of smoking," he said, while the warning in S 559 (identi- fied with committee chairman War- ren G. Magnuson [D.-Wash.]) that "con- tinual cigarette smoking may be hazard- ous" to health is too mild. He sug- gested that it be changed to read "habi- tual cigarette smoking is hazardous to health."

He noted with approval the provi- sions for regulation of advertising in S 547, adding that the FTC would inter- pret the omission of such provisions from the Magnuson bill "as no pre- emption of its existing authority under existing statutes to prevent, if neces- sary through a requirement of affirmative disclosure, unfair and deceptive cigarette advertising."

Mr. Dixon was questioned at length by Senator Vance Hartke (D.-Ind.) and sharply by Senator Ross Bass (D.-Tenn.), the latter proclaiming that if Congress did not choose to require a warning in advertising, it would be "a mandate to the FTC not to act." "I don't agree with you," said Mr. Dixon, who didn't budge an inch.

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

The governor noted that the code has two major provisions: It prevents ad- vertising in form of appeals to young- sters and forbids health claims. And, he told the committee, the code "can move faster than governmental agen- cies" instraightening out any prob- lems that do exist in advertising. If

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

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

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

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

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

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

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

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

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

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

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

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

The same day, April 6, a similar series of hearings will begin on the House side of the Capitol. Hearings on smoking and health were held by the House Commerce Committee last summer, but the issue died with the 88th Congress (Broadcasting, June 29, 1964, et seq). Mr. Dixon is scheduled to appear before the House group on Tuesday, U. S. Surgeon General Luther L. Terry on Wednesday, and witnesses for the Interagency Council on Smoking and Health on Thursday and Friday.

Witnesses for the tobacco industry will testify Tuesday and Wednesday (April 13 and 14) of the following week. The National Association of Broadcasters has offered to send witnesses or submit statements, at the pleasure of the committee.

**ABC Radio gets big campaign from GE**

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

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

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

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

**CBS-TV adds 5 1-minute breaks**

Plan would increase weekly prime-time allotment to 7

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

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

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

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

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

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

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

Same Time = CBS told affiliates that under its plan the total time of the network program itself will not be changed. As outlined to affiliates in a wire from Robert F. Jamieson, director of station clearances, CBS will continue to provide a 70-second break preceding the start of The Ed Sullivan Show. This break is set at 7:59:20 to 8:00:30 p.m. Also to be continued would be the 70-second break preceding the start of Reports at 9:59:20 to 10:00:30 p.m. He said both the Sullivan Show and Reports
You Could Call It Coincidence...

Source: Trendex multi-city ratings. Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.
From the time the United States launched its very first earth satellite more than seven years ago, NBC News has devoted some 96 hours of special television coverage to space projects—many more hours than any other network has spent on this all-important subject. NBC Television’s continuing space coverage has not only been the most comprehensive, but has attracted by far the largest audiences of any network.

What’s more, in just about every space exploit covered by all the networks, it is NBC Television that has drawn the greatest number of viewers. You could call it coincidence. But you’d be ignoring the fact that viewers expect the best space-flight reporting from NBC News.

Most recently, when Ranger Nine took its remarkable pictures of the moon, many more viewers watched the spectacle on NBC-TV than on any other network (193% more than CBS; 318% more than ABC).

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

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

Among the more pointed examples of that leadership: —When President Johnson addressed both Houses of Congress on the Voting Rights issue March 15, more viewers watched on NBC-TV than on any other network.
—For the telecast of Washington’s reception in honor of astronauts Virgil Grissom and John Young on March 26, NBC-TV had the largest audience of any network.

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

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

In sum, the public’s repeated preference for following the news on NBC can’t be explained as coincidence. A much more accurate word would be confidence.
Network billing up 1.3% in January

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

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1965</th>
<th>% Change</th>
</tr>
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<tbody>
<tr>
<td>Daytime</td>
<td>$28,590.3</td>
<td>$30,840.1</td>
<td>+ 7.9</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>21,514.8</td>
<td>22,016.8</td>
<td>+ 2.3</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>7,075.5</td>
<td>8,823.3</td>
<td>+24.7</td>
</tr>
<tr>
<td>Nighttime</td>
<td>75,076.7</td>
<td>74,214.3</td>
<td>- 1.1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$103,667.0</td>
<td>$105,054.4</td>
<td>+ 1.3</td>
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will continue on the fall schedule with the mid-breaks eliminated as they have been this season. Sullivan continues in its 8-9 period on Sundays and Reports moves from its current Monday, 10-11 berth to Tuesday at that same hour.

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

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

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

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

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

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

Eastern buys 3 WCBS-TV public service programs

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

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

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

Three stations accept 'near beer' commercials

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

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

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

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

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

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

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

1 Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;
WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WJIC (TV), Pittsburgh.
COMMERCIAL PREVIEW: Sun Soft fabric softener

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

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

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

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

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

Business briefly . . .

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

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

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

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

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

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

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

Also in advertising . . .

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

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

Rep Relocates = Select Station Representatives has moved its expanded New York operation from 400 Madison Avenue to 551 Fifth Avenue.
A radio station to fit every sponsor's needs

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

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

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

- That for specific types of programming, no matter what the market, audiences will be substantially similar by demographic characteristics.
- That most radio listeners tune in to stations having one of six definable program formats.

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

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

PGW condensed the study into a pocket-piece slide rule which will connect breakdowns in four demographic areas—age, education, occupation and marital status—with the efficiency index figure for each of the six basic station types. On another scale the pocket piece offers an efficiency rating for each of the station types for 19 product categories.

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

Agency appointments...
- Bardahl Manufacturing Corp., Seattle, has named Botsford, Constantine & McCarty, Los Angeles to handle the account. Early April has been set for introduction campaign of two new products on West Coast with radio as primary medium. Harry Roe will be account supervisor. Bardahl had been with McCann-Erickson, Seattle.
- Simpson Advertising Inc., Seattle, has been named to handle public relations and advertising for "Alaska '67," Alaska's centennial celebration. The exposition site will be set in Fairbanks and is scheduled to begin in May 1967.
- Air New Zealand, known as TEAL prior to April 1, names Campbell-Ewald, San Francisco, as North American agency. Airline plans to promote planned jet service from Los Angeles to South Pacific via Hawaii and Fiji. Budget and media planning not yet set.
- Freezer Queen, Buffalo, N. Y. has appointed Monroe F. Dreher Inc., New York, to handle advertising and publicity. Freezer Queen is a national processor and distributor of frozen meats and dinner entrees. Future media plans include spot radio, according to the agency.
- Firestone & Associates, Philadelphia, has been named to handle Mrs. Schlorer Mayonnaise and other products. Products are expected to be promoted heavily in TV this spring and summer.

Rep. appointments...
- K51J Shreveport, La.: The Bolling Co.
- KGLA(FM) Los Angeles and KJLM (FM) San Diego, Calif.: Good Music Broadcasters.
- K50R San Antonio, Tex.: Savalli/Gate's, New York. Savalli/Gate's Chicago, Atlanta, Dallas, Los Angeles and San Francisco offices formerly represented station regionally. New York office assumed full national representation April 1.
- WSAR Fall River, Mass.; W5AR Portland, Me., and WEPG Presque Isle, Me.: Bill Creed Associates, Boston, as exclusive New England representative.
Westclox will change time for NBC audiences

The Westclox Division of General Time Corp., LaSalle, I11., has scheduled a special radio-TV campaign emphasizing the changeover to daylight savings time which will begin April 25.

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

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

Want your own suite? New firm will write it

Audio Designs has been formed by adman Kenneth Snyder and composer-conductor Jack Fascinato to create audio vehicles to project corporate and company images aurally.

The firm, whose principals believe it to be the first of its kind, has already completed a 40-minute "Johnson Wax Corporation Suite," which tells in seven movements the story of the company's founding, development and future aspirations. Mr. Snyder, currently president of The Funny Co., producer of the syndicated TV program of that title, was formerly vice president and TV-radio creative director of Needham, Louis & Brorby, Chicago, agency for Johnson Wax. Mr. Fascinato has been musical director for Tennessee Ernie Ford since 1955, and was formerly with Kukla, Fran and Ollie for six years in the same capacity. Audio Designs is located in The Funny Co. Building at 6335 Homewood Ave., Hollywood.

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

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

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

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

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

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

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

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

ABC-TV signs more 1965-66 business

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

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

Commercials classified

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

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

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

Integrated
Ideal Toy Corp.: IG-162—Mouse Trap/Combat, Addams Family, No Time for Sergeants.
Ralphs Purina Co.: 64-R-191-60 and 64-R-192-60, both Purina Dog Chow/Puppy Chow.

Piggybacks
Pillsbury Co.: 1222-PINE/LEMON/PK-60—Lemon Creme Cake & Hawaiian Frosting/Pillsbury Buttermilk Pancake Mix; 1285-OP/PK-60—Double Dutch Devils Food Cake Mix/Pillsbury Buttermilk Pancake Mix.
Tool Co.: TC-5010—Adorn/Tame.
V. La Rose & Sons Inc.: 64-3560—Egg Noodle/Macaroni; 39-60—Spaghetti/Mariners Sauce.

BAR estimates for 19 markets

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

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

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended March 19:
Cedar Rapids-Waterloo, Iowa (3)—$74,357
Charlotte, N. C. (2)—$114,622
Cincinnati (3)—$265,493
Cleveland (3)—$313,221
Dayton, Ohio (2)—$182,178
Flint, Mich. (2)—$39,856
Fresno, Calif. (4)—$53,419
Grand Rapids-Kalamazoo (3)—$210,076
Hartford, Conn. (3)—$366,371
Indianapolis (4)—$74,357
Lansing, Mich. (2)—$63,480
Nashville, Tenn. (3)—$136,351
Oklahoma City (3)—$174,377
Omaha (3)—$134,248
San Francisco (4)—$628,571
Shreveport, La. (3)—$75,158
St. Louis (4)—$376,647
Washington (4)—$340,669
Youngstown, Ohio (3)—$47,143

42 (BROADCAST ADVERTISING)
THE SPERRY AND HUTCHINSON COMPANY

CREED of RESPONSIBILITY

to its Employees • to its Customers • to the Public

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

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

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

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

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

As a citizen in the thousands of communities across America where it does business, The Sperry and Hutchinson Company is grateful for the opportunity to do business in these communities and accordingly desires to bear its fair share of obligation through contributions and activities in these communities. Likewise, it encourages and supports the participation of its employees in public affairs and community activities.

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

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

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

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

AN AMERICAN WAY OF THRIFT
SINCE 1896
Balance out, chaos in—if

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

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

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

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

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

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

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

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

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

NBC's Position * NBC said the networks' ability to achieve balance and diversity in their schedules would be reduced if networks were limited in the amount of programing they could furnish. The network recalled that the commission, in 1946, issued a statement in which it held that "a well-rounded structure" can't be maintained if programing decisions are left preponderantly in the hands of advertisers, "each concerned with his particular half hour," rather than of stations and networks.

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

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

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

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

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

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

A. ABC: 201/4 hours. CBS: 171/4 hours. NBC: 20 hours.

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

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

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

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

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

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

Sen. Hartke
half hours. CBS: Two and one-half hours are sponsored weekly by a single advertiser; 11¼ hours by two single advertisers on an alternate-week basis. NBC: Six programs, totaling five and one-half hours weekly, are sponsored by single advertisers; two programs, totaling one and one-half hours weekly, are sponsored by two alternating advertisers.

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

ABC: 21¾ hours. CBS: 14 hours. NBC: 20½ hours.

Asked by Senator Hartke how they achieve balance in programs, the administrators mentioned a number of factors.

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

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

NBC: The current patterns of operation result from two factors—the networks' obligation to provide programming for the 'public interest' and the 'compatibility of public service within the limits of the networks' schedules.' The chief criteria are quality, compatibility, public service within affordable limits and advertiser interest."

How FCC staff sways policy

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Commissioner Loevinger, in an ap-

City gives money to ETV

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

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

The contribution was given to the company in recognition of its cultural and educational achievements.
How broadcast news grew into long pants

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

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

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

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

"On election night, 1960, the news desk at NBC received an unexpected telephone call. The voice at the other end of the line identified itself as the Associated Press, and it wanted a favor. "'When you run down the board, could you keep the figures on the screen a little longer? You're going so fast we can't copy them'.

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

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

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

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

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

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**parent reference to former FCC Chairman Newton N. Minow, noted that some former agency members have suggested structural reform. Mr. Minow proposed splitting the FCC in two, with a single administrator making policy and an administrative court handling adjudicatory matters (BROADCASTING, June 10, 1963). Representative Oren Harris (D-Ark.) said the idea appears to come from those frustrated at being unable to win agency approval of their proposals. And William L. Carey, former chairman of the Securities and Exchange Commission, said the proposal would fragment responsibility and thus increase inefficiency.

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

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

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

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

**Radio series sales**


**Tips on Tots** (Woroner Productions): KQMG Los Angeles, KQMO San Diego, WOTC Massillon, Ohio; WIMA Lima, Ohio; WPOP Hartford, Conn., and WMMU Berlin, N.H.


**Your Home Handyman** (Alan Sands Productions, New York): KQMG Los Angeles, KQMO San Diego, WOTC Massillon, Ohio; WIMA Lima, Ohio; WPOP Hartford, Conn., and WMMU Berlin, N.H.

**Your Garden** (Woroner Productions): KQGO San Diego.

BROADCASTING, April 5, 1965
Supreme Court hears Estes’ case

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

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

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

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

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

* The impact of the live televised coverage on prospective jurors.
* The effect of TV cameras in the courtroom on the decorum and dignity of the court.
* Whether the presence of the TV cameras, or the material broadcast, prejudiced Estes’ right to a fair trial.
* Whether station time was sold to advertisers for the live broadcasts.
* Whether fair trial to a public trial conflict with the defendant’s right to due process.
* Whether television” is "contrived" not for the protection of the defendant but for "commercial reasons."

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

Using a 3 by 4 foot model of the

Higher line charges urged for news groups

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

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

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

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

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

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

Broadcasting, April 5, 1965
'How-to' theme to dominate program clinics

Basic agendas for the spring series of radio program clinics of the National Association of Broadcasters were announced last week. Sherrill Taylor, NAB vice president for radio, said the six clinics would feature in-depth studies of successful programming in large and small markets. Each of the day-and-a-half clinics will be limited to 125 registrants with a fee of $15.

Four topics cover the opening day sessions: "How to be all things to all people in a small market," "How to program a modern music station," "How to program an information station" and "Information, inspiration and profit." The second day's session will be devoted to separate large and small-market meetings.

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

Tyler, Tex., courtroom in the Supreme Court chambers (9'4-inch to the foot), Mr. Carr described the television setup at the pretrial and at the two-week trial.

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

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

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

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

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

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

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

In a rebuttal defense counsel Hugh Corfer told the court that two radio reporters admitted having recorded the testimony of witnesses, but that this had never been aired. He also stressed that although the TV cameras were behind a partition at the back of the courtroom during the actual trial, still photographers were permitted to roam at will taking pictures.

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

16 information bills get hearing by Moss

The House Government Information Subcommittee opened hearings on 16 "freedom of information" bills last Tuesday (March 30) with a statement by Representative John E. Moss, chairman, that a 10-year study proves government secrecy tends to grow as the government grows. Under the proposed legislation, news media and citizens would have access to the courts if denied information by a government agency. Eight categories of information—relating to national security, private matters such as individual tax returns and personnel records, and trade secrets or privileged information such as the financial figures broadcasters submit to the FCC—would be exempted. For all other kinds of information, the burden would be upon the challenged agency to show why contested records should remain secret.

Executive departments have opposed the measure, generally on the grounds that such matters are left to executive discretion by the Constitution and specifically because they feel the eight exemptions are too tightly drawn and would therefore cause trouble.

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

100% color in TV's future—Schneider

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

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

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

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

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

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

FCC reverses field in equal-time area

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

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

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

The commission last week, however, said it had re-examined the question of the applicability of the amendments, and concluded that their main purpose “was to allow greater freedom to the broadcaster in reporting news to the public.”

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

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

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

AP wire added 109 stations in ’64

Wes Gallagher, Associated Press general manager, last week reported membership for the AP broadcast wire increased by 109 stations during 1964 to a total of 1,581. Mr. Gallagher said broadcasters continued to play an increasingly important role in contributions to the AP wire and that constant improvement in the report was responsible for attracting more stations to membership.

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

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

Copyright group meets

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

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

BMI board to meet to select new head

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

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

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

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

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

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

AI-TV announces film sales

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

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

AFTRA complaint dismissed

First-round victory in the long dispute between KPOL Los Angeles and the Los Angeles local of the American Federation of Television and Radio Artists has gone to the station. The National Labor Relations Board has dismissed an AFTRA complaint of unfair labor practices against KPOL, upholding a trial examiner’s ruling that
there was no evidence of the station conducting individual negotiations with its staffs, as the union had charged. KPOL and AFTRA are now waiting for a date to be set for an NLRB election at which the station's announcers will have the opportunity of renewing or canceling their certification of AFTRA as their collective bargaining agent. Meanwhile, talks are proceeding between station and union over terms for a new contract covering wages and working conditions.

Program notes . . .

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

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

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

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

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**EQUIPMENT & ENGINEERING**

**TV help to space program suggested**

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

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

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

Opening the meeting on Monday, SMPTE President Ethan H. Stiffle, of Eastman Kodak Co., reported that the society now has over 6,300 members, an increase of 5% in the past year. To keep abreast of the times and prepare for the future in its fast-moving field, he said, the SMPTE has divided its major areas of interest into five general sections, each headed by a vice president: motion pictures, television, instrumentation and high-speed photography, photo-science and education.

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

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

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

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

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

*Continued on page 86*

**BROADCASTING**, April 5, 1965
It was the ‘sellingest’ convention

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

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

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

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

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

The lead oxide tube, developed by Philips of Eindhoven, is about 1 3/4-inch in diameter and 8 inches long. It is said to reduce lag, enhance color stability, and retain color values in changing light levels.

The Norelco color camera contains three Plumbicons.

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

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

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

The 4-tube approach to color was also a significant element in color film chains. GE’s 4-V (vidicon) color film chain was again a major attraction.

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

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

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

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

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

On Tuesday afternoon, no meetings were scheduled at the National Association of Broadcasters’ convention March 22-24 in Washington and everyone and his brother, it seemed, flocked down into the basement exhibit halls of the Sheraton-Park hotel to see equipment. Here’s a typical scene at one of the exhibits that afternoon—crowded with hot prospects.

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

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

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

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

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

The Plumbicon tube is 1/4 inches in diameter and 8 inches long. Image lag is greatly reduced, it has good sensitivity and a low "dark current" which eliminates shading problems. It uses lead oxide as the photo conductive layer. Its low noise level makes high quality tape recordings and its linear light transfer characteristic permits good color representation in various light levels. It is highly stable. Color values were considered impressive.

The new line is being manufactured by North American Philips in Mt. Vernon, N. Y., and in Eindhoven. The PC-60, with three Plumbicon tubes, sells for $57,000.

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

Used in RCA's standard four-tube color cameras, the Selenicons generate the three color signals (red, blue and green), while a fourth tube, a 4 1/4-inch image orthicon, provides a separate black and white signal. Use of the fourth tube for the luminance channel improves the color picture, and also results in a sharply defined monochrome picture.

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

A new, portable, 3-inch image orthicon, the PE-26, led the GE camera exhibit. The completely transistorized system is 30% smaller and lighter than the previous model. GE also introduced RCA's TK-33, black and white field camera, with demountable viewfinder, is explained by RCA demonstrator.

a new 4 1/4-inch IO black-and-white camera and a new solid-state studio vidicon model, the PE-23, designed especially for news, panel and quiz show use. The PE-23 offers 700-line horizontal resolution, 10mc bandwidth, high signal-to-noise ratio and 60-gauss focus field. GE also displayed samples of its full line of color and b&w cameras, film chains and studio accessory equipment.

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

New EMI Electronics cameras, using both vidicon and Plumbicon tubes were displayed by Whittaker Corp.'s Gencom Division. The Type 208 is transistorized and incorporates a 10:1 zoom lens with servo-controlled iris and zoom and manually controlled focus, producing broadcast quality TV signals. Containing a built-in 7-inch electronic view finder, it sells for $17,800 with zoom lens. Type 206 EMI camera employs a 4 1/4-inch image orthicon pickup tube, offers transistor circuits throughout and a four-position lens turret for standard fixed focus lenses and zoom. Including the 7-inch electronic viewfinder, this sells for $20,500 without tubes or lenses. Also on display was an EMI 1/4-inch vidicon camera weighing 10 ounces, selling for $6,000 including associated equipment.

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

Two interested broadcasters operate Norelco zoom Plumbicon and are flanked by Visual's Mark 10 image orthicon camera (l) and the Norelco Plumbicon turret camera (r) all at Visual Electronics studio setup.
Just What Does a TV Computer Programmer Do?

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

With a Tarzian computer programmer, productions run smoother . . . faster. At APT's command, intricate combinations of switches, fades, dissolves, supers, pre-rolls, previews, etc. are executed precisely as required by your programming. With NO mistakes. And all automatically, freeing station personnel for more productive effort. APT speaks your language, too. All this solid state workhorse needs to go into action is the information right off your program log. No confusing translation into computer lingo. And anyone who can read the log can load it into the computer. It's really that simple.

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

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

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SARKES TARZIAN
BROADCAST EQUIPMENT DIVISION
BLOOMINGTON, INDIANA
Sylvania Newschief portable miniaturized camera is shown.

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

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

Visual Electronics Corp. again showed its Mark 10 image orthicon black and white camera with 10:1 zoom lens. Using plug-in modules, the solid-state cameras weighs only 85 pounds complete with lens and 7-inch viewfinder. Power supply and processor, also solid-state, draws 300 w and requires 7 inches of rack space. Remote control panel is available.

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

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

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

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

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

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

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

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

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

HERE'S HOW JERROLD MAKES IT EASY FOR BROADCASTERS TO ENTER THE BOOMING CATV FIELD
1. HELP IN GETTING STARTED

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

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

2. SYSTEM ENGINEERING

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

Jerrold engineering will assure your subscribers of the finest possible color and monochrome reception—the high quality broadcasters insist upon.

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

3. SYSTEM CONSTRUCTION

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

4. MANAGEMENT SERVICES

Even before system construction starts, you must start selling your services to the community. Jerrold's proven advertising, public relations and promotional services can help you to get the maximum number of subscribers in the shortest possible time. We can also train your personnel in proper CATV management and maintenance techniques. Jerrold has been conducting CATV schools on a continuous basis for more than 15 years.
5. CATV INDUSTRY'S MOST RELIABLE EQUIPMENT

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

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

- Had-End equipment—The Jerrold Channel Commander rigidly controls sound and picture carriers of every channel.

- Trunkline equipment—The transistor has proven to be extremely valuable in CATV trunklines. It has a low noise figure, flat response, and requires little power, facilitating cable-powered systems. Jerrold transistor trunkline equipment is recognized as the finest in the industry. It includes the only transistorized AGC unit (automatic gain control) that really works.

- Distribution equipment—Jerrold also makes a full line of transistorized distribution amplifiers, and line extenders, as well as high quality splitters, subscriber taps, and matching transformers.

- Cable—Jerrold does not manufacture cable. However, we have worked closely with Times Wire & Cable Company in developing coaxial cable that precisely meets the needs of CATV. The most important CATV cable characteristic is its return loss. Jerrold engineers have devised methods of measuring return loss, as well as standards based on system performance. Times' new aluminum sheathed cables are rated by return loss. They are the only solid sheath cable in the industry offered in 2,000 foot lengths—important because every discontinuity increases the system's return loss.

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

6. TURNKEY SERVICES

We can handle any or all aspects of building your CATV system. If you contract for "Turnkey Service," Jerrold does the entire job, turning the key over to you only after the system is operating full blast. Jerrold has built more CATV systems on a turnkey basis than any other manufacturer-contractor in the industry.
“It's not that you can't have CATV without Jerrold, it's just that it wouldn't seem the same.” So said Television magazine recently in describing The Jerrold Corporation.

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

In 1950, Jerrold installed the nation's first commercially successful CATV system, in Lansford, Pa. For the past 15 years, CATV and Jerrold have been inseparable. It would be hard to find a CATV system in the United States that doesn't use some Jerrold equipment.

At Jerrold, the accent has always been on quality and reliability. We maintain the industry's largest staff of advanced development engineers, however, the most important part of our product development program is extensive testing under actual field conditions. No Jerrold product is put onto our production line until it has been thoroughly proven. Among Jerrold FIRSTS are: sub-channel trunkline systems, for transporting signals over long distances; the Channel Commander, still the only practical method of providing a true 12 channel system; and the recently introduced TAGC-213, the only transistorized AGC unit to date that really works.

Jerrold equipment is manufactured to rigid quality control standards. Amplifiers are not just "spot tested." Instead, each individual amplifier is "cooked," thoroughly tested, and painstakingly aligned before shipment. For many critical items, more factory time is spent on quality assurance testing procedures than on actual assembly.

Jerrold equipment is presently being installed to send educational TV signals via cable throughout the entire state of Delaware. Jerrold Wideband TV distribution systems—with resolution rivalling that of video—are being used in such diverse applications as the Pacific Missile Range and CBS Studios. And Subscription TV's (STV) widely acclaimed success with colorcasts in San Francisco and Los Angeles was accomplished through Jerrold trunkline and distribution amplifiers.

The state of the CATV system management art has also been advanced by Jerrold. Many of the methods we developed have become industry standards. For example, Jerrold techniques met with typical success in Lafayette, Indiana. This Jerrold managed system signed up more than 6,000 subscribers—40% of the potential—before the system was even turned on.

The Jerrold Corporation comprises: Jerrold Electronics, specializing in TV reception improving equipment for homes, large buildings and entire communities; Harman-Kardon, quality high fidelity component public address equipment manufacturers; and TACO, one of the most respected names in defense, industrial and home antennas.

FOR MORE INFORMATION CONTACT ONE OF THESE
Jerrold CATV SALES OFFICES

Jerrold Electronics today has the largest network of experienced factory trained field engineers and sales engineers in the industry. These men are experts, with an average of 7 to 8 years experience in CATV.

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Philadelphia, Pa. 19132

EASTERN REGIONAL OFFICE
Frank Martin, Regional Manager
Walter Meckley, Sales Engineer
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15th and Lehigh Ave.
Philadelphia, Pa. 19132

ATLANTA OFFICE
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NEW YORK STATE OFFICE
Joe Cononwall, Sales Engineer
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The nation's largest and most experienced manufacturer and supplier of CATV equipment and services
both 16 mm filming and live TV.

Portable Model • Cordless and fully transistorized, Sylvania's "Newschief" vidicon with back-packed power supply and camera controls was shown as a complete unit weighing under 30 pounds. Costing $14,500, camera unit weighs 6 pounds, 2 ounces; pack transmitter, 16 pounds. Camera contains reflex viewing-focusing viewfinder. Transmitter operates with 1 w in 1,990 mc to 2,110 mc band. Other Sylvania cameras were the 800 series vidicon cameras which are able to be separated from their control unit, selling at $3,000, and the 800/V with 8-inch viewfinder, selling for $5,000.

Kin Tel Division of Cohu Electronics Inc. showed its 2000 series self-contained miniaturized portable TV camera which is solid-state, and contains plug-in units. It sells for $3,000 without lens. The camera control (No. 2,000-100) furnishes power and control signals and is directly coupled to the camera itself creating a single-unit, self-contained camera. Both the camera and the control unit are 3 inches in diameter. Also shown by Kin Tel was the 3100 series high resolution self-contained camera, containing modular circuitry for all camera and control functions. Optional video bandwidths (10 mc to 20 mc) and a selection of scanning patterns (525 lines to 945 lines) permit a choice of resolution combinations for any use.

Featured by Video Medical Electronics Corp. was the new back-packed Fernshe wireless TV camera, using a vidicon tube with the camera weighing 6 pounds and the back-pack 20 pounds. Synchronizing and transmitting equipment can be located in a truck up to a mile away.

A transistorized vidicon camera with 8-inch viewfinder was shown by Dage Television Co. The Type 520 contains all features necessary for both commercial and educational use, including 800 lines horizontal resolution at center. A 10 mc bandwidth is gained with high signal-to-noise ratio through the use of a cascade nuvistor front end. Side panels are hinged to fold down and provide the operator with a convenient work surface when testing the camera.

All-transistorized cameras for closed circuit and industrial use were shown by RCA. The cameras are of two kinds, one with a viewfinder, selling for $7.-500; the other, without a viewfinder, selling for $2,500. The PK-330 viewfinder camera features a lens which tilts up and down while the camera itself remains stationary; it also contains a combination focus and zoom control knob. Both cameras use a one-inch electrostatic focus vidicon tube. The non-viewfinder camera can be obtained as a self-contained unit, weighing 16 pounds, or as a two-unit system with processing circuitry housed separately.

Camera accessories

Autocam, a servo remote control camera and zoom lens unit, highlighted several new products at the Television Zoomar booth. By presetting pan, tilt, zoom and focus, the firm says, one man can operate four cameras from the control room. The system will pan 380° at 50° per second, and tilt 90° at 30° per second. Speed is completely variable within those limits. Through a tone multiplexing mechanism, also offered by Zoomar, zoom, focus, iris, pan-tilt, video switching filter insertions and linear gradient density wedges may be controlled through existing telephone lines, video cable, microwave link or private two-wire system. [In addition to the remote control units, Zoomar displayed its line of Angenieux zoom lenses and the new Cine-Vide, a compact combination of 16 mm film camera and GE vidicon camera with an Angenieux 16 mm motion picture zoom lens, enabling the user to produce color or b&w film using TV production techniques.]

The Dynalens gyro-stabilized TV camera lens first used in the Johnson inauguration was demonstrated by CBS Labs, which also displayed a new version of the Audimax automatic level control and Volumax automatic peak controller. The two solid-state units in combination have improved program power by a factor of eight. Also available is a complete line of broadcast, industrial and high fidelity test records for testing all audio equipment, including ballistic calibration of VU meters.

New deflection components to upgrade performance of older studio cameras highlighted the Cleveland Electronics display. The OY-64 deflection yoke and OA-3-5 alignment coil offer improved linearity and resolution, extended Orthicon life and simplicity of installation and adjustment. A complete line of

An inquisitive broadcaster peers at the inside of Sony's 3-inch image orthicon camera.

Fairchild's miniaturized vidicon camera for specialized application is discussed.
Video tape is improved item

High band recorders are featured; solid state improvements shown

Video-tape recorders featuring the new high band mode were shown by the major manufacturers.

Ampex' new "high band" video tape recorder led the firm's large exhibit. The VR-2000 is capable of broadcast-quality fourth generation monochrome and third generation color dubs, European 625 line operation, and a wide guard band. (A copy from a copy is a generation beginning with the first copy from the master tape.) It is equipped with standard Ampex teleproduction accessories. Signal-to-noise specifications on the 525-line high band standard measure out to 46 db. Ampex also showed a closed-circuit, video tape recorder, the VR-303, that operates with ¼-inch tape and sells for $3,950. It is available with camera, monitor, tuner, tripod and mikes in a $6,000 teacart system.

RCA showed a new "deluxe" TV tape recorder, the 22-HL. Fully solid-state, it incorporates technical advances in headwheel design and in video and FM circuit techniques. The 22-HL, priced at $72,000, may be switched instantly to high band universal, low-band color or low-band monochrome modes of operation. The machine is pre-wired for color and full-color operation is achieved by plugging in accessory circuit modules. A switch is available to change line standards for international use, as is the selection of 7½ or 15 inches per second tape speed. Also shown were the TR-22, completely solid-state recorder; the TR-3, playback only; the TR-4, compact recorder-reproducer, and the TR-5, a transportable unit which can be used on-the-air by adding a separate signal processing amplifier.

The "Allenized" video tape recorder shown by Visual Electronics Corp. is a rebuilt Ampex machine which features solid-state components, fewer controls, stability, "go/no go" plug-in maintenance, less complicated equipment, and virtually trouble-free operation by regular employees. The Allenized VTR system for color and monochrome and all-band is substituted for a used Ampex machine and the cost is $60,000 less a $10,000 allowance for the old machine. For monochrome only, the machine is $36,000.

Portables, Too = Portable, transistorized video recorder, selling at $11,900 plus $2,700 for playback was shown by Dage Television Co. Features of DV-300 are variable speed, slow motion both forward and reverse, stop frame, plug-in modules. Dage warrants recording head tips, with full replacement during the first 500 hours of operation and pro-rated replacement between 500 and 2,000 hours of operation, or two years of service. Uses 1-inch
Remote as we were in those days, we were a link with the world. For we had the only telephone for miles around. When help was needed, people would say, "Tell America we're here." The American has a phone. Or in other words, All America Cables will help.

In those days we were a vital force in the community, and many and countless were the errands of mercy "run" by the members of ITT. The American flag always flew proudly over the different buildings where All America had an office. Even in times of strife, my father was allowed to fly his proud flag for he was the respected American who was representative of the good power of the Telephone.

We had a small fire in our home the other day. I reached first for the telephone. Guess what it reached for after my children were safe? Not my sterling silver, not our hard-earned furniture or clothes. My hands fell tonight on an old, old album with some very old pictures. Somehow they are the proudest things I own. Here are some of them for you to see.

Very sincerely yours,

Caroline B. Crawford

"Remote as we were in those days we were a link with the world"

Mrs. Caroline B. Crawford said it. The pioneer spirit of men such as her father characterizes ITT and our 185,000 people. Today, as in the past, many of them work in remote areas of the world—as well as on the frontiers of the communication sciences. Thank you for your letter, Mrs. Crawford, and for allowing us to reproduce it here. International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y.
tape. Dage also has the same instrument using 1/2-inch tape, DV-700, but it is not up to broadcast standards.

A disk-type TV recorder, housed in a solid-state unit, was introduced by Machtronics at the MVR Corp. exhibit. Device, priced at $15,000, uses aluminum disk, coated with magnetic material, which is spun like phonograph record. Top of disk records 20-seconds of video for instantaneous reproduction; bottom side records stills. The disks can be erased and used over again. MVR also showed the MVR-65, a portable TV tape recorder.

Shown was Sony’s portable TV tape recording equipment, all transistorized.

A video tape machine that is capable of reproducing its own or other standard-speed tapes in 1:5 slow motion attracted interest at the Shibaden Corp. exhibit. The solid-state machine, developed in collaboration with NHK Japan, will also reproduce still pictures of any scene on a standard tape.

**Video tape accessories**

Gotham Audio Corp. showed the Vid-E-Dit, an electronic splicer for video tape, with self-contained oscilloscope for precise sync-pulse location.

Reeves Soundcraft showed its MicroPlate video tape which eliminates head fouling, oxide shedding and loose powder and has improved base properties like surface smoothness, transverse gauge variation and improved strength. The tapes are pre-tested at the factory, and are said to show a four-time increase in reliability and a five-time increase in head life.

**Color featured in film chains**

**Refinements in equipment and accessories are offered by many makers**

Film chains, featuring color, were prominently displayed in the major exhibits.

Dage’s four-input prism multiplexer film chain (FC-11) was shown consisting of film camera, controls, cabinet with prism multiplexer and provisions for 35 mm slide projector, 16mm film projector and associated equipment.

A low cost, utility film pickup in a compact vidicon 16mm film chain was shown by Visual Electronics Corp. The equipment consists of a Graflex projector uniplexed to a solid-state GPL PD-700 vidicon camera. Featured are easy film loading, automatic sound sync, pushbutton projector control and choice of manual or automatic camera control.

Thompson-Houston Division of RTT showed a color flying spot scanner for slides. Fully transistorized, the machine accommodates a drum capable of carrying 20 slides. The slides may be selected manually or by remote control. With a color sync generator and a coder the color signals (either the NTSC system or SECAM system) can be obtained for broadcast purposes.

GE’s 4-V color film camera system was prominent. The PE-24 uses four vidicons—one for the luminance signal and three for the color information—to improve registration and monochrome resolution. Rack or console mountable, the system consists of a camera, remote control panel, monitor selector panel, encoder and automatic balance control unit. It serves as both a color film system and a monochrome system (using only the luminance channel). Features include solid-state circuitry, tantalum capacitors, substantial derating of all components and vernier controls for each vidicon assembly.

**Slide System** Television Zoomar displayed a new, random-access slide projection system with resetting capability. The noiseless system uses servo motors to preset slides, with any slide on its magazine available in a maximum of one second.

The Telefader Twin dual douser system was featured by TelePro Industries. It handles a full range of special slide Ariflex film cameras, including one with self-blimp, are under discussion at that company’s booth at the show.
We'd like to urge you to buy our 76TV microwave relay system next time you are in the market for monochrome or color video transmission equipment. Not for the obvious reasons, though, like its outstanding performance, low price, and easy maintenance.

No, we think you ought to buy our 76TV because of its demonstrated heroism and valor. And long-suffering patience in the face of overwhelming odds.

How do you think it feels when, year after year, hundreds of tons of explosives are fired off inside you? When, in a typical week—besides three glorious concerts and five exciting football games—about 30 murders, 24 auto accidents, twelve divorces and four or five extortion schemes are perpetrated through your unflinching innards? When headaches, backaches, congested nasal passages all get their appropriate fast relief through you?

To do this day-in and day-out takes solid-state guts. Such devotion ought to be rewarded. Buy a 76TV microwave relay system from Lenkurt Electric Co., Inc., San Carlos, California, now! That's the spirit.
Solid state, print circuits featured

Broadcasters have wide choice of switching gear, amplifier, sync generator, monitor models

Television switching gear, amplifiers, sync generators and monitors were shown in profusion; many of them using solid-state components and other printed circuitry.

A solid-state video distribution system of modular design where the output to any number of monitors may be selected from an input of any prescribed number of inputs is the Kin Tel—Cohu 9,000 series. Six basic frames are available, which may be wired to specified equipment. Whittaker showed two reed-relay switchers, one the TPI-60 is a pulse switcher and the other, the TVS-90, is a video and audio distribution switcher. The pulse switcher uses reed-relay matrices, switches six sets of pulses from five sources to 20 loads, uses standard plug-in modules and is easily expandable. The distribution switcher, also using reed-relay matrices, switches 10 sets of two audio and one video to 10 outputs. It also uses plug-in modules and is expandable. The TVS-81 is a video-audio distribution switcher that includes a special color effects generator.

An audio-video preset switching system, VSA-102, was shown by Ward Electronic Industries. The system, made by Central Dynamics Ltd., selling for $32,500 (a mixing amplifier is $1,500 extra), features storage of up to 12 audio-video events, provision for 18 composite or noncomposite video inputs and their audio sources; accommodates seven audio inputs, can be operated in three different methods: automatic, preset and direct. Instrument contains read-out panels for on-air, preview and next event.

Marconi Switchers = Two Marconi switchers were on display by Ampex. The B3723 is a simple, four-channel A/B switcher of small size, light weight with a transistorized circuitry. The B3720 is a semi-automatic, master-switching system with vision and sound...
Marconi’s switcher and mixer control panel is under consideration by these two broadcasters at the Ampex area.

Switching for 12 inputs, full color standard, transistorized construction, vision switching in field blanking, eight-event switching memory, separate sound input facilities and roving preview and rehearsal facilities.

Dynair Electronics showed a new switcher-fader, the VS-121A, designed for smaller studios. With solid-state design and priced at $1,650, it handles 12 video inputs and all control functions necessary for smooth studio programming. Dynair also exhibited closed-circuit TV transmitters for cable networks, transistorized stabilizing amplifiers, dampers and pulse and video distribution systems.

New concepts in video switching systems were demonstrated by Visual Electronics Corp. Providing maximum flexibility, Visual Electronics’ custom switching system features solid-state crosspoints and amplifiers for long life and stability. It has lap-switching, synchronous and nonsynchronous signals into one switching bus. Custom panels can include film projection, slide projection, and tape start-stop-show-slide change, automatic electronic lap, fade, super controls operated by pushbuttons or from external automation equipment, plug-in solid-state video distribution amplifiers, complete with trays and plug-in power supplies. Also video switching systems with thumbwheel presetting of 15 or more events into a preview bus and cut-bar switching from preview to on-air. Common start bar rolls next (or next and upcoming) preset film projector or tape recorder. Timer operates a cut-bar at the end of pre-roll time.

Dage’s new broadcast TV switcher-fader, SF-8 and SF-12, features solid-state circuitry throughout, eight video inputs in a completely self-contained unit with separate preview channel. The unit, selling for $1,295, also contains an additive or nonadditive mixer.

Star of Sarkes Tarzian display was the new APT-1000, a solid-state, digital computer designed to control TV programming. Input is the program log, output is the activation of all video source and video effects. An on-air display, next-event display and utility display are provided, in addition to displays for next clock time and a digital clock. An accessory card reader allows completely automated input for a full day’s programming. The computer may be overridden at any time at the push of a button by an operator.

Amplifiers

Vital Industries featured its new solid-state video clamer-stabilizer amplifier, model VI-500. Selling for $1,390 with remote control, the instrument maintains constant video and sync levels at output, as well as providing a clean...
Conrac showed its new line of solid state video monitors; shown here is the 9-inch transistorized model.

delaying amplifier is a solid state, regenerative bridging pulse amplifier incorporating a continuously variable pulse delay. Among its features: It will accept any of the pulse sequences used in TV, remove up to 100% hum and other low frequency disturbances and deliver a clean, uniform and identical train-delayed a minimum of 3 μv/m and a maximum of .5 μv/m. The delay is adjustable with a screwdriver adjustment from the front panel, or remotely controlled by a line carrying only d.c. It is priced at $350.

Self-Contained Amplifier - The Telemet Measurements Inc. Tele-Amp pulse amplifier is a self-contained solid-state color-monochrome distribution amplifier for video or pulse with optional sync mixing. Any number of outputs up to six may be added. Price is $8,000.

Providing 16 amplified outputs, four for each of the original signals, is the AG-2, Sylvania's pulse distribution amplifier. When used in conjunction with the AG-1 pulse distribution panel, the AG-2 provides 28 outputs, seven for each pulse. Price for the AG-2 is $750. Modular constructed, completely solid-state is the Central Dynamics Ltd.

video signal processing amplifier, CDL 2080. Selling for $2,250 for monochrome and $2,750 for color, the equipment provides remote control of chroma, gain, fade to black, white clip, black clip and sync level. The instrument was shown by Ward Electronics Inc.

Telemet's clamping amplifier is a solid-state device which removes the 60 cycle modulation and other low-frequency deviations from composite and noncomposite video signals. The model 3203-A1 may be used for clamping either color or monochrome video; with the clamped video signal available at four independent outputs. Price is $700. Also shown by Telemet was the model 3209-AL processing amplifier, a completely self-contained solid state unit providing a noise and hum free composite video output signal. It contains a sync locked sync regenerator which provides both

Looking over the specs of Marti Electronics 950 mc aural broadcast STL equipment is a prospect and a salesman.

G. C. Kanen (r) of Miratel shows off his company's solid state monitor.

video signal at output even if input signal is mixed with as much as 10 volts of hum or other low frequency disturbances. Use is for inputs of video tape recorders, microwave systems and transmitters, and at the outputs of cameras, switchers, tape recorders, microwave systems, long lines and off-air pickups.

Solid-state video-mixing amplifier, shown by Northern Electric Co., features a sync set-up stripper, as well as basic mixing amplifier and arm assembly. The VMA-1, selling to $1,900, provides for the mixing of two composite or noncomposite synchronous 75-ohm monochrome video sources in complementary or noncomplementary modes. Color signals may be mixed in a complementary (arms together) mode in model VMA-2 which consists of basic mixing assembly or arm assembly for extra $1,400.

Grass Valley Group Model 712 pulse

Smiling Phyllis Townsend operates special RCA digital printer which superimposes lines of type on TV picture.

Karol Freed, Field Communications Co., looks over a tray Telemet sync generator at exhibit.

Working the controls of Altec Lansing's graphic equalizer while W. H. Hazlett of that company looks on.
The soundest sound in Broadcasting is the new sound of GATES

Gates Executive, 10-channel stereophonic, fully transistorized console, meets the critical needs of stereo or monaural dual-channel broadcasting.

Gates Diplomat, 10-position dual-program channel, completely transistorized console, provides all of the audio-system facilities of the Executive with exception of stereo.

Gates President, dual-channel, completely transistorized console, provides 8 input mixing channels, has totally new 12-position control center. Program selection is by individual illuminated touch-control keys for precise finger-tip control. Eight ladder-type mixers accommodate 28 inputs for exceptional versatility in AM, FM or TV dual-channel broadcasting.

Gates Ambassador, completely transistorized 5-channel console. 22 medium- and high-level inputs are provided with input expansion potential to 30 by using all of the 3-position utility switches.

The "Solid Statesmen" of Broadcasting... Gates Fully Transistorized Consoles

Transistor amplifiers for superb sound reproduction. Precise finger-tip control. Ease and versatility of programming. These are the features you’ll like in Gates Audio Control Consoles. And there are infinitely more. To name them all takes 24 pages in our four new illustrative brochures. "Must" reading for the progressive broadcasting engineer or executive. Write for "Solid Statesmen" console brochures.
Two RCA exhibitors flank company's new transistorized sync generator.

horizontal and vertical sync and blanking signals which are phase and frequency locked to the incoming composite video signal. Price is $4,000.

Riker Industries previewed the View-Pointer, a pencil-sized device that electronically reproduces an arrowhead-shaped marker in the program picture at the spot where the View-Pointer is placed on a video monitor.

For broadcasters who yearn to send video signals by ordinary telephone line, Telequip Corp. showed two special amplifiers, the LEV-31 and LSV-31. Using the former at the transmitting end and the latter at the receiving end, excellent video signals may be sent up to 3,000 feet over any two-conductor line. With an LZV-31 intermediate amplifier, the distance can be increased to 6,000 feet. The amplifier units are compact and portable.

Sync generators

A feature of the Grass Valley Group's model 750 sync generator is the wide range of front porch adjustment provided in the solid-state generator. It is capable of operation for 525-line, 60 cycle, or 625-line 50 cycle standards. Model 750-1, without sync lock and color standard is $1,500; model 750-2, with sync lock and without color standard is $1,950, and model 750-3, with sync lock, color standard and color chain counter, $2,750.

Kin Tel Division of Cuhu Electronics Inc. showed its rackmounted 2490 series sync generator for single or multichannel TV systems, for both monochrome and color. Designed for mounting in a standard 19-inch wide rack, the dual compartment enclosure is equipped with either one or two sets of solid-state, plug-in circuit assemblies to provide one or two complete sync generators. Four standard scanning patterns are provided (525-line, 729-line, 873-line and 945-line). Available plug-ons include bidirectional, genlock and dot-bar genera-

Dr. John L. Dennis, University of the Pacific, Stockton, Calif., is given a lecture on Dage's switching equipment by salesman Joe Shidecker.

Sylvania showed its G-100 studio synchronizing generator, selling for $1,400, and the AG-2, a sync generator switcher, selling for $400.

Self-Contained Model - A completely self-contained solid-state sync generator, model 3519-A1, was shown by Telemet Co. It sells for $1,300. The unit produces standard sync, blanking, H-drive and V-drive signals. Four operational modes can be selected from a front panel switch, sync lock, line lock, internal-crystal lock and free run or lock to external 31.5 kc signal, color.

James W. Butts, KBTW(TV) Denver, operates Visual Electronics' LS-8 switcher with Telemet effects positioner.

A new Ball Brothers Research Corp. color special-effects generator was shown by Tele-Measurements Inc. The Mark VII permits imposition of color effects using black-and-white sources. Containing its own internal-external key power supply rack, the Mark VII sells for $2,400. It has different matting and pattern cards and remote control functions at individual prices running from $140 to $820 for an 18 station panel.

The transistorized Telechrome color-bar generator model 3518-A1 generates full-field and split-field color-bar signals for color monitors, encoders and other color equipment. The unit provides two identical and isolated outputs for each of the three color signals and single I and Q outputs for direct application. A sync output is also provided to synchronize the color monitor.

Monitors

The new development at Tektronix was a video wave-form monitor for making precise measurements of vertical interval test signals. The 1S1 sampling plug-in for line testing and a spectrum analyzer plug-in line were also shown, in addition to the new type 422 dual-trace portable oscillograph, weighing less than 21 pounds.

Miratel celebrated its tenth anniversary with a new series of professional transistor monitors, running from 8-inch to 23-inch picture tube sizes. Features include glass epoxy module boards, plug-in transistors, 10 megacycle video bandwidth and regulated low voltage power supply.

Conrac Division of Giannini Controls Corp. introduced a 9-inch transistorized video monitor which, providing broadcast quality signals, draws less than 50 w. The RNB-9 utilizes a new
tube, also manufactured by Conrac, which gives a crisp 800-line center resolution and 700-line corner resolution. Similar monitor, using a 14-inch tube, the RLB-14, was also shown. The RNB-9 costs $440 and the RLB-14, $455.

New developments in microwave relay

For studio-transmitter links and for inter-city relays, the latest in microwave relay equipment was shown.

Lenkurt's 76TV is a one-way repeater completely solid state except for the transmitter and local oscillator. Easy maintenance is available because most circuits are on plug-in cards; all components are accessible from the front. Each transmitter and receiver has two built-in meters to monitor all functions. Exceptional linearity of baseband and radio circuits reduces differential phase and differential gain to very low values resulting in superior color TV, for the equipment which sells for $6,000-$8,000 for both 6,000 and 12,000 mc range.

Marti Electronics featured a new 450-mc remote pickup transmitter, the M-20B, and a line of 950-mc STL and intercity relay equipment incorporating the latest solid state techniques. The M-20B provides broadcast quality for remote pickup and civil defense applications and continuous duty cycle without modification. It operates on 100-kc channel spacing and is available in either rack-mount or portable configurations.

Raytheon showed its KTR II, solid-state microwave relay gear operating over frequencies 5,925 mc to 8,400 mc, with transmitter power of 1.5 w, and its Dual Link II, which includes automatic switching and duplicated receiver protection. All solid state, the 1-w equipment transmits in the 6,875 mc to 7,125 mc range. Both instruments use a Klystron transmitter tube, and both are guaranteed for five years. The KTR II is $8,000; the Dual Link II is $19,000.

The new, solid-state MA-2 TV relay system was featured at the Microwave Associates' Erick Stromsted shows a prospect some solid-state microwave relay equipment.
Today's rapid changes demand that people in industry keep pace with technological, economic and social trends. That's why thousands of Western Electric people are taking advantage of opportunities to increase their knowledge and skill.

Many of these opportunities for self-improvement are sponsored by Western Electric in the realization that alert, well-trained people are the company's best asset in meeting today's needs and tomorrow's challenges.

People like these are vital to the job of bringing to America the most advanced communications in the world. This is the job Western Electric people share with their teammates in Bell Laboratories and in the 21 Bell telephone companies.

Campus study (1). W.E.'s Tuition Refund Plan has enabled Gary Plessl to pursue a degree in chemistry from Muhlenberg College, Pa., while working as a metal plater at the Allentown Works. He is one of 6,495 employees who have attended schools in 41 states under this plan. Western Electric refunded more than $1 million in tuition costs to employees in 1964.

High school study (2). Western Electric's Indianapolis and Oklahoma City Works operate in-plant high schools with the cooperation of local school officials. W. E. employees, like Billie Talley, shown at study before her shift begins at Indian-
Electric meet changing needs.

Electric meet changing needs. Chicago, can make up credits and earn a high school diploma.

Masters degree (3). Advanced engineering study, under the direction of Lehigh University, is conducted at Western Electric's Engineering Research Center in Princeton, N. J. Selected employees are sent there from all over the country for a year's concentrated study leading to a Masters degree. W.E. engineers Dick Muchial, Jim Voytko, and Howard McDaniel discuss a problem in solid state diffusion at the school.

Management training (4). These Western Electric men, shown on a field trip in Washington to learn about government activities, are taking part in a six-month program designed to provide middle-level Western Electric supervisors with a broad base of managerial skills and values.

Clerical class (5). Arranged in cooperation with the Chicago Urban League, this special course helps qualify girls for clerical duties at our Hawthorne Works. Instructress Frances Krywanio explains one of the exercises to Hazel Hicks.

These are but some of the ways in which W.E. people are preparing for tomorrow's challenges.
Well lighted was the Kliegl Bros. booth featuring quartz-iodine units for all fixtures.
A prospect gets the word at a Standard Electronics transmitter — front view of transmitter.

antenna, the new transmitter, priced at $275,000, will produce more than 2 megawatts of effective radiated power. Accompanying the transmitter is a stretcher for use in changing the klystron.

Standard Electronics Corp. showed VHF and UHF transmitters, with a 2-kw V driver for $35,000 and a 5-kw V driver at $45,000. In UHF, a 2-kw transmitter sells for $45,000; a 10-kw U transmitter sells for $85,000; a 20-kw for $135,000 and a 40-kw for $215,000.

Townsend Associates displayed a UHF transmitter with Eimac klystron, available in 12.5, 25 and 50-kw models. The transmitter has identical visual and aural amplifiers, each operating independently with its own power supply and heat exchanger. Should any component of either amplifier fail, the remaining amplifier may be converted within five minutes to perform the work of both through multiplexing operation, thus providing a built-in emergency substitute.

GE showed several transmitters, including the featured 15/30/50 kw UHF television transmitter.

A feature of RCA's new 55 kw UHF transmitter is the stretcher used to replace the klystron, here being given the once over by a couple of broadcasters.

Couple of broadcasters look over inards of Townsend Associates 50 kw UHF television transmitter.

NEW 500 SERIES . . .
World's Most Advanced Cartridge Tape Equipment

From the established leader in tape cartridge systems -- SPOTMASTER--comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:
• Meets or exceeds all existing and proposed NAB standards.
• Popular 500A series, today serving over 1,000 stations world-wide, now available at new low prices.
• 14 models match every programming need: recorder-playback and playback-only...compact and rack-mount...monophonic and stereo.
• Delayed Programming option permits instant deletion of objectionable material from live originations.
• Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
• Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information:

BROADCAST ELECTRONICS, INC.
8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)
CATV gear is prominent

Four firms specialize in all requirements of cable companies

CATV gear, from head ends to tap devices, was shown by the four major companies in this field.

Ameco featured its new solid-state modulator, as the most recent in its line of all solid-state units for CATV. The ATSS-11 is a broad frequency modulator capable of modulating a new carrier on any desired channel. It permits remodulation with no loss of picture quality or degradation of color signal. Ameco also showed its new line extender, the ATE-70 containing a self-contained four output directional tap.

Entron featured an outdoor (B-1) and an indoor (B-2) transistorized bridging amplifier covering the entire VHF band, including FM. Designed for strand mounting, it handles four distribution line outputs. Also shown was Entron’s transistorized repeater amplifier, which covers the entire VHF band, including FM. Model R-1 is designed for use in CATV trunklines and cones in 28-volt and in 60-volt models.

Jerrold Units • New in the Jerrold line is the company’s first solid-state automatic gain control unit, Model TAGC. Acting as a continuously variable attenuator ahead of its amplifier, there is no deterioration in signal-to-raise ratio and no variation in amplifier gain. Price is $165. Also featured by Jerrold is Model JVA-8, an automatic alarm and program switcher for microwave relay, closed-circuit TV or CATV systems. The solid-state unit automatically senses loss of program, substitutes off-air picture, standby slide or identifying bar pattern, identifies fault location, and operates completely unattended. For the 10,000 to 13,000-mc band for microwave relay, Jerrold showed its microwave relay equipment containing dual transmitters and receivers for TV relaying. Using an 8-mc baseband, the unit is completely modularized and can be used with service channel, alarm and control, DC operation and with 15 and 125-ke multiplex channels.

Viking showed its new No. 560 solid-state line Mustang extender, featuring low-power consumption, small size, stable gain, and flexibility. Including bracket for cabinet or pole mount, each extender is $30. Viking also displayed its Mavric pressure tape (No. 534 for four-way or No. 535 for two-way). All tapes are isolated by over 25 db from each other.

Amplifier models to meet all needs

Transistorized and solid-state radio amplifiers were exhibited by a number of manufacturers.

McMartin Industries showed a new rf amplifier (88-108 mc) with heterodyne circuitry; a new FM stereo monitor with direct meter reading of separation and better-than-35 db channel separation and a new FM/SCA battery-operated multiplex signal generator. Also a complete line of audio amplifiers, multiplex receivers and transistor mixer preamplifiers.

Johnson Electronics showed a 10 w, solid-state audio amplifier, with all silicon transistors for long life under high-heat conditions and a line of multiplex solid-state tuners and receivers.

Featured by Northern Electric Co., was a compact, forward-acting-program-
controlled amplifier, all solid state with control circuitry integrated to function in automatic and external modes of operation. The PCA-1 combines fast attack time and a flat output for 40 db variation in input program levels. The price is $990.

A new line of transistorized, portable remote amplifiers led the Gates Radio Co. exhibit this year. The units handle from one to four channels and up to nine input sources. Battery life is 200 hours. All mixing is high level; all pre-amplifier inputs are balanced and have input transformers. The largest, Dynamote 70, weighs 12 ½ pounds and measures 12 ¼ inches wide, 4 ½ inches high and 12 ½ inches deep. Any reasonable number of units may be paralleled for a large field broadcast.

Altec Lansing exhibited a line of silicon solid-state amplifiers designed for use as original equipment or replacement of older, tube-type units for line, booster, program or preamplifier functions. They feature plug-in design, 20-20,000 cps frequency response, ±5 db, and require only 130 ma for full + 27 dbm output.

Automation is radio theme

Many refinements in cartridge use, consoles offered

For radio, automation was the principal theme, and the systems ranged from desk consoles to roomful bays of reel transports, cartridge carousels, and special cartridge decks, all operating from cue tones.

An automatic program control system, capable of handling 360 events when stretched to capacity, was shown by Ward Electronic Industries Inc. This Central Dynamics Ltd. system, the APC-101, which sells for $59,500, is solid-state throughout, using plug-in modular construction. Its basic storage capacity is 180 events, but it is expandable to twice that number. The system provides control of up to 128 video signal sources and 16 audio sources. Operator can program for true time, duration time or cue time, and he may override auto-control at any time. Stored programs may be changed right up to the last minute. The system is adaptable to punched card data handling modes.

An automatic program control system combining manual preset control which allows random entry of changes or corrections, with 30 events for each panel.

Quality Programming Control with a BAUER AUDIO CONSOLE!

With a Bauer Model 910 “solid state” Audio Console you have quality program control at tube prices. It will also provide you with more facilities per inch than any other console available today: Eight mixing channels, thirty inputs, a unique cue and talk-back system and vertical attenuators that permit the split second operation required to meet modern programming techniques (a feature usually found only on high price custom consoles). All this in a package only 28 inches long.

You will like the specifications on the Bauer Model 910 Console. Your Bauer representative has all the details. See him, or write direct for all the facts today.

KIT OR FACTORY ASSEMBLED

Bauer ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California Area Code 415 591-9466

BROADCASTING, April 5, 1965
A broadcaster stands pensively in front of IGM automatic tape control setup which includes eight transport reels, and a 24-unit cartridge tape carousel.

There are 16 source selections available for each event. Included is manual override for emergency announcements. Another version permits all day automatic operation using IBM punched card control. Punch reader and automatic typewriter combination prints log from control cards with time stamped for each event. Source material is coded and automatically printed on the log. Multideck cartridge machines permit daily setup and simple manual override where necessary.

Logging: Prolog, furnished by LTV Continental Electronics, is one answer to personnel problems. The system uses the station log to accomplish any degree of automatic programing and logging desired. It can operate completely unattended for 24 hours or more, and will assemble any selected program element from as many as 253 sources and mix it into a tightly integrated, on-the-air format. Modular design affords a wide selection of basic systems with provision for future expansion. The Traffacounting system, also featured, uses IBM equipment to perform a variety of fully automated traffic scheduling and accounting functions.

Shafer Electronics featured a new 800-S stereo program control system designed to automatically operate six music playback decks, an S-100 spot locator and a TM-8 audio clock. Tape components are Ampex, and the Shafer line has been updated to solid state this year. The new model 500 transmitter remote control, capable of controlling 40 different operating functions and metering 20 different circuits, was also shown. IGM showed its automated 600 series consisting of control unit, four tape transports, one 24-cartridge playback carousel, cartridge recorder and a stereo cartridge playback unit, all for $19,710.

New was a solid-state amplifier with four modular control channels for stereo. It includes cue circuits and amplifier, line amplifier for each channel and mixing network for $950.

Chrono-Log's central digital clock system is designed as a precision timing system for broadcast application. The STEP system is a self-contained unit providing a precision of one to two seconds a year. Additional display units are available, Basic unit is $2,900. The system is used for automatic functions in broadcast station.

**Refinements in basic radio needs are many**

Turntables were among the equipment displayed by Fairchild Recording Equipment Corp.

Basic radio equipment, tape recorders and cartridge devices, were displayed in profusion, with many units using solid state or printed circuit boards for ease of maintenance.

The EMI Type L-4 portable tape recorder was shown by Whittaker Corp. and is a transistorized recording unit which is battery-operated and uses a 5-inch reel, providing TV or film synchronization through the use of a synchronizing head. There are two microphone inputs with mixing facilities, and erase and rewind facilities. The price is $521.

The new, transistorized Magnecord 1021R is a revised version of last year's 1021 and includes a remote relay control. Selling for $887, the 1021R handles both 3.75 and 7.5 inches per second, with frequency response of 35 to 8,000 cps at 3.75 inches and from 45 to 18,000 cps at 7.5 inches, both plus/minus 2 db. Consisting of both transport and amplifier, total weight is 47 pounds.

The Revere-Mincom division of 3M displayed its new professional mastering system, a solid-state tape machine employing a new tape transport arrangement. Features include as much as 15 db improvement in signal-to-noise ratio, dynamic braking, interlocked controls which cannot break tape, "flutter"-free and wow-less operation. The transport mechanism has no brakes, tension arms or complex mechanical linkages.

A West German machine capable of changing pitch without changing tempo, or tempo without changing pitch, attracted attention at the Gotham Audio Corp. booth. The MLR 38/15 attaches to audio tape recorders and will vary tempo of a selection from 50% to 180% of 15 ips tape speed or pitch from three octaves lower to seven half-

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**Tape recorders, cartridge units offer new ease of operation, newly developed accessories**

BROADCASTING, April 5, 1965
tones higher than original pitch.

**Cartridge refinements**

Audio Devices Inc. showed its Model A Audiopack tape cartridge which sells from $2.20 for 25 feet of tape (40 seconds) to $4 for 294 feet of tape (10.5 minutes).

New from Sparta Electronic Corp. was the Model BP-211 portable tape cartridge playback. Encased in an attache case, providing cartridge storage space, and room for business papers, rate cards and contracts, the $189.95 unit is both battery and AC operated.

Also shown was the MC-105, a multiple tape cartridge playback which employs five decks in a unit measuring only 15 inches high and 8½ inches wide. It can be operated automatically or manually.

A new 10-deck, spot-cartridge playback system was introduced by Spotmaster at the Visual Electronics Corp's
The 10-deck system can be mounted on a table top or in rack. It is completely solid state, and can be pre-programmed for automatic or sequential operation, yet full manual control is always available. The Spotmaster Ten spot has 10 identical playback decks in two banks of five each, operated by a single heavy duty hysteresis synchronous motor. Also shown by Spotmaster was its Super B series, including record-playback only, compact and rack mounted, and its compact 400, a smaller version of the Super B series. New also was the Portapak 1, a spot cartridge playback package which can be carried by salesmen. Powered by a rechargeable nickel-cadmium battery, the Portapak 1 weighs 11 pounds.

RCA Recorder • RCA featured a new tape recorder, the RT-22, which combines reel-type transport with cartridge tape, available both in monaural or stereo. The RT-22 incorporates three cue tones, cue search and erase facilities and a choice of 3¼ or 7½ inch tape speeds. Cartridge tape equipments for both monaural and stereo are designed to fit into automation plans, and are simple to operate. Modular in design, the units use plug-in tape decks, playback amplifiers and power supplies.

The Marcata Mark II carousel holds 24 cartridges and can be remotely operated, including random selection. The Mark II playback can hold unbalanced cartridge loads, has up-front pushbutton controls, and is all solid state. With cue and auxiliary signal and direct drive hysteresis motor and slide rack assembly, it sells for $590. Mark II record center units are completely transistorized for both record and playback functions, feature ease of operation and simplified routine maintenance, sell for $890. Record center units are also available for stereo FM, at $1,050. Marcata also shows Fidelipac tape cartridges, automatic continuous single reel endless loop tape magazine, in tape lengths of a few seconds to four hours.

Automatic Tape Control showed its new Criterion series of playback units in solid state, single tone cue-only machine with slide out rack panel mounting of trimline desk console for either monaural or stereo versions. Featuring plug-in design, the heart of the playback unit is a heavy duty tape transport with hysteresis synchronous positive speed direct capstan drive motor. A companion amplifier, also solid state is available. The Basic Criterion playback unit with 1,000 cps cue amplifier and monophonic program pre-amplifier for rack mount sells for $650.

The Nortronics exhibit featured a new line of cartridge mount assemblies for use with the firm’s "no-mount"
heads, and a complete selection of magnetic recording heads and accessories.

The EMT 930, a studio turntable capable of remote-controlled, wow-less starts cued to the syllable, was shown by Gotham Audio Corp. Models are available in three speeds, with switchable equalization, in 13 or 17-inch diameter.

Audio consoles offer great adaptability

Audio consoles for radio stations were primarily solid state, with many adaptable to stereo for FM stations.

The newest thing in consoles by Collins was the 212S-1 solid-state model with photoconductive control, a system using a photoconductive cell and lamp in a sealed container. Mixer controls vary the intensity of the lamp, affecting the cell, which has a high resistance when the lamp is off; a low resistance when it is on. Consequently, the switch has no contacts to wear, bounce or become contaminated. The unit is designed to eliminate maintenance normally required for cleaning and relubrication of mixer controls. A monaural version, the 212M-1, is also available.

The new Fairchild production desk is designed to handle 12 inputs on four input faders; has slide attenuators with cue position, and provision for reverberation equipment (also shown by Fairchild). Fairchild's Integra/Series audio control components this year include the Lumiten, noiseless light-activated attenuator, with remote or direct control.

Gates Radio Co. showed a new series of modular "building block" control room desks in walnut grain and textured Formica, for use with a variety of control room equipment, including Gates' large selection of tube-type and solid-state control consoles.

Rust Corp. displayed a new console, the AC-5A2S, a stereo, solid-state unit designed to handle up to 24 inputs.

Visual's Model ■ The McCurdy, solid-state dual-channel model SS-4400 was shown by Visual Electronics Corp. Easily customized, the SS-4400 is flexible, accommodates up to four monitors from 5 to 30 watts, with filters capable of being added to any channel. It has space for up to three PA and foldback modules, jack fields. It comes complete with talkback to three studios, two input line selectors, remote control facilities for tape recorders, turntables and cartridge machines. All amplifiers and the power supply are silicon solid-state modular, plug-in construction. They are also available in stereo versions.

GE showed its BC-31-B solid-state

LOOK ALIVE
■ and see this amazing color camera boost TV audience and time sales □ and see operating simplicity and economy never before possible in any color camera system ■ and see the results of the Plumbicon pick-up tubes — in a lightweight, compact camera, providing unexcelled color □ and see why major broadcasters insist on "immediate first" deliveries to re-equip their studios ■ and see why universal opinion at the NAB was: "this achievement proves color is ready for me!"

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monaural/stereo with new modular design. The system will handle up to 12 low-level inputs, 21 high-level inputs, 12 mixers, three mixer buses, single or dual or stereo program channels, two output lines, a headphone jack for each output channel, built-in relay circuits for speakers, audition and “on air” lights, override from remote lines to monitor amplifier input and program cue to remote lines.

Sparta Electronic Corp. showed a production-remote studio which includes the new model TT-12 custom turntable, tentatively priced at $950 for monaural use, Model A-500, and $1,350 for the same unit for stereo, Model AS-500. The TT-12 custom turntable selling for $139.50 for four-pole motor, or $179.50 for hysteresis synchronous motor, is built of one-piece cast aluminum alloy, using oilite bushed bearing at main table and other vital points, and with only three rotating parts.

Altec Lansing showed a wide line of attenuators in both rotary and straight-line design. Features include fine silver contacts, less than one million contact resistance and low noise operation.

Transmitter displays feature FM, stereo

Antennas offer horizontal and vertical polarization; special accessories shown

Radio transmitters on exhibition featured FM mainly, with special attention to stereo capability. Special antennas for horizontal and vertical polarization, as well as special accessories, were also shown.

The new FM-1G was star of the Gates transmitter display. A ceramic tetrode is employed in the one tube, 1-kw FM amplifier. Standard equipment includes solid state rectifiers, built-in VSWR/output power meter, automatic recycling and a low pass filter. Room is provided to mount the optional Gates Stereo Generator, which in turn can house the optional 41 kc or 67 kc sub-carrier generators. Gates also showed its Vanguard I, a 1-kw, one-tube transistorized AM transmitter, and several other models in its AM-FM line.

Collins Radio Co. showed its new 820 E/F 5 and 10-kw transmitters. The units feature solid-state components in the rf exciter, low-level audio and driver and power supply circuits. Metering and control of the transmitter is accomplished from a separate extended control panel, which requires no remote control authorization. The new exciter is a high stability ovenless-crystal oscillator operating in the 2.1 to 4.3 mc range, with division to standard broadcast frequency by thin-film components. Collins also displayed its 830 H 20-kw
FM transmitter and 900C-1 FM stereo modulation monitor.

American Electronics Laboratories showed its 5-kw and 7.5-kw FM transmitters, selling for $11,800 and $12,900 respectively. Both the crystal-controlled exciter and the amplifier are housed in one cabinet (40x76x35 inches), taking up 9.7 square feet of floor space. Designed both for stereo and SCA operation, it has less than 1% distortion between 30 cps and 15,000 cps. It has only 18 tubes in the body of the equipment, and only 8 tube types.

Bauer Electronics Corp., which sells its transmitters in kit form or assembled, featured its Model 607, a 1-kw FM transmitter. It sells for $5,650 assembled, or $5,250 in kit form. Bauer also showed its Model 910 solid-state audio console, providing eight mixing channels and capable of handling 30 D. C.

Loughry, WFRB Frostburg, Md. (I) is shown a feature of Gates' FM top level protection device for over-modulation in FM transmitters. In assembled form the price is $1,450; in kit form, $950.

Featuring solid state rectifiers and a high mu zero bias triode in PA in its FM transmitter line (1 kw to 40 kw) was CCA Electronics Corp. Shown was the 3 kw transmitter, priced at $8,495. Also in the CCA line for the first time were AM transmitters from 250 w to 10 kw, featuring accessibility and protection.

LTV Continental Electronics also showed a new 50-kw AM transmitter.
Antennas and accessories

Jampro Antenna Co. showed a new zig-zag UHF antenna, dual polarized FM antenna and a VHF batwing with corrosion resistant construction and bolt-on connectors and seven-eights inch copper helix cables for interbay harness.

Antennas for both horizontal and vertical polarizations for FM were shown by RCA. Also shown were two new directional FM antennas, one, the BFA-BD series, providing a cardiod pattern; the other, a bi-directional figure-eight configuration.

A new rf switching matrix for television stations highlighted the Andrew Corp. exhibit. Andrew also had on hand a five-inch, flexible air di-electric cable, other sizes of helix, including AM and FM types, and relay antenna systems showing the use of small diameter foam helix cables with a special microwave antenna.

Moseley Associates showed a new, solid-state transmitter remote control system, the PBR-21, which uses a single, voice-quality telephone circuit or STL, with 21 telemetering channels and 42 control functions, for AM, FM or TV. Also displayed was a new remote pick-up system, the model RPL-1 (148-174 mc/s), PCL-2B studio-transmitter links, the LPE-10 FM exciter with 10-w direct modulation, the SCG-3 stereo generator and the SCG-4 SCA multiplexer generator.

Phase Monitor - A new, solid-state phase monitor for directional AM antenna systems of up to nine towers highlighted the Vitro Electronics exhibit. It may be remotely operated with phone line reception of phase readings. Vitro also had on display field intensity meters, jack panels and FM spectrum display monitors.

The series 6000 Balanced-Line equipment from Dynair Electronics affords a means of sending video signals through twin-conductor, common shield cable for up to one mile. It is modular, completely transistorized and develops a signal bandwidth range of up to 12 mc. The modules may be combined to operate as transmitter, receiver or repeater terminals.

Rust Corp. showed a new directional array ratio comparator, the BCR-11, which provides an automatic logging system capable of monitoring up to an 11-tower directional array. Other items included two versions of the firm’s automatic transmitter logging synchronomous continuous line system, the ALT-100 and ALT-100-R, improved remote control gear.

Boston Insulated Wire & Cable had a new line of cable-gripping, color-coded neoprene boots and connectors, waterproof and resistant to oils, acids and abrasion. The firm also showed microwave control cables with lightweight, demountable connectors and high-performance connector accessories.

Wilkinson Electronics showed its family of plug-in silicon rectifiers as replacement for regular tubes in transmitters. Featured in all high-power units are individual diode indicators to warn of any single diode failure. Each individual diode is replaceable. Prices per unit run from $9.90 to $110.

Gates also showed the Top Level for the first time, a transistorized audio instrument designed to prevent overmodulation of FM signals for both stereo and monaural broadcasts.

Alford showed a new, UHF TV multiplexer for feeding three or more UHF systems.

The details of Standard's new klystron driven UHF transmitter are discussed by a prospect and a Standard salesman.
Vitro's John Birch changes control of phase meter which is reading out factors from transmitter over pair of telephone lines as Ogden Prestholdt, CBS Radio, New York, looks on.

Channels into one common antenna. Features include over 30 db isolation between channels.

Tower, engines, other exhibitors are on hand

A passive reflector was shown by one tower manufacturer, with the others showing pictures of their jobs and the accessories they supply. Also exhibited were diesel generators, and modern copying machines for the business offices of stations.

Utility Tower Co. exhibited its new Microflector, an 8 x 12 foot passive microwave reflector constructed of aluminum and designed to withstand a 50 psf wind load and a ½-inch ice load. Also on hand were various design configurations for towers, tower base insula-

Continental Electronics Co. did not have to ship this transmitter back to the factory after the convention.

What happens too frequently during one hour use can't be illustrated. The picture is gone—the inevitable result of oxide shedding from your ordinary video tape.

One of the major causes of lost or poor quality video images is oxide shedding which takes place when ordinary video tape passes over your recording heads! Deposited there as a powdery substance, it can melt under heat (friction). It can foul the head or be redeposited on the tape. This progressive buildup ultimately prevents intimate tape-to-head contact resulting in loss of video picture.

But here's proof that Soundcraft MICRO-PLATE* Video Tape eliminates undesirable oxide shedding.

Run any ordinary video tape for one hour. Clean your heads with a cotton swab. Note the large residues of oxide on the swab. Now repeat the process with Reeves Soundcraft. By comparison, the swab is spotless. Even after 500 hours with Reeves Soundcraft, your head wheel panel is as clean and free of oxide discoloration as when it was installed in the machine.

A unique oxide/binder system combined with the MICRO-PLATE* process makes the difference. The result is the smoothest surface of any tape made today. Prove it—by making your own oxide shed test. Order a reel of Soundcraft MICRO-PLATE* Video Tape today—or write for complete specifications. *T.M.
Should Bob and Dick Sherman gently soar over the Disney studios on an umbrella, no one would be terribly surprised. For the brothers Sherman aren’t expected to do anything expected—and they haven’t since the 50’s when their history of hits began.

As the only songwriters in the world under contract to a motion picture producer, Bob and Dick have composed for more than 19 films, exhibiting a versatile magic that skips from ragtime to romance, from British puffery to French fluffery, from sad songs that make audiences laugh, to happy songs that, incredibly, make them cry.

BMI takes special pride in Robert and Richard as well as in all the other esteemed composers for motion pictures whose music we license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY’S AUDIENCE

Among the Sherman brothers’ happiest successes are: Pineapple Princess, You’re Sixteen, Tall Paul (singles), songs for The Parent Trap, The Absent Minded Professor, The Castaways, Bon Voyage, Summer Magic, “Walt Disney’s Wonderful World of Color” and Mary Poppins. Current project: Winnie the Pooh, for Walt Disney Productions.
Ozalid copier (General Aniline) is given a tryout by broadcaster who's interested in use in business side of station operation.

Three other tower builder-constructors exhibited their services. Dresser-Ideo, Fort Worth Tower Co. and Rohn Manufacturing Co. showed pictures of their installations, featuring both tubular and flanged steel tower sections plus accessories including tower lights.

Cummins Engine Co. showed its new NH-220 125 kw six-cycle diesel generator, which sells for $8,500, and its 20 kw PJS, which sells for $3,030 (more expensive frequency control costs $1,-000 more).

Bruning showed its new Model 2000, a dry, electrostatic copier that is 11 x 17-inches in size, has automatic feed (14 copies per minute) and sells for $4,475.

General Aniline & Film Corp. showed its new Ozalid copying machines; the

Microphone quality improvements offered

Microphones with special patterns were introduced by specialists in this field.

Shure displayed a new line of broadcast-quality microphones in ribbon, cardioid dynamic and omnidirectional dynamic versions, ranging in price from

Pretty girls are screened by a flanged steel tower section in the Fort Worth Tower Co. booth.

The Cummins' giant size standby generator, with features shown by cutaway sections, is contemplated at the exhibit.

150 thermal diazo copier, a desk model, and the automatic feed 5017 which will supply up to 800 prints from a single roll of standard reproducing paper.

Sarkes Tarzian's Tascom traffic, availabilities, scheduling computer will print program logs, determine long and short term availabilities, verify time sales, schedule orders, and act as station film and tape file. It is fully solid-state and expandable to multiple station control.

PROLOG®

An easily operated system that automatically performs PROGRAMMING, LOGGING and AUTHENTICATING by utilizing the station log which is prepared on any standard typewriter. write for details today

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Introducing

A NEW 3 KW 'FM'
TRANSMITTER

WITH THESE KEY FEATURES:
> Advanced Design
> High Reliability

>>> 3-YEAR WARRANTY

(EQUIPMENT '65: SPECIAL REPORT) 85
A spectator sits at the desk of a Bruning 2000 copier in the Addressograph exhibit as he visualizes its use for station business operation.

$63 to $225 for the SM-5 boom model. The SM-5 has a plastic foam windscreen surrounding pickup element and suspension elements to minimize wind noise. Designed without transformers or response correcting inductors, it rejects electrical noise and may be used in extreme hum fields. Shure also showed its M-55E phonograph cartridge with elliptical stylus and the British-made SME tone arm, with less than .020 gram pivot friction at stylus tip.

Gotham Audio Corp. showed the Neumann, U-67 condenser microphone, featuring 20-16,000 cps frequency response, electronically switchable pickup pattern (cardioid, omni and figure 8). The input circuit permits flat response to 40 cps with sharp roll-off below 10 prevent "popping." Microphone, with accessories, starts at $460.

Fairchild Recording Equipment Corp. displayed a new, American-made condenser microphone, the F-22. Priced at $219, it features self-contained power supply, 30-18,000 cps response, cardioid pattern and Mylar diaphragm.

Continued from page 50

era arrangement.

Other Papers - Progress reports on the thermoplastic recording process were given by W. E. Glenn and Norman Kirk of General Electric Co. "This technique of recording," Mr. Glenn reported, "uses an electron beam to scan a special film and record video signals in the form of a pictorial image on it. The image is visible on the film immediately after the recording position in the recorder. It has very high resolution and recording bandwidth. The images can be recorded and projected in color. It can be erased and reused."

This process, first announced in 1959, is the basis of the Talaria system of projection television which GE had planned to install in theatres throughout the country for closed circuit TV coverage of entertainment and sports events in cooperation with National General Corp., theater chain owner-operator. But GE's failure to perfect the system has led NGC to drop plans for its use at this time and to substitute Dalto equipment, at least on an interim basis (Broadcasting, Oct. 12, 1964, page 81).

Mr. Kirk, explaining that the thermoplastic surface is mounted on a moving tape, which is heated to soften the thermoplastic and then cooled to freeze the deformations into place to give a permanent record, discussed experiments with various types of thermoplastics and bases. "No completely satisfactory thermoplastic was found" among those on the market, so new materials had to be developed. He described one successful formulation. "The best transmissive tape base used to date," he reported, "has been Dupont's Cronar polyester 4-mil thick photofilm base."

Mobile users seek share of TV space

Hungry for more spectrum space, the land-mobile-communications users last week expressed the belief that they can (1) use unused VHF channels on a noninterference basis to adjacent VHF channels, and (2) use UHF channels 14 and 15 on a share basis with broadcasters without interference.

The land-mobile section of the Electronic Industries Association pronounced its belief arguments for unused VHF channels in comments filed last week in the FCC's inquiry on land-mobile space problems.

The inquiry, issued almost exactly one year ago (Docket 15398), asked for comments on optimum frequency spacing between assignable frequencies in the land-mobile service and the feasibility of sharing between TV and land-mobile services.

Use of the UHF channels on a shared basis was suggested by Victor G. Reis, Bethlehem Steel Co., chairman of the communications committee of the National Association of Manufacturers, at a meeting last week of users of the Manufacturers Radio Service in Washington.

Also last week the FCC postponed to May 3 and June 3 the deadlines for comments on the land mobile inquiry (from April 1), and to June 18 for reply comments. The move was made at the request of the Joint Technical Advisory Committee.

The EIA said it believes that the geographical sharing of VHF frequencies by both TV and land-mobile users is feasible. It recommended that such sharing be limited to base stations only at first until further studies show that mobile units can also share these frequencies.

In an illustration, the EIA document says that the five unused VHF TV channels in Los Angeles could permit the assignment of 307 land-mobile channels (each 25 kc wide). The illustration shows that 42 land-mobile channels could be operated on channel 3; 139 on channel 6; and 42 each on...
Lethargic thinking a threat—MCA’s Dorskind

The American recorded entertainment industry is in danger of losing its global superiority if it does not take advantage of the many technical improvements that are now available and drop its all-too-prevailing attitude of complacency, Albert A. Dorskind, vice president and treasurer, MCA Inc., stated Monday (March 29).

Addressing the Society of Motion Picture and Television Engineers in Los Angeles (See page 50), Mr. Dorskind asked the assembled engineers, scientists and others: “Why the dichotomy between electronic camera and film camera production?

What of color—the high lab and negative film base material costs— can we merge the two and why two sets of unions? Do the technical reasons still exist for the strict stratification of labor as in the past and must they continue into the future?

“Why do we still use a 35mm camera on our stage which has had no major improvement in 20 years? Why should I have a reflex lens on my amateur camera and yet have directors on our stage tell me they cannot be sure of exactly what was filmed in a pan shot? Why is there only one commercially accepted source of supply for color film negative?”

Mr. Dorskind noted that today, the film producers “are failing to take notice that the requirements for the Main Street theater are not necessarily the same as those for the home theater . . . For TV we project into a noisy living room or den on a 4-inch speaker. Do we need the same sound standard as a large theater and huge ratio of amplification? We only strike 20 prints instead of hundreds. Do we need all the negative protection of features? Our TV screen is 20 inches or so. Does it require the same 35mm film used for the giant theatre screens?”

Yet, the management which failed to realize the effect TV would have on theatrical feature motion pictures will listen to the engineers a little more readily today, he stated. This is true because of the favorable government depreciation allowances and investment credits, which make it easier to recover the cost of a one-time investment in new equipment, and because of the ever-increasing competition from foreign sources.

Mr. Dorskind

channels 8, 10 and 12.

It recommends however that field tests be undertaken before this full maximum number of land mobile channels is assigned.

Glass Curtain • Termining TV opposition to land mobile suggestions that it share space in the TV band the “Glass Curtain,” Mr. Reis said that the Manufacturers Radio Service is planning to file a petition with the FCC asking that the idea of sharing channels 14 and 15 with TV be tested in the field under “practical operating” conditions.

Mr. Reis also expressed alarm at the burgeoning paging service being used in industrial plants. It is now allocated to the Manufacturers Radio Service bands, he said, and this has begun to raise a space problem.

“Where do we get new frequencies to take care of this fast growing use?”, Mr. Reis asked. “Do we get them from the FM broadcast band, where four megacycles (88-91 mc) are reserved for educational FM stations and where only 240 stations are operating throughout the country?”

“Or do we propose that some of the idle space between operating stations in the VHF television band be put to use for this purpose?”

Calling for a new look at the UHF television allocation, Mr. Reis said that the report by Dr. Martin H. Seiden on community antenna systems indicates that the FCC over-assigned UHF channels to “scores, if not hundreds” of communities which will never be able to support a television station. He expressed the hope that the economics of television, as developed by Dr. Seiden, will be “cranked in” any new consideration undertaken of the UHF allocations.

In the “critical” 25-960 mc band, broadcasting takes up 76.6% of the nongovernment spectrum, Jeremiah Courtney, Washington communications lawyer, told the NAM meeting. Broadcasting and other services share 1.9% of the nongovernment spectrum and 21.4% are for the remaining services (sharing 53% of this with government).
Microwave comment deadline extended

The FCC last week extended from April 1 to July 1 the deadline for filing comments on the second phase of its proposed rulemaking relating to the licensing of microwave radio stations used to relay TV signals to community antenna TV systems.

The delay had been sought two weeks ago in a joint petition submitted by the National Community Television Association and the National Association of Microwave Common Carriers.

The subjects of last week's extension are parts II and IV of the rule proposals concerning frequency allocations for common carriers serving CATV's and technical standards for a new Community Antenna Relay Service. Comments on parts I and III of the same rule proposals were submitted last December (Broadcasting, Dec. 7, 1964).

At the same time the commission also extended from May 3 to August 3 the time for filing reply comments on the second phase of the rulemaking. In seeking the delay, NCTA and NAMCC said they needed additional time to study a related commission report released two months ago. "A study of the technical factors pertaining to the assignment of frequency modulation CATV microwave relays" (Broadcasting, Feb. 15).

INTERNATIONAL

Moses scolds U.S. broadcasters

Australian says aid to young nations lags; also decries caliber of programs exported

American networks were rapped on the knuckles last week for allegedly failing to respond to national responsibilities and obligations. The man wielding the verbal ruler was Sir Charles Moses, secretary general of the Asian Broadcasting Union and for 30 years head of the Australian Broadcasting Corp.

Speaking at the annual awards banquet of the Alfred I. duPont Foundation in Washington, Sir Charles said American broadcasters have not moved with the speed or size of other broadcasting groups of the world in aiding young nations.

He said these young nations don't seek charity, and they are short of money, equipment and "more fully trained professional" staffs. He explained that these nations have to sell education to their peoples and "this requires as much subtle skill in persuasion, and research into methods suitable to the circumstance of each country, as the selling of soap to sophisticated New Yorkers."

This training, he pointed out, can "best be undertaken" by the U. S. networks and the major national broadcasters of Europe and Asia on a "direct professional relationship" that doesn't have a "taint of patronage or charity."

Sir Charles noted that the Australian Broadcasting Corp., with about 4,700 employees, has had to make sacrifices to send staff personnel overseas or to accept trainees at home. But "your big networks," he claimed, "with their large resources, could and should do far more. . . . You must remember that the channels allocated to any broadcasting organization are national property, and all who are permitted to use them have an obligation to accept national responsibilities."

The head of the recently formed Asian Broadcasting Union pointed out that Dr. Frank Stanton, president of CBS Inc., has said CBS may be ready to assist in setting up a technical training institute in Asia for radio and TV.

Sir Charles called this institute a "vital ABU project" and added he had no reason to think that "others would not be equally responsive . . . to other aspects of the ABU's work." He said he hoped to interest the networks in sending engineers or producers to some of the developing Asian nations for six months in each of the next three years.

Sir Charles also criticized the TV programs America puts on foreign TV screens. He said the U. S. image is damaged by the "stream of westerns, crime shows and cheap films that almost monopolize" our screens. "Your fine documentaries and public affairs programs, are, of course, in a very different category," he continued. "It is a pity there isn't a ban on the exporting of cheap action shows, and a bounty on the good programs."

Two stations told they're liable for fines

The FCC last week notified two AM stations that they were each liable for $500 fines for failure to have licensed personnel on duty.

KFAZ Liberty, Tex., owned by Southeast Texas Broadcasting Co., was cited for repeated violations by using unlicensed and unqualified radio operators, unattended transmitter, improper logging and over powering.

WTRL Bradenton, Fla., which is owned by Fletcher-Mitchell Corp., was notified of its fine for failing to have a licensed operator on duty.

Canadian content case dismissed by magistrate

Is a Canadian-produced commercial considered part of Canadian program content? The question was posed in a magistrate's court at Barrie, Ont., late in March. CKVY-TV Barrie appeared at the request of the Board of Broadcast Governors on a complaint of having

less than 55% Canadian content in its programs for a four-week period last May.

The BBG log examination was calculated at 50.46% of Canadian program content, while CKVR-TV stated the percentage was 55.29. The BBG spokesman stated it did not include commercials, promotions and public service announcements in its program count, even though they are Canadian produced.

CKVR-TV's counsel pointed out the Broadcasting Act does not define a program and therefore the station counted the Canadian-produced commercials and public service announcements as part of Canadian content. The magistrate dismissed the case and admonished the BBG for coming to court instead of bringing the matter to the station's attention.

**AFRTS may revive its TV service in Germany**

The long-dark American forces TV service in Germany may go on the air by July 1 with stations at Wiesbaden and Rhein-Main. Negotiations with Fernmelde Technisches Zentralamt (FTZ), the West German government communications agency, are at an advanced stage according to Major P. P. (Pete) Dallas, commander of the European support squadron of the Armed Forces Radio and Television Service (AFRTS).

FTZ has agreed in principle to American forces operating their own TV network and is discussing frequencies with AFRTS engineers, who have plans for relay and transmitting stations at Wiesbaden and Rhein-Main carrying programs which would be broadcast from the AFRTS facility at Ramstein.

**CBC doesn't like new financial rules**

The Canadian Broadcasting Corp. raised objections to new regulations proposed by the Board of Broadcast Governors, requiring separate annual financial reports from each broadcasting station in the country. CBC spokesman Ron Fraser told the BBG at its Vancouver, B. C., meeting late in March, that the regulations would mean the CBC would have to make up 50 annual reports. This, he said, would be hard to do as the CBC is a national operation reporting annually to the Canadian parliament. It operates more than 50 stations, many of which act only as an outlet for the national network.

**FANFARE**

**ABC offers charity incentive**

A special cover commemorating ABC International's first Worldvision symposium, held March 21 during the National Association of Broadcasters convention in Washington, and which includes a John F. Kennedy memorial stamp cancelled the same day, is being offered by ABC International to the first 900 persons sending donations of one dollar or more to the Cerebral Palsey fund.

Checks or money orders made out to the Cerebral Palsey fund should be sent to ABC International, 7 West 66th Street, New York 10023.

**Drumbeats . . .**

Birthday broadcast. Jackson Weaver and Frank Harden, the morning personalities on WSMAL Washington, celebrated their fifth anniversary as a team by having an open broadcast breakfast party at the Statler-Hilton hotel in Washington. Approximately 2,000 people attended the six-hour broadcast, some of them waiting at the doors at 5:30 a.m. when the party began. During the broadcast Mr. Weaver was honored for his role as the originator of the voice of Smokey the Bear, the fire-preventing bear of the Department of Agriculture.

**Help wanted**. WSM, Smyrna, Ga., has established a relief fund for the victims of the March 28 Chilean earthquake. All contributions sent to the station (WSMA Relief Fund for Chile, P.O. box 12289, Atlanta 30305) will be forwarded to the Chilean embassy in Washington.

**Radio to aid Calif. growers**

Knowles Robertson Enterprises, San Francisco, will produce a 39-week radio series for the California Council of Growers on the history of California.

The programs are scheduled to be carried as a public service by 24 California radio stations. The series, to be broadcast in prime time, is entitled *Insights* and will show the importance of agriculture to the state and the nation.
FINANCIAL REPORTS

What mutuals and brokers own

New reports show how mutual funds and financial houses have bought into broadcast companies to put them over station quotas under existing rules

A report filed with the FCC last week has disclosed that at least nine mutual funds each hold 1% or more, ranging up to nearly 6%, of the outstanding stock of two or more publicly owned group station owners (see table).

The commission’s “one percent” rule, which was adopted in 1953 to prevent undue concentration of control of broadcast facilities, prohibits any company or person from acquiring 1% or over in more than seven standard broadcast stations (AM), seven FM stations and seven TV’s (no more than five of which can be in the VHF band).

The report, which was prepared as of June 30, 1964, by the Investment Co. Institute, also notes that a single mutual fund has purchased more than 1% of as many as 18 AM stations, 14 FM’s and 23 television stations.

Another filing submitted jointly last week by 22 publicly held broadcast corporations shows holdings of seven brokerage houses that might come within the scope of the FCC’s study. The biggest, according to the report which is effective as of March 10, is Merrill Lynch, Pierce, Fenner & Smith Inc. The brokerage house holds 1% or more of 14 broadcast companies which collectively own 51 AM stations, 39 FM’s and 56 TV’s (see table). It should be pointed out, however, that brokerage houses most often hold, rather than own themselves, various stocks.

The two filings were submitted at the request of the commission which issued last September a notice of inquiry and proposed rulemaking on the problem of broadcast ownership by mutual funds and other investment groups.

The inquiry stemmed from the commission’s concern with the growing problems in the enforcement of certain facets of its multiple-ownership rules, particularly the “one percent” rule, its “duopoly” policy against dual interests in two stations in the same service in the same city, and the ownership reporting requirements.

The purpose of the inquiry is to gather as much information as possible on the problem so the commission can strengthen its ownership reporting requirements, and to augment enforcement procedures where necessary to insure adherence to its rules.

The commission has pointed out that after the inquiry is completed, should it find that divestitures of shares of certain owners is required, “all necessary steps will be taken” to insure the disposition of shares in such a manner as to avoid any disruptions in the stock market. The commission said this would be accomplished by permitting divestiture over a specific period of time.

The deadline for comments, originally Nov. 23, 1964, is now April 26.

In a further attempt to clarify numerous questions evolving from ownership of broadcast companies by investment groups, the commission has scheduled a meeting with a group of financial and stock brokerage authorities.

The meeting, formerly set for Thurs-

AB-PT sees new highs

N.Y. security analysts given report on past performance, things ahead

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, last week predicted first quarter earnings for AB-PT in 1965 would reach an all-time high.

Continuing growth for the company, he said, could be expected with a healthy economy, expanding leisure time and growth in advertising expenditures, all contributing factors.

Mr. Goldenson and other AB-PT executives presented their company’s financial outlook to some 300 analysts at a Tuesday night (March 30) dinner of the New York Society of Security Analysts.

With AB-PT revenues and operating profit at record levels in 1964 further gains were forecast based primarily on the stronger position of its television business.

Mr. Goldenson was asked if AB-PT had plans for diversification into community antenna television. He answered: “We have been studying the situation and have not yet determined what our ultimate policy will be.”

He said it is “a little too early to tell what the answer is” to the problem of the FCC’s proposal to cut back network ownership and control of prime-time programming, but that whatever the rules, “we can probably adjust to them.”

Thomas Moore, ABC-TV president cited high viewing per TV household (now 6.4 hours a day), multi-set ownership which will see one-half of all TV homes owning more than one set by 1975 and a color TV breakthrough as healthy signs for the business generally and for ABC-TV in particular. By 1967 he said, color set penetration will probably have reached 10 million homes.

He noted that of 79 markets where there is full three-network competition, ABC-TV-affiliated stations showed audience improvement in 76 of these in the past year.

Mr. Moore said the network’s Saturday baseball schedule is about 63% sold, that it had been “a difficult sale,” but would probably be closer to 70% sold before the season starts.

Theodore Shaker, president of the owned TV stations division said the five owned television properties now reach 29% of all U. S. TV homes and that national sales for the group had risen 132% between 1961 and 1964. Total sales, national and local, increased by 101% over the same period, he said.

ABC Radio president Robert Pauley told the analysts radio set sales over the past eight years have grown 87% against a population increase of 15% and that research indicates the average household has more than three sets.

The network’s sales growth (1963 to 1964), he said, was 15.36% compared to a four-network growth over that span of 3.96%. Since January 1962, he noted, the network has signed 86 new

BROADCASTING, April 5, 1965
Brokerage Houses owning 1% or more of two or more publicly held group broadcast companies.

1. Carl M. Loeb, Rhodes & Co. **
   - Carl M. Loeb, Rhodes & Co. (3 AMs)
   - Crowell-Collister (3 AMs, 6 FM's, 6 TV's)
   - Metromedia (6 AM's, 6 FM's, 6 TV's)
   - Plough (5 AM's, 1 FM, 3 TV's)
   - Tribune Co. (2 AM's, 1 FM, 3 TV's)
   - 20th Century-Fox (1 TV)
   - 20th Century-Fox (1 TV)
   - Walston & Co.
   - Chris-Craft (3 TV's)
   - Rolfing (7 AM's, 1 FM, 3 TV's)
   - Plough (5 AM's, 5 FM's)
   - Francis I. DuPont & Co.*
   - Chris-Craft (3 TV's)
   - 20th Century-Fox (1 TV)
   - 20th Century-Fox (1 TV)
   - Goodbody & Co.*
   - Chris-Craft (3 TV's)
   - 20th Century-Fox (1 TV)
   - 20th Century-Fox (1 TV)
   - Merrill Lynch, Pierce, Fenner & Smith Inc.
   - Avco (1 AM, 4 TV's)
   - Capital Cities (6 AM's, 3 FM's, 6 TV's)
   - Chris-Craft (3 TV's)
   - Cox Broadcasting (4 AM's, 4 FM's, 5 TV's)
   - Crowell-Collister (3 AM's)
   - General Tire-KRO (7 AM's, 6 FM's, 6 TV's)
   - Metromedia (6 AM's, 6 FM's, 6 TV's)
   - Plough (5 AM's, 5 FM's)
   - Scripps-Howard (3 AM's, 2 FM's, 4 TV's)
   - Taft (5 AM's, 5 FM's, 7 TV's)
   - Time (4 AM's, 4 FM's, 5 TV's)
   - 20th Century-Fox (1 TV)
   - Westinghouse (6 AM's, 3 FM's, 5 TV's)
   - Wometco (1 AM, 1 FM, 4 TV's)
   - 7. Oppenheimer & Co.
   - Capital Cities (6 AM's, 3 FM's, 6 TV's)
   - Cox Broadcasting (4 AM's, 4 FM's, 5 TV's)
   - Crowell-Collister (3 AM's)
   - General Tire-KRO (7 AM's, 6 FM's, 6 TV's)
   - Metromedia (6 AM's, 6 FM's, 6 TV's)
   - Plough (5 AM's, 5 FM's)
   - Scripps-Howard (3 AM's, 2 FM's, 4 TV's)
   - Taft (5 AM's, 5 FM's, 7 TV's)
   - Time (4 AM's, 4 FM's, 5 TV's)
   - 20th Century-Fox (1 TV)
   - Westinghouse (6 AM's, 3 FM's, 5 TV's)
   - Wometco (1 AM, 1 FM, 4 TV's)

Hold 1% or more of each of these 14 group bostg., corporations. The exact percentage over 1% was not given.

Mutual funds that were listed as owning 1% or more of two or more publicly held group broadcast companies.

1. Dreyfus Fund
   - Cowles (2 AM's, 2 TV's)
   - RCA (6 AM's, 5 FM's, 5 TV's)
   - Taft (5 AM's, 5 FM's, 7 TV's)

2. Fidelity Trend Fund
   - Metromedia (6 AM's, 6 FM's, 6 TV's)
   - Taft (5 AM's, 5 FM's, 7 TV's)

3. Investors Mutual Inc.
   - Avco (1 AM, 4 TV's)
   - CBS (7 AM's, 7 FM's, 5 TV's)

4. Investors Stock Fund Inc.
   - Avco (1 AM, 4 TV's)
   - CBS (7 AM's, 7 FM's, 5 TV's)

   - AB-PT (5 AM's, 6 FM's, 5 TV's)
   - Storer (7 AM's, 5 FM's, 5 TV's)

6. Keystone S-4
   - Avco (1 AM, 4 TV's)
   - CBS (7 AM's, 7 FM's, 5 TV's)

7. United Accumulative
   - CBS (7 AM's, 7 FM's, 5 TV's)
   - General Tire-KRO (7 AM's, 6 FM's, 6 TV's)

8. United Income
   - Avco (1 AM, 4 TV's)
   - CBS (7 AM's, 7 FM's, 5 TV's)

9. United Science Fund
   - Avco (1 AM, 4 TV's)
   - Crowell-Collister (3 AM's)
   - General Tire-KRO (7 AM's, 6 FM's, 6 TV's)

* Duopoly only.
** Has interest in more than 5 VH-F stations in violation of FCC rules.

day (April 8), has been postponed to May 14. The conference was requested by Washington communications attorney W. Theodore Pierson, who is representing the group of broadcasters, and will discuss the proposed rulemaking's impact on the financing of publicly held broadcast companies (Broadcasting, March 22).

Scripps-Howard calls '64 its banner year

Scripps-Howard Broadcasting's stockholders last week were told that 1964 brought record earnings and a further strengthening of stations' relationship with the communities they serve.

Net operating revenues for 1964 reached $15,296,987 compared with $14,194,808 the previous year. Net income per share in 1964 rose to $1.37 per share, 20 cents per share higher than 1963.

S-H stations are: WCPO-AM-FM-TV Cincinnati; WENS-TV Cleveland; WMGC-AM-FM-TV Memphis; WPPT-TV Palm Beach, Fla., and WMPR-TV Knoxville, Tenn.

S-H stock is currently being traded at approximately $22 per share as of April 1.

For the fiscal year ending Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income per Share</th>
<th>Net Operating Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>$1.37</td>
<td>$15,296,987</td>
</tr>
<tr>
<td>1963</td>
<td>$1.17</td>
<td>$14,194,808</td>
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Life Line loses tax exempt status

The Internal Revenue Service has revoked the tax exemption of Life Line, the anti-communist, conservative foundation principally supported by H. L. Hunt, Texas oil millionaire.

Mr. Hunt was notified that the foundation's exemption had been revoked on March 29. The IRS confirmed it the next day. The exemption was revoked, IRS indicated, because Life Line was largely engaged in propaganda. Life Line's principal activity has been its daily, 15-minute radio program carried on more than 300 stations. These programs included attacks on the nuclear test ban treaty, Medicare, the U. S. Supreme Court, and urban renewal.

The attack by Life Line on the nuclear treaty caused the FCC in 1963 to warn radio stations carrying the program that they are obligated under the "fairness doctrine" to provide their listeners with the other side of a controversial issue, even if they cannot get sponsors for it.

Life Line is the successor to the Fact Forum, organized in 1951. It, too, was principally supported by Mr. Hunt.

According to testimony before a House committee last year, Life Line-Fact Forum had income of $5.1 million in 1951-63; spent $4.9 million for administrative and operating expenses; charitable contributions, $1.000. Under its exemption, Life Line paid no federal income taxes; and donors to it could deduct their contributions.

Mr. Hunt said that Life Line would continue its work in the hope that the IRS would reverse its decision.
The cash CBS Inc. directors and officers took home in '64

The aggregate remuneration to CBS Inc. directors and officers during the last fiscal year was $1,561,916 according to a proxy statement mailed to the company's shareholders last week. "Additional compensation" brought the total to $2,565,815.

Other payments to CBS officers and directors included $771,972 in deferred compensation, $231,927 in annual benefits, $45,200 in directors' fees and $483,725 in estimated annual benefits under pension plans.

Shareholders of nominees for the company's board were listed as follows: William S. Paley, board chairman, 1,714,587; Leon Levy, board chairman of Delaware River Terminal Inc., 366,960; Ralph F. Collins, attorney, 4,622; Frank Stanton, CBS Inc. president, 306,552; Robert A. Lovett, partner, Brown Brothers Harriman & Co., 11,176; Arthur Hull Hayes, CBS Radio president, 10,131; Millicent C. McIntosh, president emeritus, Barnard College, 32; Goddard Lieberson, Columbia Records president, 25,690; Merle S. Jones, president, CBS Television Stations, 30,966; Richard S. Salant, vice president and assistant to the president, 10,836; William Burden, partner, William A. M. Burden & Co., 3,822; John A. Schneider, president CBS-TV, 3,182.

The Communications Satellite Corp. has income but not from satellites

The Communications Satellite Corp. last week presented its first annual report. The report for fiscal 1964 stated that the corporation received $196 million from its initial stock offering.

Even though stockholders were told that Comsat will not realize any revenue for months and profit is out of the question for years to come, the corporation earned $4,312,714 income on temporary cash investments. Total outlay for 1964 was $10,041,813 with $7,023,062 spent for the "space segment." Comsat executives said that a commercial global communications satellite network system will be established by the end of 1967. Early Bird, the first of the series is scheduled to be launched this week. A major issue that remains to be ironed out is the priority of those who wish to lease circuits.

Comsat stock on April 1 was being traded at about $61 a share.

THE MEDIA

ETV sponsor experiment is approved

WNDT WOULD IDENTIFY DONORS WITH ENTIRE NIGHT'S PROGRAMMING

The FCC has given its approval to a new plan for underwriting the cost of programming on noncommercial educational stations that permits donors to be identified with blocs of programming throughout an entire season. Donors are now mentioned on the air in connection with the specific programs they make available.

The plan was submitted by WNDT (tv), the Newark, N. J.-New York area's financially hard-pressed noncommercial station in connection with a new program concept it hopes will attract and hold a wide prime-time audience. The station hopes the plan will help it raise $3 million in production costs annually.

The new concept, called vertical programming, was disclosed by the FCC last week in making public a letter to the channel 13 station. WNDT had informed the commission of the proposed programming change. And the commission said it had no objection to it.

The letter said that, consistent with the principles of noncommercial broadcasting, it is "appropriate that noncommercial educational stations experiment with new programming concepts." The letter was adopted by a request to the FCC for the approval of the plan.

Comsat, which will put the new concept into effect on an experimental basis in the 1965-66 season, hopes to obtain $200,000 each from 15 corporations to finance the plan. The station was saved from possible bankruptcy in January by an emergency grant of $500,000 from the Ford Foundation.

Under the vertical programming concept, WNDT will present each night between 8 and 10 p.m., Monday through Friday, programs devoted to a single major subject. On Monday, "The Arts" will be featured; on Tuesday, "Science"; on Wednesday, "Public Affairs"; on Thursday, "The Campus"; and on Friday, "The World and Travel."

Purpose - According to a brochure prepared by WNDT, one purpose "vertical programming" is intended to serve is to distinguish the station from the six commercial VHF stations with which it competes for the attention of the 15 million viewers in its service area.

Money - Another purpose is to provide a new approach to "the time-honored custom of underwriting by American business." Instead of seeking
funds on the basis of individual programs, the station would solicit help on the basis of an entire evening's program.

The station said the 15 corporations it hopes to line up as donors would participate in groups of three for each of the five nights. Identification would be made in accordance with the commission's sponsorship identification rules.

But the announcements would be limited to four during the two-hour period, and the corporations would be identified in rotating groups of three, so that each will be associated with the entire vertical program schedule, rather than with a specific program. The station said this would reduce the likelihood of individual donor control over program content.

It also said that a contributing corporation would, if it wished, be identified with the same subject and evening each week. But the commission suggested that the "basic procedure of rotating identification announcements" would "better assure operation fully in accord" with the policies governing non-commercial educational stations "and therefore should be followed in all cases."

Nevertheless, Commissioner Bartley, in the discussion preceding the vote on the commission's response to the station, said the plan is not in keeping with the spirit of commission rules barring advertising on educational stations. He saw a distinction between the plan and the identification of donors in connection with individual programs they supply.

The station said the $3 million it hopes to raise for its vertical program would finance 35 weeks of original broadcasts and 17 weeks of repeats.

### CATV meeting up in air

Any future action on community antenna television by the National Association of Broadcasters is predicated on the possibility of action by the FCC at its April 14 meeting. A meeting of the NAB's Future of Broadcasting Committee has been called for the Park Lane hotel in New York, April 22, but only if the commission makes a move before then. If the NAB committee does convene, a special meeting of the NAB boards will be called, probably in early May.

If the boards don't get called into a special session, they will meet next in their regular summer gathering in Buck Hill Falls, Pa., June 23-26.

### Brandeis reports status of ETV

The growth of educational television is reflected in a 100-page report by the Morse Communication Research Center of Brandeis University, Waltham, Mass. Based on a one-week period, April 19-25, 1964, the report notes that news and public affairs programming on ETV stations went from 7% in 1962 to 13% in 1964 and that since the Morse Center's 1962 study, ETV stations on the air increased 40%.

The report "One Week of Educational Television" noted that the 88 ETV stations on the air during that week were available to about half of the nation's TV homes and were located in 21 of the nation's top 25 population and economic centers. The 88 stations represent an increase of 26 stations over the 1962 figure of 62. Those 62 stations, the report showed, broadcast an average of 44 hours, 50 minutes weekly, an increase of almost three hours over 1962.

However, the study says, only 37% of the programming in 1964 came from local production against 53% in 1962. This decrease is taken to show growing significance of regional networks, program exchange plans and National Educational Television network.

### WOL-AM-FM sold for $1.25 million

The sale of WOL-AM-FM Washington from the Washington Broadcasting Co. to Sonderling Station Group for $1.25 million was announced early last week. Henry Rau, Washington Broadcasting president, purchased the stations in 1953 from Peoples Broadcasting Corp. for $75,000. Mr. Rau said last week that he will continue to operate WNAV-AM-FM Annapolis, WARK-AM-FM Hagerstown, both Maryland, and WDOV-AM-FM Dover, Del. A CATV system is presently under construction in the Delaware community for Delaware Teleservice Inc. Mr. Rau is president of the firm (see page 96).

Sonderling Stations are WDIA Memphis, KDIA Oakland, Calif.; WOPA Oak Park, III.; KFOX Long Beach, Calif., and WWRL New York. Egmont Sonderling, group president, said that WOL will join WDIA, KDIA and WWRL with all Negro programming. Mr. Sonderling said that Washington has long been in need for an additional facility with programs for the Negro community.
He's gone but not forgotten

CBS stockholder's suit against Aubrey charges he 'shared in' Richelieu Productions' profits

Court action disclosed in New York last week provided a new episode in the Jim Aubrey story.

A suit was filed March 26 in New York Supreme Court by a CBS minority stockholder naming James T. Aubrey Jr., former CBS-TV president, as a principal defendant. The complaint alleges Mr. Aubrey had a financial interest in Richelieu Productions Inc., New York, and charges Mr. Aubrey "shared directly and indirectly in its profits."

Richelieu Productions, in which actor-producer Keefe Brasselle is the principal, produces TV programs and had three series in prime time on CBS-TV at the start of the current season. Richelieu also is named in the suit.

The complaint was filed by CBS stockholder A. Edward Morrison, president of Ralph Stark Inc., New York a company that fabricates automobile parts. His attorney who filed the complaint, Leonard I. Schreiber, New York, said that the action had been started about a week before actual court filing but because of Mr. Aubrey's absence from New York, final service of papers was delayed.

CBS's Statement * The third principal named in the suit is CBS. Mr. Morrison, whose CBS stock holding was said to be "not substantial," asked the court to enjoin CBS "from honoring further exercises of options on its shares by [Mr.] Aubrey." The complaint also charges it would be "futile" to press the directors of CBS to bring an action because of an alleged foreknowledge.

In this respect, CBS issued a statement noting that the complaint was "basically against Mr. Aubrey and Richelieu Productions and not CBS. Its charges that the CBS directors have knowledge of alleged wrongful acts by Mr. Aubrey and Richelieu is without foundation."

Mr. Aubrey, whose sudden resignation and immediate replacement as president of the CBS-TV network in late February stunned the television world (Broadcasting, March 8), was not available in New York for comment.

Attorney Schreiber said the action was instituted on March 17. Substitute service on Mr. Aubrey was accomplished with the mailing of a copy of the complaint to Mr. Aubrey's apartment in New York and by the leaving of another copy with the doorman at that building, according to the attorney.

The complaint charged that Mr. Aubrey had a financial interest in Richelieu, that he shared in its profits and that he "derived additional financial benefits and advantages through his relationship with Richelieu."

In asserting that Mr. Aubrey had "sole charge" of programming TV entertainment at CBS and of "selecting, purchasing and producing its television shows," the complaint charged that "in or about 1963, [Mr.] Aubrey and Richelieu entered into a conspiracy" in the programming and purchasing of shows in such a way that was to their "most advantage" but not in the "best interests" of CBS.

Series Mentioned * The program series identified were The Reporter, Bailies of Balboa, and The Cara Williams Show. All of these series were produced by Richelieu. Reporter, an hour show, and Bailies a half-hour series, were cancelled and Cara Williams goes off the schedule this month. The complaint alleges that the series produced by Richelieu in 1964 were selected and given prime-time schedule without benefit of the "usual" pilot film.

It further charged that Mr. Aubrey "caused Columbia to pay Richelieu for such shows prices far in excess of their true or usual value and substantially higher than prices paid by Columbia to others for comparable shows."

The terms and conditions of the transactions were unfavorable to CBS,

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Boycotted Bogalusa station gets more help

Broadcasters from around the country began rallying last week to help financially beleaguered wbox Bogalusa, La. The station's roster of local advertisers reportedly went from 75 to 6 when Ralph Blumberg, wbox owner, became involved in racial affairs (Broadcasting, March 22).

The Greater New York Broadcasters Committee was formed last week and planned to meet Friday (April 2) to discuss ways of soliciting funds from local broadcasters, businessmen, civic groups and listeners. The organization is headed by Edith Dick, wfrp (FM); Frank Ward, wurl, and Harry Novik, wlib, all New York. Any funds collected would be administered by the Louisiana Association of Broadcasters. LAB a fortnight ago came out in support of Mr. Blumberg.

The executive board of the New Jersey Broadcasters Association condemned the harassment of wbox by members of the Ku Klux Klan and others and said "such intimidation is a threat to freedom of expression by a broadcaster." In addition several New Jersey stations pledged donations to the Louisiana station. Among them are: wjrz, wpme (FM) and wfnj-am-fm Newark; wcam Camden; wftw-am-fm and wtoa (FM), Trenton; wwnr Princeton, and wcmc-am-fm Wildwood.

In Iowa, Frederick Epstein, president of kstt Davenport, said he had sent a check to Mr. Blumberg "to indicate my support." He said Mr. Blumberg "deserves the wholehearted support of the responsible members of the broadcasting industry... It makes no difference whether or not you agree with Mr. Blumberg's point of view; it is his right to participate, as a broadcaster, in this fight for free speech that is at stake," he added.

Klyn Denver said it had purchased a series of spots on the Bogalusa station and the announcements "are an excerpt from the Declaration of Independence." The Denver station said it had "suffered this same kind of reprisal" in 1962 when it editorially criticized city officials in the "expose of the Denver police scandal." Klyn added that "radio must have the right to speak out on local and national issues without fear of economic reprisal."

Prior to last week's broadcaster support, a New York merchant group purchased 100 spots on wbox. That order called for five readings of the preamble to the Constitution each day for 20 days."
the complaint alleged, asserting also that the "assets, credit and prestige" of CBS were utilized while the network allegedly was deprived of an opportunity to produce programs and use time slots otherwise occupied by the Richelieu series.

The suit seeks judgment requiring payment to CBS by Mr. Aubrey and Richelieu of the alleged losses the network sustained and the profits and revenues the defendants were said to have derived through the transaction.

The suit further seeks the return to CBS of all compensation received by Mr. Aubrey as a director and officer and the requirement that he surrender all shares in the company obtained by exercising stock options. Mr. Aubrey received $127,404 in salary last year, and additional compensation and benefits, according to a proxy statement issued to stockholders by CBS (see page 92).

In February 1964, Mr. Aubrey exercised options on 27,429 shares of CBS stock at an average price of $15.91 for a total of $436,395 (BROADCASTING, March 8). He sold 5,000 shares in February, 1965. The court is asked to enjoin Mr. Aubrey from exercising and CBS from honoring further options for CBS stock purchase.

Local information rule is adopted

A two-and-one-half year old rule-making proposal looking toward permitting public inspection of certain records of broadcast stations at their main studios or other accessible places in the communities they serve, was finally adopted last week by the FCC. It becomes effective May 14. The new rule requires that stations make available for public inspection certain documents including construction permits for major changes in facilities, license renewals, transfers of control or assignment of licenses, and requests for extensions of time to complete construction of new stations. The amendment also provides that all minor applications involving program changes, as well as ownership and supplemental ownership reports, be kept in the local file for review. Multiple-station owners are required to keep in the local file of each station only that material pertaining to that particular station. Among the documents stations need not make available for inspection are applications for minor changes in the station's facilities, licenses to cover minor CP's and extensions of time other than those for new facilities. The rulemaking was originally proposed in November 1962.

The UHF application go-round

Ultravision, Superior ask application of new order;

UA agreement would leave it in Lorain, remove it in Boston

Activity involving UHF applicants flared across five comparative hearings last week, sparked in part by an FCC panel's decision to add tough new financial issues to three of them. (BROADCASTING, March 22, March 15).

These were the developments:

Ultravision Broadcasting Co. and The Superior Broadcasting Corp., in separate pleadings, asked the commission to review the panel's order. Ultravision is an applicant for channel 29 in Buffalo, N. Y., Superior for channel 65 in Cleveland.

Cleveland Telecasting Corp., Superior's only opponent, asked that its own application be dismissed.

United Artists Broadcasting Inc. entered into agreements which, if approved by the commission, would leave UA the applicant for channel 31 in Lorain, Ohio, and an ex-applicant for channel 25 in Boston. The agreement affecting Lorain provides for a subsequent merger with the only other applicant, Ohio Radio Inc. The Boston hearing, in which Integrated Communications Systems Inc. is the only other applicant, is the third one affected by the panel's decision.

And the Chicago Federation of Labor and the Industrial Union Council (WCFL Chicago), asked the commission to add the same financial issue in the hearing on Chicago's channel 38 that the panel ordered for the Buffalo, Cleveland and Boston markets. WCFL is competing with Chicagoland TV Co.

Proof of Survivability • The panel of three commissioners, noting that each of those three markets contains three network-affiliated VHF's, said it is essential that UHF applicants demonstrate an ability to survive the competition for three years.

Accordingly, it directed the applicants to provide detailed information on estimated revenues projected over three years, on station-construction costs and on estimated operating expenses for the first year, or for three years if desired. The order was adopted by a 2 to 1 vote.

WCFL noted that the Chicago case is similar to those on which the panel ruled. It said Chicago is a major market, with four commercial VHF's and one educational VHF station. WCFL also cited Chicagoland's financial resources appear inadequate and its cost estimates too low.

The WCFL petition also said the panel's decision appears to be binding on the review board, has authority to add issues to hearings, and on hearing examiners. But commission officials said last week there will be no decision on this until after the FCC rules on requests for review.

The decision of Cleveland to withdraw and the agreements that would terminate the comparative hearings on the Lorain and Boston channels appear to have little, if any, direct connection with the panel's order. Peter Roper, counsel for Cleveland, said the order was not the sole or principal reason for withdrawing, although it did have "a hearing" on the decision.

A spokesman for Ohio Radio said the decision to reach agreement with UA was made before the panel's decision was announced. And it was UA which requested the addition of the financial issues in the Cleveland and Boston cases. United Artists dismissed its application for the Cleveland channel after requesting the addition of the issue.

New Corporation • The Lorain agreement provides that, in the event UA wins the grant and Ohio Radio wants to own part of the new station, UA would establish a new corporation to own the outlet. Ohio would then be given a choice of three options to acquire stock in the new corporation. It would be able to acquire 33 1/3%, 20% or 10%, depending on what it notified UA of a desire to acquire a share in the corporation.

In the Boston case, UA agrees to drop out in return for partial reimbursement of its expenses in prosecuting the application. The agreement provides for a payment of $15,000. UA said it has spent $16,654.

The proposed withdrawals of Cleveland Telecasting and United Artists would not relieve their opponents in those contests of the responsibility for meeting the new financial issues, if they are upheld by the commission. Only Ultravision, however, would have a competitor to challenge its financial qualifications. WEBR Inc. has asked for the addition of a financial issue.

And UA would not have a clear field for the Lorain channel in the event that Ohio Broadcasting drops out of the contest. It faces a number of issues, including the question of whether past antitrust law violations by its parent, United Artists Corp., reflect adversely on its character qualifications.

The same issue faces UA in its opposed bid for channel 23 in Houston.

Petitions in Review • Ultravision, in
...it sounds good but let's see what they say at Blackburn"

The element of risk as well as opportunity is present in every transaction. Our reputation for reliability, knowledge of markets and past sales and insight that comes from years of experience will serve you well when you want the facts you need to do business. Consult Blackburn.

Rau starts building CATV in Dover, Del.

Coincident with the sale of his radio stations in Washington (see below), Henry Rau announced the start of construction on a $300,000 community antenna system in Dover, Del., which will be completed this fall.

The 10-channel system is being built by Entron Inc. for Delaware Teleservice Co. Inc., of which Mr. Rau is president, and will consist of 70 miles of cable. A potential of 3,000 customers exists, Mr. Rau said. The system will bring in nine TV signals by microwave (three from Philadelphia, one from Wilmington, three from Baltimore and two from Washington (channels 4 and 5)). It will also furnish a weather-time-local news channel. Charges will be $5 a month, Mr. Rau said.

Delaware Teleservice also holds a franchise for CATV in Smyrna, Del. Mr. Rau is principal owner of WDOV-AM-FM Dover, as well as WNAV-AM-FM Annapolis, Md.

Changing hands

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

- WTVH (TV) Peoria, Ill.: Sold by Metromedia Inc. to Len H. and Burrell H. Small, for $2 million. WTVH is on channel 19 with 186 kw visual and 18.6 kw aural. (See page 47).

- WOL-AM-FM Washington: Sold by Henry Rau and associates to Egmont Sonderling and associates for $1.25 million. Sonderling stations are WOPA-AM-FM Oak Park, Ill.; KDIA Oakland, Calif.; WDIA Memphis; KFOX-AM-FM Long Beach, Calif., and WWRL New York. WOF is on 1450 kc with 1 kw day and 250 w night while WOL-FM is on 98.7 mc with 20 kw (see page 93).

- WGBR Jesup, Ga.: Sold by W. Glenn Thomas Sr. to Lem Jey Clark Jr., for $134,000. WGBR is on 1370 kc with 5 kw day. Broker: Chapman Co.

APPROVED The following transfers of station interests were among those approved by the FCC last week (For other commission activities see For The Record, page 106).

- WGBR Freeport, N. Y.: Sold by Edward J. Fitzgerald to Louis J. Appell family and associates, for $452,000. The Appell family owns WSA-AM-FM-TV York, Pa.; WARM Scranton, Pa.; WHLO Akron, Ohio, and WICE Providence, R. I. Mr. L. J. Appell Jr. has a 25% interest in WCTC-AM-FM New Brunswick, N. J. WGBR is on 1240 kc

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96 (THE MEDIA)
with 1 kw day and 250 w night.
  * KLIN Lincoln, Neb.; sold by James I. Mitchell and Jack L. Callaway to Paul C. Schorr and Donald C. Shurtleff, for $415,000. Mr. Schorr has interests in electrical contracting firms while Mr. Shurtleff has holdings in real estate and insurance firms. KLIN is on 1400 kc with 1 kw day and 250 w night.
  * WMOX Meridian, Miss.; sold by Birney Imes Jr. to Grace B. and James B. Skewes, for $157,000. Mr. Skewes has a minority interest in WOTK-TV Meridian. The Skewes have a majority interest in the Meridian Star. WMOX is on 1010 kc with 10 kw day and 1 kw night.
  * KDEF-AM-FM Albuquerque: sold by John C. O'Brien to Jack C. and Grady H. Vaughn Jr., and Cecil L. Trigg, for $100,000. Messrs. Vaughn and Trigg have interest in KOSA-AM-TV Odessa, Tex.; KROD-AM-TV El Paso, and KRNO San Bernardino, Calif. KDEF is on 1150 kc with 1 kw day and 500 w night while KDEF-FM is on 94.1 mc with 1.6 kw.

**FCC's Taylor keynote speaker at IBS meet**

Some 250 representatives from almost 100 campus broadcasting stations, were expected at the 26th annual national convention of the Intercollegiate Broadcasting System scheduled for Saturday (April 10) at the University Heights Campus of New York University.

The keynote speaker will be Beverly Taylor of the FCC's research and education division. Among broadcast representatives scheduled to appear are Marion Stephenson, vice president for administration, NBC Radio, and Robert Northshield, general manager of NBC News in New York.

Topics to be covered include audience measurement and analysis, popular music programming, engineering, legal aspects of FM broadcasting, station management and news programming.

**Station looted second time**

Vandals broke into the studios of WZUM Carnegie, Pa., for the second time in two weeks causing enough damage to force the station to suspend broadcasting.

The damage was discovered when employees went to work at 5:15 a.m. James Pirouso, vice president and general manager of the station, estimated that more than $5,000 worth of equipment had been stolen, and whatever had been left behind had been wrecked.

The first time the thieves entered the station they had carried off several hundred dollars worth of records but did not touch the equipment.

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**Metromedia sells WTVH(TV) for $2 million**

**WILL BUY ANOTHER UHF IN A LARGER MARKET**

Metromedia last week announced the sale of WTVH (TV) Peoria, Ill., to Len H. and Burrel L. Small for $2 million.

Metromedia acquired the Peoria station in 1959 for $610,000.

John Bone, general manager of WTVH, will remain with Metromedia. Howard Frederick, vice president-general manager of the Small's WIRL Peoria, will become general manager of WTVH after FCC approval.

Messrs. Small are owners of the Kankakee Journal chain which includes WKAN Kankakee, WRHR Rockford, WQOA Moline, and WIRL Peoria, all Illinois, and WIRE Indianapolis. Newspaper interests are the Kankakee Daily Journal, Ottawa (Ill.) Republican Times, and La Porte (Ind.) Herald Argus.

Metromedia owns WNEW-AM-FM-TV New York; WTTG (TV) Washington; WK-AM-FM Cleveland; WIP-AM-FM Philadelphia; KLAC-AM-FM and KTTV (TV) Los Angeles; KMBK-AM-FM-TV Kansas City, Mo.; WCBM-AM-FM Baltimore, and WTVF (TV) Decatur, Ill. Metromedia on March 24 purchased the Diplomat magazine from the Diplomat Publishing Co., Washington, for 6,000 shares of its common stock, or approximately $244,000. The firm also has interests in outdoor advertising, transit advertising, Ice Capades and real estate in Mount Wilson, Calif.

**KWK denied again; FCC invites bids**

The FCC last week rejected a third bid by KWK St. Louis for a reprieve from a revocation order and invited applications for operation on the station's frequency, 1380 kc. The commission order allows KWK to continue operating until June 30.

The commission on May 27, 1963, ordered the station's license revoked for "willful misconduct" in connection with the broadcast of two fraudulent treasure hunts in 1960. The station has stayed on the air while it fought the order all the way to the U. S. Supreme Court.

The commission dismissed the station's petition for reconsideration be-
Committee named to aid ETV

John P. Cunningham, former board chairman of Cunningham & Walsh, New York advertising agency, last week announced the names of 17 communications industry and business figures who will serve on a committee seeking ways to foster the growth of educational television.

Mr. Cunningham was appointed chairman of the group by the International Radio & Television Society last December. He said a prime purpose of the committee would be to determine "practical" ways for the broadcasting and advertising businesses to strengthen ETV. This might include, he said, ways of raising money and help in programming.

Mr. Cunningham indicated that an initial meeting with an advisory group of educational broadcasters had not resulted in any definite plans. He said appeals to commercial broadcasters for donations to ETV would not necessarily be a function of his group.

Members of the committee are Newton N. Minow, former FCC chairman; David Yunic, president of Macy's Department Stores; Jack Wrather, president of Wrather Corp.; Vincent T. Walsewiski, president of the National Association of Broadcasters; James T. Quirk, publisher of TV Guide; Dr. Sydney Roslow, president of The Pulse Inc.; Dan Seymour, president of J. Walter Thompson; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding; Jerome R. (Tad) Reeves, director of programming, Corinthian Broadcasting; Norman Cousins, editor of The Saturday Review; Sam Cook Duggis, administrative vice president of CBS Films; Edwin Ebel, vice president of General Foods; Chet Huntley, NBC News commentator; Thomas J. McDermott, vice president of N. W. Ayer; Claude Barrere, executive secretary of IDTS; Dr. Clifford M. Hardin, chancellor, University of Nebraska, and Edward Ryerson, president, Inland Steel.

cause it "presents no matters warranting further consideration." The station had asked that the commission substitute a fine or short-term renewal, or both, for the revocation order.

The request was filed March 12, after the Supreme Court refused to review the appeals court decision affirming the commission's order (Broadcasting, March 22). Previous petitions for reconsideration were filed in December 1964 and in June 1963.

The revocation order was to have become effective 30 days after the disposition of KWK's court appeal, and the final court action was handed down March 8.

But the commission said it would permit KWK to operate until June 30 to permit time for consideration of applications for operation on KWK's frequency on a permanent or interim basis, or both.

The commission said it would consider such applications "immediately" and that the deadline for filing is May 31.

There was speculation last week that one of the applicants for KWK's frequency would be Arthur W. Wirtz, majority stockholder in and chairman of KWK Radio Inc., and its parent corporation, Milwaukee Broadcasting Co.

Mr. Wirtz acquired major stock interest in Milwaukee after the events occurred that led to the revocation order.

Baker has no objection to reopening hearing

W. R. G. Baker Radio & Television Corp., the winning applicant for channel 9 Syracuse, N. Y., informed the FCC last week that it has no objection to reopening the record in the TV proceeding.

The company said, however, that the burden of proving the charges made against two of the company's principals should be borne by the six losing applicants that have sought to rescind the grant and reopen the hearing record.

The action stems from a law suit filed last December by the state of New York charging seven building contractors, including the Edward Joy Co., with "conspiracy, price-fixing and anticompetitive" practices (Broadcasting, March 1).

The Joy Co., a plumbing firm, is wholly owned by T. Frank Dolan Jr., president, and Leonard P. Markert, vice president. Messrs. Dolan and Markert are also president and vice president, respectively, of W. R. G. Baker and each holds a 17% interest in the broadcasting company.

Late last February six of the eight losing applicants for the Syracuse VHF channel—Syracuse TV Inc., Onondaga Broadcasting Inc., WAGE Inc., Syracuse Civic TV Association, Six Nations TV Corp., and George P. Hollingbery—jointly petitioned the commission to rescind its final decision made in January awarding the channel to Baker, and reopen the record (Broadcasting, Jan. 25). The six parties claimed that because of the serious charges made in the law suit, Baker and its principals lacked the character qualifications to be a licensee.

In denying the allegations last week, Baker said that the Joy Co. was not guilty of any of the alleged violations, and, in addition, the company's two officers, Messrs. Dolan and Market, were not named defendants in the suit.

Baker said that if the commission feels that the hearing record should be reopened, the six contestants seeking the action should be required to submit proof within 30 days. And if they can't provide this proof, Baker continued, the commission should make its decision on the evidence it now has.

The FCC's Broadcast Bureau suggested last week that the commission give the six parties "a reasonable period of time to buttress" their charges. The bureau recommended that they be given 60 days to produce evidence in order that the commission can determine whether a rehearing or a redetermination of its final decision may be warranted.

Channel 9 has been operated as WNYS(TV) under an interim agreement by the nine original applicants since September 1962. Although Baker was awarded the grant early this year, the company has not yet filed an application for a license to cover construction or to terminate the interim operation.

TV station criticized for its CATV action

The FCC's Broadcast Bureau has sharply criticized KCOY-TV Santa Maria, Calif., in connection with its agreement to abandon its fight to bar microwave service to community antenna television systems in the station's service area in Santa Barbara county.

The bureau said the channel 12 station "is ready to sacrifice the public interest to serve its own selfish interest."

The criticism was expressed in an opposition the bureau filed to a petition by Lompoc Valley Cable TV Inc., a subsidiary of H&B American Corp. Lompoc is seeking a grant without hearing of applications for microwave stations to relay the programs of seven Los Angeles stations to Lompoc's CATV's in Vandenberg Village, Vandenberg Air Force Base, Mission Hills and Lompoc.

The commission had granted Lom-
Lompoc had agreed to grant local stations the standard 15-day nonduplication protection. But KCOY-TV said this would not be sufficient. As a result, the commission set the applications for hearing. KCOY-TV said competition from seven Los Angeles stations would overwhelm it. The station began operating March 16, 1964.

FCC gets another plea to put reins on CATV

Community antenna television played a lively role in the National Electronic Week convention held last week in New York and attended largely by electronic parts manufacturers and distributors.

In a resolution adopted just before formal meetings began, the National Electronic Distributors Association called upon the FCC to regulate CATV "in the public interest," and authorized a NEDA representative to give the association's views on CATV to the FCC. The distributors said they believed CATV growth could reduce their sources of revenue.

Canadian-U.S. differences outlined

MARK CENTURY SEMINAR ALSO HEARS ABOUT RATINGS

The differences in U.S. and Canadian radio programming were put into focus March 22 by Allan Slaight, vice president and program director of CHUM in Toronto. He spoke at a sales seminar during the National Association of Broadcasters convention in Washington, conducted by Mark Century Sales Inc., New York.

Mr. Slaight listed three differences, or reasons for differences, in the programming of the two countries. First was the regulatory agencies.

He contended that the FCC in the U.S. is more strict in some instances and more liberal in others. One of his complaints about Canada's Board of Broadcast Governors was that it approved the weekly diary audience measurement system compiled by the Bureau of Broadcast Management which, he claims, gives an inaccurate total since the nonresponse figure isn't compiled.

On programing, Mr. Slaight said: "Talk is big in Canada, even bigger than here, but he added that originality gets the big audience.

He stated that news commentators in Canada are more outspoken than those in the U.S. and gave samples of programs aired on Canadian stations.

While on the subject of the weekly diary measurement device, Mr. Slaight cited the nonresponse figure at 87% of the total of questionnaires mailed out and said that surveys carried out by CHUM had moved the station's rating from sixth (by the weekly diary survey) to the second spot in Toronto by telephone surveys.

Others on the program were H. D. (Bud) Neuwirth, president of Metro Radio Sales, New York; Robert D. Atkinson, vice president of C. E. Hooper Inc., New York, and Ellis Agee, sales service manager of Mark Century.

Mr. Agee discussed the sales aids Mark Century sells. He said that the same types of people are found in all parts of the country in all markets. He cited the national advertisers' use of the same spot material in all parts of the country as proof that they had found this out and that with a little adaptability anything that would work in one market would work and work well in another. "I deplore the statement that 'this market is different, unique, the people here are individuals, they wouldn't go for that sort of thing,'" he continued. It isn't the material that's different, the thing that produces sales is the way in which the material is used.

Task Force • Mr. Neuwirth called for a national task force of radio salesmen to push the "most vital medium in the world ... radio" by playing up the good points of the radio industry and not by trying to knock the stations in the market that differ in programing.

He said that negative selling is the most injurious thing in radio today and asked that station salesmen sell their own good points, not point out the weakness of others.

Radio is shackled today by the weekly diary and the all-media diary that doesn't give a true picture of the audience and the response of radio, Mr. Neuwirth stated. People can't remember from one week to the next how many times they went to the bathroom and that radio was just that vital to the public. He said that radio was the first medium for news headlines, for weather, time and sports results. He said that it also served a vital need in nearly all homes, in automobiles and at work.

He urged that a daily diary survey be compiled to show the truth.

Robert Atkinson reported on the ratings for radio and what they mean. Ratings are not exact or perfect, he...
said. They are only approximations of what the probable audience was. He espoused the qualities of telephone surveys. The telephone is faster, less expensive, and produces a greater number of responses than other methods Hooper has used. He added that the person interviewed on the telephone is more likely to give an answer than the one who has to take the time to fill out a questionnaire.

Record reopened in Puerto Rican case

The FCC reopened the record last week and remanded to the hearing examiner the revocation proceeding involving three commonly owned Puerto Rican radio stations. The action had been sought by the stations' former manager and minor stockholder, George Mayoral, who claims that he was denied participation in the original hearings by the examiner and therefore was not able to refute "the erroneous testimony" presented against him (BROADCASTING, March 8).

The case involves alleged re-broadcast violations of Armed Forces Radio Service news programs in 1962 by WKYN and WPM (FM), both San Juan, and WORA-FM Mayaguez. The stations are owned by Alfredo R. de Arellano Jr. and his family.

An initial decision issued last December by Examiner Forest L. McClenning recommended that the licenses of the three stations be revoked. The examiner's findings also linked Mr. Mayoral most closely with the violations (BROADCASTING, Dec. 28, 1964).

In his request that the commission reopen the hearing record, Mr. Mayoral noted that as a result of circumstances beyond his control, he was never able to secure legal representation for the purpose of obtaining leave to intervene in the case.

Mr. Mayoral also pointed out that because of his inability to testify and cross-examine witnesses who had presented damaging evidence to his character and reputation, the examiner's findings "adversely affect his reputation for truth and veracity, his reputation in the broadcasting community, his standing before the commission, and his ability to continue to earn a livelihood in the broadcasting industry."

While granting Mr. Mayoral's petition for intervention, the commission also waived its rules governing such late filings.

FATES & FORTUNES

BROADCAST ADVERTISING

John G. Lee Jr., formerly in marketing for American Home Foods, named to newly created position of VP of marketing for Chun King Corp., Duluth, Minn.

Sid Myers, art group supervisor at Doyle Dane Bernbach, New York, and Jerry Wertzans, production manager there, both named VP's of agency.

Kenneth E. Davis, national advertising manager of Appleton (Wis.) Post-Crescent, joins WLUK-TV Green Bay, Wis., as sales executive.

Dorothy Brumlop, production manager of Freeman & Gossage, San Francisco, named traffic manager of Campbell-Ewald, that city.


B. Clark Warren, manager of Young & Rubicam's international department in New York; Joseph R. Bracken Jr., account supervisor at Y&R, that city, and Eugene R. McMasters, account executive in contact department there, all named VP's.

Arthur A. Fishbain, director of advertising and public relations for Endicott Johnson Corp., Endicott, N. Y., promoted to newly created position of director of marketing.

Richard I. Clark, director of media in San Francisco office of Foote, Cone & Belding, elected VP.

Louis N. Bryant, sales manager of WSAZ Huntington, W. Va., named sales manager of WTCR Ashland, Ky., and WYQG (FM) Huntington, both Connie B. Gay stations.

Marie Kachinski, media director, elected VP-media at Silton, Callaway and Hoffman, Boston.

Dick Cusack and Jack Keane, copy group supervisors, and Jack Griffin, executive art director, named associate creative directors at Fuller & Smith & Ross, New York.


Thomas F. Desmond, sales manager, named general sales manager of Colgate-Palmolive Co.'s household products division, New York.

Nelson Gurnee, formerly with BBDO, New York, as supervisor on food accounts joins Foote, Cone & Belding, New York, as copy supervisor on Jell-o Division of General Foods Corp.

Michael J. Tatich, formerly president of Tatterneff Productions Inc., New York, named manager of WCD Inc.'s industrial film division, also New York.

H. Nevin Gehman, with Interpublic Group of Companies, in management roles of research, media and account service, New York, named senior VP in charge of marketing services at...
McCall succeeds Stowell

David B. McCall, president of C. J. LaRoche & Co. succeeds S. Esty Stowell, president of Ogilvy, Benson & Mather, as chairman of New York Council of American Association of Advertising Agencies. Herbert D. Strauss, president of Grey Advertising, and Lester Harrison, board chairman of Doner-Harrison, were elected vice chairman and secretary-treasurer, respectively. Mr. Strauss, Mr. Harrison, Stephens Dietz, executive VP of Kenyon & Eckhardt, and Thomas R. Vohs, executive VP of Chirurg & Cairns, elected governors of council. Rudolph Montgelas, president of Ted Bates and Roger A. Purdon, president, Kudner Agency, continue as governors.

Pritchard, Wood Inc., that city.

Denman F. Jacobson, station manager of WWJ Detroit, named manager of Detroit office of Avery-Knodel. At WWJ, Mr. Jacobson was local sales manager and headed sales force covering both local and national sales until he became station manager. He succeeds Arthur O'Connor who joins sales staff of KDKA-TV Pittsburgh.

Bob Fox, general sales manager of KHJ Los Angeles, resigns after two month tenure at station.

Jack R. Holmes, formerly manager of Los Angeles office of MacManus, John & Adams, named public relations director of Speer & Mays in that city.

Michael J. Lutomski, account executive with The Katz Agency, Detroit, joins sales department of WJBK-TV, that city.

Glen Jocelyn, executive VP and creative director of Weightman Inc., Philadelphia, joins Omaha offices of agency.

Charles W. (Chuck) Bergeson, local sales manager of WJBK-TV Detroit, named general sales manager and assistant general manager of WJW-TV.

Phil Messina, formerly supervising editor at Elektra Films, New York, named staff editor at Video Editors Inc., same city. He succeeds Ed Frick who joins Video Productions Inc. of Illinois as chief editor of newly-formed Video Editors of Illinois Inc., Chicago.

Robert H. Powell, manager of Chicago office of Ogilvy, Benson & Mather, joins Young & Rubicam, that city, as account executive.

James M. Ellers, VP with Warwick & Legler Inc., New York, with major responsibility on Timex account, named to agency’s management committee.

Keith M. Swinehart, general sales manager of KJEO-TV Fresno, Calif., named sales manager of KHVN-TV Honolulu.

Charlene Hirst, head of media department of Kushin, Anderson and Takaro Advertising, New York, named media director of Storm Advertising, Rochester, N. Y.

Doug Sinn, account executive with WJBK-TV Detroit, named local sales manager of WSPD-TV Toledo, Ohio.

Dennis McCormick, formerly copy group head of J. Walter Thompson Co. in Australia, appointed senior copywriter of Cole Fischer Rogow, Beverly Hills, Calif.

Harry A. Johnson and Robert W. Allrich, who joined Earle Ludgin & Co., Chicago, last year as VP’s, each promoted to senior VP and management supervisor.


Thomas J. Johnson, with E. F. McDonald Co. in sales management, market research and analysis, named sales manager of WSAZ-AM-FM Huntington, W. Va.

Thomas R. Boyd, account executive on Guardian Maintenance account of General Motors Co. at D. P. Brother & Co., Detroit, promoted to VP.

John F. Tenaglia, assistant sales manager of KQV Pittsburgh, appointed general sales manager there, replacing E. A. W. Smith, who resigned March 26.

Robert O. Ragland, formerly with Compton Advertising, Chicago, joins sales staff of WMAQ-TV there.

Jean Brown joins Knox Reeves Advertising, Minneapolis, as VP and member of creative department and plans board. Mrs. Brown formerly was VP at Benton & Bowles, New York. Frank Miller, for 20 years in both creative and account departments at Knox Reeves, promoted to VP.

Neil Tardio, supervisor in TV art and commercial production department of Young & Rubicam, New York, named to newly created post of television art and production supervisor in creative department.

Bernard J. Gross, senior VP of McCann-Erickson Inc., New York, joins Johnstone Inc., member of Interpublic Group of Companies Inc., as executive VP.

James T. Rhodes, with William Esty as account executive on Leeming-Pacquin Division of Charles Pfizer &

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Koster, Peebles named

H. William Koster, general manager, \(\text{WEAN} \ Providence, R. I. \) and director of District 1, CBS Radio Affiliates Association, elected by association to fill unexpired term of secretary-treasurer. Robert M. Peebles, VP and general manager, \(\text{WKOW} \ Alban, N. Y. \), elected to fill remaining term as director of District 2. Messrs. Koster and Peebles fill posts held by William H. Bell, station manager, when Syracuse, N. Y., has resigned to join Syracuse University Research Corp.

Max Sklower, KOAT-TV Albuquerque and Mr. Burns.

Donald D. Schilling, manager of community antenna TV system in Eau Claire, Wis., named manager of Teleprompter's CATV system in Farmington, N. M.

W. O. Corrick, station manager of \(\text{kwwr} \ McCook, Neb., elected VP and general manager of Regional Broadcasting Corp., Murfreesboro, Tenn. RBC owns \(\text{kwwr} \), \(\text{wgnr} \) Murfreesboro, and \(\text{klix} \) Twin Falls, Idaho. Fred Choate replaces Mr. Corrick at \(\text{kwwr} \). Charles H. Westbrook, commercial manager of \(\text{wcpp} \) Tarboro, N. C., named general manager of \(\text{wcpp} \), and Don Hague, assistant manager of \(\text{kxzo} \) Mexico, Mo., named general manager of \(\text{klix} \).

Paul C. Brines, VP and general manager of \(\text{wsvj-tv} \) and \(\text{wtrc-am-fm} \) South Bend-Elkhart, Ind., has been named executive VP of \(\text{the truth publishing co.} \) and of \(\text{The Communicana Group} \) (\(\text{wtrc-am-fm-tv} \) Fort Wayne, Ind. and \(\text{wsvj-wtrc} \)). Succeeding him is Edwin J. Lasco, assistant general manager of South Bend stations. Don Truller, sales manager of South Bend stations, appointed assistant general manager and sales director.

Terrence R. Bane, general manager of \(\text{wkti} \) Raleigh, N. C., named general manager of \(\text{wpva} \) Petersburg, Va. Mr. Bane succeeds Martin L. Street who was named VP and director of sales of Smiles Group (\(\text{wpva} \) and \(\text{wbsp} \) Kinston; \(\text{wpbs} \) Spring Lake, and Fayetteville Cablevision Inc., Fayetteville, all North Carolina).

William S. Trump, general manager of \(\text{wfox} \) Milwaukee, appointed VP and director of licensee, Fox Broadcasting Corp.

John E. Metts, executive VP and secretary of \(\text{wicc} \) Bridgeport, Conn., resigns.

PROGRAMING

Mitch Miller, television performer and recording artist, joins creative development division of MCA Inc., New York. For past several years Mr. Miller has been executive producer, artists and repertoire, for Columbia Records, New York. Mr. Miller will be involved
In development of new TV programs, music production, and development of talent at MCA, including associated companies as Decca Records, Universal Pictures, Universal TV, MCA TV Ltd., and Music Corporation of America.


Allen D. Heacock returns to WJIM Los Angeles, as program manager succeeding Daniel K. Griffin, who becomes executive producer. Squire D. Rushnell named director of public affairs for station.

Bob Shorey, formerly with WILZ and WSUM, both St. Petersburg, Fla., joins announcement staff of WHIL-AM-FM Hemstead, N. Y.

Jordan Caldwell, production manager of Electra Films, New York, named producer at that firm.

Branch Rickey, baseball executive, signed by Art Lieberman Productions, Hollywood, as host-narrator of Lieberman's hour-long documentary, The Old Ball Game, to be shown in conjunction with opening of 1965 baseball season by RKO General stations.

Andy L. Anderson, announcer of KMNS Sioux City, Iowa, named program manager of KIMO Longmont, Colo.

Lee O. Larew of North American Aviation, Los Angeles, joins Barton Film Co., Jacksonville, Fla., as associate producer.

Leonard Bogdanoff, assistant to president and head of international sales of Official Films, New York, has resigned.

George Paris, associate director at KNBC-TV Los Angeles, appointed production manager. Jay Reper, administrator of broadcast records at NBC-owned station, promoted to associate director.

Johnny Lewis, formerly with KREO Indio, Calif., has joined announcing staff of KWKZ Santa Ana, Calif.

David E. Rice, producer-director of WJTM-TV Lansing, Mich., named production director of station.

Mel London, executive producer of Wilding Inc., New York, named president of firm's new international division at 405 Park Avenue, that city.

Al Leibert, announcer-disk jockey at WWIN Miami, named to similar capacity at WDAF Kansas City, Mo.


Scotty Day (Jimme Nellig), program director of KCBS San Diego, named operations manager.

Richard Landau, writer-producer, signed by MGM-AMC as associate producer of A Man Called Shenandoah, half-hour series starting on ABC-TV in fall.

James Komack, for past year with 20th Century-Fox Television as producer-creator of new programs, joins Warner Bros. to produce Mister Roberts. Gene Reynolds and Charles Rondeau signed by Warner Bros., to direct number of segments of three new Warner TV series, Hank, Mister Roberts and F Troop. All three will premiere in fall, Hank and Mister Roberts on NBC-TV, F Troop on ABC-TV.

William Gordon, associate producer of The Fugitive for QM Productions, named producer of company's 12 O'Clock High, produced in association with 20th Century-Fox TV. Both series are on ABC-TV.

James V. Kern, veteran TV director, named to direct My Three Sons for second consecutive year.

Dominic Belmonte, owner of photography firm in San Francisco, has joined Snazelle Productions Inc., same city, as supervisor of still photography and graphic arts.

Buck Herring, disk jockey at KEWB Oakland-San Francisco from 1959 to 1962 and since then program director of KROK and KEOA, both Sacramento, Calif., rejoins KEWB as program director. Johnny Gilbert, disk jockey at KFWB Los Angeles, moves to KEWB in similar capacity.

Mort Abrahams, producer on Kraft Suspense Theatre, named production executive on MGM-TV's The Man From U.N.C.L.E.


Alan Douglas, supervisor and producer for United Artists in special projects, named director of newly created merchandising-special projects division of company, New York.

Jim Wise, staff announcer at Wern-AM-FM Centralia, Ill., named program director.

Leonard Weinles, executive producer of public affairs programs for WNBC-TV New York, named general executive in program department of WCBS, that city.

Aaron Spelling, producer for ABC-TV's Burke's Law, named executive producer for Four Star Television's The

BROADCASTING, April 5, 1965
NYSIAC taps WSYR

E. R. Vadeboncoeur, president and general manager of WSYR-AM-FM-TV Syracuse, N. Y., appointed chairman of New York State's Industry Advisory committee, which is developing detailed primary and alternate plans for operation of state's stations as state defense network during periods of national emergency.

Mr. Vadeboncoeur has appointed Albert J. Elchozler, chief engineer of WSYR, as chairman of broadcast services subcommittee of NYSIAC. Other appointments will be made shortly.

Smothers Brothers Show and Honey West. Mr. Spelling developed all three series for Four Star.

Eddie King, announcer at KWEI Toreka, Kan., named music director, replacing Larry James (see below). Allan Kent, with WOK Rockford, Ill., joins KWEI as announcer.

Larry James, music director at KWEI Topeka, Kan., joins announcing staff of WPAG-AM-FM Morningside, Md.-Washington, replacing Harv Moore, who becomes program director, replacing Dean Griffith.

Ken Collier, formerly with WLBY-TV Miami, and Phil Whitefied, with WFTL Fort Lauderdale as production manager-announcer, both join announcing staff of WDD-AM-FM Miami.

Fred Mac, from WMPP Chicago Heights, Ill., joins WLTQ Gary, Ind., as disk jockey.

Gary Stevens, air personality for WKPR Detroit, named announcer-disk jockey for WMCX New York.

Steve Lundy, formerly with KDIA Nashville, joins WXYZ Detroit, as host of 1-6 a.m. period replacing Bob Day, resigned.

Michael F. Carmichael, formerly assistant director of radio-TV services for Democratic National Committee, Washington, joins WON Chicago as writer-director.

Howard Christensen, TV consultant to Brunswick Corp., Chicago, joins Walter Schwimmer Inc. there as director of sales.

Vince Lloyd, sports announcer at WGN-AM-FM-TV Chicago, named play-by-play announcer for Chicago Cubs games on WGN succeeding Jack Quinlan, killed in auto accident (BROADCASTING, March 29). Lloyd Pettis, also veteran in sports there, replaces Mr. Lloyd in assisting Jack Brickhouse on WGN-TV coverage of Cubs and White Sox games. Lou Boudreau continues Cubs color commentary.

Julius P. Effiandt, for 10 years production manager at KMT Des Moines, Iowa, joins KTVH(TV) Hutchinson-Wichita, Kan., in similar position.

Jerry Lee, announcer-air personality at KOB Albuquerque, N. M., joins KOIL San Fernando, Calif., in similar capacity.

Richard Bellis has been made musical conductor-arranger of ABC-TV's Shindig set for 37-city road show beginning in Portland, Ore., April 1.

Kenneth S. Reed, assistant program director at KLAC Los Angeles, named director of programs and operation at WINS New York, when station goes to all-news format April 19.

Doris Quinlan, producer for NBC-TV's Young Doctor Malone, named producer of network's Another World (daily, 3-3:30 p.m.).

NEWS

Paul Shields, newscaster for WAGA-TV Atlanta, named news director there. He replaces Ed Blair, who resigns. Jim Axel, formerly with WAGA-TV, and now with WXYW-TV Cleveland, returns to news duties with Atlanta station April 5.

Bob Wells, weatherman for past five years at WDAF-TV Kansas City, Mo., named weatherman at WJW-TV Cleveland.

Howard Rutledge, news director of WBB U Richmond, Va., named night news editor of WIL St. Louis.


Don Buehler, newscaster for KSTP Minneapolis-St. Paul, named news editor.

Jerry Girard, sports director of WWCA Gary, Ind., joins news staff of WHLI-AM-FM Hempstead, N. Y.

Milton W. Minarcin, news director at WBIZ Fredonia, N. Y., joins Associated Press assigned to Troy, N. Y., broadcast bureau.

Dave Raymond, formerly with WINS Michigan City, Ind., joins WYAK Valparaiso, Ind., as news director.

Charles Waite, newswoman at KNX Los Angeles, named bureau chief of station's newly established radio news bureau at Los Angeles Civic Center.

George R. Kendall, news and public affairs director for WWJ Detroit, joins news staff of WWJ, that city.

Jim Gordon, news director of WABC New York, joins staff of WINS, that city, as newsmen. Herb Humphries, news director of KOWN Austin, Tex., joins news staff of WINS. Phil Lanhart, newscaster and outside reporter at WCBS New York, named feature reporter at WINS.

Gene Wike, with news staff of KONT-TV Portland, Ore., joins KING-TV Seattle, as night news editor.

Norma Hendricks, news director of WBFL Leesburg, Fla., elected mayor of that city.

Jack Welby, night news editor and announcer for WBFS Baltimore, named to news staff of WEEB-AM-FM Boston.

Charles B. Scott, announcer-producer for WLSX Nashville, named director of news at station.

FANFARE


William Hohmann, director of sales promotion and research for CBS Television Stations National Sales since 1960, named director of advertising and promotion of WCBS-TV, both New York.

Edward I. Metcalfe, public relations director of American Society for Prevention of Cruelty to Animals, appointed account director of Inforplan, worldwide public relations service.

Bud Tenerani, formerly with Universal Studios, joins NBC-TV press-publicity department, Burbank, Calif., as unit publicist. He succeeds George Marakas, now on military leave.

EQUIPMENT & ENGINEERING


John Ma, engineering section manager of Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named assistant to VP for engineering.

INTERNATIONAL

Dr. Klaus-Peter Adam appointed executive in charge of international development for TV and advertising division of Associated British Pathe, London. Previously Dr. Adam was international director of TV Advertising Ltd., that city.

Dr. Donald L. Kanter, VP-director of research, Taitlam-Laird, Chicago, May 1 becomes director of media and marketing research for Smith-Warden Ltd., London, agency is heavy in broadcast
Robert J. Burton, 50, president and chief operating officer of Broadcast Music Inc., died March 29 in Vancouver, B.C. Mr. Burton, attending Canadian Association of Broadcasters’ annual convention, died in fire in his suite at Hotel Georgia. Fire officials reported fire apparently was caused by cigarette. Mr. Burton was believed to have dozed in chair at time.

Mr. Burton’s initial law association starting in 1937 was with New York firm headed by Arthur Garfield Hays, and while with firm Mr. Burton performed work for The Songwriters Protective Association and The Artists Guild among others. His assignment in 1941 when he joined BMI — music licensing organization founded in 1940 — was that of resident attorney, responsible for internal legal matters. In early 40’s, Mr. Burton was involved with BMI’s legal battles for recognition and his advancement paralleled organization’s growth in music licensing field. He was appointed director of publisher and writer relations in 1943; four years later he became VP, and in 1956, VP in charge of domestic performing rights administration. He was elected executive VP and member of board in 1963, and as BMI’s president last year on retirement of Carl Haverlin.

Mr. Burton, who was board member of Copyright Society of United States and who published many articles on legal topics, was frequently cited as an authority in law of intellectual property. He held memberships in several bar associations and industry associations (he was president of Broadcast Pioneers, 1964-65). He was acting city judge of New Rochelle, N. Y., until he resigned in 1963 because of increased demands BMI made on his time. He is survived by his wife, former Linda Patterman, and three children, Theodore, Katherine and William. Funeral services were held April 1 at Temple Israel in New Rochelle.

Tom O’Leary appointed associate director of McCann-Erickson Advertising Ltd., London. He joined M-E last September from Young & Rubicam Ltd., that city.

Jack F. Gill joins board of Associated Television Ltd., London. He has been with company for nine years and group controller since April 1964. Bill Yeatman joins Associated Television, that city, as senior sales executive. He was previously with T. B. Browne Ltd., there.

David Coleman appointed television time buyer at TGA Ltd., London. He was previously with S. H. Benson Ltd., that city.

James Coltart becomes chairman of new executive board of Scottish TV Ltd., Glasgow. He is deputy chairman of STV, deputy chairman and managing director of Thomson Organization.

Ben Toney appointed program director of Radio London, Britain’s newest offshore commercial station. Mr. Toney has been with several Texas radio stations.

Robert Norris, advertisement controller, Bernard Greenhead, technical controller and Brian Tesler, program controller, appointed to board of ABC Television Ltd., London. Following these elections to board, 10 key executives of ABC-TV one of Britain’s big four commercial TV companies, have been appointed to company’s management committee. They are: George Brightwell, program administrator; David Graham, personnel and labor relations manager; Eric Blackfield, program coordinator; Eric Parry, production manager; Lloyd Shirley, features supervisor; Nor-
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 25 through March 31 and based on fillings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, construction permits, rule and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CF—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, L.S.—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidial communications association, SA—specified authority, SCA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, unl.—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, — educational.

New TV stations

APPLICANTS

Nogales, Ariz.—Ronald C. Waranch, VHF channel 11 (196-204 mc); ERP 23.12 kw vis., 14.06 kw aur. Ant. height above average terrain 3,987 feet, above ground 183 feet. P.O. address 656 North Sepulveda Boulevard, Los Angeles. Estimated construction cost $180,000; first-year operating cost $180,000; revenue $200,000. Geographic coordinates 31° 41' 18.5" north latitude, 110° 40' 5" west longitude. Studio location Nogales; trans. location Mt. Hopkins, Ariz. Type trans. DuMont 6000, type ant. RCA TP 4AH. Mr. Waranch has real estate interests and is vice president of construction company in Los Angeles. Ann. March 24.

Orlando, Fla.—Gordon Sherman, UHF channel 47 (668-74 mc); ERP 234 kw vis., 6.4 kw aur. Ant. height above average terrain 174 feet, above ground 178 feet. P.O. address One North Orange Avenue, Orlando. Estimated construction cost $223,018; first year operating cost $205,000; revenue $600,000. Studio and trans. locations both Orlando. Geographic coordinates 28° 32' 32" north latitude, 81° 22' 44" west longitude. Type trans. RCA TPV-1B, type ant. RCA TPV-24DG. Legal counsel Fly, Shuebruck, Blume & Gagnon, Washington; consulting engineer Serge Berken, Fairfax, Va. Mr. Sherman owns WHY Orlando, and has 47.5% interest in WRGT Daytona Beach, Fla. Ann. March 15.

Existing TV stations

CALL LETTERS ASSIGNED

■ KLCC-TV Modesto, Calif.—Redheater Broadcasting Co.
■ WDQG-TV Cochran, Ga.—Georgia State Board of Education, Atlanta.
■ WFLD-TV Chicago—Television Chicago, Changed from WLOG (Ill.)
■ WTQV(TV) Terre Haute, Ind.—Illiana Telecasting Corp.
■ KLPR-TV Oklahoma City — KLPR-TV Inc.

New AM stations

APPLICATIONS

Safford, Ariz.—Tri-County Broadcasting Co., 1380 kc, 500 w, 5 kw-1S, unl. DA-N. P.O. address Box 93, Safford. Estimated construction cost $40,000; first year operating cost $30,000; revenue $55,000. Principals: Thurland Reay (51%), Marshall Davis and Frank C. Hancock (each 24.5%). Mr. Reay is general manager of KATO Safford. Mr. Reay has 95% interest in retail food firm in Safford. Mr. Hancock is chief engineer for Shoearcraft Radio Stations. Ann. March 24.

Cameron, S. C.—Epperson and Barry Broadcasting Co., 1210 kw, D. P.O. address Box 1, Selma, N. C. Estimated construction cost $56,000; first year operating cost $56,000. Principals: Buford D. and Robert H. Epperson, Charles F. Barry Jr. and Charles F. Barry Sr. (each 25%). S. D. Epperson is vice president and general manager and has 50% interest in WZQB Selma. C. F. Barry Jr. has 55% interest in WCMR. Ann. March 24.

New FM stations

ACTION BY FCC

Guayama, P. R.—Guayama Broadcasting Co. Granted CP for new FM on 106.9 mc, channel 291, 190 kw. Ant. height above average terrain 46 feet. P.O. address Box 615, Guayama. Estimated construction cost $4,000; first-year operating cost $5,000; revenue $25,000. Principals: Rafael G. Gonzalez (70%), Francisco Garcia Jr. (30%) and Lupercia G. Fuster (5%). Applicant is licensee of WRUP Guayama. Action March 24.

APPLICATIONS


Kewanee, Ill.—Kewanee Broadcasting Co. 99.2 mc, channel 221A, 3 kw. Ant. height above average terrain 350 feet. P.O. address 125 Chestnut Street, Kewanee. Estimated construction cost $16,500; first year operating cost $5,000; revenue $8,000. Principals: Joseph D. McNaughton (29%), George Baker (29%), J. R. Claxton (29%), Mr. McNaughton has 69% interest in WRMN-AM-FM Elgin, Ill. and 59% interest in WCMK-AM-FM Kewanee. Mr. Claxton has 15% interest in WRMN-AM-FM Kewanee. Broadcasting is licensee of WKEE Kewanee. Ann. March 24.


Brownwood, Tex.—Kean Radio Corp. 99.3 mc, channel 240, 3 kw. Ant. height above average terrain 114 feet. P.O. address Box 511, Brownwood. Estimated construction cost $10,428; first year operating cost $12,000; revenue $12,000. Principals: Pat Davidson and Eddy Farren (each 50%). Kean Radio is licensee of KEAN Brownwood. Ann. March 24.

Rhinelander, Wis.—Oneda Broadcasting Co. 107.3 mc, channel 221B, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 738, Rhinelander. Estimated construction cost $25,000; first year operating cost $4,870; revenue $15,600. Principals: James Cleary and Clyde Estabrook (each 50%). Oneda Broadcasting is licensee of WOBT Rhinelander. Ann. March 26.

Existing FM stations

CALL LETTERS ASSIGNED

■ KOWN Exsconido, Calif.—Palomar Broadcasting Co.
■ WDPM Springfield, Ill.—Capital Broadcasting Co.
■ WKBW-FM Panama City, Fla.—Dixie Radio Inc.
■ WYTM-AM Springfield, Ill.—Capital Broadcasting Co.
■ WGBW-FM Terre Haute, Ind.—Radio WHBW Inc.
■ WEAS-FM Savannah, Ga.—WEAS Inc.
■ WQHY-FM Valdosta, Ga.
■ WFRB-FM Frostburg, Md.—Western Maryland Broadcasting Co.
■ WPRM-FM Poplarville, Miss.—Ben O. Gagnon.
■ KOWH-FM Omaha — National Review Inc. Changed from RQAL—FM.
■ kWQY-FM Eminence, Ky.—WENY Inc.
■ WCWA-AM Toledo, Ohio—Reams Broadcasting Corp. Changed from WCWA-Toledo.
■ WNJK-FM Arechibo, P. R.—Arechibo Radio Corp.
■ WMDD-FM Fajardo, P. R.—WMDD Inc.
Ownership Changes

**ACTIONS BY FCC**

**KROP** Brawley, Calif.—Granted transfer of control of licensee corporation, KROP (AM) (83%), to Robert A. Farmer, W. E. Dye and Delores M. Farmer (17%). No financial consideration; transaction of asset transfer. Action March 23.

**WQHL** Bellefontaine, Ohio—Granted assignment of license from Hi-Point Broadcasting Co., owned by D. L. Rike & Co. (49% before), which is owned by John J. and Virginia C. Cote (each 8.33%), David L. and Catharine E. Rike (each 5% and others) to Hi-Point Broadcasting Co., owned by Cote Reality Co. which is owned by estate of Joseph J. Cote Jr. (25.1%), Edward T. Cote (12.5%), John J. Cote (12.5%), Carolyn L. Avrett (10%) and others. Consideration $160,000. J. C. Cote has interest in WKLC St. Albans, W. Va.; KBBM-FM (AM) and KBBM (FM) Washington, D.C. and WHLS (AM-FM) Cambridge, Md. Consideration $200,000. See grant for WQHL above. Action March 24.

**APPLICATIONS**

**KBBM-FM** Hayward, Calif.—Seeks assignment of license from Bay Shore Broadcasting Co., owned by Keila Moyer (75%) and James Hilderbrand (25%) to Vernon C. Hatfield, owned by Mr. Hatfield’s wife, Mrs. Emma L. Torlan (50% jointly after). No financial consideration. Ann. March 24.


**KUBA** Yuba City, Calif.—Seeks transfer of control of licensee corporation, Pacific Bowl Broadcasting Co., through purchase from Roger R. Hunt (33 1/3% before, none after) and Chester V. Ulton (66 2/3% before, none after), to Sidney A. and Della G. Grayson (100% jointly). Consideration $100,000. Mr. Grayson has real estate interests. Ann. March 24.


**BROADCAST CREDIT announces the availability of money.**

Just money.
Most banks shy away from loans to radio stations.
Largely because they know so little about the industry and are unwilling to loan.

Broadcast Credit knows better.
If there's a station you're negotiating for, but the cash requirements are too high, talk to us.
If your present property is in need of financial refurbishing, get in touch.
If you wish to sell secured notes or negotiable paper, call.
Broadcast Credit knows radio.
We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N.Y. 10017-212 OX 7-1890.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by Broadcasting, March 31

ON AIR NOT ON AIR

<table>
<thead>
<tr>
<th>Lic.</th>
<th>CP's</th>
<th>Lic.</th>
<th>CP's</th>
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<tr>
<td>AM</td>
<td>4,011</td>
<td>53</td>
<td>70</td>
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<tr>
<td>TV</td>
<td>1,270</td>
<td>46</td>
<td>228</td>
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<tr>
<td>FM</td>
<td>550</td>
<td>42</td>
<td>100</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by Broadcasting, March 31

VHF UHF TV

| Commercial | 509 | 165 |
| Noncommercial | 59 | 56 |

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

<table>
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<tr>
<th>AM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>3,968</td>
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<tr>
<td>CP's on air (new stations)</td>
<td>42</td>
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<tr>
<td>CP's not on air (new stations)</td>
<td>7</td>
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<tr>
<td>Total added stations</td>
<td>4,083</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>189</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>90</td>
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<tr>
<td>Total applications for new stations</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>25</td>
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<tr>
<td>Total applications for major changes</td>
<td>220</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>2</td>
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</tbody>
</table>

| CP's deleted | 1 | 1 |

† Does not include seven licensed stations off air
† Includes three noncommercial stations operating on commercial channels.


■ Granted petition by Ottawa Broadcasting Co., Ltd., of Ottawa, Ont., to extend time to April 2 to file replies to exceptions to decision of initial decision on AM application. Action March 26.

■ Granted request of the County Broadcasting Corp. to continue March 20 oral argument to April 20 in proceeding on application for additional time to construct WNYM-FM New Britain, Conn. Member Nelson not participating. Action March 26.

■ Granted motion by North Central Video Inc. (KXWV), Roanoke, Va., to extend time to April 23 in proceeding on application for additional time to construct WNYM-FM New Britain, Conn. Member Nelson not participating. Action March 24.

■ Granted oral argument for April 29 in following AM proceedings: Abacoa Radio Corp. (WRAI), Rio Piedras, and Mid-Ocean Broadcasting Corp. (San Juan, P. R.; and Beamon Advertising Inc., Daininger, Tex. Actions March 24.

ACTIONS ON MOTIONS

By commission

■ Commission granted extension of time from March 1 to July 1, 1964, in proceeding before Commission on application for additional time to construct WNYM-FM New Britain, Conn. Action March 23.

■ Designated Examiner Walther W. Guenter to serve as presiding officer in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla., scheduled prehear- ing conference for April 23 and hearing for May 12. Action March 23.

Hearing Examiner: P. Cooper

■ Pending agreements reached at March 26 prehearing conference in proceeding on applications of Marietta Broadcasting Co. for new FM in Marietta, Ohio, in Doc. 15803-4, granted, retroactive to March 17, 5 KW and 17.5 KW to continue March 17 prehearing conference to March 26. Action March 24.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Naugatuck Valley Service Inc. (WORDY), Naugatuck, Conn., to continue March 30 hearing to April 29, in proceeding on application for extension of license. Action March 29.

■ Proceeding on FM applications of St. Albans-Nitro Broadcasting Co. St. Albans, and WCHS-AM-TV Corp., Charleston, W. Va., in Doc. 15804-4, granted, to continue certain procedural dates: continuance to April 7 further continuance to June 1 and hearing to July 15. Action March 25.

■ Proceeding on in proceeding on FM applications of John N. and Alvera P. French, Sunbury, Pa., in Doc. 15804-4, granted, to continue certain dates: continuance to April 7 further continuance to July 15. Action March 25.

■ Proceeding on TV applications of John N. and Alvera P. French, Sunbury, Pa., in proceeding on applications of John N. and Alvera P. French, Sunbury, Pa., in Doc. 15804-4, granted, to continue certain periods to July 15. Action March 25.

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■ Pending agreements reached at March 26 prehearing conference in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla., scheduled prehear-ing conference for April 23 and hearing for May 12. Action March 23.

Hearing Examiner: P. Cooper

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cense of WBVL Barbourville, Ky. and Barbourville-Community Broadcasting Co. of Barbourville, in Doc. 13668, 13669-70, granted in part Barbourville-Community motion to extend time from March 26 to April 1, and to file partial findings. Action March 26.

By Hearing Examiner Isadore A. Hening


By Hearing Examiner H. Gifford Irion

In proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Vadima, Wash., in Doc. 15303-4, granted request to extend time from April 2 further to April 26. Action March 29.

In proceeding on AM applications of Flathead Valley Broadcasters (KQPT), Kalispell, and Garden City Broadcasting Inc. (KQGT), Missoula, Mont., in Doc. 15331-6, granted Garden City motion to continue certain procedural dates and reschedule to April 28 hearing for May 11. Action March 29.

In proceeding on AM applications of Nebraska Rural Radio Association (KRRN), Lincoln, and Lexington & Farmink (KOMM1), Grand Island, Neb., in Doc. 15812-3, granted KOMM motion to extend time from March 29 to April 19 to respond to petition for reconsideration and rehearing. Action March 29.

In proceeding on applications of Ground Publishing Co. (KRKN-AM), and American Broadcasting-Farmink Theaters Inc. (KGT-AM), San Francisco, in Doc. 15835-6, granted KGT-AM petition to extend time from March 19 to April 12, respectively, to file brief and reply briefs in proceeding on AM applications. Action March 29.

In proceeding on applications of Irion Broadcasting Co. (KPRC-AM), and Union Broadcasting Inc. (KPRC-FM), in Doc. 15841-3, Action March 30.

In proceeding on AM applications of Klein Broadcasting Co. (K72AJ), Grizzly, 26, March 30.


WBSC Miami—Granted CP to change ant. trans. location of auxiliary trans. WPBC Escanaba, Mich.—Granted CP to increase ERP to 125 kW and install new ant. WYBC-FM New Haven, Conn.—Granted CP to increase ERP to 100 kW and install new ant. WYM-FM Martinsburg, Pa.—Granted mod. of CP to change type trans. and type trans. location of auxiliary trans. WMMB Miami—Granted license covering use of old alternate main as trans. at trans. main site. WMBF Mobile, Ala.—Granted license covering installation of auxiliary trans. WZAF Miami-South Miami—Granted license covering installation of auxiliary trans. WZLB-TV Alhambra, Ga.—Granted mod. of license to reduce ERP to 43.8 kW, and specify type sur. trans. WZCH Olean, Ore.—Granted mod. of license to change location to Lincoln City, Ore.

WZRC Holland, Mich.—Granted CP to make changes in ant. system; condition.

KLON Lompoc, Calif.—Granted CP to make changes in ant. system; condition.

K12A Coal Creek, Home Creek, Otter Creek and Ashland, Mont.—Granted CP to replace expired license for new VHF-TV translator, specify type and channel 12, and make changes in ant. system.


WBSC Miami—Granted CP to change ant.
of Education: Department of County of San Clara, California, Gilroy and Morgan Hill; Energy Resources Association, Seymour Flats, Upper Arroyo, Eagle Peak, Mission Peak, and the Santa Clara Valley.

KBAO, KBAW, Lone Pine Television Inc., Lone Pine, Calif.; KRFB, KRLA, Point Arena Television, Point Arena, Calif.

Actions of March 26


- KYTV-TV St. Paul.—Granted mod. of CP to change ant.-trans. and studio location.

- KTAS-TV St. Paul.—Granted mod. of CP to change ant.-trans. and studio location.

- KTXK-FM Beaumont, Tex.—Granted mod. of license to change transmitting equipment (replace exciter equipment).

- KUSU-FM Logan, Utah.—Granted mod. of license to change ant.-trans. and studio location, and make changes in ant. system.

- WCME-FM Brunswick, Me.—Granted mod. of license to change ant.-trans. and co-ordinating auxiliary.

- KRBC-AM Houston, Tex.—Granted mod. of license to change co-ordinating auxiliary.

- KLBD-O Boys Ranch, Tex.—Granted mod. of license to change type trans., and make changes in ant. system.

- WJOL-AM Joliet, Ill.—Granted mod. of license to change ant. system; condition.

- KCMR-FM Marquette, Mich.—Granted mod. of license to change ant.-trans., and make changes in ant. system.

- WUCL-FM Downey, Calif.—Granted mod. of license to change studio location; condition.

- KVSH-FM Sherman, Tex.—Granted mod. of license to change ant.-trans., and studio location, and make changes in ant. system.

- WMTV-TV Madison, Wis.—Granted mod. of license to change ant.-trans., and make changes in ant. system.

- WEEZ-FM Chester, Pa.—Granted mod. of license to change in DBA station; condition.

- KCRE-FM Prescott, Ariz.—Granted mod. of license to change in DBA station; condition.

- KJTV-FM Los Angeles, Calif.—Granted mod. of license to change ant.-trans. and studio location, and make changes in ant. system.

- KCAS-FM Casper, Wyo.—Granted mod. of license to change ant.-trans. and studio location, and make changes in ant. system.

- K250F-AM North Miami, Fla.—Granted mod. of license to change type trans. and type ant.

- WABT Marion, Ind.—Granted CP to change ant.-trans. and studio location.

ETV applications

Following applications for matching funds have been received by Department of Health, Education and Welfare:

- Fresno, Calif.—Cal. Joaquin Valley Community Television Inc., $156,072 to activate channel 18; total cost $36,052.

- Carbondale, Ill.—Board of Trustees of Southern Illinois University, $435,432 to activate channel 16 in O'Fallon, Mo., and $254,706.

- St. Paul—Twin City Area Educational Television, $292,820, to activate channel 19 at Appleton; total project cost $392,820.

- New call letters requested

- Sikeston, Mo.—Semo Broadcasting Corp. requests KMPL.

- Traverse City, Mich.—Great Northern Broadcasting requests WNVY-TV.

- New York—Board of Education of City of New York. Requests WNYE-TV.

- Requests Kنع

- Pontiac, Ill.—Livingston County Broadcasting Co. WPKO.

Rulemakings

PETITIONS FOR RULEMAKING FILED

- WYSH Clinton, Tenn.—Requests rulemaking to make changes in FM table of assignments; Clinton- add channel 25A; Oak Ridge, Tenn.—delete channel 25A, add channel 23A. Received March 19.

- WYGO Corbin, Ky.—Requests rulemaking to delete channel 25A to Zaunzel, Tenn. Received March 15.

- WCKB Dunn, N. C.—Requests rulemaking to delete channel 25A to Dunn and make other changes recommended in engineering report. Received March 22.

- Zenith Radio Corp. and Teco Inc., both of Chicago, Requests passage of legislation to make changes in point position to authorize nationwide pay-TV system. Received March 16.

Processing line

- In accordance with commission's action on May 18 granting various licenses (c) of rules to permit expedient processing of below-described application, notice is hereby given that on May 4 following applicants have applied for the following licenses, WYH-FM Payette, Idaho, Radio Inc. Requested: 1450 kc, 250 watt will be considered as ready and available for processing, and pursuant to Sec. 122 (b)(1) and Sec. 159.1(b) of commission's rules, application, in order to be considered with application, or with any other application, must be filed by close of business on May 3 which involves conflict necessitating hear- ing, the application in question is hereby formally complete and tendered for filing at office of commission in Washington, by which date is earlier: (a) close of business on May 3, or (b) earlier effective cut-off date which application or any other con- flicting application may have by virtue of conflicts necessitating hearing with applic- ations appearing on previous lists. Atten- tion of any party to whom notice is to be directed to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Commission Regulations, is directed to Sec. 309(d)(1) of commission's rules for provisions governing time for filing of pleadings and other requirements relating to such plead- ings. Action March 26.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcastco through March 29. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Burbank, Calif.—Two applications have been filed for a franchise to operate a system in the upper Hastings Ranch area. One is from H & B Communications Corp., a multiple CATv owner, and the other is a joint venture of William C. Rubenstein, Abraham Reiter, Harry Green and Lynn McCall, Inc. of Burbank, Calif. The joint venture has been awarded a 15-year franchise valued at $500 the first year and 5% of the gross receipts thereafter. The city has been awarded a franchise to operate a system to be paid by $2,500 annually depending on the number of customers. The franchise group proposes to pay 15% of the gross receipts.

Wills Point, Tex.—Applicants include: Graham County, Graham Co., of Graham, Tex.; David McKay, of Graham, Tex.; and Wills Point, Tex., and Millwood, Graham Co. The application proposes to pay 15% of the gross receipts, 15% of the installation charges and a $10 utility tax. The monthly charge to subscribers should be a maximum of $6.

Naples, Fla.—Marco Island Cablevision Inc. and Gulf Coast TV have been granted franchises, each to operate in a different section of Naples. Radio Naples Inc. (WNOK-FM) and the Deltona Corp. own 90% of the stock in Marco Island Cablevision and Gulf Coast TV already has an operating system in Naples with 3,500 subscribers.

Eufaula, Ala.—Applicants include: TV Distri- bution, Inc. of Huntsville, Ala.; and Video Cable Systems Inc. of Fayetteville. Town of Eufaula and City of Eufaula; Wulla Eufaula: Ed Adams of Community Television, and Hugh Morris of Birmingham, Ala.

Oreutt, Calif.—Santa Maria Valley Cable Television Inc., a subsidiary of H & B Communications Corp., has been awarded a franchise. James H. Ranger of Santa Maria is head of the Santa Maria firm.

PASADENA, Calif.—Two applications have been filed for a franchise to operate a system in the upper Hastings Ranch area. One is from H & B Communications Corp., a multiple CATV owner, and the other is a joint venture of William C. Rubenstein, Abraham Reiter, Harry Green and Lynn McCall, Inc. of Burbank, Calif. The joint venture has been awarded a 15-year franchise valued at $500 the first year and 5% of the gross receipts thereafter. The city has been awarded a franchise to operate a system to be paid by $2,500 annually depending on the number of customers. The franchise group proposes to pay 15% of the gross receipts.

Red Bluff, Calif.—Applicants include: Oroville Community Inc., of Oroville, Calif.; David McKay of Santa Cruz, Calif.; Red Bluff Cable Services, a subsidiary of Televest Inc.; Finer Living of Red Bluff Inc., and Station Radio & Television Co. of San Jose, Calif.

Lake Alfred, Fla.—Universal Cablevision Inc. of Cocoa Beach, Fla. (Harry Bennett, Director) has been granted a 1-year permit. The company agreed to pay the city $1,905 annually and $2,500 the first year. The city has been awarded a franchise to operate a system to be paid by $2,500 annually and $2,500 the first year. The city has been awarded a franchise to operate a system to be paid by $2,500 annually and $2,500 the first year.

Coral Gables, Fla.—A franchise has been awarded to Cablevision Inc. of Miami, which has an agreement with the city of Miami for $25,000 in exchange for a franchise. The city has been awarded a franchise to operate a system to be paid by $2,500 annually and $2,500 the first year.
PROFESSIONAL CARDS

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Edward T. Lorenz, Chief Eng.
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Lufkin, Texas
Neptune 4-4242 Neptune 4-9558
Member AFCCE

H. J. Mullaney & ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(1 suburb of Washington)
Phone: 201-427-6666
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate George M. Skim
19 E. Quincy St., Hickey 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4986
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930 Warner Bldg.
Washington 8, D. C.
Member AFCCE

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1100 W. Abram
ARLINGTON, TEXAS
Member AFCCE

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Applications and Field Engineering
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Consulting Engineer
AM-FM-TV
Microwave
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Fort Worth 18, Texas
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AM-FM-TV
411 Phoenix Title Bldg.
622-1121
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Applications and Field Engineering
Tucson, Arizona 85701
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103 S. Marbet St.
Low's Summit, N. J.
Phone Kansas City, 7-3777

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PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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Cambridge 18, Mass.
Phone 386-2810

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BROADCASTING, April 5, 1963

Service Directory

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Catskill, N. Y.—Mid-Hudson Cablevision Inc. has applied for a franchise. George L. Reynolds, president, said the company is offering six to eight signals. Installation charge would be $18.50 and the monthly franchise fee would be $19.85 plus 1% of gross receipts. In addition, the company would pay $3,000 for a franchise.

West New York, N. J.—Advance Cablevision Corp. has applied for a franchise. The company would pay $10,000 for a franchise and $5,000 per year. The monthly installment charge would be $18.50 plus 2% of gross receipts.

Northtonawanda, N. Y.—Niagara Frontier Telecasting Inc., Buffalo, has applied for a franchise. The company would pay $3,000 for a franchise and $5,000 per year. The monthly installment charge would be $18.50 plus 2% of gross receipts.

San Juan Springs, N. Y.—A three-man committee has been named to recommend a franchise to the town. The committee would consist of one member each from the town, county, and state. The franchise would be for five years and the monthly installment charge would be $18.50 plus 2% of gross receipts.

West New York, N. J.—Blatt Bros. Corp., Pittsburgh, has applied for a franchise. The company would pay $3,000 for a franchise and $5,000 per year. The monthly installment charge would be $18.50 plus 2% of gross receipts.

Mt. Vernon, Ohio—Two of the three competing companies, American Electric, and Mt. Vernon Cablevision Inc., have applied for franchises. The company would pay $3,000 for a franchise and $5,000 per year. The monthly installment charge would be $18.50 plus 2% of gross receipts.

Northwood, Ohio—An application for a franchise has been filed by the Buckeye Cablevision Inc. (Cox Cablevision Inc. and the Toledo Blade). The company would pay $3,000 for a franchise and $5,000 per year. The monthly installment charge would be $18.50 plus 2% of gross receipts.

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**CLASSIFIED ADVERTISEMENTS**

(Payable in advence. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **SITUATIONS WANTED** 35¢ per word—$2.00 minimum • **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES** advertising require display space. (12 x rate—$25.20, 22 x rate—$26.00 Display only).
- **Classifications, 15¢ per word—$4.00 minimum**.
- **No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036**.

**HELP WANTED—Management**

Ohia daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-189, BROADCASTING.

Southeast group needs assistant manager for top market station. Must be able to handle most sales and must be active in community affairs. $125.00 weekly plus travel, insurance and commission. Better salary to man who can double as chief engineer. Reply with resume and definite advancement. Send complete details. Cont. C-375, BROADCASTING.

Sales manager. Selling and directing sales in metropolitan market. Box C-376, BROADCASTING.

Working general manager. No desk job. M. F., must live within 50 market. Box C-376, BROADCASTING.

Station-General manager wanted. Good opportunity for young man. New Virginia small town single station fulltimer. Must be good salesman. First phone ticket helpful. Stock interest available to the right man. State all qualifications first letter. Box C-361, BROADCASTING.

Need manager for small market station in Southwest Virginia near Virginia-Carolina line. Station has been on the air since 1959. Station needs someone strong on sales. Husband and wife team preferred. Guaranteed salary plus commission. Box D-16, BROADCASTING.

Experienced general manager. Midwest medium-size market. Successful daytimer, good salary, percentage of profits, no bad habits, must fulfill community obligations, send full particulars and photo. Box D-43, BROADCASTING.

Manager/salesman for new station medium Midwest market. Write KIST, Santa Barbara, California.

General Manager, professionally strong on sales, regional radio daytimer, industrial city North Central area. Mail personal application resume to: Mr. John Doherty, 1725 De Sales Street N.W., Washington, D. C. 20036, acting for client.

**SOLD**

Midwest radio station, metropolitan area, 70,000, needs experienced salesman. One of top ten rated areas in nation. Established account list, excellent growth potential. Good commission and fringe benefits to qualified man. Box C-172, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with ability, excellent compensation. Send complete resume. Confidential. Box C-380, BROADCASTING.

Permanent local sales position. Excellent earning potential plus benefits. Contact Boyd Porter, KTEM, Temple, Texas.

Ambitious salesman for metropolitan station opportunities for right man. Box D-2, BROADCASTING.


Ohio AM-FM wants experienced salesman ready for management, organization expanding. Send complete details. Box D-44, BROADCASTING.

**SALES (Cont'd)**

Salesman wanted for top rated station in choice Montana market. Good earnings. Send complete resume. Box D-78, BROADCASTING.


Madison, Wisconsin—outstanding sales opportunity with top rated music/news station. Good salary, good family living. Opening comes as result of promotion within present group. Phil Fisher, WISM, Madison, Wisconsin.

Announcers

Need immediately! Two stable radio personality positions for work in 150,000 Midwest market with expansion potential. Station man with bright, mature sound and able to produce, and right man able to satisfy a University town. Send details of experience, auditions, salary requirements to Box C-164, BROADCASTING. Floaters need not apply.

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful, not necessary. Requires third class license with broadcast endorsement. Good fringe benefits in Mid-America — growing community under 100,000. Box C-343, BROADCASTING.

Announcer for Carolina daytimer interested in program, production and traffic duties. Young man eager to learn all phases. Advancement unlimited. Start $75.00 weekly. Also opening for announcer with sales experience interested in learning sales. Send resume, Box C-278, BROADCASTING.

Oklahoma station desires topflight announcer with first ticket if possible. Good pay for right man. Must have nose for news. Box C-359, BROADCASTING.

50 kw Clear, NBC affiliate, wishes to add new Air Personality to its staff. Finest working conditions and fringe benefits. If experience and ability qualify you for this job, send complete resume, air-check tape and photo first letter. Box C-359, BROADCASTING.

Experienced, mature-voiced; tight board; rich southern New England market; new good-music station. Send tape photo, resume. Box C-359, BROADCASTING.

New York area—growing group of stations seeks experienced top announcer with solid command of broadcasting basics. Must have pleasant air voice, polished news and commercial delivery, ability to assume creative and responsible duties in department program. Requires extensive public affairs and special events programming. We’re musically middle of the road. Excellent salary for the right man. Send complete resume on Ford and audio tape to Box D-46, BROADCASTING.

Play-by-play sports editor who can do staff shift with pro experience. DC, Maryland, Virginia station. Box D-339, BROADCASTING.

Wanted: Two announcers, must have 3rd grade. Opening immediately. Send tape, references and resume. No drifters. Box D-34, BROADCASTING.

Announcer with mature voice, first phone, good music Ohio daytimer. No drifters or bad habits, opportunity for right man. Box D-48, BROADCASTING.

Announcer for quality small market South Carolina radio station not a rock and roll. Good pay and opportunities for good announcer. Send tape and resume in confidence. Will consider beginner with good potential. Box D-54, BROADCASTING.

Radio announcers, announcers-salesmen, engineers, combo men. Good jobs on good stations at good pay for competent personnel. Send tape, resume, when available, pay expected. Reply in confidence. South's good people to work for; South Carolina is a good place to grow. Box D-55, BROADCASTING.

Popular disc jockey to head new show. Up to $500.00 weekly. Send resume, Box D-57, BROADCASTING.

Wanted: Experienced announcer all phases radio, appealing to adult audience with station's pop music format. Good people, professional approach on copy, ability run small board. Required. Send references & photo. Southeast metro market. Box D-63, BROADCASTING.


Quality announcer for top-rated Florida NBC good music station to work with other strong on staff. Must do disc jockey deejay, smooth disc man. Tape and photo first letter. Resume: WACO, Fort Myers, Florida.

Experienced top 40 for—announcer-producer—references, Call John Gibson, WDDT, Greenville, Mississippi.

Surburban Chicago, combo, 1st class license, permanent, open now, $125 week. Send complete information and tape to WEAK, Evanston, Ill.

Experienced announcer. Mature voice for good music and good music only. Tape and photo of voice and personality. Send background.

Where are all the good radio announcers? Need mature, experienced staff announcer for growing format. Salary will be competitive with ability. Here's your chance in South's fastest growing market. Send tape, resume, photo of voice, and references. WPIX, WFXI, Greenville, South Carolina.

Wanted: Experienced announcer ready to step up to program director of station dedicated to creative full service broadcasting. Some announcing program planning, production, and public relations. Comfortable position should assume civic role in this resort-like area in mountains of South Carolina. Details, send resume and tape. First letter please, WPIX, Hay- denville, N. C.
Announcers—(Cont'd)

Country music station accepting applications for good friendly personality, not cornball, to announce and sell. Must be able to announce or willing to sell. Grow with program expansion. Send resume with photo. Box C-262, BROADCASTING.

WVOB, Liberty, N. Y.
Outstanding opportunity for creative and mature personality capable of handling in-station assignments. Excellent salary and staff benefits with one of nation's prestige through diplomatic support and photo to Program Manager, WWJ Radio, Detroit, Michigan 48231.

—Announcer—first class preferred, with dedicated and home style approach for a Religious and good music station. Phone 201-821-6666.

Deejay! Manuscripts! Ad libbing, personality, comedy, etc. Taped coaching. Beginners accepted. Fisher, 617 Medford Avenue, Patchogue, New York 11772.

Technical

Chief engineer for 5 kw daytimer in North Carolina. Excellent salary and benefits. Must be able to announce or willing to sell. Grow with program expansion. Begin at $900.00 weekly, Write Box C-277, BROADCASTING.

Engineer—1st ticket, must be good technical consultant, experienced 5 kw transmitter experience. No announcing or selling. Box C-386, BROADCASTING.

Maintenance and studio engineers, good body and voice, class license. Transmitter experience helpful. Good opportunity with growing and strong stations near New York City. Send complete resume, photo and salary requirements to Box D-7, BROADCASTING.

Virginia regional NBC affiliate going FM needs one experienced chief engineer, also one experienced combo man, emphasis on announcing. Progressive fast rising station offers top salary and benefits. Rush air check and resume immediately. Box D-49, BROADCASTING.

Engineer to construct medium Midwest market station and remain as combo announcer/chief. Write KIST, Santa Barbara, California.

Montana 1 kw DAS remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Class license desirable. Please send letter including picture and references to Radio Station KOUM, Havre, Montana.

Chief engineer for 5 kw station going full-time. Prefer audio and operational background. Age 28-35. Apply c/o Donald E. Knelsen, WBL, Bangor, Maine.

Need chief engineer immediately. Some announcing, full-time station, AM, FM, background music. Permanent position in fine, progressive community in Virginia's Blue Ridge foothills. Rush resume, salary desired, to Lee Gilbert, WMVA, Martinsville, Va., 24112.

1st class license holder with directional experience for directional tower. Must be mature man who likes radio. Write WPKO, Waverly, Ohio.

NEWS

Newman for WVCA-FM, Gloucester, Mass. Box D-26, BROADCASTING.

Editorial writer for top station in Northeast to research and write hard hitting editorials for television and radio. Immediate opening. Send complete resume to Box D-75, BROADCASTING.

Newman to join 3-man news staff of station. Position responsible for national and area news coverage. Will gather, write, edit, and air news. Rush tape, writing samples and resume to WVOB, Decatur, Illinois.

Production—Programming, Others

May 10th opening for copywriter-traffic director in Atlanta station. Desire person seeking permanency, $75.00 weekly. Box C-278, BROADCASTING.

Program director, major market station, must have track record of complete charge of programming, production, air personnel. Must have 1st class license helpful but not essential. Give complete employment and salary requirements first letter. Reply Box D-50, BROADCASTING.

Program Director for Negro radio station in one of the Nation's promising market. We're looking for a topflight man with broad experience in the field. Salary open. Write Box D-72, BROADCASTING.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary, with benefits. Leading, adult station. Send background, photo, and sample copy to WDFD, Flint, Michigan.

Good voice—for good music—1st phone, copy. Must be qualified to assume production and pd duties. WSAF, Sarasota, Fla.

Half-time graduate assistantship available September, supervising news programming, and student activities 6-day university station. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

Situations Wanted—Management

Creative research director with marketing degree who has analyzed ratings, written successful sales presentations, conducted inexpensive surveys and produced market reports. Box C-280, BROADCASTING.

Major Midwest sales manager with outstanding record for upgrading stations 22%-36% to highest income and profit. Strong on promoting management, promotion, and administration. Sought in medium market or salesmanship in major market. All replies will be answered. Box C-369, BROADCASTING.

Wish I had time to compose clever ad but too busy running successful FM station. Now operations manager, emphasis sales... desire management opportunity Midwest. Will consider investing $885 for part of right station. Almost forgot—Young, aggressive! Box D-12, BROADCASTING.

Currently seeking one person who wants small market. Experienced manager honest... family... civic minded... First photo production formulas on all phases. Box D-15, BROADCASTING.

Don't tell a leg margin operation. I'll build it from the ground up, using my quarter century of radio merchandising knowledge. Box D-32, BROADCASTING.

20 years experience in Radio-TV-FM. Presently managing. Will relocate in West for best managerial offer, willing to invest. Box D-63, BROADCASTING.

An acknowledged top man experienced local, regional and national level. Ability, integrity and accomplishments a matter of record. Invite investigation and interview. Salary commensurate with responsibility and performance. Only top level sales or administrative position considered. Available April. Complete resume and references confidential. Box D-73, BROADCASTING.

Experienced radio and advertising exec. wants management with opportunity to purchase all or part, prefer New England or Middle Atlantic states. Box D-97, BROADCASTING.

Sales

Somewhere in the top fifty markets there's a station that wants a salesman-announcer who can deliver $60,000 in annual sales and 65% of audience. Call evenings 313-561-6132.

News—(Cont'd)

DJ available now, tight board, good commercial news. Box C-380, BROADCASTING.

DJ-wants top 40. One year middle of road experience. Single. Box C-392, BROADCASTING.

Objective: Quality music programming, 1st phone. Box C-596, BROADCASTING.

First phone-dj-newsman—9 years experience in radio. Audio or Video tape. Highest references. Box C-388, BROADCASTING.

First phone announcer with experience in a metropolitan area. Box D-6, BROADCASTING.

Negro jock, young, dependable, know R&B, gospel. Box D-1, BROADCASTING.

Announcer, 17 years experience all phases Broadcasting. Presently employed, wish to move up. Box D-3, BROADCASTING.

Number two man, major market sport department desires sports-minded operation in medium or major market. Considerable experience sports publicit, sportscasting, play-by-play, public address. Currently with top Southwest CBS affiliate. Box D-4, BROADCASTING.

Creative air personality, writer, manager, looking for challenge. Married, 3 years experience. Box D-11, BROADCASTING.

2½ years top rated (Program director). Four station Midwest market. 1st ticket, for full experience. Write Box D-13, BROADCASTING.

Announcer-news caster, personal, tight production, not a floater or prima donna. Box D-9, BROADCASTING.

Announcer seeking 1st position, 3rd company endorsed. A bright, alive worker, needs family man. Or will relocate to college town) Box D-19, BROADCASTING.

Bright sound, dj/newsman, good with teen market. Experience in play-by-play, news, commercials, college degree, married, 3rd with endorsement, looking to move up. Box D-28, BROADCASTING.

Negro dj, announcer, bright sound, tight board, authoritative, newscast, third phone, endorsement, will relocate. Box D-29, BROADCASTING.

DJ, announcer, newscaster, third phone, experienced, tight, bright, no prima donna. Box D-39, BROADCASTING.

Two ambitious, personable, over 21, non-smoking, good prospects. Both will relocate with same medium or metro market station. One has first phone, number one radio in proven tennis market. A hit sound, three years experience, draft exempt. Other has degree, discharge, 3rd ticket, six years experience, outstanding personality, bright, makes bookings among adults or teens. No floaters. References. Presently employed in medium market. Will relocate anywhere. Your station will abound in fresh sound with these new personalities. Box D-34, BROADCASTING.

Summer employment. Anywhere. Ambitious and not afraid of work. College and commercial experience. 3rd phone. Box D-38, BROADCASTING.

Atlantic City, Ocean City or Philadelphia preferred. Experienced. Box D-31, BROADCASTING.

Announcer, good voice, but weak on news, seeks start. Have reference. Would like Western Wisconsin market, worker. Box D-36, BROADCASTING.

Top forty personality jock. Eight years experience, including Plough, Bartell, Stern. Production second to none. You supply the future, I'll make my own security. Major or PD slot in mind, consider Canada. Tape, resume, production samples on request. Box D-39, BROADCASTING.

Married, first ticket, no engineering, 2 years experience, also announcing. Box D-41, BROADCASTING.
**Announcers—Con'd**

Presently employed in Eastern metropolitan market of two million. Professionally adept at music, voice, commercials. Five years experience in all phases. Family man. Will relocate for right position. Box D-42, BROADCASTING.


Professional radio enterterainer; organizer; for commercial operation. Box D-48, BROADCASTING.

Announcer, newsmen. Mid and Northeast. 5 years experience. Box D-61, BROADCASTING. Presently working in Detroit.

East or Northeast—Capable, dependable, reliable, experienced man wants to locate in New York City. Box D-63, BROADCASTING.

Female dj/announcer seeks position with R&B station. Tight board, 3rd ticket. Box D-68, BROADCASTING.

Announcer, newscaster, dj, broadcast school graduate with 2nd ticket, dependable bright personality, seeking first position. Will relocate. Box D-69, BROADCASTING.

Announcer, dj, newscaster. Top banana in class of 21. Married, mature, very authoritative, smooth commercials. First class voice with First Class ticket to go with it. Will work very hard for chance to benefit us both. Trained for top 40, desires position 90 mile radius of Cleveland, Ohio. Box D-69, BROADCASTING.

First phone deejay. Ten years experience as middle of the road swinger and program director. Run bright, tight show. Box D-79, BROADCASTING.

Somewhere in the top fifty markets there's a station that wants an announcer-salesman who can deliver 66% share of audience and $80,000 in annual sales. Call evenings 513-561-6132.

Available, first phone announcer, two years experience assistant to chief engineer, blind. I just want a chance to prove I can handle most jobs. Tom DiMeo, 115 Valley Street, Lewiston, Pa. Phone collect, 248-3489.

Announcing graduate. 3rd grade. Beginner, 29, talented future, personality. Box D-79, BROADCASTING.


REI has several first phone announcers who need employment. Write and give your requirements to: Radio Engineering Institute, 1238 Main St., Sarasota, Florida.

Mr. "D" (the Molo-man) 3rd lic. 5 years experience, competition killer, mild, hard driving sound, hop genius. Rd. No. 1, Box 25, Burgettstown, Pa. 1-304-723-2410.


See "Amazing, "Unbelievable" Box advertisement on page 118.

Announcer, single, bright sound, versatile, tight board. 2 years experience, 4 years college. Bob Uryx, Box 855, Grand Forks, phone 727-3149, North Dakota.


Young, aggressive, one year experience, will swing or sway. Call 212-896-6159.

**Announcers—(Con't)**

You want good engineering or you wouldn't be looking. Preferred: good pay, or I wouldn't be looking. Presently employed. Own looking. $150. Box C-344, BROADCASTING or call 800-479-4803 before noon.

Engineer-announcer, experienced. Presently employed. Desires change. References. Box C-366, BROADCASTING.

Smooth board, excellent beginning engineer, first class voice. Family will relocate anywhere. Employed in stereo FM. Recommendation from chief. Box D-5, BROADCASTING.

School teacher seeks summer employment in N.E. 1st class voice. 12 years industrial and broadcasting experience. Experience special- istic construction, air work, news. Box D-63, BROADCASTING.

Combo—Ist ticket engineer, copywriter, newscaster, radio veteran. $100 Southeast. Box D-53, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box D-56, BROADCASTING.

Engineer experienced in studio and FM transmitter facility design and construction. Desires 2-4 months employment anywhere in U. S. Box D-64, BROADCASTING.


Chief engineer . . . announcer . . . experi- enced proofs, directional, top power AM. FM. Prefer North Carolina. Minimum $25.00 weekly, plus car allowance for any necessary travel. 919-468-3464 after 7:00.


**TELEVISION**

**Help Wanted**

**Announcers**

Caribbean Island: new very small TV sta- tion General Manager all around man heavy people and sales; any age experienced. Also wanted Chief Engineer, 1st or 2nd Class, who has a good knowledge of TV equipment; nice spot especially for "active" Retired TV engineer; one stretch operation. Good positions, will be paid. Send resume to: Richard P. Doherty, 1738 De- Soto St., N.W., Washington, D. C. 20505, acting for client.

**Production—Programming, Others**


See "Amazing," "Unbelievable" Box adver- tisement on Page 118.


**Technical**

**Help Wanted**

**Announcers**

TV personality for No. 1 network affiliate in Midwest market. Requires personality, commercials and weather host. Permanent posi- tion calling for solid expertise to work with professional team. Immediate place- ment. Rush resume, tape and photo to Box D-60, BROADCASTING.

Commercial announcer—Midwest. 3 station market. Some news, if interested send pic- ture, resume, salary requirement. No tape. Box D-81, BROADCASTING.

**Technical**

**Help Wanted**

Maintenance chief for Texas VHF. Must have superior technical qualifications. Box C-325, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer Southwest, VHF, Box C-336, BROADCASTING.

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experi- ence. Box D-10, BROADCASTING.

Xmr supervisor with proven ability to maintain RCA TT-10 and 25 xmr, TVM-1 MW. This is a supervisory position, no shift work. Good salary for right man. Send com- plete resume and recent photo to Bill Cal- berton, KHRV-TV, F. O. Box 846, Corpus Christi, Texas.

**News**

Experienced, dependable, newsmen-photog- rapher proficient in news writing. South- west station. Box C-332, BROADCASTING.

Experienced newsmen with good on-camera delivery, Texas VHF. Box C-334, BROADCAST- ING.

Experienced on-air news reporter for TV station in major Southern market. Send complete resumes and qualifications. Box D-33, BROADCASTING. 115

**BROADCASTING, April 5, 1955**
Production—Programming, Others

Creative commercial continuity writer for Texas station. Box C-322, BROADCASTING.

Mid-Western University with expanding closed circuit television station is seeking qualified candidates to fill the following television service positions: Producer-director, Visual materials designer, and television technician. Send reply to Box C-285, BROADCASTING.

Continuity director TV ... Experienced in creative writing, to head two man departments in the development of sales promotion projects. Texas ... Salary open. Box C-397, BROADCASTING.

Public affairs director with programming and writing background qualified to produce documentaries of varying kinds ... Texas Salary open. Box C-397, BROADCASTING.

**WANTED TO BUY**

**Equipment**

Wast: 5-kw to 10 kw FM transmitter in good operating condition. Internet: Mississip. Prefer later model, will consider all. Box C-386, BROADCASTING.

Want to buy two Ampex 450's or Alternophones 450's. Send phone to Box 2655, Lakeland, Florida 33803.

"Urgent"—Want used 5-kw transmitter, mono or stereo. Excellent condition only. Send price, P.O. Box B, Florence, Alabama.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microphones, cameras, audi. Electro find. 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia. new solid surface with hardware, dipole, etc. $125.00 each. S-W Electric Cable Company, Wil low Town Twenty-Fourth Streets, Oakland California 94605.


and reconditioned aerial remote pickup equipment and Fire and Police receivers—World Wide Radio, 4626 Gaithersburg, Maryland, Texas. Phone 817-594-5172.

The complete source of used broadcast equipment, etc. to take charge, produce prestige and profits anywhere. Box B-21, BROADCASTING.

General manager—ready for step up from sales manager, proven record, thorough knowledge of total station operation. Seek only opportunity to present qualifications. Apply, June 1st. Box D-28, BROADCASTING.

Extensive experience in major market TV; sales, production, programming. Seek management opportunity. Box D-32, BROADCASTING.

Do you need a Television salesman? 19 years in communications, available now. Contact C. E. Ballard, 401 Carolina Avenue, Gastonia, N. C. Phone 605-2250 after 4 pm.

Announcers

Announcer-newman with first phone. 5 years experience. Video tape available. Highest references. Box C-387, BROADCASTING.

Technical

Presently employed transmitter supervisor. Experienced in UHF, VHF, FM, installation and tower maintenance. Nine years same station. Desires to relocate primarily in Southeast. Box C-348, BROADCASTING.

Engineers, maintenance oriented, desires supervisory or maintenance position with progressive organization. Eight years studio; two years Audio-visual. Videocassette. Box C-402, BROADCASTING.

Experienced first phone desires permanent or summer replacement. Available immediately. Box D-30, BROADCASTING.

**Production—Programming, Others**

Jr. artist-photographer, production background; desires permanent position. Box D-41, BROADCASTING.

Producer-director, 12 years broadcasting experience, tech operations and production. Major market, seeks permanent position. Pat phone, family, references. At KZTY, 46 Harringtion Rd., Tonawanda, N. Y. 14150.

**MISCELLANEOUS**

**FOR SALE**

"DEJAY MANUAL"—A collection of disc ideas, facts, figures ... $2.00. Write for free "Broadcast Comedy" Catalog Show-Biz-Comedy Service, 1373 E 26th St., Brooklyn, N. Y. 11232.


**INSTRUCTIONS**

FCC first phone license preparation by correspondence or in residence. Also, advanced electronics training available. Gran tham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free, 4-color brochure write Dept. 5-K, Gramenth Schools, 1555 N. Western Ave., Hollywood, Calif. 90027.

Re prepared. First class FCC license in six weeks. Top quality theory and laboratory training. First class license. ELKINS Radio License School, 2063 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Misinneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven techniques and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for first class FCC phone operator license in six weeks. 420 hours instruction. Over 200 hours guided discussion at school. Reservations recommended. For information now for classes starting June 18, August 16 & October 28. For information references Elkins William B. Oden Radio Operational Engineering School, 1520 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $250.00—Rooms $10.00 per week—Classes begin April 20-May 25-June 28 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1356 Main Street in beautiful warm Sarasota, Florida.


Train now in N.Y.C. for FCC first phone license. Proven methods, proven results day and evening classes. Placement assistance. Sign up now for intensive 18 week, 9:30 a.m. to 4:30 p.m. Saturdays.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 E. 57th St., New York 1, N. Y.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 877, New Orleans.

116 BROADCASTING, April 5, 1965
**RADIO—Help Wanted**

**Management**

**Regional Manager and Public Relations Director Wanted**

A civic leader wanted to operate a local corporation for us at a salary of $600 per week plus commission. Prior to being put on the payroll, you will invest 60 to 90 days of your time to organize your area for distribution of a new product to be MANUFACTURED BY WESTINGHOUSE exclusively for us and identified as such, and will pay your own training expenses. You will have a firm 10-year contract. Personal integrity a prime requirement. Send resume and references to:

Box C-175, BROADCASTING

**Sales**

**WANTED**

Experienced local television or radio salesman . . . for leading television station in major up-state New York market. Salary plus commission with complete benefit plan. Age no factor. All replies confidential. Send resume and salary requirements to:

Box D-59, BROADCASTING

**Announcers**

**WANTED IMMEDIATELY for TOP 15 MARKET**

Good top 40 Personality for 6-9 p.m. slot. Starting salary $10,000 a year. Send tape & resume immediately.

Box D-74, BROADCASTING

**Technical**

**TRANSMITTER MAINTENANCE TECHNICIANS**

The Voice of America, United States Information Agency, needs candidates for operation and maintenance of high powered transmitters and complex receiving systems located in North Carolina, Florida, California. The jobs require a minimum of five years of progressively responsible transmitter (250 WATTS OR MORE) operating and maintenance experience. Also qualifying: experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer.

Salary depends on applicant's experience and ability. Present rate range is $7,363 to $10,982 per year. Promotional opportunity.


AN EQUAL OPPORTUNITY EMPLOYER

**News**

**NEWS DIRECTOR AND NEWSMAN FOR 50,000 WATT INDEPENDENT**

Must have distinctive style, authoritative delivery, good pace, and capable of flawless presentation. Emphasis on local news but must be fast to make phone contact on rapidly breaking national items. We are a top rated facility with a reputation of being first with the facts. Resume and tape to:

Box C-361, BROADCASTING

**Production—Programming, Others**

**SHARP PROGRAM DIRECTOR WANTED**

If you have both modern and middle road experience, are bright, imaginative, a production whiz and can handle people . . . a Top 20 market major station on the West Coast has a position available immediately. Send complete information today to:

Box D-9, BROADCASTING

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*Broadcasting, April 5, 1965*
DO YOU KNOW THIS ART DIRECTOR-TV PRODUCER?

He's ambitious! He's creative! He's alert to the ever-changing trends in advertising! He's ready to grow with a large, growing Midwest agency that believes in exciting, imaginative advertising.

This art director draws his own storyboards and produces the commercials too. He can make them dramatic and award winning if he wants. Why not? Could he be this Art Director-Producer is you?

Box D-82, BROADCASTING

IMMEDIATE OPENINGS
FIRST PHONE
ANNOUNCERS
AND
SALESmen

Write for application

NATIONWIDE BROADCAST SERVICES
925 Federal Blvd., Denver 4, Colorado
Phone area code 303-292-0996.
Station Inquiries For Personnel Invited.
## TV NETWORK SHOWSHEET

### ON THE NETWORKS THIS SPRING

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; (sust.), sustaining; (part.), participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showtimes are published in the first issue this spring.

### SUNDAY MORNING

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
<th>Start Time</th>
<th>End Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 a.m.</td>
<td>ABC-TV</td>
<td>The McCoys, NBC -TV Camera Three, co-op</td>
<td>10:30</td>
<td>11:00</td>
<td>Sports in Action (starts 5/23).</td>
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### SUNDAY AFTERNOON-EVENING

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<td>ABC-TV</td>
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<td>7-8 p.m.</td>
<td>ABC-TV</td>
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### MONDAY-FRIDAY

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<td>10-11 a.m.</td>
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<td>11 a.m.-Noon</td>
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### FOR SALE—Stations—(Cont’d)

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<th>End Time</th>
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<td>NBC</td>
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</table>

### STATIONS FOR SALE

1. FLORIDA. Daytime. $125.00. Terms to qualify buyer.
2. NORTHWEST. Full time. Low down to qualified buyer.

### JACK L. STOLL & ASSOCIATES

- 6381 Hollywood Blvd.
- Los Angeles 36, California
- BROADCASTING, April 5, 1965

### MONDAY EVENING

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<th>Time</th>
<th>Network</th>
<th>Show Name</th>
<th>Start Time</th>
<th>End Time</th>
<th>Description</th>
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<td>7:30-9 p.m.</td>
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TV specials in April, May and June

ABC-TV
April 5: 8-10 p.m. to conclusion. Bur-Box Award Shows, ABC, and The 10th Annual Academy Awards, P&G, Timex, American Honda.
April 9: 9:30-10:30 p.m. The Academy Awards, P&G, Timex, American Honda.
April 10: 7:30-9:30 p.m. The Academy Awards, P&G, Timex, American Honda.
April 11: 1-2 p.m. Finale, Gruen, P&G.
April 17: 12:30-1:30 p.m. The Academy Awards, P&G, Timex, American Honda.
April 18: 4-5 p.m. New section, P&G.
April 29: 9-10 p.m. World's Fair Entertainment Special.
May 2: 4-6 p.m. Tournament of Champions.
May 3: 4-6 p.m. Theme, P&G.

Barbra Streisand, Chesmehart Corp.
May 1: 9-6 p.m. The Kentucky Derby, Pabst, Norelco, R. J. Reynolds.
May 15: 9:30-10 p.m. The Kentucky Derby, Pabst, Norelco, R. J. Reynolds.
May 16: 10-11 p.m. Miss U.S.A., Beauty Pageant.
May 8: 11:30-12 a.m. Miss U.S.A., Beauty Pageant.
May 14: 10-11 p.m.

Thomas Special (C), Consol- dated Cigar, Timex.
May 3: 9-10 p.m.

Everybody's Got a System, Goodrich.
June 5: 9-5 p.m.

Burke's Law, part.
June 10: 9-10 p.m.

Final Ingredient, Custer, part;
June 17: 7:30-9:30 p.m.

The Fugitive, part.
June 21: 11:30-12:30 a.m.

NBC-TV 7:30-8:30 Mr. Novak, part;
7:30-9:30 Hullabaloo (C), part; ends 5/11. Moment of Fear, part; starts 5/25.
8-10 p.m.

ABC-TV 9-9:30 The Tycoon, part; 9:30-10 Peyton Place, part.

CBS-TV 8-10 The Red Skelton Hour, cont.; 9:30 Petticoat Junction, P&G.

NBC-TV 9:30-10:15 Hullabaloo (C), (cont. ends 5/11); 9:30-10:15 The Monkees, part; 9:15 Cloak of Mystery, part; starts 5/25.
10-11 p.m.

ABC-TV The Fugitive, part.
CBS-TV The Doctors & The Nurses, part.
NBC-TV Bell Telephone Hour (C), Bell Telephone News Specials, (ends 6/1); Hullabaloo (C), part; starts 6/15.

Bally's Great Adventure, part.
CBS-TV The Virginian (C), part.
9-10 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

Wednesday Evening
7:30-9 p.m.


CBS-TV 7:30-8 Mr. Ed, part; 8:39-8:39 My Living Doll, part; 8:39-8:30 Bally's Great Adventure, part.

9-10 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

Thursday Evening
7:30-8 p.m.

ABC-TV 7:30-8 Jonny Quest (C), part; 8-8:30 The Daktari, part; 8:39-9:30 Dr. Kildare, part.

ABC-TV 7:30-9:30 Room 222, part; 8:39-9:30 Dr. Kildare, part.

9-10 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

Friday Evening
7:30-9 p.m.


CBS-TV 7:30-8 Rosalie, part; 8:39-9:30 The Great Adventure, part.

NBC-TV 7:30-8 Internationale Showtime, part; 8:39-9:30 Bob Hope's Chrysler Theater (C), Chrysler.

9-10 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

SATURDAY
8-10 a.m.

ABC-TV No network service.

CBS-TV 8-9 Mr. Mayor, part; 9-9:30 The Alvin Show, part; 9:30-10 Tennessee Tuxedo, Delux, Gen. Mills.

NBC-TV 8-9 No network service; 9:30-10 Topcat, part; 9:30-10 The Hector Hackett Show, part.
10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 Annie Oakley, part.

CBS-TV 10-10:30 Quick Draw McGraw, Mattel, Kellogg; 10:30-11 Mighty Mouse, part.

NBC-TV 10:30-11 Underdog (C), part; 10:30-11 Fireball XL-5, part.

11 a.m.-Noon

ABC-TV 11-11:30 The New Casper Cartoon Show, part; 11:30-12 Porky Pig, part.

CBS-TV 11-11:30 Lulu's The Monhearted, Gen. Foods; 11:30-12 Jetsons, Mattel, Delux.

NBC-TV 11-11:30 Tennis the Menace, part; 11:30-12 Fury, part.

1-2 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

American Bandstand, part.
CBS-TV 1-1:30 I Love Lucy, part; 1:30-2 CBS Saturday Night, Westinghouse.

NBC-TV No network service.

2-5 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

ABC-TV Baseball, part.
CBS-TV 2-4 CBS Summer Sports, part; 4-6 Evening News, part; 6-9 NBC special, part.

NBC-TV No network service.

5-7:30 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

ABC-TV 5-5:30 ABC's Wide World of Sports, part; 6:30-7:30 No network service.

CBS-TV No network service.

NBC-TV 5-6 No network service; 6-6:15 Saturday Night Report (6:15-7 2d, 3d, 4th feeds), Raymond Research; 7-7:30 No network service.

7:30-9 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

ABC-TV 7:30-8:30 The Lawrence Welk Show, part; 7:30-8:30 Jackie Gleason's American Scene Magazine, Drackett, Philip Morris, Balston-Purina, Scopes and part; 7:30-8:50 Gilman's Island, Philip Morris, P&G.

NBC-TV 7:30-8 Flipper, Mattel; 8:30-8:30 Kentucky Jones, Times; 8:39-6 Mr. Magoo, Libby.

9-10 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.


CBS-TV Secret Agent, part.

NBC-TV 9-11 Saturday Night at the Movies, part.

10-11 p.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

ABC-TV 10-10:30 Hollywood Palace, part; 10:30-11 No network service.


NBC-TV Movies, part.

11 p.m.-1 a.m.

Barbara Streisand, Chesmehart Corp.
May 1: 9-6 p.m.

BROADCASTING, April 5, 1965

120 (TV NETWORK SHOWSHEET)
A BACHELOR'S degree from Princeton is a nice thing to have. It attests to the successful completion of some years (usually four) of study at a well-thought-of educational institution; the parchment on which it is inscribed may be framed to serve the dual function of adorning a wall and informing visitors of their host's educational achievements. But, as Herminio Traviesas discovered in 1935, when he received his B.A., it does not always open the door to gainful employment, particularly in times of national depression.

Mr. Traviesas, whose early years had been spent in Brooklyn as the only boy of Spanish descent in an Irish neighborhood, accepted his plight realistically if regretfully. He took a job selling advertising on the stamp page of the New York Journal-American. "I was not a philatelist and the going was tough," he recalls, "so I tried to cash in on the tradition that all Ivy Leaguers could find good careers on Wall Street." A few months with an over-the-counter security house soon dispelled that illusion and Mr. Traviesas took stock of his own situation. What he needed was a skill that would help him win a place in the business world.

Type Casting - He swallowed his pride, forgot his sheepskin and enrolled in the Heffley Secretarial School to learn typing and shorthand. A few weeks later he had enough typing skill to land a night job typing daytime serial scripts at NBC.

This was the foot in the door he had sought. Within a couple of months, NBC figured that his Princeton major in economics and his fluent Spanish were being wasted and transferred him to the then new International Division as traffic manager.

This seemed to be a job with a future, but World War II came along, and the federal government took over the operation of all international broadcasting stations and Mr. Traviesas was loaned to the Office of the Coordinator of Inter-American Affairs to set up a traffic department there.

That task completed, he got another government job, as a private in the Army. An inadvertent admission that he could type landed him in England as television operator for an Air Force troop carrier command. A recurrence of the feeling his talents were being wasted led to his transfer to SHAEF headquarters in the Hotel Scribe in Paris, where as a master sergeant with a crew of 14 GI technicians he had charge of the radio circuits used by the network war correspondents.

Changing Times - The war over, Mr. Traviesas returned to NBC as an international salesman of Thesaurus, transcription library service, but in 1947 Booz, Allen. Hamilton made an exhaustive study of NBC's operations and recommended that the recording operation be dropped. Mr. Traviesas wanted to get into that new thing called television; NBC wanted him to stay in international sales, so he moved to CBS as sales service manager of its new television department.

"It was a fulltime job," he remembers. "I was in charge of traffic for both network and spot and in those days of extremely limited intercity connections for television clearing even a three-station hookup was a major undertaking. I also was the liaison with the production and engineering departments and—to be sure I had enough to keep me busy—continually oversaw the execution of the spots." All-American - In 1950, Mr. Traviesas moved from the network to the agency side of television as a TV account executive at BBDO with administration of the then new Hit Parade as his first assignment. He soon was put in charge of all of BBDO's television operations for American Tobacco Co., Hit Parade, Robert Montgomery Presents and Jack Benny, with Danny Thomas, Private Secretary and This Is Show Business coming along later.

Early in 1958, Mr. Traviesas was made program manager of BBDO adding supervision of the U. S. Steel Hour, Armstrong Circle Theater, Las Vegas, The Donna Reed Show, DuPont Show of the Week and G. E. Theater to the American Tobacco programs placed by the agency. He was also first chairman of a committee of broadcast executives of all American Tobacco agencies (SSC&B and Cumbinner as well as BBDO), who agreed they could do better by cooperating than by competing in buying TV time and programing.

On Jan. 1, 1964, Mr. Traviesas assumed his present post with BBDO, head of the Hollywood office, a service office responsible for program supervision of every show out of Hollywood in which any client of any BBDO office has even one commercial, as well as for the production of TV (and radio) commercials.

Change Hasn't Helped - "Much of the fun went out of television when the networks took over complete program control and deprived us of the difficult, demanding process of taking a creative program concept and following it through to its conclusion," Mr. Traviesas said last week. "A lot of very fine programs came out of the old system when the advertisers and agencies had more opportunities to pick the shows to fill a part of prime time and I don't think things are improved today, when all program control is vested in the program heads of the three TV networks."

Yet Mr. Traviesas is not sure the FCC's proposal to take control of half the prime time from the networks and give it to the advertisers is going to work. "Why 50%?" he asked. "Why not 25%, or 10%?" Very few advertisers can afford the stupendous cost of full program sponsorship today with the many risks involved. I'm in favor of what the commission is trying to do and only hope that the economics of today's television doesn't prevent the carrying out of their aims."

Road to BBDO started at the typewriter

WEEK'S PROFILE

Pay ETV?

In the 11 years since the first noncommercial, educational television station went on the air, both the ETV system and its basic problem have grown enormously. The system now comprises some 100 stations. The problem—money—has grown by at least as much.

Now that all these stations are in being, and more still planned, ETV is learning that it is easier to find the one-purpose money to create facilities than to develop continuing sources of the large revenue needed to make them function. As with a good many other sensitive investments—yachts and women are two that come to mind—with ETV it's not so much the original cost as the upkeep.

The ETV dilemma is dramatized by the predicament of its biggest station in its biggest market, WNDT-TV New York. Commercial broadcasters in New York put up $1,250,000 toward the purchase of that station and have given it commercial air time in addition dollars since then. Foundations and public contributions have supplied millions more. The station is still in such financial straits that it has turned to quasi-commercial practices as exemplified by two evening strips of hard news sponsored by the Shell Oil Co., which gets air credit at the opening and close of each show (Broadcasting, editorial, Jan. 18) and by a proposal, approved by the FCC last week, to present far more elaborate programming underwritten by large corporations in exchange for announcements on the air (see story this issue). Nor is WNDT the pioneer among noncommercial outlets in the trick of being a little bit commercial. All over the country ETV stations have gladly plugged commercial enterprises that pick up program tabs.

The trouble is, of course, that although the FCC provided the physical accommodations for hundreds of educational stations, neither it nor any other governmental or private agency has provided the financial means to sustain so ambitious a system. Nobody yet has come up with a coherent, realistic plan to support ETV, although FCC Chairman E. William Henry has in recent months been hinting that the commercial broadcasters ought to assume the considerable responsibility of footing all those ETV bills that history has proved cannot be paid by public donations, handouts from charitable foundations and the contributions of schools.

The pressure is bound to get worse unless some practical attempt is made to install an economic base under the ETV system. This base cannot come from advertising: The ETV channels were reserved with the clear understanding that they would not be used to compete with the commercial system for advertiser support. It must come from the ETV audience.

Why not a system of pay TV for educational television? No one can be certain that pay TV would generate significant revenue, but neither can anyone be certain it wouldn't. At the very least it would provide a meaningful test to determine whether there is a genuine public desire for ETV or whether all those hundred stations and others still to be built are only monuments to bureaucratic wish fulfillment.

What goes on out there?

So swift is the pace of mass communications that it has gone interstellar before it has even come close to solving mere global problems.

This week, if things go A-OK, the Early Bird, first commercial communications satellite (as distinguished from the experimental Telstar), will go into orbit as the first phase of a global network of radio-TV spacecraft. A fortnight ago America saw a continuous broadcast "live from the moon" until Ranger 9 impacted.

In earthbound communications there were other developments totally aside from those domestic. For example, the nations of Europe are battling over the selection of one of three different color systems with international power politics, rather than color quality, the main issue.

And there was the speech in Washington last week by Sir Charles Moses, secretary-general of the Asian Broadcasting Union, who thinks commercial broadcasters in the United States ought to underwrite cultural programming for the whole world (because of the affluence of our networks) and also supply manpower to train the "developing" nations. He unburdened himself at the 23d Alfred I. duPont Awards dinner in Washington, from his dubious vantage point as the former head of Australia's government network and, more recently, the Asian Union post. A sort of governments-to-governments hookup.

Sir Charles advocates the formation of an American Broadcasting Union to meet periodically with the other broadcasting unions of the world. The trouble is that these others are all government-oriented and controlled, whereas the broadcasting in the United States—where broadcasting was born—is by the American plan of free enterprise.

Sir Charles will pardon us if we comment on his lack of understanding. If Sir Charles would spend a few weeks studying and viewing our broadcast operations, instead of reading the treatises of speakers at earlier duPont dinners castigating commercial broadcasting, he would get a clearer, bigger picture of the world's best and freest broadcasting.

And the duPont Foundation might, with considerable benefit, consider a revision of its awards structure to encompass the best in international broadcasting that will flow from the aborning satellite network.

Robert J. Burton

The world of the arts lost a champion in the tragic accidental death of Robert J. Burton last week. He was a man of extraordinary ability and varied talents ideally suited for the presidency of Broadcast Music Inc.

At 50, Judge Burton assumed the helm of BMI last year, but had been in training for it almost from the day he joined the association 25 years earlier. A compulsive worker, Judge Burton was in Vancouver attending the Canadian Association of Broadcasters convention when fire consumed his suite and his life. A few days earlier he had presided over the Broadcast Pioneers banquet in Washington which drew an unprecedented audience and entailed prodigious work. He will be hard to replace.

Drawn for Broadcasting by Sid Hix

"How about a trade deal: You fix the truck and I'll give you a job in a detergent commercial."
Compact TV Tape Recorder

If tape picture quality with economy makes sense...
It's the TR-4 budget-priced quadruplex TV Tape Recorder!

This total performance compact does just about everything the deluxe model does. Complete in a 33 by 22 by 66 inch cabinet, the transistorized TR-4 is the answer for installations where low initial cost and broadcast quality pictures are indicated. A complete recording and playback package, it has suitable monitoring facilities, built-in picture and waveform monitors, and other provisions to meter key circuits for proper setup.

Like other RCA transistorized TV tape equipment, new circuit techniques, needed for high band, are designed into the TR-4. With such circuits, high band mode can be selected as a second mode of operation, with all its benefits, including color and monochrome tapes of particularly high quality, and multiple generation video dubs.

Features now standard on the TR-4, as on all RCA TV tape equipment, include air-lubricated tape guides, magnetic tone wheel, solid state control system, built-in switchlock and two-speed operation. Accessories available as plug-in modules include Pix-Lock, automatic timing control, cue record and playback and electronic splicing. The TR-4 is the only recorder of its kind that's adaptable to color operation by adding plug-in modules. And standardized modules in this and other RCA TV Tape Recorders assure high quality, easy maintenance, and simplicity in adding accessories.
If you lived in San Francisco...

...you'd be sold on KRON-TV