

# Sponsor

THE WEEKLY MAGAZINE RADIO / TV ADVERTISERS USE

APRIL 6, 1964 PRICE 40c

actical ethics for broadcast advertisers . . . . . page 23

the mad but wonderful world of a copywriter . . . page 33

64 NAB Convention special . . . . . page 39

## COMMUNITY INVOLVEMENT

### THE EVENT:

The 1964 Annual Minnesota Symposium . . . a 4-day Free exchange of ideas on GREAT ISSUES IN GOVERNMENT on the University of Minnesota campus.

### THE SPEAKERS:

Senator Wayne Morse, Oregon  
Harold Stassen, Presidential Candidate  
Governor George C. Wallace, Alabama  
Roy Wilkins, NAACP Executive Secretary  
James J. Kilpatrick, Jr., Virginia Editor  
Dr. Walter Heller, Administration Economist  
W. Allen Wallis, Pres. of Rochester Univ.  
Norman Thomas, Socialist  
Robert Welch, John Birch Society Founder

### THE SPONSORS:

WCCO and the University of Minnesota



COMMUNITY (City, State, Nation) INVOLVEMENT, plus acceptance, makes WCCO Television the DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION

# WCCO

MINNEAPOLIS — ST. PAUL

Nat'l Repts: Peters, Griffin, Woodward, Inc.

the difference in Kansas TV

# is local news coverage



To Sell To Kansans / Buy KTVH

TV viewers in Wichita and 53 counties in rich Central Kansas depend upon KTVH, the Tall Tower Power Station, to bring them the local news FIRST! Mobile units present vivid, on-the-spot coverage. Over 50 weekly newscasts offer comprehensive and complete coverage of regional and national news. To sell prosperous Kansas, buy KTVH with dynamic news programming.

**KTVH**  
WICHITA / HUTCHINSON



## FTC loses probe to new commission

Manufacturers and admen will watch for recommendations which may affect media and presentation of advertising

Washington — The Federal Trade Commission's prospective, large scale study of chain store food retailing and private brands has been handed over to a presidentially-suggested national Commission on Food Marketing. Onlookers here wonder if there is any significance in timing of President's sudden decision to have an appointed, bi-partisan group take over probe, instead of regulatory agency. Some interpret it as snub to spreading regulatory power, although FTC

has also been taken to task for concentrating on the "picayune."

Senate resolution to have FTC probe chainstore giants for possible misuse of power—and for too broad a price spread between supplier and consumer by distributors and marketers—has just recently had Senate Commerce Committee hearing.

Sen. Gale McGee promptly won unanimous consent to have his probe resolution reworded to incorporate President Johnson's suggestion. McGee told senators that powerful, postwar giant chain store is now \$70 billion a year business. McGee thinks this not-so-jolly giant is flexing corporate muscles to depress farmer and meat supplier prices, and overcharge housewife. The Presidential commission will have 15 members, five senators appointed by president of the Senate, five members from House, appointed by the speaker, and five by President Johnson from outside government. Commission will study trends in chain store food retailing, and effectiveness of government statutes and agencies to deal with present and future developments in this industry.

## ABC-TV TO SELL SUNDAY MORNINGS

Chicago — ABC-TV got NAB convention off to sprightly start with word that it will scrap sustaining sanctity of Sunday morning network TV and solicit sponsors for expanded block of kids' programming. (CBS-TV programs only religious and cultural shows Sunday morning, not available for sale; NBC does no programming at all until the early afternoon.)

Meantime, ABC execs also talked up Nielsen 30-market report for week ending Mar. 29, which has WEB over 2 points ahead of NBC. Figures: CBS, 19.4; ABC, 17.8; NBC, 15.6 N. M. A. rating could easily give ABC second place in national report for that week. Over same period last year, ABC is up 20 percent, while CBS is down a negligible 1 percent and NBC is off 10 percent in ratings.

Holes and some weaker spots in network's fall prime-time schedule—up in air until hours before ABC upper echelon packed their bags for Chicago—were filled in by Pres. Tom Moore for the more than 1000 early arrivals attending annual affiliates presentation. Two last-minute changes were made in Wednesday night lineup: 8:30-9:30 p.m. slot, which looked like it belonged to *Alexander the Great*, will be occupied by returning *Outer Limits*; it was decided to fill the vacant 10:30 p.m. period with ABC news reports. Rather than pit the 30-minute *Price is Right* against hour-long shows on both competing networks, ABC will bring back *Jimmy Dean Show* Thursdays, 10-11 p.m. and after straddling schedules for weeks in on-again-off-again situation, Mickey Rooney finally got the nod for the Friday, 9-9:30 p.m. slot.

## Nielsen NTI hike

CHICAGO—Price rise of about 75% for its national network TV service NTI announced last week for A. C. Nielsen by Chat Shaw, executive vice president. Partially a result of Broadcast Ratings Council auditing proposals, price hike was attributed to "service revisions considered essential in today's demanding research environment." NTI sample currently being changed over to include Mountain Time Zone and, when completed in 1965, will be totally, but gradually, revised during every five-year period.

## Broadcast Rating Council starts national audits

New York—Three national CPA firms have been authorized by Broadcast Rating Council (BRC) to start auditing several rating services that regularly conduct national surveys.

Audits are to start at once, last six-eight weeks, be implemented by a continuing audit that "will go on indefinitely." These initial pilots conform to BRC accreditation procedure, also formally announced March 31. Article II, Sect. A reads, in part: "Accreditation shall be granted by the Council to a service if the service . . . submits to audits by or on behalf of the Council."

BRC also confirmed SPONSOR's recent announcement of H. M. Beville, NBC vice president, as chairman of accreditation committee for services that don't conduct surveys on regular schedules and/or are local or regional. Committee members: William Weilbacher, C. J. LaRoche; Edward Codel, the Katz Agency, representing SRA; Richard Forsling, CBS. They expect to evolve procedures and standards by mid-year, they announced.

Julius Barnathan, ABC vice president, and Beville briefed BRC on national TV audience-measurements activity (CONTAM), while M. A. Goldberg, NAB research director, depicted local TV audience work (COLTAM). "Greatly heartened" by "substantial strides and progress," Donald McGannon of Group W and BRC chairman, noted: "There is a growing body of feeling which indicates that our purposes are being realized, and that our targets are being met."

## Heinz, Maxon to split after 30-yr. alliance

Pittsburgh — "Recent changes in marketing strategy" caused H. J. Heinz Co., to leave Maxon, Inc., Detroit, after 30-year client-agency pact, said to be one of longest ever. Maxon continues through July 31 to place advertising it has created, although change-over date is May 1.

An estimated \$9-million Heinz billings was divided among three agencies:

To Ketchum, MacLeod & Grove, Pittsburgh: Heinz vinegars, sauces, beans, apple sauce, mustards, and Institutional Food Service Div. The same agency continues with Blend, non-carbonated fruit drink it's serviced since Heinz bought product in 1960. Billing increase: estimated at about \$3 million.

To Doyle Dane Bernbach, New York: Heinz ketchups, chili sauce and soups. The agency has handled some \$2 million in soup accounts since 1963. Estimated total: \$5 million.

To Grey Advertising, New York: Heinz baby foods, pickles, relishes, worth about \$3-million.

Leo Burnett, Chicago, continues for Heinz Star-Kist foods.

## Transcontinent completes \$38.5-mil sale of outlets

Taft Broadcasting, Midwest Television and Time-Life make buys

New York — Finalization of \$38.5 million sale of 11 Transcontinent Television Corp. stations took place last week with formal transfer of control of new owners.

Biggest slice of Transcontinent pie (\$26.9 million) went to Taft Broadcasting with purchase of WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo.; and WNEP-TV Scranton-Wilkes-Barre. Latter operates on Channel 16, former two TV stations are VHF.

Midwest Television and Time-Life Broadcast divide remaining TTC properties, with KFMB-AM-FM-TV San Diego now under aegis of Midwest, and Time-Life adding its first U, KERO-TV Bakersfield (Channel 23) to its roster of five TV stations. Not included in sale is WDOK-AM-FM Cleveland, which will continue under Transcontinent operation.

Holders of more than 1.8 million shares of Transcontinent will receive \$20 cash per share, with an additional \$1.20 to be paid at later date, completing dissolution of firm as publicly held corporation. Taft's stock, traded

## French-language president a big CAB convention issue

Quebec City—Strongest pressure in years has been building in Canada for election of French-language broadcaster to presidency of Canadian Association of Broadcasters.

With CAB's annual convention meeting at the same time as NAB, authoritative sources say most likely choice will be Jean Pouliot, Director General de CKMI-TV Quebec City, currently vice president for television on CAB board.

There has been consistent demand for greater inter-and-intra industry recognition of the French-language broadcasters by their association, ACRTF, with growing support coming from many quarters with the increasing press for bi-cultural attitudes.

Another factor, which may make it politically expedient for CAB to succeed Don Jamieson, CJON-AM-TV St. John, Newfoundland, with a French-language station member at helm, is Federal appointment of Maurice LaMontagne as secretary of state of Canada. The broadcasting industry reports to Parliament through the secretary of state, and M. LaMontagne is certainly the first French Canadian in that post in recent history.

on New York Stock Exchange, reached new 1964 high of \$29 last Wednesday.

## Joe Hartigan to retire; 39 yrs. at Campbell-Ewald

Detroit — Joseph J. Hartigan, who joined Campbell-Ewald in 1925 as media director, will retire May 1 with the title of senior v.p., vice chairman of the board, director, and member of the executive committee. He started his 39-year career with C-E after working for Critchfield Advertising, Chicago.

## WQXR SCOTCH SCOTCHED

NEW YORK — On Wednesday, the day that WQXR New York planned to start late-evening hard liquor advertising, one of two sponsors canceled for Murirhead's Scotch, substituted wine copy instead. Reason: bill outlawing hard liquor plugs on both radio and TV appeared in U.S. Senate.

Unwilling sponsor McKesson & Robbins said it didn't want "to encourage added restrictive legislation in industry that is burdened by controls" — i.e. broadcasting. The firm added, "We have decided the issue of hard-liquor over radio needs further study."

Threatening legislation had been introduced by Sen. John Pastore (D., R.I.), Communications Subcommittee chairman, and Sen. Warren Magnuson (D., Wash.), Commerce Committee chairman, two groups that originate many broadcasting industry controls.

## Talent scrambles for KRLA

Washington — Goodson-Todman, Bob Hope, Art Linkletter and McDonald Carey are among names of 21 applicants scrambling for ownership of KRLA, Pasadena, Calif. All filed at last minute, at Federal Communications Commission's Mar. 31 deadline last week. The AM station was formerly owned by Donald R. Cooke, and was thrown on market when FCC denied Cooke's renewal application. Cooke ownership officially ends May 1.

Also among applicants were Carl Haverline, former president of Broadcast Music, Inc., and Horace Heidt, former musical darling in the golden days of radio, presently owner of various music and dance enterprises.

## WEB TV BILLINGS HIT \$833 MILLION

New York—Total gross time billings for network TV were \$832,736,800 in 1963 some \$10 million of which came from 45 advertisers using medium for first time, according to TVB report issued today.

The top 10 network advertisers were: Proctor & Gamble, \$59.8 million (up \$8.1 million); American Home Products, \$36.1 million (up \$3.1 million); Bristol-Myers, \$31.1 million (up \$6.3 million); General Motors (\$26.3 million (up \$1.9 million); Lever Bros., \$25.2 million; R. J. Reynolds, \$24.5 million; Colgate Palmolive, \$24 million; General Foods, \$21.1 million; Gillette, \$17.6 million; Alberto-Culver, \$16 million.

Notable increases were for Bristol-Myers, which moved from fourth to third place; General Motors, from seventh to fourth; Gillette, from tenth to ninth. Of 344 advertisers using network TV, however, 170 billed less than \$500,000.

## FCC counsel drops out

Washington — Max Paglin, general counsel for FCC, and Chairman E. William Henry's right hand man during Hill arguments over FCC authority in commercials regulation, is leaving Commission to join a newly formed law firm here. He will be one of seven partners, one of the best known being Paul A. O'Brien, associate of Gene Autry in ownership of professional sports teams and hotels. Announcement notes that Paglin was 21 years with Federal Communication Commission. He was appointed FCC general counsel in March, 1961.

O'Brien is an owner, officer and director of Los Angeles Angels (American League), Los Angeles Rams (national league pro football team) as well as Gene Autry Hotel Co., which has recently taken over several hotels in West, including famous Mark Hopkins in San Francisco.

Paglin leaves FCC on May 2nd

## NABET ok's ABC pact

NEW YORK — NABET at last minute averted strike at ABC, voting Friday afternoon to accept network's terms for new contract. Deadline was 5 P.M. Union had been working under agreement while negotiating since old pact expired last month. New terms were agreed to by NABET's national membership.

# new mobile TV Tape Recorder

Transistorized... compatible... quadruplex  
Compact... for roll-in convenience!



ere's a "transportable" high-quality, quadruplex recorder that's ideal for making commercials at any location. Although especially designed for recording purposes, it includes limited playback for checking. Its compactness (only 28" x 22" x 18" on casters) and mobility make it an excel-

lent recorder for those tapes to be made away from the studio. Fully transistorized and modularized, it produces tapes that can be played back on all quadruplex recorders, affording the same high quality, on-air standards. It records in color as well as in black and white.

RCA Broadcast and Television Equipment  
Building 15 5, Camden, N J



THE MOST TRUSTED NAME IN TELEVISION

EDITORIAL

Editor  
SAM ELBER

Managing Editor  
H. WILLIAM FALK

Special Projects Editor  
CHARLES SINCLAIR

Senior Editor  
WILLIAM RUCHTI

Associate Editors  
BARBARA LOVE  
JANE POLLAK  
MELVIN J. SILVERBERG

Editorial Assistant  
PATRICIA HALLIWELL

Contributing Editor  
DR. JOHN R. THAYER

Washington News Bureau  
MILDRED HALL

Field Editors  
ALEX ORR (East)  
DON HEDMAN (Midwest)

Regional Correspondents  
JAMES A. WEBER (Chicago)  
SHEILA HARRIS (San Francisco)  
FRANK P. MODEL (Boston)  
LOU DOUTHAT (Cincinnati)  
MARGARET COWAN (London)

PRODUCTION

Production Manager  
KERMIT KRAMER

Editorial Production  
SUSAN VAN CALCAR

Advertising Production  
LOUISE AMBROS

SALES

New York  
BERNARD PLATT  
CONNIE NORTHIDGE

Chicago  
JACK SMITH

Cleveland  
ARNOLD SUHART

Los Angeles  
BOYD GARRIGAN

San Francisco  
STEARNS ELLIS

ADMINISTRATION

Editorial Director  
BEN MARSH

Production Director  
HARRY RAMALEY

Circulation Director  
JOE WOLKING

Data Processing Manager  
JOHN KESSLER

Advertising Promotion  
DWAYNE R. WOERPEL

Circulation Promotion  
GERHARD SCHMIDT

# Sponsor

GENERAL

**23 The new era of practical ethics**  
*Broadcasting's best year is marked by acknowledgement of faults and active self-regulation, while a growing number of broadcasters and advertisers see the light*

ADVERTISERS

**29 Local TV tape seminars planned by 3M**  
*Minnesota manufacturer has prepared special tapes, production manuals, other items for stations, and 50 of them said "yes"*

AGENCIES

**33 Mad but wonderful world of a copywriter**  
*Here is how a copywriter lives, works. Her world is one of dizziness, pain, frustration, but also fun*

**39 NAB CONVENTION SPECIAL**

TIME/BUYING & SELLING

**102 An open letter from SRA to NAB**  
*Station representatives association director Larry Webb airs an industry problem*

TV MEDIA

**108 TV's neglect of women scored**  
*More "realistic" TV portrayal of fair sex needed, star urges*

RADIO MEDIA

**110 Bright '64 picture painted for ABC**  
*Pauley tells radio network's affiliates of 38 percent gain in segmented sales last year over 1962, with first quarter of 1964 ahead 26 percent over 1963 period*

SYNDICATION & SERVICES

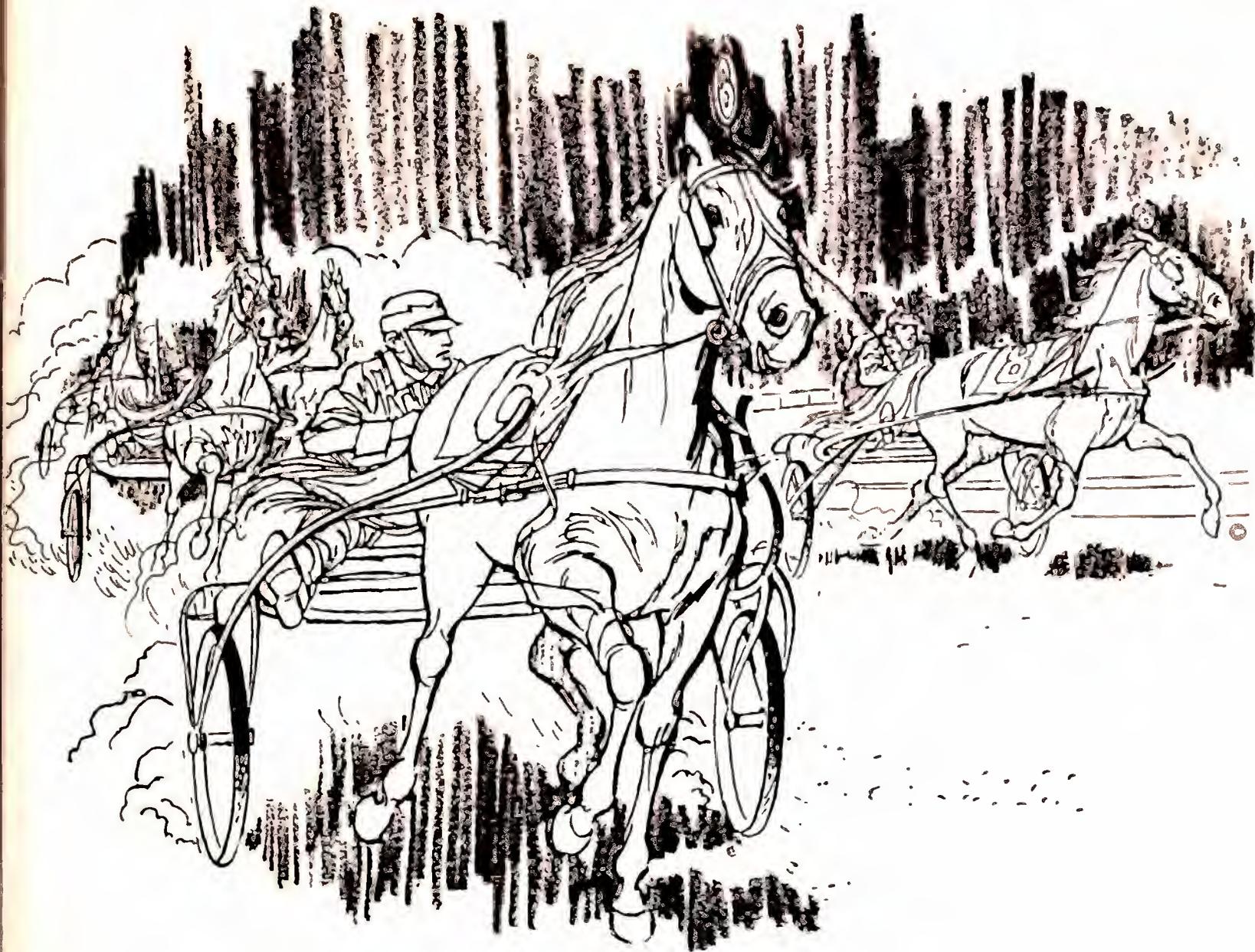
**112 Inch new NBC-Canada head**  
*New general manager succeeds George Harper*

DEPARTMENTS

Calendar	10	Publisher's Report	1
Commercial Critique	16	Week in Washington	9
Friday at Five	3	Sponsor-Scope	21
National File	113	555 Fifth	1



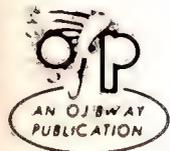
SPONSOR® Combined with TV, U.S. Radio, U.S. FM® is published weekly by Moore Publishing Company, a subsidiary of Ojibway Press, Inc. PUBLISHING, EDITORIAL AND ADVERTISING HEADQUARTERS: 555 Fifth Avenue, New York, N. Y. 10017. Area Code 212 MURRAY HILL 7-808 CIRCULATION, ACCOUNTING AND DATA PROCESSING HEADQUARTERS: Ojibway Building, Duluth, Minn. 55802. Area Code 218 727-8511. CHICAGO OFFICE: 221 North La Salle St. Chicago, Ill. 60601. Area Code 312 CE 6-1600. CLEVELAND OFFICE: 6207 Norman Lane Cleveland, Ohio, 44124. Area Code 216 YE 2-6666. LOS ANGELES OFFICE: 1145 W. Sixth St. Los Angeles, Calif. 90017. Area Code 213 HU 2-2838. SAN FRANCISCO OFFICE: 601 California St., San Francisco, Calif., 94108. Area Code 415 YU 1-8913. SUBSCRIPTIONS: U.S., its possessions and Canada \$5 a year; \$8 for two years. All other countries, \$11 per year. For subscription information write SPONSOR, Subscription Service Department, Ojibway Building, Duluth, Minnesota, 55802. Application to mail at the second class rate pending at Duluth, Minnesota. Copyright 1964 by Moore Publishing Co., Inc.



## LEADING THE FIELD.

According to three recent surveys, SPONSOR is leading the field by plenty. The latest shows SPONSOR ahead of the second book in agency **regular** readership by 37% and 81% ahead of the third. Among advertisers we're 70% ahead of the second and 103% ahead of the third.

Why this outstanding leadership? Because SPONSOR is edited 100% for the benefit of broadcast-minded agency and advertiser personnel — timebuyers, other media personnel, account executives, plans board members, research people, ad managers and others concerned with buying television and radio time and programs.



# SPONSOR

555 Fifth Avenue

New York 10017

212 MURRAYHILL 7-8080

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.



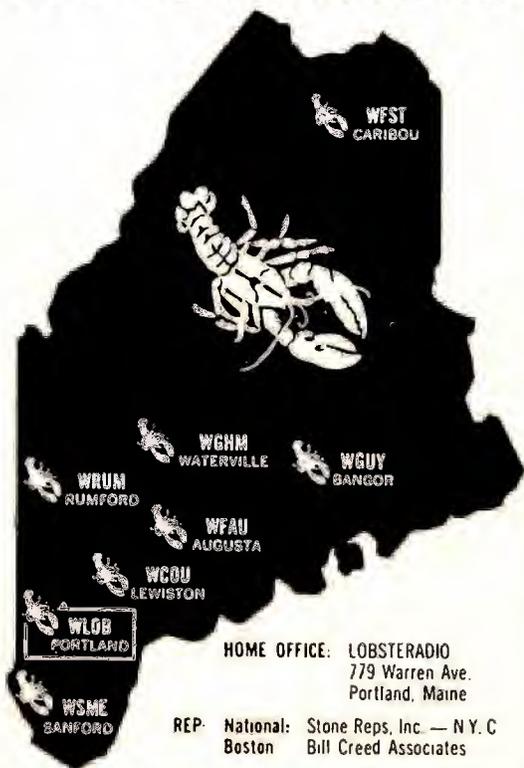
## YOU SHOULD HEAR

Donald W. Reynolds, Jr., President of KPUB, Pueblo, Colorado, says: "We've had the CRC Moneymaker Library about a month, and it is certainly well named. We sold two appliance dealers large orders almost as soon as it came in, thanks to the appliance jingles. We have news contract with a bank looking very good due to personalized jingle. We feel that it is the finest library available, and the best we've ever worked with. The quality throughout is exceptional."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

The combination that really pulls

# MAINE with LOBSTERADIO



HOME OFFICE: LOBSTERADIO  
779 Warren Ave.  
Portland, Maine

REP: National: Stone Reps, Inc. — N.Y. C  
Boston Bill Creed Associates

NORTHERN NEW ENGLAND'S MOST POWERFUL SOUND



## PUBLISHER'S REPORT

### OLLIE TREYZ IS BACK, BOYS!

**L**IKE HIM OR NOT, hardly anyone will deny that Oliver "Ollie" Treyz adds zest to the broadcast advertising business.

And that's an understatement.

Since I happen to be a Treyz enthusiast I was more than casually interested last week when I bumped into Ollie shouldering his way through the Fifth Avenue crowds and discovered he was on his way to his new office on Lexington Avenue.

"When did you leave Revlon?" I asked.

"In exactly 60 minutes I'll be ex-Revlon."

That was as much as he'd tell me, except that he promised to phone the next morning and let me know what he's doing.

"But you'll be surprised," he concluded, dashing across the street just ahead of a fast-moving cab. The cabbie leaned out and yelled, "Wanna lose a leg, buddy?"

Thursday morning Ollie was on the phone with the news. I was surprised.

Ollie has become a TV station rep.

He's joined forces with Tom Judge and Jack Mohler, two well-known national representatives, in a small-list company called National Television Sales, Inc.

I talked to Tom Judge.

He pointed out that Ollie will be very much the boss, that all three principals will be on the sales firing line. I expressed surprise and he said that Ollie will be calling on heads of companies and doing a top-level selling job.

"How many stations do you have?" I asked.

"None."

"None? How do you keep going until you get one?"

"We've each put a lot of money into it," said Tom. "Especially Ollie. We're promised additional financing if we need it. We believe in the concept of a short list and maximum in-depth selling and service. We'll go heavy on research."

I must admit that I'm fascinated with the dash and daring of this new enterprise.

Imagine setting up a new rep firm without a client, or without preliminary talks with prospects. I'm assured that's the way this one is being done.

Imagine talks with principals continuing for a full year without a single leak. I'm told that Ollie insisted on total secrecy.

It's true that everything Ollie does has an element of drama. We can expect some innovations.

It's nice to have Ollie back, even though some representatives may resent the intrusion.

As with another colorful character, Pat Weaver, we can expect the unexpected.

*Tom Glenn*

even Arts' "Films of the 50's"  
 oost new WABC-TV, New York  
 eature film programming schedule

ratings up

75%

share-of-audience up

47%

**THIS IS WHAT HAPPENED:**

25 Seven Arts' "Films of the 50's" (from Volume 7) programmed recently by WABC-TV, New York, in their new "The Best Of Broadway" feature film showcase (11:20 P.M. to conclusion) boosted the station's ratings by 75% and Share-of-Audience by 47% over last year's previous programming in the identical 25 time periods.

For complete details and all A.R.B. facts and figures, please contact your nearest Seven Arts' office.

**HERE ARE SOME OF THE PIX THAT DID IT:**



**DESK SET**  
 Spencer Tracy  
 Katharine Hepburn



**THE WAYWARD BUS**  
 Dan Dailey  
 Jaye Mansfield



**HALF ANGEL**  
 Letty  
 Joseph Cotten



**OH, MEN!  
 OH, WOMEN!**  
 Tom



**A HATFUL OF RAIN**  
 Eva Marie Saint  
 Don Murray



**WILL SUCCESS SPOIL ROCK HUNTER?**  
 Tony Randall  
 Jayne Mansfield



**LOVE ME TENDER**  
 Elvis Presley  
 Joan Baez



**THE RIVER'S EDGE**



**SEVEN ARTS ASSOCIATED CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD  
 NEW YORK 200 Park Avenue, YUkon 6-1717  
 CHICAGO 4630 Estes, Lincolnwood, Ill., ORchard 4-5105  
 DALLAS 5641 Charleston Drive, ADams 9-2855  
 LOS ANGELES 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
 TORONTO, ONTARIO 11 Adelaide St. West, EMpire 4-7193  
 LONDON W1 ENGLAND 24 Berkeley Sq., Hyde Park 0671  
 Distributed outside of the United States & Canada, Cable NORFILM London

Preview these fine attractions at Seven Arts' Hospitality Suites  
 439 • 441 • 443 • 445  
 Pick-Congress Hotel, Chicago—  
 Sun., Apr. 5—Wed., Apr. 8



# CALENDAR

## APRIL

**Assn. for Professional Broadcasting Education**, annual meeting, Conrad Hilton (to 6).

**National Assn. of Broadcasters**, annual convention, Conrad Hilton Hotel, Chicago (to 8).

**Television Film Exhibit (TFE '64)**, Pick-Congress Hotel, Chicago (to 8).

**Assn. of National Advertisers**, west coast meeting, Del Monte Lodge, Pebble Beach, Calif. (to 8).

**National Assn. of Tobacco Distributors**, 32nd annual convention, Hotel Fontainebleau, Miami Beach (to 9).

**Financial Public Relations Assn.**, North Atlantic regional meeting, Schine-Ten Eyck Hotel, Albany, N.Y. (6).

**National Premium Buyers Exposition**, 31st annual display, sponsored by Premium Advertising Assn. of America, National Premium Sales Executives, and Trading Stamp Institute of America, at McCormick Place, Chicago (6-9).

**Transit-Advertising Assn.**, annual meeting, Casa Blanca Inn, Scottsdale, Ariz. (6-9).

**Broadcast Pioneers**, 23rd annual awards dinner, Conrad Hilton, Chicago (7).

**Boy Scout Lunch-O-Rec**, annual fund-raising event for New York City area, chaired by Young & Rubicam president Edward L. Bond, at Waldorf-Astoria (8).

**Michigan AP Broadcasters Assn.**, session at Kellogg Center East Lansing (11).

**Alabama AP Broadcasters**, meeting at Birmingham (11).

**Society of Motion Picture & Television Engineers**, 95th technical conference, Ambassador Hotel, Los Angeles (12-17).

**Intl. Radio & TV Society**, Newsmaker Luncheon, Waldorf-Astoria, N.Y., main speaker to be Robert Moses, president of N.Y. World's Fair (13).

**Film Producers Assn. of N. Y.**, workshop on "How effective Use and Distribution of Sponsored Films Can Help Achieve Your Marketing Goals" held with cooperation of Assn. of National Advertisers, at Plaza Hotel, N. Y. (14).

**Professional Photographers of America**, deadline for entries in fourth National Exhibition of Advertising Photography, headquartered at Milwaukee (15).

**Women's Advertising Club of Baltimore**, advertising seminar, Sheraton Belvedere (16).

**Chesapeake AP Broadcasters Assn.**, annual meeting, Sheraton Belvedere Hotel, Baltimore (16-17).

**Bedside Network of Veterans Hospital Radio & TV Guild**, 16th anniversary ball, New York Hilton (17).

**Radio-TV Guild of San Francisco**

**State College**, 14th annual radio-TV conference and dinner, on campus, S. F. (17-18).

**Advertising Club of N.Y.**, 14th annual Inside Advertising Week for college seniors, Biltmore Hotel, N.Y. (19-25).

**Financial Public Relations Assn.**, South Central regional meeting, Brown Palace Hotel, Denver (20).

**Associated Press**, annual meeting, President Johnson to speak, Waldorf-Astoria, N. Y. (20).

**Society of Typographic Arts**, first annual Trademarks/USA national retrospective exhibition of American trademarks, symbols, and logotypes, Marina Towers, Chicago (opens 20).

**National Academy of Recording Arts and Sciences**, third annual symposium in association with Bureau of Conferences and Institutes of N.Y. University's Division of General Education, titled "Recording and Music: Culture, Commerce, and Technology," at Hotel Lancaster, N.Y. (to 22).

**Television Bureau of Advertising**, annual spring board of directors meeting, Greenbrier, White Sulphur Springs, W. Va. (22-23).

**American Assn. of Advertising Agencies**, annual national meeting, The Greenbrier, White Sulphur Springs, W. Va. (23-25).

**Advertising Federation of America**, fourth district convention, Tampa, Fla. (23-26).

**Pennsylvania AP Broadcasters Assn.**, annual meeting, Boiling Springs, (24).

**Georgia AP Broadcasters' Assn.**, annual meeting, Atlanta (25).

**Affiliated Advertising Agencies Network**, annual meeting, Andrew Johnson Hotel, Knoxville, Tenn. (26-May 2).

**Wometco Enterprises**, annual stockholders' meeting, Midway Motor Hotel, Flushing, N.Y., and at World's Fair (27).

**Assn. of Canadian Advertisers**, annual conference, Royal York Hotel, Toronto (27-29).

**Society of Photographic Scientists & Engineers**, 1964 international conference, Hotel Americana, N.Y. (27-May 1).

**Station Representatives Assn.**, 1964 Silver Nail-Gold Key Awards, Waldorf-Astoria, N. Y. (28).

**American Film Festival**, sixth annual by Educational Film Library Assn., 16mm competition, Hotel Biltmore, N. Y. (20-May 2).

**American Women in Radio & Television**, 13th annual convention, Mayo Hotel, Tulsa (30-May 3).

**American Marketing Assn.**, New York Chapter's second annual new products conference, Hotel Delmonico, N.Y. (30).

## MAY

**Kansas Assn. of Radio Broadcast-**

**ers**, annual convention, Lassen Hotel, Wichita (1-2).

**Kentucky Broadcasters Assn.**, spring convention, Louisville Sheraton Hotel (4-6).

**Missouri Broadcasters Assn.**, annual meeting, Columbia (5-6).

**CBS-TV**, annual conference of network and affiliate executives, New York Hilton (5-6).

**Electronic Industries Assn.**, workshop on maintainability of electronic equipment, Sheraton-Jefferson Hotel, St. Louis (5-7).

**Montana AP Broadcasters Assn.**, session at Lewiston (7).

**California AP Radio-TV Assn.**, session at Hyatt House, San Jose (9).

**Indiana AP Radio-TV Assn.**, session at Indianapolis (9).

**California AP Radio-TV Assn.**, annual convention, San Jose (8-10).

**Pennsylvania Assn. of Broadcasters**, annual meeting, The Inn, Buck Hill Falls (10-12).

**National Retail Merchants Assn.**, sales promotion division convention, Hotel Americana, N. Y. (10-13).

**Direct Mail Advertising Assn.**, direct mail institute, University of Connecticut, Storrs, Conn. (10-15). Mail order seminar, Statler Hotel, Boston (12).

**Assn. of National Advertisers**, session at Waldorf-Astoria, N. Y. (11-12).

**Sales Promotion Executives Assn.**, seventh annual conference, Astor Hotel, N. Y. (11-13).

**National Academy of Recording Arts & Sciences**, dinners for Grammy Award winners, simultaneously held by its chapters in New York, Los Angeles, and Chicago (12).

**American TV Commercials Festival**, fifth annual awards luncheon, Waldorf-Astoria (15).

**Sales & Marketing Executives-Intl.**, convention, Palmer House, Chicago (17-20).

**Ohio Assn. of Broadcasters**, spring convention, Commodore Perry Hotel, Toledo (21-22).

**Alabama Broadcasters Assn.**, spring convention, Broadwater Beach Hotel, Biloxi, Miss. (21-23).

**Louisiana-Mississippi AP Broadcasters Assn.**, annual convention, Jackson, Miss. (22-24).

**Emmy Awards** 16th annual telecast, Music Hall, Texas Pavilion, New York World's Fair, and the Palladium, Hollywood (25).

**Catholic Press Assn.**, convention, Penn-Sheraton, Pittsburgh (25-29).

**Art Directors Club of N.Y.**, awards luncheon, Americana Hotel (26).

**Visual Communications Conference** (Art Directors Club of N. Y.), New York Hilton (27-28).

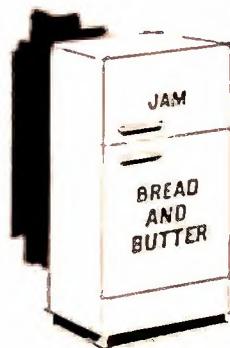
**American Research Merchandising Institute**, Del Coronado, San Diego, (31-June 6).

*Small Shout*

Is it the function of an advertisement about a television station to inform? We suppose so—if the reader is able to use the information at the moment, or has the vitality or passion to put the information in his refrigerator until he's hungry for it (at which time it may have been eaten by another member of the family).

Take WMT-TV. (By all means take WMT-TV.) Your refrigerator must be overflowing with tidbits we have supplied so generously about once a month for the last decade. You—or your refrigerator—must know how, like Geo. Washington, we have achieved a place in the hearts of our countrymen (citymen too; Eastern Iowa teems with both). You—or your refrigerator—must know that we have contemporary statistics to prove it (to our own satisfaction, at least). You—or ditto—must know that our news operation is the envy of Reuters, Lippmann, and the CIA. And how we have a tower that tops the topless towers of Ilium by some 1,400 feet. And how we have an audience of immaculate dirty capitalists with tuners grooved to Channel 2.

Well, if you happen to look in your refrigerator at the right time, and happen to be scheduling our way, and happen to need some of our merchandise, and happen to remember that Eastern Iowans are pretty good consumers, give us or our reps a buzz sometime.



**WMT-TV**

*CBS Television for Eastern Iowa*

*Cedar Rapids—Waterloo*

National Representatives:  
The Katz Agency

Affiliated with WMT-AM, WMT FM,  
K-WMT, Fort Dodge; WLBC, Duluth



## Inside SPONSOR

I was never quite able to accept the relegation of the timebuyer to a "corner".

What was Timebuyer's Corner has now expanded into a full fledged department dealing with both sides of the same coin.

Time. The buying and selling of it.

And there is good reason for devoting more space to the people who were for so long cornered on two sides of one yellow page. They are knowledgeable and they are articulate. The concepts and the experience and their anticipations for the future, which they have put into words for the readers of SPONSOR, are a cumulative text to which the freshman team in the industry can turn for schooling. We hope to make the Time/buying & selling section an always updated guide for the jungle of philosophies.

\* \* \*

At press time we are en route to Chicago and the NAB Convention. Bill Falk, Charles Sinclair, and I will be joining the administration and sales staffers between coverage chores in suite 2406 at the Conrad Hilton. We hope to have at least one visit from friends who will be coming to the convention.

Since the Canadian Association of Broadcasters is having its own convention in Quebec City at the very same time, I'm hoping to put in as much as half my time north of the border, in order to report what changes are taking place there. For anything that's hot in the East, Bill Ruchti will be heading the staff and holding down my desk in New York.

*Sam Elber*

## 555 FIFTH

### Gentle man

To all those who came in business contact with him, Ernie Stern was a craftsman of the first order. To those who knew him personally, Ernie was proof that gentleman is really two words.

The untimeliness of his tragic death makes 1964 a particularly gloomy year.

With this letter we hope to fulfill one of Ernie's fondest wishes. He had asked, when he suffered his first heart attack about two years ago, that any gesture which his friends might wish to make, take concrete form as a donation to:

The Scholarship Fund  
Camp Powhattan  
Oxford, Maine

Many of Ernie's friends and associates in New York and Hollywood have already acted on his wish.

Gene Accas  
V.P., Network Relations  
Leo Burnett, Inc.  
New York, N.Y.

### Attention radio viewers

While I realize that much of your time is occupied with matters pertaining to glamorous television, I must take exception to your "Talk Radio" article in the Mar. 16 issue of SPONSOR which refers to "high number of teen viewers".

All in all, however, your magazine does an excellent job for the broadcast industry.

Duane A. Hatch  
Commercial Manager  
WSAV Radio/TV  
Savannah, Ga.

*Ed. Note: Teens are confusing.*

### Oblivion network

In the Mar. 23 issue of SPONSOR you put on display the 1964-'65 network TV program on schedule, noting in the accompanying article a 'promising plethora' of new

entertainment. It certainly looks interesting and exciting, and we in the vineyard are pulling mightily for it.

But.

There's a nagging, diabolical temptation in all of us experts to second guess the schedule architects, to single out the shows likely to bomb out as well as those that rate the can't-miss tag. For your readers who are wracked by this temptation I suggest a new schedule in which there are no doubtful entries, nothing but certified, unchallenged all-time losers.

(Name Withheld)  
New York, N.Y.

*Ed. Note: Oblivion's schedule also withheld to protect the guilty.*

### FM needs balance

I agree with Roger Coleman's thoughtful letter (SPONSOR, Mar. 23) stating that FM radio should not compete with AM by imitating it.

The greater danger to most FM is lack of variety. FM should offer drama, live music, and meaningful commentary: Syndicated taped radio drama. Drama in mono and stereophonic sound is available at fees adventurous station managers can afford; local musical talent is eager to work for scale; and there are citizens who have no book or film to plug, but can still make vital comments on subjects close to home.

FM's general policy of melodious programming for an affluent audience works for some stations, but media buyers still count heads. Unless balanced content is achieved soon, FM as a nationally lucrative medium will never exist.

Howard M. Lawrence  
President  
Audio Techniques, Inc.  
New York, N.Y.

**"WGAR  
izza  
snob"**



He's teed off because we discussed "lawn care" on the air. We felt kind of sorry about losing him as a listener 'til we received 1,043 cards and letters from 91 different communities requesting the booklet we offered. But that's how it goes. Our kind of program-

ming seems to zero in on the listeningest (and workingest) people in Cleveland and northeastern Ohio. People who do things. So if your client is interested in getting

action in our market area, remember one thing. The grass is greener at WGAR.

GOOD SOUND RADIO  
**wgar**  
NB 50,000 WATTS

PEOPLES BROADCASTING CORPORATION • CLEVELAND, OHIO • REPRESENTED BY BLAIR RADIO

# HOW TO IDENTIFY A NETWORK

Connect the numbers below, and you have one of the world's most familiar insignia.

We've nothing against insignia, but it's our feeling that a network can be recognized just as readily by the caliber of its programs. To get down to cases, there's one network that:

□ replaced an entire evening's prime-time programming with "The American Revolution of '63," a three-hour report on civil rights.

□ set the entire nation talking about its bold and irreverent satire series, "That Was The Week That Was."

□ created "Exploring" and "The Children's Theatre," network television's most celebrated programs for youngsters.

□ explored the *inside* of the Kremlin—a feat even Russian television had never achieved—to produce one of the classic programs in television annals.

□ has scheduled an unrivalled sports lineup next season, ranging from NCAA football to the World Series, with most events in color.

□ presents television's most honored dramatic program: The Hallmark Hall of Fame.

□ stars television's most impressive array of talent, including such favorites in next season's schedule as Jack Benny, Shirley Booth, Johnny Carson, Richard Chamberlain, Perry Como, Alfred Hitchcock, Bob Hope, Jack Paar and Danny Thomas—to name only a few.

□ televises the nation's most distinguished newscast, the "Huntley-Brinkley Report."

□ consistently draws the greatest number of viewers to its coverage of such special events as conventions, elections or space flights.

All in all, it's the network whose balanced and wide-ranging schedule makes its identity unmistakable.

Of course, if you can't get through the day without seeing our signature, just connect the dots below. Obviously, though, it's the first time our identity has ever been a puzzle.

2

4

5

6

7

9

8

10

11

12

(START HERE) 1

15

14

3

13

16

17

18

19

20

# COMMERCIAL CRITIQUE

## Tillies for TV that sells

**T**O GET into the spring swing, I hereby nominate several commercials for the TV Tillie. A Tillie takes up no space on wall, desk or what-not. It's just a big Bravo for Brains. Could be that my Tillie-winners might be also-rans in the American Film Festival. That wouldn't phase me. As Wally Ross well knows, I'm a Midwest judge and a rebel.

The disturbing truth is that today some fantastically beautiful commercials are small spectacles which toil not, neither do they spin very well. On the other hand there are the kind that deserve a TV Tillie. Such as:

*There's always room for Jello.* Always room, too, for commercials as pertinent as Jello's gelatin commercials — and as charming. (Remember the Chinese baby?). On the air now is the "broad-chested, yellow-vested button popper." He's a man groaning happily, having just finished a heavy meal when Sweetie Face announces there's dessert. You know very well the situation gets pretty sticky when Sweetie fixes a fancy dessert and That Man says nix. But that's easy to avoid with Jello. Like the man says, "There's always room for Jello." I suspect Jello is the sort of old family friend who's easily overlooked unless some nudging is done. This is as neat a nudge as I've seen. Without a qualm, I give a

Tillie to Y & R's Jello crew.

*They can't take that away from me.* Remember the song? Some smart somebody at J. Walter Thompson took it, word for word, note for note, and used it for one of the sweetest-selling Kodak commercials yet conceived.

Video opens on fuzzy family of ducks, babies following Mama. J.W.T. definitely had all their ducks in a row. From this eye-catcher, the camera moves right on to mother-daughter activities, family picnic, dad holding his five-year-old girl and dancing her around the kitchen. All "moments you want to keep forever." The commercial makes it abundantly clear that "they can't take that away" from you if you capture the moments in movies. By Kodak, of course. Proud to be part of an industry that creates commercials such as this one, I offer a TV Tillie to J. Walter Thompson, who made it.

*Mani-Magic Beautifies Nails in Minutes.* Granted, this one is no swooner. But too often, introductory commercials are all gussied up and befogged with distractions. Not Mani-Magic. The intro is simple, straightforward. The demonstration of product in use is clear as just-washed crystal. Squeeze it on, wash it off in five minutes. No monkey business. No hand-kissing. No waste motion. But you get the message. Come on, William Esty, pick



*BEA ADAMS, as TV creative director, knows whereof she speaks. With Gardner since 1935, she started as a copywriter, had broken all barriers and become a v.p. nine years later. She has also served on the agency's board since 1946.*

up the TV Tillie for your Pacquin account.

*Baby in tub, scrub-a-dub-dub.* Thus begins one Dial commercial. A gentle one it is, and it's baby-in-the-tub all the way. Happy baby sounds contribute their usual appeal. The claim is believable. "So gentle many hospitals use Dial to bathe little babies, yet it's the most efficient deodorant soap you can buy." It doesn't take a seer to know that budding Ivory is a major operation. This TV Tillie which goes to Foote, Cone & Belding is a T for Trying. If there's another "Dial for baby" commercial in the hopper, I'm betting it will slip in a demo as memorable as that good old blackboard. Meantime . . .

I'm going to turn off the hot water from here to yonder, give cold-water All a nice warm smile and a TV Tillie for that elusive thing called an i-d-e-a. Take it away, you-all at Lever Brothers and at Sullivan, Stauffer, Colwell & Boyles.

Next critique by Bea will review a bit of what's happening on the great white wash-line and in other areas supposedly ruled over by the Little Woman. And that reminds me, will someone tell that knight in armor to keep his big white horse off my grass? ■



Furnished by Radio TV Reports, Inc.





## TALKING TO YOURSELF?

Some people are, and perhaps you are talking only to yourself and your contemporaries in some magazines . . . but not in SPONSOR!! SPONSOR's editorial package is directed 100% to broadcast-minded agency and advertiser personnel. These people read SPONSOR each week to find out what's working and what isn't, the changes, trends, techniques, and direction in the broadcast field.

The national timebuyers read and use SPONSOR! Is your message reaching them . . . or are you talking to yourself?

*SPONSOR*

555 Fifth Avenue

New York 10017

212 MUrrayhill 7-8080



PREDICTION FOR 1964:

**This will be the local TV station's  
most popular program!**



# 3M announces the first comprehensive program to help TV stations, advertisers, agencies create new profits with video tape!

Now, for the first time, local tv stations, tape producers, advertisers and agencies can receive real assistance in creating and producing better-selling commercials on video tape.

Here is a complete program that includes both professional demonstration and reference materials from 3M, maker of SCOTCH BRAND Video Tape. Local tv stations and tape producers will be able to offer expanded production counsel and services. They can provide practical materials to help advertisers take full advantage of video tape's production convenience and versatility, "live" picture quality, and the speed, certainty, flexibility that only tape can provide.

A few of the new materials: A 25-minute demonstration tape shows production techniques, actual commercials, explains tape's

benefits. The "Comparator," a pocket-size quick reference guide to the relative advantages of tape, live and film production for tv commercials. "The Television Producer," a deluxe 50-page encyclopedic workbook of how-to tape production information. The program includes industry achievement recognition, many additional pieces of helpful literature.

Ready to let this program help you? Call your local tv station or tape producer. They have already received full presentations of this program, have many of the new 3M materials in their hands.

Magnetic Products Division 

## SPONSOR-SCOPE

### Final ad judgment in station's hands, not board, says SRA

Station Representatives Assn. "energetically" supports NAB Code Authority Rity's efforts to eliminate advertising claims which are "detrimental" to the best interests of advertising and public acceptance, but has taken issue with possibility put forth by Authority Director Howard H. Bell of establishing central clearing house for commercial copy and some further means of checking supporting data in area of product claims. SRA President Edward Codel, in letter to Bell, stressed Association stand that "Ultimate acceptance or rejection on any advertising must remain in hands of individual broadcaster". He said: "Advisory office, designed to counsel and to clarify code interpretations, might well prove real help to advertisers, their agencies, and broadcasters, and could certainly eliminate many small problems before they become large, expensive headaches". But Codel asserted that even if a commercial has been worked through such an advisory board, "Final judgment lies with specific stations or networks involved."

### Market 1 acquires QXR web, plans to add affiliates

QXR network of 47 stations, acquired last week by new group called Market 1 Network, planning expansion into major markets not presently covered by web, with goal of having an FM affiliate in every market. The FM Stereo Radio Network will also pick up AM/FM simulcast stations "Where they are best stations in their market to reach quality audience," according to Market 1 President James Sondheim, former president of QXR, who arranged acquisition of web from Novo Broadcasting, which took it over in 1962 from The New York Times. Sondheim also noted several hour-long stereo specials are on tap, and new programming is being culled from pilots on tape. They include a show demonstrating proven sales techniques aimed at business audience; one built around out-of-way vacation spots; and another a financial-business analysis produced in cooperation with "a major business publication".

### All channel law to be adhered to by Japanese Mfrs.

All-channel set law, which goes into effect for manufacturers on Apr. 30, will be adhered to by foreign TV set makers as well as those in the U.S. Biggest exporter of sets to U.S.—Japan—has assured FCC it will abide with "Letter and Spirit" of the all-channel law. Major U.S. manufacturers will be bringing out their new lines within next few weeks, all geared to receive UHF signals as well as VHF, culminating FCC move to raise stature of U stations.

### Rating Council OKs field workers for 3 separate studies

Broadcast Rating Council is off ground: At meeting last week it cleared way to send auditors into field to work three separate methodology studies, each a six-eight week project. This follows selection of three certified audit firms from eight candidates, but Council won't reveal identities until mid-year at earliest because of complicated reasons that surround such new ventures. By just making it under wire for March 31 deadline it gave itself, council kept its word to take steps toward official audits (of broadcast rating services). Next promise—similar progress for such specialized firms as Trendex.

### Color differential less in network tv than in magazine

Cost hike between B&W and color in TV are often better bargain than in magazines, advertisers are learning. "VOGUE," for example charges 41 percent more for color page than B&W (\$6,150 vs. \$4,350); "NEW YORKER," 50 percent; "BUSINESS WEEK," 60 percent. In TV, ABC passes extra color line charges to stations generally, to advertisers for O&OS; CBS charges "nominal" \$3,500 to sponsor for color lines, nothing to stations; NBC has no color service charge. Color commercial cost estimated 30 percent higher than B&W.



CHARLOTTE IS A PEACH



## Color in Chicago is WGN-TV

Now news in color! Thanks to a special service of fast color film processing, color newscasts are now part of our regular schedule.

This is another example of the depth of our interest in the expanding world of color. WGN Television generates more color programming than any other station in the Chicago market. A colorful 2532 hours in 1963 including, for the fourth year, 123 major league baseball games. There will be more in 1964. That's why we say...

**WGN  
IS  
CHICAGO**

*the most respected call letters in broadcasting*

Metro Charlotte is just the hard core of a market 75 miles in diameter that is succulent selling you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. It's a peach!

**WBT RADIO  
CHARLOTTE**



In/Relation Standard Broadcasting Company



Senate Commerce Communications Subcommittee Chairman John Pastore (left) and U.S. Surgeon General Luther Terry . . . two men whose impact on broadcast advertising will be felt in 1964.

FOR BROADCAST ADVERTISING . . .

# The New Era: Practical Ethics

Broadcasting's best year is marked by acknowledgement of faults and active self-regulation, while a growing number of broadcasters and advertisers see the light

**W**E ARE SEARCHING now for even stronger rules designed better to protect the value of progress as a medium of information, education and entertainment."

So said NAB President LeRoy Collins in Detroit, a scant month before NAB's 42nd annual convention in Chicago. He was referring to code measures that would go beyond the recent tightening on piggybacks, and on youth appeal in cigarette advertising. He urged what might be called the Collins tactic: to forestall government action by voluntary betterment, rather than wait and protest regulatory reforms that go to punishing extremes.

Such a statement by an NAB president would have been unheard of before this new era in broadcast strategy based on acknowledgement of faults and active self-regulation. The new development grew out of both ethical and practical considerations, in a period of rough government agency forays into heretofore "free" areas of broadcast enterprises.

Whether NAB's Gov. Collins personally charted the newer course, or whether a historic need produced the man—he is a symbol of the new strategy, and he will stand or fall as the coming months prove it right or wrong.

Not everyone likes the new approach. It nearly cost the broadcaster association president his job during climactic showdown at January board meetings in Florida. But increasing numbers of broadcasters, and increasing numbers of national advertisers and agencies, have to admit it has been working. Chairmen of powerful Hill committees in House and Senate have gone along with it in major areas of commercials and ratings regulation, in the year span between NAB's last convention and this one.

If there is not a striking coincidence involved, the approach has helped broadcasting and its national representative association chalk up its best year financially; its best year in avoiding some stringent government crackdowns. It has been a year of historic firsts in mutual problem solving by broadcasters, advertisers and networks, magnetized to common effort around the NAB Code of Good Practice.

The new NAB strategy and the broadcast contingent supporting it, do not deal as much in noble platitudes of the "Broadcaster, Right or Wrong" variety. This rallying cry sufficed when most government suspicion was directed at networks and monopoly and newspaper ownership of broadcast media, and old

favorites of Option Time and Pay TV. The New Frontier era brought in regulatory proposals that hit every phase, every size broadcast facility, large and small alike, and on a round-the-clock basis.

It was not an overnight thing. NAB is still sometimes very hesitant about getting into a new melee, even when the new era contingent urges action—as in the cigarette fracas. The NAB was literally unable to bring itself to a decision on making a flesh and blood appearance, rather than simply submitting its statement, at the Federal Trade Commission oral hearings on cigarette advertising, until the last minute. Yet this government foray will hit hardest at TV cigarette commercials for appealing to the young, and will concentrate on broadcast advertising far more heavily than on print media.

But this is an exception, and only a partial exception at that, since Collins and Code Authority Director Howard Bell have won NAB board votes to curtail youth-appeal on cigarettes and cut down back-to-back double commercials in the TV Code. The Radio Code is expected to follow suit shortly on the cigarette problem. This was all brought about in spite of a sharp internal wrangle over Collins' outspokenness.

on cigarette advertising, and on broadcaster refusal to act as spokesman for bigotry in civil rights.

To put it bluntly, the new NAB has closed the old ivory tower. It meets controversy, within or without, head-on. It promises a new future for neglected radio—and acknowledges the neglect. It admits industry faults when taxed with them: yes, the ratings were unfair to many broadcast stations and to the TV and radio audience, and broadcasters did sacrifice accuracy to convenience in using them without question. It says yes, there is certainly the “appearance of overcommercialism” (even NAB must draw the line somewhere, and “appearance” is as far as they are ready to go right now in acknowledgement) and something must be done about the quality, the clutter, the sound and validity of broadcast advertising.

Perhaps most crucial this past year is the admission that yes, there are sharp differences between state associations who want to go this-way in policy, while national NAB advises going thataway. But the corollary of “Let’s stick together and fix it ourselves,” has produced striking victories. It was the combination of individual, state association and national association broadcasters working in unison, that produced the 317 to 3 House vote to bar FCC from pinpoint regulation of broadcast commercials.

The threat of internal dissensions culminating in broadcast civil war and rejection of its own president, seemed ended with Board Chairman Quarton’s statement after Collins’ successful, if slender, vote: “It’s finished as far as I’m concerned,” and Collins would serve out his full contract.

A new era, too, is underway in relationships between broadcasters and advertisers and agencies. In the days of laissez-faire, when the regulatory livin’ was easy, each of these groups simply fought tooth and nail for the best time and price, and Madison Avenue stayed on its own street.

This is no longer possible. As government criticism of broadcast commercials intensifies, other news media headline it. A new consumer-protection crusade is in full swing

that will affect every product sponsored on the air—also the labeling and advertising thereof. In the face of this tidal wave, broadcasters and advertisers have begun to realize they’d better stick together, or be overwhelmed in the governmental flood separately, as Collins and Code Director Bell have been warning.

In the last analysis, advertising and broadcasting interests are two sides of the same coin—the broadcast commercial revenue coin, that is. Neither can make the necessary reforms in commercials, their quality, their interruptiveness, without the cooperation of the other. Until the recent push, pull and cajolerie by Collins to get top representatives together to talk over problems with NAB Code people, a stalemate was forming. Advertisers had been chary of getting into the rating measurement confabs—they preferred, at first, to “watch” or “sit in,” on meetings of NAB’s new research council. Advertisers were shouting down the broadcasters for “clutter” by billboard credits and promotion. Broadcasters opposed giving up their competitive station promotion, and accused advertisers of antagonizing the public with repetitious and poor quality commercials.

Now everyone is working to pool alternatives. Bell has circled the coastal program producers to plead for a cutdown on long credit crawls. Compromises have been reached during top-level meetings. A climactic point was reached in the latest get-together sponsored by ANA when they suggested four rules to contain clutter: one of them would cut multiple-sponsor mention at start and close of programs to one.

There will be more meetings between NAB Codesmiths, nets, advertisers and agency people. Sen. Pastore, chairman of the Senate Commerce Subcommittee on Communications is hovering in the background. The senator warned hold-off networks to cooperate with Collins on meetings. One fine day, the senator will host a meeting in his own office to get a progress report on what’s being done to better quality and end clutter in broadcast commercials. If the report is not satisfactory (and this would

also hold true on the House side in the ratings matter, where the final blessing of committee report has not yet been given)—the next step could be formal hearings. Or it could be a nod to FCC Chairman Henry to move from case-by-case to some sort of policy standard in the commercial area of regulation.

What was the starting point for the new era? In a sense, it was FCC Chairman Newton Minow who triggered change in broadcaster strategy from defensive protest to offensive insistence on self-regulation, and proof that they can and will do it.

Minow was a unique chairman who ushered in unique times for broadcasters. Never before had the Federal Communications Commission had a chairman as aggressive, as crusading, as successful in making newspaper headlines, and as close to the White House as Minow. Before taking off for greener financial fields, after a comparatively short stretch as FCC chairman, Minow’s final filip was a proposal that the NAB become virtually an arm of the government, like the National Association of Securities Dealers (a suggestion still breathing in the pages of FCC’s network study, under consideration right now at the commission).

Successor E. William Henry, a new frontiersman, took up where Minow left off, when he became chairman in May 1963. If Minow’s crusade had been against the vast wasteland of western and family-comedy programming, Henry’s was for a general uplift. He wanted better quality, more local live programming, more editorializing, more local orientation, and fewer commercials. Fewer and fewer commercials.

Like Minow, Henry partly supplied his own steam, as a vigorous young and determined administrator. Partly, he enjoyed momentum from the new frontiersmanship and the popular president who had appointed and would back him up. It was a period when government from high up on the Hill, to downtowners in half a dozen agencies had another broadcast field day.

There were the ratings hearing that made good fodder for the papers for weeks on end. There were

# Who's Who in the Federal Communications Commission



**E. WILLIAM HENRY  
CHAIRMAN, FCC**

Henry is the youngest (35) chairman the Federal Communications Commission has had. Named to succeed Newton N. Minow as chairman in May, 1963, he had been engaged in law practice in Memphis prior to his original appointment to the commission in 1962.

Before that, Henry had been active in Washington during the 1960 presidential campaign, served as a representative to the Nationalities Division of the Democratic National Committee and had been prominent in civil rights activities.

**ROSEL H. HYDE, COMMISSIONER, FCC**—First appointed to the commission in 1946, he served as vice chairman from 1952 until he was named chairman in 1954, for a one-year period.



*Hyde*

Hyde first entered government service in 1924 with the civil service commission. He became an assistant attorney with the Federal Radio Commission in 1928, and continued to serve with its successor, the FCC, when it was created in 1934. He held various legal positions with the FCC.

**ROBERT I. BARTLEY, COMMISSIONER, FCC**—Bartley is, more or less, the FCC's top non-engineering expert on FM. A member of the commission for the past 12 years, he was administrative assistant to House speaker Rayburn prior to appointment to the FCC in 1952.



*Bartley*

Earlier, Bartley joined the Yankee Network in 1939, was elected vice president in 1942 and also served that year as secretary-treasurer of FM Broadcasters, Inc. When FMB merged with the NAB in 1943, he became head of the NAB's FM department.

**ROBERT E. LEE, COMMISSIONER, FCC**—First appointed in 1953, and now in his second term as commissioner, he came to the FCC from the House committee on appropriations, where he was director of surveys and investigations.



*Lee*

Lee had also been chief clerk of the FBI, and before that served as an assistant to J. Edgar Hoover. He first entered Federal service in 1938 as a special agent for the FBI. Prior to that he worked for eight years as an auditor for American Bond and Mortgage Co. and other firms.

**FREDERICK W. FORD, COMMISSIONER, FCC**—Assistant deputy Attorney General for the Justice Department, Ford was named to the FCC in 1957, and served as chairman from March, 1960, to March of the following year.



*Ford*

Ford held a variety of posts with the Justice Department from 1953 to 1957, and prior to that served in four different positions with the FCC and also acted as counsel for the commission before his appointment as commissioner. He saw additional government service with the Office of Price Administration.

**KENNETH A. COX, COMMISSIONER, FCC**—Named in January, 1963 to fill the unexpired term of T. A. M. Craven and subsequently confirmed for a full seven-year term the following June, he advanced to the commission from the FCC's Broadcast Bureau where he had been bureau chief since 1961.



*Cox*

Prior to that, Cox had had a varied legal background that included a hand in the direction of a TV inquiry when he served as special counsel for the Senate's Interstate and Foreign Commerce Committee in 1956-57.

**LEE LOEVINGER, COMMISSIONER, FCC**—Former assistant Attorney General in charge of the Antitrust Division, he is the most recent appointee to the commission (June 1963) and was named to fill the unexpired term of Newton Minow, which runs to June 30, 1968.



*Loevinger*

Loevinger is the author of several books and articles in the fields of antitrust law and jurisprudence, and previous to the Justice Department had served from 1960-61 as an associate justice of the Supreme Court in his home state of Minnesota.

threats to throw the broadcaster's whole schedule open to political wrangles if an editorial concerned a candidate or a controversial issue. A Columbia University study reported by Dr. Gary Steiner said people were looking at tv commercials with a jaundiced eye—and FCC had more fodder for proposing limiting rules. The big consumer-protection push was on, also the big cigarette burn. FCC was going to look into everything, but everything, from multiple ownership, AM and FM situation, broadcast license fees, minute details of broadcasting, the works.

Then, suddenly, by a tragic quirk of history, with the assassination of President Kennedy, broadcasters were given their "finest hour" of public service, sacrifice and dedication — during the year when they were most heavily under fire.

At this point, the regulatory invasion began to slack off a bit—but it was not a withdrawal, just a standstill—and it was still poised for action. NAB policy moved slowly but surely to the new approach: admitting unpleasant issues, putting them out in the open, and going hammer and tongues after the right to self correction when and where it was needed. The self-regulatory standard was taken by every broadcaster and by state and

national association to their congressmen and senators—not once but over and over, and in person.

By the opening month of 1964, the era of the Great Rebuff for the federal regulatory agencies was underway. The FCC took perhaps the worst beating in its history (aside from ex parte scandal which hit individual chairmen and one member). During hearings on the commission's handling of broadcast editorializing and commercials rulemaking, House Commerce Committee Chairman Oren Harris and Communications Subcommittee chairman Walter Rogers (D., Tex.), and majority of committee members blasted regulatory agencies in general and the FCC in particular for going ahead with a "legislative" type of activity that usurped Congressional rights and went far beyond executive agency appointees' authority under their statutes.

Earlier hearings on broadcast ratings had brought milder scolding to both FCC and FTC for failure to keep tabs on rating firms' claims of accuracy in the face of actual bias. Both agencies were warned by House and Senate appropriations committees to keep within traditional regulatory boundaries. The new president's attitude was cautionary against over-regulation. Internally, at the FCC, a

schism left Henry with only Kenneth Cox as frontier buddy. Newcomer Lee Loevinger did not back his chairman, and managed to appear neutral on all issues.

But the government pendulum never stops swinging. The rebuff by no means ended regulatory activity in broadcast and broadcast advertising. FCC's E. William Henry has not retreated one inch from his beliefs and his determination to improve the broadcasting picture his way. Scolded by the House committees, and barred from commercials rules (as much by their acknowledged impracticality as by that House vote), Henry is resuming his program, but working out some new approaches.

He is making use, actually, of older and safer approaches. Commercials will be reached, as directed, on a case by case basis. But when enough data is gathered, Henry will undoubtedly try again to evolve some set of standards or a permissible maximum for broadcast advertising — unless the industry 100% beats him to it. Whether Henry could again get a majority commission vote for such a proceeding, is a large question for the crystal ball.

Although the House Communications Subcommittee's informal report somewhat uneasily and uncer-

## Who's Who on the Federal

### PAUL RAND DIXON, CHAIRMAN, FEDERAL TRADE COMMISSION

Top man on the Commission since September 1961, Dixon first joined the FTC as a trial attorney in July, 1938; immediately following graduation from the University of Florida law school. He subsequently engaged primarily in anti-monopoly and anti-deceptive practice work.

He became counsel and staff director of the Senate Antitrust and Monopoly Subcommittee in 1957 where he assisted in developing and focusing the attention of Congress and public on problems in the field of restraints of trade, including administered prices in many major industries. Dixon's term as chairman of the FTC will expire September 25, 1967.



JOHN R. REILLY, COMMISSIONER, FTC—President Johnson's first appointment to the FTC, and one of the youngest men to serve there (36), Reilly is filling the unexpired term of A. Leon Higginbotham, Jr., which runs to September 1969.

A trial attorney in the Antitrust Division of the Justice Department from 1955-58, he became Midwestern representative of the Council of State Governments in Chicago. In 1961 the Attorney General appointed him as head of the Executive Office for United States Attorneys and Assistant to the Deputy Attorney General.



Reilly

tamy warned Henry away from blueprinting any new broadcaster requirements under the Fairness Doctrine — Henry is coming out with an explanatory "primer" on the Doctrine. The big question is whether a broadcaster should be compelled to give free time to answer a sponsored controversial editorial or political attack. Sen. Pastore is on record with a large "Yes." The House members are opposed, but the subcommittee could not reach enough agreement to say this in its report. More hearings will undoubtedly be held—and speculation runs high over what the FCC's primer has to say on this question.

The same pattern held with broadcast fees. Henry is going ahead in spite of House Committee warning and Rogers' bill disallowing FCC fee charges. The collections will be held in escrow until federal courts decide a test case brought against the fees.

Perhaps Henry's broadest and safest avenue of approach is the enlarged, detailed accounting of programming, community-connections, and commercials schedules in the licensee reports—due annually on tv and once every three years in radio. Broadcasters are fighting hard to cut back the detail, scenting booby traps that can be sprung

at renewal. This fight may have to be theirs alone. It would be hard for even Rep. Rogers to say FCC did not have the right to require an accounting of broadcaster stewardship in the public interest, and as licensee of the public airways. Again, voting schism in the commission may prove a broadcast ally against overkill in detailed reporting.

Added to Henry's new strategy, is the realization that the Senate will probably be reluctant to back the House attack on regulatory rights. The Senate is prone to think twice before yanking an issue out of regulatory hands—particularly when they might be left with the job of policing it themselves, if their voting public demanded it.

Senators prefer industry self-regulation, and both Commerce Committee Chairman Magnuson, and Communications Subcommittee Chairman Pastore, have spelled this out to the industry and to the FCC. FCC was told to give broadcasters a chance at self-improvement in commercialization. Broadcasters were warned to show concrete progress—or take the consequences.

NAB's Collins said the new era contingent of broadcasters believe that the industry has its golden chance right now to prove it can regulate itself—and take the action

out of the regulatory agencies for the foreseeable future.

Like the FCC, the FTC's chairman is also a vigorous, determined appointee of the new frontier type. The FTC, smarting like its fellow agency from frustrations and failures in tv advertising cases, can be expected to go all out on its big cigarette advertising extravaganza. Here, the Federal Trade Commission will have the backing of science and medicine, and of FDA and its parent the Department of Health, Education and Welfare, plus a roster of educational, civic and consumer interests. They will support FTC's stand that cigarettes be labeled "Dangerous!" and that tv advertising be cleansed of anything even remotely resembling an appeal to youth. A strong nucleus of Hill crusaders are also backing the action with bills to make it crystal clear that cigarettes are amenable to FTC and FDA regulation.

There are some big guns lined up against the FTC cigarette rule-making, too—and no doubt, practically endless court actions will be fought. "Go slow!" urgings have come from a few scientific hold-outs not yet convinced of the cigarette-cancer link, and from many who urge the white hope of research to make smoking harmless. Tobacco industry, and tobacco-ori-

## Trade Commission

**A. EVERETTE MacINTYRE, COMMISSIONER, FTC** — This Democrat from North Carolina is an acknowledged solon on anti-monopoly and small business.



MacIntyre

Staff director and chief counsel for the Select Committee on Small Business of the House of Representatives, MacIntyre succeeded to the expiring term of Robert Secrest in September 1961.

Shortly after World War II, he organized the FTC's antitrust trial staff. In addition, he served as chief counsel to a Special House Committee investigating large-scale buying and selling practices.

**PHILIP ELMAN, COMMISSIONER, FTC**—Elman came to the FTC with a legal and regulatory background that began in 1939, included a stint as FCC attorney from 1940-1941, culminated with various justice department positions when he was named commissioner in 1961. Two years later, he was appointed to a full seven-year term.



Elman

After his service with the FCC, he became law clerk to supreme court justice Frankfurter, and later joined the state department in 1943. Elman moved to the justice department and was Assistant to the Solicitor General when he was named to the FTC.

**SIGURD ANDERSON, COMMISSIONER (retired), FTC**—Norwegian-born. Anderson returned to elective political life March 1 leaving a seat pending on the FTC which he had filled since 1955.



Anderson

Although he taught school for a brief period, Republican Anderson's area of concentration has been South Dakota politics.

After Navy service, he was elected attorney general (1946-50), then governor in 1950. He was re-elected to the state's first office in 1952 and appointed member of the FTC in 1955. His reappointment in 1959 was for a seven year term.

ented legislators will fight against wholesale onslaughts on tobacco. On the sidelines, sad-eyed tax experts and economists worry over possible financial wrench involved if the anti-smoking crusade makes it big. As for the President—he has not even mentioned the problem in his consumer messages.

Whatever the outcome, FTC is basking in the spotlight today, with its crusade to save the American youth from the lure of massive advertising campaigns. In fact, massive advertising is under new and active suspicion at the FTC. The order for Clorox divestiture by Procter and Gamble, in a rare approach, makes an antitrust factor of the advantage of the national advertiser in supermarket selling, over competing products not blanketed in national tv ad campaigns. Broadcasters will hold their breath as their biggest client battles FTC's effort to prove big ad budgets can be attacked as "wasteful" by the commission.

Backgrounding the glowing, cigarette-headlined present are some hard thumps for the Federal Trade Commission in the TV advertising field. Most recent was its final and rather ignominious surrender on the Bayer advertising claims based on FTC's own pain-killer research. Twice, FTC was put down in federal courts on this one. FTC also had to pull back, at court order, from a tough stand on any use of tv mock-up techniques, in the Colgate-Palmolive and Rise shave cream cases. Although victorious in barring advertising already on its way out, FTC was warned away from extremes that would bar legitimate substitutions for tv camera action.

Scolding came its way from appropriations committees—the senate turned down FTC chairman's bid for funds to make a survey of 1,000 leading manufacturers. FTC was rapped for paying too much attention to picayune cases. Another brickbat came its way for the consents it signed with rating firms Nielsen, ARB and Pulse, to end claims of hairline accuracy. Too easy, said the House Investigations Subcommittee during its ratings hearings. Subsequent order throwing Nielsen patents open to non-

exclusive use and forbidding any more audience measurement acquisitions, created little stir. Too late, said industry.

For FTC Chairman Paul Rand Dixon, perhaps the saddest of all was the loud silence that met FTC's program for hopeful buddying up with industry by "helpful" advisory policy, involving informal get-togethers where industry would let its hair down. Broadcasters and advertisers met the proposals with chill silence during two industry-government get-togethers held here in Washington this past winter—one hosted by AFA-AAW, and one by the National Chamber of Commerce.

Like its fellow agency, the FTC fights on. It wants a law granting it the right to impose temporary injunctions without court directives, against advertising or other business practices under complaint action, while case is pending. In its year-end (fiscal) report for 1963, FTC reminded the industry that it monitored over 500,000 radio and tv commercials, and over 300,000 printed ads. It has dumped over 61,000 of these on its legal staff for further examination and possible action. False advertising cases accounted for \$4 million of the commission's \$11.5 million budget, said the report.

FTC chairman has announced, in addition to the proposed rules on cigarette advertising, pursuit of cough-cure remedies; cosmetics; mineral and vitamin supplements; reducing and dietary medicines and foods. Broadcast toy commercials were hit hard in the fall of 1963, but may get off the hook via NAB's new campaign for self-regulation and new toy advertising guidelines. Broadcast ratings will get further attention at the FTC and cross-checking of station advertising based on them will go on with FCC.

FDA will be with the Trade Commission all the way in all of these actions. Food and Drug Administration attacks the product itself, and disclosure factors in label and advertising—while FTC goes after the false advertising claims. Advertisers and agencies had a double scare when FDA's yank of Regimen tablets was followed recently by Justice Department action

against the advertising agency involved, as well as the manufacturer. J. D. also jumped on reducing capsules touted in "Calories Don't Count," for violation of Food and Drug Act—and indicted the author of the promotional book. Under other circumstances the author could have been an ad agency.

One of the largest and most recent moves by FDA is the proposal to require updating of advertising and labeling of all drug products cleared since 1938. They would have to meet testing and disclosure requirements for both safety and effectiveness (it used to be just safety) in the Kefauver-Harris Act that was effective in June, 1963.

Since no government department seems complete these days without a consumer-arm, FDA will now have its own Consumer-Education Division. This will reinforce the newly created government arm placed around consumer shoulders when President Johnson reactivated Kennedy's Consumer Advisory Council, and put Mrs. Esther Peterson in charge of a special consumer committee to protect Americans from confusion or exploitation in their shopping. This combine will back truth-in-packaging and truth-in-lending legislation by Sens. Hart and Douglas.

There is more. A brand new federal agency called the Office of Consumers is being pushed. This new bureau would represent consumer interests in proceedings of all existing agencies. It would hear consumer complaints and conduct investigations into prices, quality and handling of consumer goods. Odds are heavy that it would proceed to protect the TV viewer and the radio listener with headlined fervor.

Things are not all bad. To counter act all of these irritants, are glowing predictions from the President's economic advisor, from commerce department's outlook series, from the bureau of the budget, and from experts in and out of government—that business is good and looking better. NAB says that, based on its tallies of latest figures, broadcast revenue trends in the first quarter of this year auger a final total that will top last year's topper. ■

## Local TV tape seminars planned by 3M

Minnesota Mining has prepared special tapes, production manuals, other items for stations, and 50 of them said "yes"

**A**LTHOUGH 60 of the nation's commercial TV stations have video tape facilities, and some are so adept at making commercials on tape that they're used on network TV shows, the country's local TV advertisers have much to learn about the basics of using the tape medium.

So believes Minnesota Mining & Manufacturing (3M), which has launched a series of local TV tape seminars to which will be invited admen active in local-level TV — advertising managers, sponsor personnel, local agency men, store managers, TV directors, account men. It's the first such large-scale "grass-roots" attempt to broaden the use of video tape among local advertisers — and, incidentally, to bring new local revenues to stations by 3M.

Video tape sales manager William H. Madden of 3M is heading the project, and over 50 stations have signed up so far for the local tape seminar events. Each of the seminars, according to Madden, will be tailored to a specific TV market.

The general idea of the sessions is to show advertisers that video tape provides major economics, as well as new dimensions and flexibilities, in the production of local TV commercials. Although this may sound, to Madison Avenue ears, about as exciting as a flight in a primary trainer would sound to a pilot who's just been cleared for advanced jets, there's plenty of room for such missionary seminars.

By 3M executive Madden count, local advertisers are now pouring more than \$200 million annually into TV, but only about 15% of this goes for video tape commercials. To tape proponents like Madden



*Demonstration tape to be shown advertisers features Pat Carroll in a flour commercial. In one session of three hours she taped 9 commercials. Cost to sponsor \$300 a commercial, exclusive of talent costs*

this is a situation to be remedied as soon as possible. Hence, the seminar schedule, and the stress on local-station tape abilities.

Said Madden in New York late last month:

"A leading station in Detroit, for example, in addition to operating a full program schedule, has a flourishing commercial production business. Among other activities, it is video-taping Ford and General Motors commercials for use on network shows.

"All television stations possessing video taping equipment are capable of doing TV commercials, ranging from the network commercials being done in Detroit to outstanding spots for the car dealer, realtor or department store in Keokuk, Iowa or Bangor, Maine."

The lightweight use of video

taped commercials by local advertisers, Madden says, is often due to the fact that tape-equipped stations "do not fully utilize this equipment."

Madden gives this field-checked analysis of what's wrong:

"It may seem contradictory that local television stations that aggressively go out and sell available air time to local sponsors pass up the opportunity to make additional profit by not also selling their production capabilities. Our survey, plus discussions with advertisers and agencies, uncovered the major reason why this phenomenon exists.

"Basically, it involves a breakdown in communications. The stations, in some instances, are unaware of the profit potential present in the production of commercials. In other cases they're not

# THE CLEAR DOPE

Here is the clear dope about a good broadcasting operation.

Although most guys and gals our age who are in the advertising business know almost everything about us, we are often reminded that time flies and each day new people are joining the ranks of agencies of the country. Some of them sit in judgment on us, and so they need to know all about us.

Well—We operate KRNT Radio, KRNT Television, and KRNT Theater out here in Des Moines, Iowa. All under the same roof. All run by the same people. Many of the personnel are up to their necks in all three all the time.

Our radio station has led in service and adult audience most of its 29 years. The television station reflects credit on its parent and generally leads in ratings, and in every one of its almost 9 years, it has done around  $\frac{3}{4}$  of the local business! Both stations are affiliated with CBS. The CBS know-how together with the KRNT "know-how and go-now" keeps us out in front. The theater is the largest legitimate theater in the U. S. A. Everything from the Grand Opera to the Grand Ole Opry is shown in it. It truly is the "show place for all Iowa."

So what happens? Well, the stations promote the theater and the theater promotes the stations, and we learn show

business from running all three. We learn about people, too. Nothing will straighten out a person's thinking about what appeals to people as well as the box office. 'Tis the till that tells the tale. People either put their money where their mouth is at the box office or they don't—they kid you not.

Out of this baptism of fire comes some pretty hep people in programming and promotion and market knowledge.

Few organizations, if any, know this market as well as the KRNT organization knows it.

Few organizations know more about program appeals—

Few organizations know more about promotion and publicity—

Few organizations are held in as high esteem by its public.

Few organizations of our kind in the U. S. A. have the track record that KRNT Radio and KRNT Television post year after year.

The KRNT name means leadership and has for a long time.

What about right now, today?

Well, take KRNT-TV:

The **hot** CBS-TV schedule is **hotter** here.

The **hottest** movie package is here.

The **hottest** news outfit is here. In fact, one of the top daily nighttime news programs in a multiple station market in America is here on KRNT-TV.

The **hottest** sports programs are here. The football coaches of the three largest universities in Iowa are seen exclusively in this market on KRNT-TV.

The most and the best and the best-known local personalities are on this station.

Civic, cultural and religious groups know from long experience that they can count on our eager cooperation and support. They know we do operate in the public interest, convenience, and necessity.

And—this is the station, in this three-station market, that carries around  $\frac{3}{4}$  of the local television advertising and has since the station's inception. Yes—where the cash register has to ring today to make today's profits, this is the station the local merchants depend on for sales—some of them selling products your agency represents.

Then about radio:

Every Des Moines survey a fellow can find shows KRNT

Radio leading in total audience, total adults . . . leading in believability, too. KRNT "Total Radio" has the solid sound of success you like. You're proud to be associated with it. It, too, is a great news station, a great sports station, and it has the most and best known local personalities. It, too, is an outstanding public service station.

Our KRNT Radio personalities appear regularly on KRNT Television. This is a big advantage. Radio listeners know what KRNT personalities look like. Likewise, television viewers are constantly reminded of their local KRNT-TV favorites because of their frequent exposure on KRNT Radio. One medium helps the other in our operation. And personalities are pictured in heavy newspaper promotion, too. Our personalities are "old friends" to Central Iowa people—an important plus in their merchandising and sales effectiveness.

These stations of ours provide the proper climate for responsible advertisers—a climate of leadership, believability and responsibility. It is said that Lord Chesterfield once invited his young friend thusly: "Come walk down the street with me. It will make your fortune!"

We invite responsible advertisers to come walk down the street with us. It will go a long way toward making your fortune.

# KRNT RADIO and KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.  
Represented by the Katz Agency, Inc.

## ADVERTISERS

sure how much they should charge for such service to the advertiser or whether they might just be borrowing trouble with a sponsor who, up till now, has been satisfied with the show he's bought."

Many local TV ad managers and agency men cut their TV eye teeth, Madden believes, on the basis of a choice between live commercials or filmed commercials. Video tape is a new horizon, and one which requires local admen to acquire new knowledge. In recent years, this has held back the progress of local TV tape production, the 3M executive declares.

"The terminology of video recording is different than the long-familiar motion picture slang . . . advertisers and agencies were unaware that most of the special effects desired in commercials can be produced with minimum video equipment and just one recorder. But, in total, most of the problem



## YOU SHOULD HEAR

Gordon L. Capps, President of Inland Radio, Inc., Ontario, Oregon, says: "We believe that CRC is the most usable and useful Radio Station library we have found. The Commercial Jingles and Sponsor ID's as well as the rest of the library makes selling advertisers, particularly the new advertisers, much easier. CRC is making us money every day. After all, what more could you ask from a library service?"

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

has been a lack of effective communications between advertisers and agencies on the one hand, and television stations on the other."

The seminar series, on which 3M is pinning considerable hopes, has been "under preparation for more than a year, and each element has been carefully considered to make certain that it would help clear the air."

In actual practice, the seminars will work out something like this. They are virtually a "package" from 3M, containing most everything a station would need. There is, for instance, a video demonstration tape starring comedienne Pat Carroll. Included in it is one of the commercials Miss Carroll did for Peavey Company Flour Mills, taped at a midwestern station.

"In one single taping session of less than three hours, she taped nine separate commercials," recalls Madden of the comedienne's effort. "Because of the speed, the cost to the sponsors was just \$300 per commercial, exclusive of talent fees. Just to remind you that a commercial made on a shoestring can be a good one, this spot, starring Pat, won a second prize at the American TV Commercials Festival."

There is also a manual called "The Television Tape Producer," which Madden feels "will come to be regarded as 'The Bible' of tape production." It is a deluxe workbook, giving a great deal of basic advice to admen concerning video tape production — camera positioning and movement, lens selection, camera changes to punctuate action, camera blocking, lighting, sets, artwork and typography. It also discusses auxiliary television recording equipment, editing and lighting equipment, the advantages of taping stock shots for an entire advertising campaign in one shooting session, and script techniques for local TV tape commercials.

"While each station will prepare its own format," Madden states, "normally those in attendance will be taken on a tour of the studio to see the station's video tape equipment. Then, they probably will be shown either the Pat Carroll or the station's own video demonstration tape, and will be supplied copies of the producer's manual,

and other pertinent pieces of literature. Key station personnel will be available to answer any and all questions."

Follow-up contact is planned by 3M at the local level via direct mail and sales calls. The seminars will be backstopped with a "national promotional umbrella" by the manufacturing firm.

Can all types of sponsors benefit by the campaign? Says Madden:

"A station with minimum video equipment and just one recorder is capable of producing outstanding commercials featuring 90 per cent of the special effects normally desired by advertisers and agencies."

## A. S. Beck shoes names new ad-p.r. director

Louis B. Keane, who was an A.S. Beck employee for 30 years and served at one time as vice president and member of the board of directors, has returned to the company as director of advertising and public relations.

Keane was associated with Beck from 1928 through 1958. He was vice president and director from 1946 on.

For the past several years he has been a merchandise consultant to Genesco and served the I. Miller and Wise shoe divisions.

## ANA plans workshop

A day-long workshop for advertisers on the subject of television advertising is scheduled by the Association of National Advertisers to be held June 17th at the Plaza Hotel in New York.

The program committee is headed by Alfred Plant, vice president-advertising of Block Drug Company, manned by Richard Butler, Lever Bros.; Robert Dobbin Best Foods; Glenn Johnston, Glenbrook Laboratories; Gregg Lincoln, Colgate-Palmolive; Craig Moodie, Jr., Armstrong Cork; and Copeland Robinson Liggett & Myers.

This annual workshop is one of the activities of the Broadcast Service Committee of the ANA under the chairmanship of John Burgard, vice president and director of advertising of the Brown & Williamson Tobacco Corporation.

# Mad but wonderful world of a copywriter

Here is how a copywriter lives, works. Her world is one of dizziness, pain, frustration, but also fun

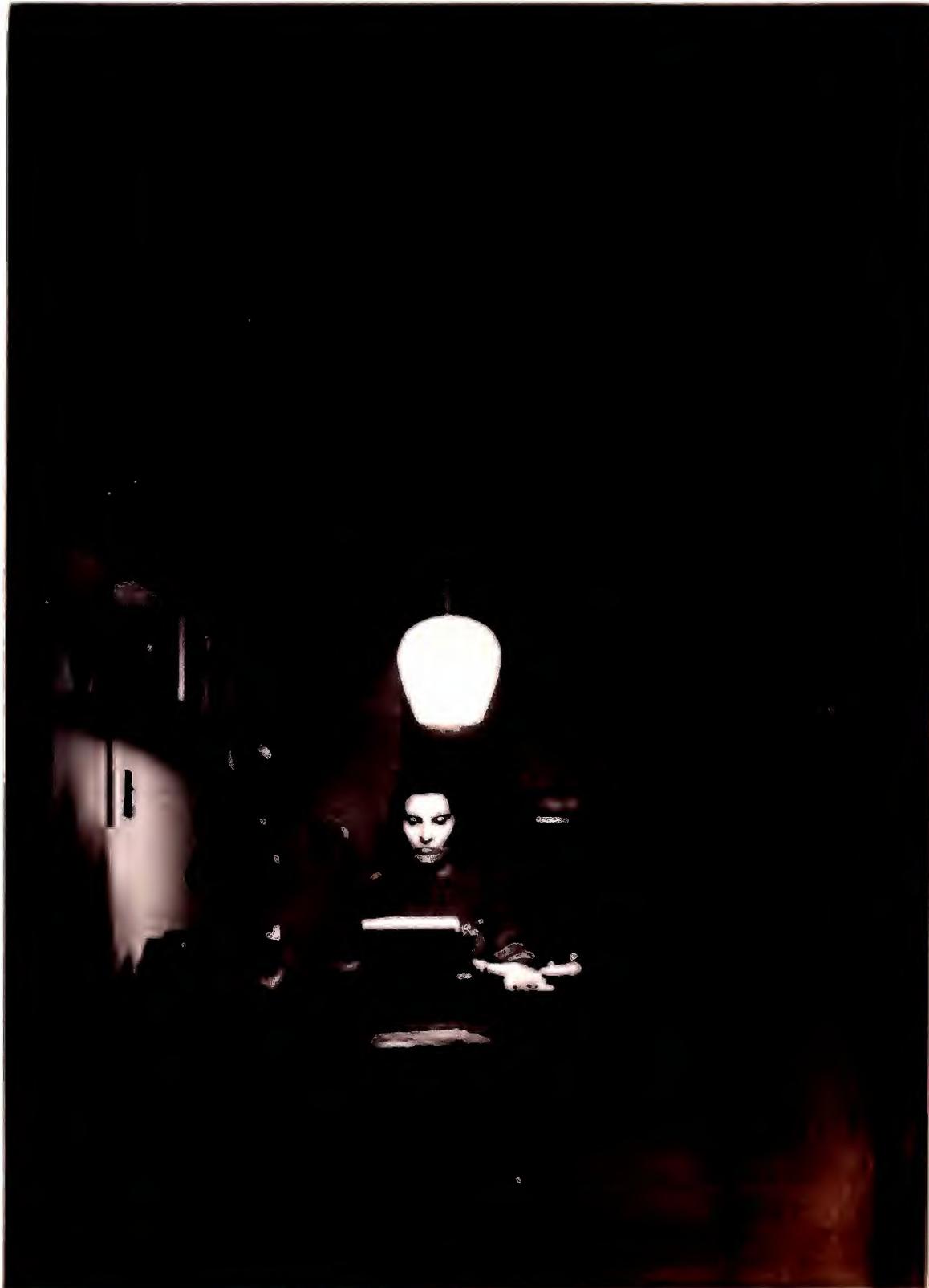
**B**EING A COPYWRITER is more than just a love affair between a writer and a pencil and paper. It involves a great deal of running, thinking, learning, planning, directing, and taking direction.

The copywriter's world is a mad-house but also a fun house. It is here that the dizziness of ideas begins to clear and the creative concept becomes concrete. In the end it is the copywriter, along with the art director, that decides on the details of the commercial message that will make the consumer look listen, and hopefully, buy. Copywriters are not sponsored poets or novelists who have failed but, for the most part, ordinary people with good minds and a great deal of energy.

A good representative of the copywriter's profession is Olivia Frager who works on the John H. Breck account at Young & Rubicam. She is one of about 60 copywriters at Y&R, agency for Breck since last September.

Olivia writes for all media, but concentration has been on television for the products she handles.

*As one of the copywriters on the Breck account at Y & R, Olivia Frager was featured in the BRECK GOLD BOX, the company publication of John H. Breck, Inc. It was this coverage that brought Olivia to SPONSOR's attention. The major part of this article and the photos are taken from the story in Gold Box, written and edited by Robert J. Croken.*





*Copywriters must speak up. Here Olivia expresses one of her ideas to an art supervisor.*

"I went to art school," says Olivia, "and TV has a lot of picture, which pleases me. I'm very interested in movie techniques."

But such problems are usually settled through healthy, although sometimes heated, discussion. Instead of just carrying out orders, a good copywriter must think them out, Olivia believes. It is good people who make a good advertisement.

"I don't like to work with a set storyboard and planned cuts, etc.," says Olivia. "Luckily the TV art director (Lee Scherz) doesn't either. We work it out together. He has a feeling for copywriting and knows when I'm going astray. At the same time I like to talk over his art plans. We argue and fight but it all comes out for the best."

The producer, John McShane, also listens. "He let's me monkey around," Olivia says. "The agency is very good about that, and so is the client. They give you your head," she says.

"If you want to and I think every copywriter should want to — it is a good idea to sit in on castings, music, and voice choosings. I also go to shootings, mixings, and watch what's going on. I am invited more or less as an observer, but they sometimes listen to me, if I have something important to say," Olivia reflects.

On a commercial for Breck Hair Set Mist Olivia was writing copy for a type like Sandra Dennis, the producer was thinking of a type like Carole Lombard. "When I knew what he was thinking I could go back and do the kind of re-write he wanted. I don't always write

with a particular type person in mind but this was a tricky commercial and the personality was important," the copywriter says.

Of the many Breck products, Olivia handles copywriting for Breck Hair Set Mist, Creme Rinse, Banish dandruff shampoo, and several others.

"Copywriters must be good customers themselves, I believe," Olivia says. "They're the kind of people who like to go into supermarkets and buy things."

Olivia is clever with words, quick to understand what people want to know about a product, and adept at creating effective advertising copy. She is personable, outgoing, and articulate.

Young & Rubicam has a reputation for being a creative agency. It is a mecca in the ad world for people who are imaginative and creative, some creative people believe.

It was this reputation that attracted Olivia Trager.

Ten years ago, she was a senior at Bennington College in Vermont, and her burning ambition was to go to Mexico and write a novel. She hadn't established a theme for the novel by graduation, and she didn't have the money to go to Mexico, so she settled down to work in New York.

Olivia worked for MGM as a titleist, then went to the C. J. LaRoche agency as a copywriter.

The acting copy head at the LaRoche agency was a young Harvard graduate named James Trager. What with their work and several mutual interests throwing them together, it was not surprising that romance blossomed. Soon Olivia had, with no reluctance at all, abandoned the idea of the novel and Mexico and married James Trager.

Today, the couple has three chil-

*When she's in the supermarket, Olivia becomes just another housewife. She is restless and says she can't stand not being over-busy.*





Olivia stands by as Breck marketing director, Ken Hawthorne, is being prepared to see TV storyboard by Al Hampel, copy supervisor on Breck account.



Olivia's day is occupied with phone calls, meetings, arrangements, other duties.

dren: Toby, six; Mandy, four; and James, fourteen months. Since her marriage Olivia has worked at three advertising agencies, always as a copywriter. She came to Y&R about a year ago.

After eight years as a copywriter she has formed some strong opinions on her career and on the responsibilities of copywriters.

"I'm not a writer who wants to be anything else. I want to be what I am."

A copywriters job, she believes, is to give the products a glamour and excitement that adds a value above what the product has. "I'm ashamed of my bad ads," she says, "and I get a sense of accomplishment when I do a good one."

According to *The Book of Young & Rubicam*, "the copy department is where the actual advertising is originated and written, be it magazines, radio, television, newspapers,

billboards, skywriting, matchbooks, or what-have-you." A companion volume in the Y&R library, entitled *How to Create Good Advertising*, explains that a copywriter must first and foremost be able to write clearly, simply, logically, and interestingly.

"He should think in terms of people and their needs and desires. He must think: 'How can I form a mental bridge between people's needs and desires and the advantages this product has to offer?'"

In the opinion of Gwynne Prosser, director of personnel at Y&R, the real, good copywriters have the ability to develop a theme that will be the key to a whole series of ads.

"Anyone," he says, "can write one good ad, but developing a theme that will last is good writing." About 24 of the agency's copywriters are women, Prosser says.

The average age of the agency's copywriters is slightly under 30, he says. They are all college-trained and they might have studied journalism, a subject closely related to copywriting, or subjects as remote to copywriting as French literature, geography, and chemistry.

Frank Harrell, a Y&R vice president and manager of the copy department, explains what the agency looks for when they hire a copywriter.

"We look for real interest in doing exciting and difficult work," he says, "and we look for imagination and versatility."

"Copywriters are the key people in making an ad. A writer must find out the facts and then interpret these facts in an understandable way. A copywriter like Olivia Trager begins an ad, then collaborates with the art director in making it."

With TV art director, Lee Scherz, looking for idea which sometimes never comes



On the personal qualities of copywriters, Harrell says:

"The best copywriters are naturally expressive people, both in their conversation and in their ad making. Then," he adds, "copywriters get a personal satisfaction in seeing their work in print or on the air. Pride is a big thing with a copywriter."

The man at Y&R who relates most closely the client (Breck) is Bill White, vice president and account supervisor. Bill, along with four account executives, is in constant touch with the marketing people at Breck, discusses the clients problems with Olivia and others working on the account. Then, the copy department, through assigned writers, develops the script and copy for the proposed advertisement. Upon completion it is presented and discussed by the Breck product group and the agency's creative review board. Once the advertisement has the approval of these groups, it is presented to Bill White, the account executives, and to the client.

Olivia Trager has straight, blonde, shoulder-length hair which turns up slightly at the ends which she manages from time to time with a toss of her head or a sweep of her right hand. She is attractive, has green eyes and an expressive face. She talks easily and confidently. From her experience in the advertising field she is knowledgeable about copywriting, the workings of an agency, and what makes a good ad. She is open-minded, has intelligent opinions, and is sophisticated in an easy natural way. She is tall, large-boned, and walks with a quick stride.

Olivia's office is on the eighth floor of the Y&R building, along with the offices of a dozen other copywriters on the same floor. Her desk is invariably in shambles with sheets of paper scattered here and there, with a bottle of Breck Banish seeming to anchor the still life. On one wall of her office is a montage of proposed storyboards, print ads, a batch of personal notes impaled with a huge pin, and a cherished message printed by her son Toby ("Mommy, I Love You"), children's sketches, and a color rendering of the sinking of the Titanic.

It takes some energy and drive to hold a full-time copywriters job and run a household, but Olivia manages both very well.

The Tragers' day begins at 7:30. More organized than most family breakfasts, the Tragers eat together, with the children chattering, father James reading the *New York Times* until he finds the advertising news, and Olivia presiding over it all.

Dressing the children for school is confusing but organized and swiftly accomplished. By 8:30 a.m. the Tragers are riding down the elevator from their fifteenth floor apartment, and another day has begun. Jim and Olivia alternate each morning walking Toby and Mandy to school seven blocks away from the Trager home. After Olivia walks them she takes a bus down Madison Avenue to Y&R. Younger son James is cared for during the day by Emma, the Tragers' nurse.

A typical day at the agency for Olivia is hard to describe. One day she may work in her office at the

typewriter, devoting all her time to writing copy for an advertisement. On another day she may confer with artists Sam Fink, Lee Scherz, and Dave Renning, who are working on an art theme for an advertisement (Lee handles TV art; Sam and Dave, print). Other days, Olivia takes part in an interview session that will select models for a Breck TV commercial. On other days she is at a filming studio where the commercial is being made.

"I hate ads that other people hate," Olivia says. "Those are the ads that bludgeon people into doing things."

"What we are trying to do with Breck on television," Lee Scherz says, "is to find something unique in every preparation, continue the Breck image, and present it interestingly."

Traditionally the Breck image has remained as it was 30 years ago when the product first came out on the market, but TV has been somewhat of a departure especially on products such as Hair Spray.



*Above: One of her supervisors, Eloise Francis, examines prepared storyboard for Breck preparation.*

*Below: At home Olivia works on her hobby, needlepoint, while husband, Jim, reads magazine. Common interest in copywriting makes lively discussion.*



# an OJIBWAY publication



Any business publication has one primary function.

It must — to be of any real value to either readers or advertisers — present from issue to issue so many ideas and so much information that businessmen to whom it is directed find it useful and worthy of reading.

Sounds pretty simple, doesn't it? Understanding the function of a business paper is simple; fulfilling that function is not.

Demands on the time of all readers are greater than ever. The number of publications competing for readership is also greater.

So, the job of getting business readership has become a more difficult one. Today, getting business publication readership regularly and in substantial numbers requires both competent people and adequate facilities of many kinds.

The OP trademark of Ojibway Press, Inc. is regularly displayed on 26 business publications in a number of different fields. Whenever you see it, you can be assured that the publication carrying this symbol has the people and the facilities required under today's conditions.

You can be assured, too, that the men and women assigned to each Ojibway publication are fully conscious of their primary function to serve their readership in every way they possibly can.



**OJIBWAY PRESS, inc.**

NEW YORK / CHICAGO / DULUTH / CLEVELAND / ST. LOUIS / PHOENIX



Talking with Toby, who is also expressive. Olivia saves his artwork.



Dressing children Mandy and James for school has its tender moments.



Olivia walks the children to school before work.

which has a young market. On a commercial shot not too long ago, Breck used a Chinese girl in Jamaica for a set that was supposed to be Polynesian. "It was fun," Olivia says, but a lot of work." Bert Stern handled the photography.

"Every day has new challenges. We must create things out of thin air," Olivia says. "It's just a job of thinking and coming up with an idea." Sometimes the idea takes a long time to come to the surface.

Olivia spends a good deal of time with the three artists, sometimes unprofitable time as far as the commercial and the print ad goes. Other times they come to an understanding quickly, rejecting some ideas and accepting others until a good and memorable advertisement is developed.

"We don't settle for something," according to the copywriter, "We care. We bother."

"A copywriter's problem is people," Olivia believes. "We must

persuade people all over the country to think a certain way and buy a certain product. You are dealing with the thoughts and emotions that people have. It is always stimulating and exciting to do this," she says, "and you find out something about yourself, too. When you've finished an ad or a commercial, you realize that your tastes and the things you like, and the messages that move you, are remarkably like those that impress millions of other people." ■

### Harold Cabot billings up 11% in 1963

For Harold Cabot & Co., of Boston, 1963 was a record year in terms of billings, earnings, net profits, and expansion, company president Edward F. Chase disclosed at the company's annual meeting.

In reporting record high sales, Chase said billings in 1963 were up 11% over 1962.

He said, "the over-all success of the company in 1963, further distinguished by the addition of clients Howard Johnson Company, Rambler Dealers Association of Greater Boston, and Forte, Dupee, Sawyer Company, presages an even greater sales year for Cabot in 1964. Billings for 1964 now scheduled will be 30% ahead of last year."

### Combined Agencies to bill \$2 million

Acquisition of Levitt & Brandt, Inc. has been announced by Ralph

Kent Cooks, president of Cooks/Irwin, Inc. of Beverly Hills. Combined billings are estimated at just under \$2 million.

Purchase of the 20-year-old Los Angeles agency includes take-over of the entire staff including Charles Levitt, who becomes vice president at Cooke/Irwin; Edwin Brandt and Robert Leeper, account supervisors, and the media and billing departments.

Clients being brought to Cooke/Irwin include Tanner Gray Line Motor Tours (California, Arizona and Nevada) together with their Avis Rent-A-Car system and Charter Buses; Rose Hills Memorial Park, Whittier; Los Angeles Turf Club, Arcadia; Braille Institute of America; Radio Free Europe Fund; Avis-Rent-A-Truck and automobile leases for 11 western states; Kennedy Outdoor Advertising Co.; Hayward Hotel; R. W. Winchell Donut Co.; R. A. Rowan & Co. and San Valle Tile Co.

### JWT opens office in Venezuela

J. Walter Thompson has opened its 54th office in Caracas, Venezuela. The new office, known as J. Walter Thompson De Venezuela C.A., succeeds Vovica, C.A., the organization which has handled Thompson International clients locally since 1954.

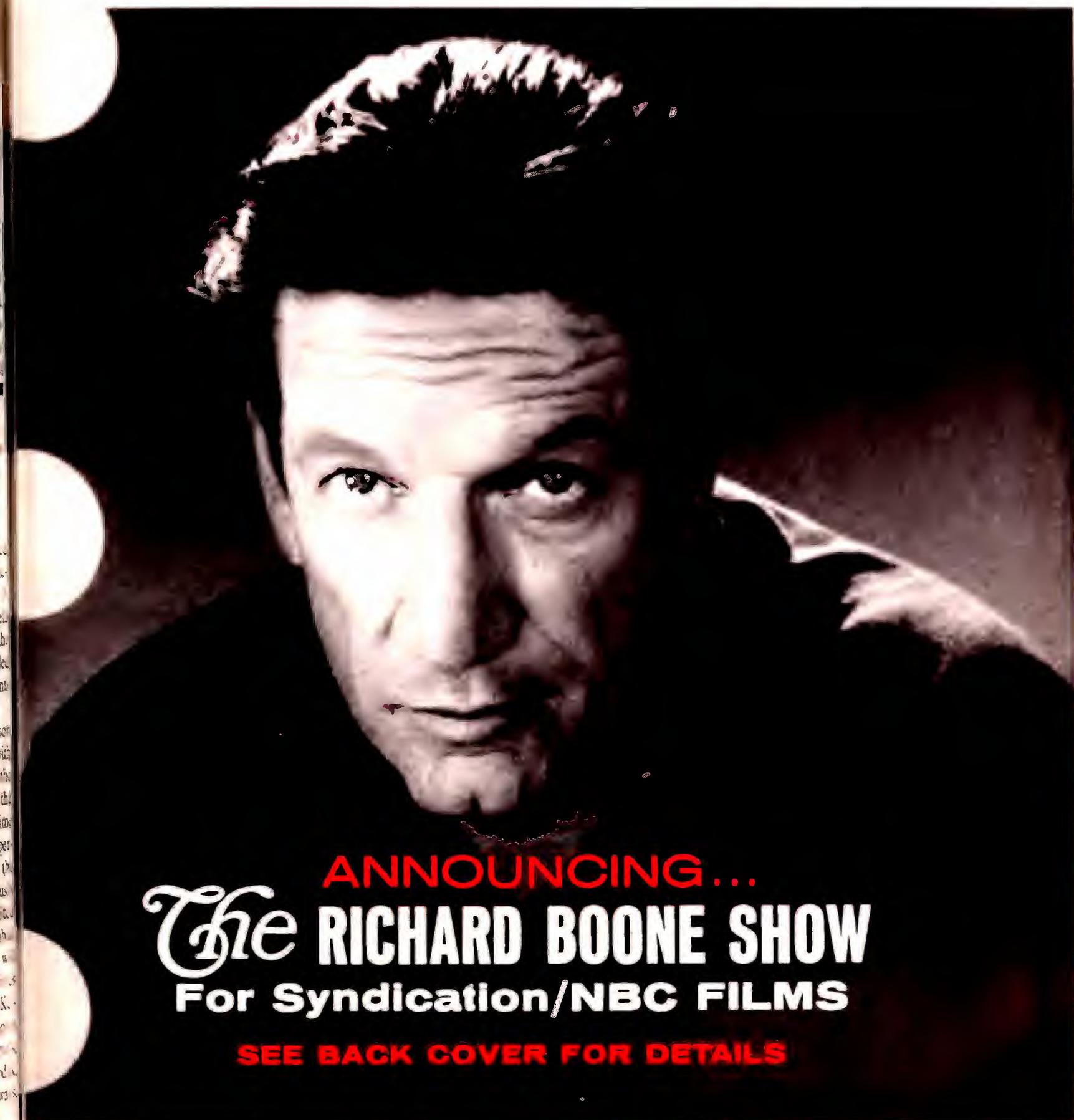
Manager of the new Thompson office is Lee Preschel, who, with Luis Perdomo, will serve on the management committee of the office. Both men are long-time Thompson executives who supervised Thompson accounts at the Vovica agency and who previously served JWT accounts in the United States, Puerto Rico, and Colombia.

The new Thompson office will absorb all personnel and facilities of Vovica. Its clients include Kellogg, Kraft, Burroughs, Champion Spark Plugs, Chesebrough-Pond's, Douglas Aircraft, Ford, Kodak, Lever, Pan American Airways,

# Sponsor

THE WEEKLY MAGAZINE RADIO / TV ADVERTISERS USE

NAB  
CONVENTION  
SPECIAL



**ANNOUNCING...**  
*The* **RICHARD BOONE SHOW**  
**For Syndication/NBC FILMS**

**SEE BACK COVER FOR DETAILS**

*Where is that cozy "Lion's Den" this year?*

**Little Ol' Suite 1905A at the Conrad Hilton Hotel!**



New York • Chicago • Culver City • Charlotte • Toronto



# NAB CONVENTION ISSUE

---

## CONTENTS

- 1963: Triumphant year for NAB's solving industry problems**  
Public and Congressional challenge of broadcast advertising practices met by national association's fast action and positive proposals Page 42
- Chicago: NAB town, 1964**  
Site of broadcaster conclave is no longer the brawling Midwestern town of Mrs. O'Leary or even Elliot Ness Page 52
- Schedule of events**  
Complete listing of official functions for the 1964 NAB Convention Page 54
- Who's who in the National Association of Broadcasters**  
Biographical sketches of the personalities who direct NAB's many-faceted program Page 58
- Who's where at NAB**  
A listing of hospitality suites and headquarters locations for delegates to the NAB convention Page 68
- Official directory of exhibitors**  
Where to find the exhibits of general exhibitors at the NAB Convention Page 70
- Syndicators and program sources**  
Wide choice of TV and radio program fare awaits broadcasters and admen and the "TFE" group again goes its own way Page 88
-



# 1963 : Triumphant year for industry problems

**T**HE PAST YEAR HAS BEEN a hectic one for broadcasting and broadcast advertisers. As the overall trade association for the broadcasting industry, the National Association has met the problems — and found solutions to a remarkable number.

Broadcasting has suffered no major reversal and the industry's position is stronger than ever before.

Here is a summary of challenges and NAB accomplishments:

## The Challenge

The Federal Communications Commission proposed a rulemaking proceeding to enable it to limit the amount of commercials and the extent to which they interrupt programs.

## The Accomplishment

Under the leadership of NAB President LeRoy Collins, broadcasters began mustering support in opposition, both at the FCC and on Capitol Hill. NAB's Office of Government Affairs, working with members at the grass roots and with state associations, saw that Congressmen were informed of the danger of this proposal as a threat to our free business system and as a collateral threat to general freedoms. Using a printed reasoned argument, prepared by Governor Collins, the NAB Public Relations Service was able to obtain editorial support in opposition to the measure from leading newspapers across

the country. . . a success which brought disbelief from some broadcasters who recalled the traditional rivalry of the competitive media.

The FCC withdrew its proposal but legislation was introduced in Congress to prevent a repetition of this threat to freedom.

Broadcasters, using NAB as the focus, rallied behind the measure. The legislation, sponsored by chairman Walter Rogers of the House Communications Subcommittee, passed the House by a smashing 317-to-43 vote and was a clear indication that House members believed that the FCC, like other regulatory agencies, was arrogating to itself powers never granted by law.

## The Challenge

Congressional investigations and publicity resulting from these investigations spotlighted definite weaknesses in broadcast ratings as they existed. These weaknesses resulted in the lessening of confidence in broadcasting and had an indirect unfavorable effect on advertising.

## The Accomplishment

Under the leadership of NAB Research Committee chairman Donald H. McGannon, NAB organized and incorporated the Broadcast Rating Council. NAB has five directors. Other directors are from the networks, NAFMB, RAB, TvB, SRA, and AAAA.

McGannon, who also is chairman of the Board of the Council,

is making progress reports to chairman Oren Harris of the House Subcommittee on Investigations. This action has precluded legislation in the field of ratings.

Two Broadcast Rating Council objectives: the establishment of (1) minimum criteria and standards for rating services, and (2) auditing procedures to assure that the standards are met and maintained.

## The Challenge

All segments of broadcast advertising — advertisers, advertising agencies, networks and stations — are equally desirous of achieving the full potential of radio and television advertising. They all also need to recognize problems and discuss possible solutions.

## The Accomplishment

Governor Collins has taken the lead in establishing such conferences for television advertising, which appears to have the most urgent need. The Television Code Review Board now is serving as the focal point for the meetings.

The first meeting was held on December 18 of last year and the second on February 12, both in New York City. Representatives of the AAAA, the ANA, TvB, and NAB have participated in helpful discussions. Future meetings will be held.

## The Challenge

The problem in radio regarding

Public — and Congressional — Challenge of broadcasting advertising practices met by national association's fast action and positive proposals

## NAB'S solving

commercial policy is not unlike that of television. However, where television is concerned primarily with programs, radio is concerned primarily with stations.

### The Accomplishment

The NAB Research Office has projected a study for this year that will seek to determine how the listener is affected by radio commercials in terms of frequency, number of minutes per hour, manner of presentation, and loudness.

NAB hopes the information obtained could be used in its Radio Code administration.

### The Challenge

The single greatest need facing radio is an adequate and accurate way to measure its audience.

### The Accomplishment

NAB and the Radio Advertising Bureau are conducting a joint research project which it hopes will solve this problem. Initial studies to determine the memorability of all letters and time of radio listening activity are due to go in the field very shortly.

### The Challenge

Growing concern among broadcasters, broadcast advertisers, and the general public about the problem of so-called clutter on television posed a problem directly for the Code Authority. In terms of actual over-commercialization,

Code Authority monitoring indicated very little deviation from the Code's time standards. However, various non-program elements, including promotional announcements, billboards, public service announcements, and commercials, including "piggybacks", tend to give the impression to the viewer that a station is excessively commercial.

### The Accomplishment

The Code Authority is studying actively the question of billboards and credits and is working closely with those most concerned. The Code Authority will present recommendations to the Television Code Review Board at its next meeting.

Multiple products announcements have now been defined in the Code itself in strict terms. Only those which meet the criteria of the Code amendment will be counted as a single commercial under the time standards.

The Research Office of NAB, in cooperation with the Code Authority, is undertaking a study of the problem of clutter, its various elements, their relationship to the viewer, and viewer reaction.

Concurrently, the Television Code Review Board further tightened the time standards section. For the first time in prime time programs, a limitation of not more than three consecutive announcements of any kind has been written into the Code.



By John M. Couric  
vice president for public relations  
National Association of Broadcasters.  
Before joining NAB in 1959, the newly  
named vice president was a United Press  
correspondent, had earlier served on four  
Georgia papers, including "The Atlanta  
Constitution".

### The Challenge

The old question of truth and credibility in advertising is of utmost concern to NAB through its Code Authority. Lack of credibility damages the medium which carries commercial messages of this nature just as it does the advertiser and advertising in general.

### The Accomplishment

On a voluntary basis in cooperation with network clearance offices, agencies, advertisers, and individual station subscribers, the New York Code Office examines commercial copy from the standpoint of taste, derogation, substantiation of claims, and other unfair and misleading practices. Some work is carried on in this field by the Code offices in Washington and Hollywood.

In implementing the Television Code's prohibition against the use of doctors, dentists and nurses in advertising, guidelines have been issued to avoid medical endorsement or scientific backing where the facts do not justify these.

Guidelines also have been issued to avoid excesses in the field of toy advertising, weight reducing products, and in the area of arthritis and rheumatism.

In the works: Guidelines for ad-



# “Nothing replaces two feet in motion”

...Not even the dazzling technical machinery of electronic journalism. It is an old axiom that no machine can replace the leg-man with a nose for news—the great reporter who can track down, smell out, and come up with the big story...whose contacts cut across politics, business, the arts and sciences...who knows where to go for the inside story.

Or more precisely, Walter Cronkite. When you see him on his evening news broadcast he is sitting at a desk describing, for example, a missile launching or interviewing a political hopeful. But by that time he has already visited every tracking station in the Western Hemisphere or traveled throughout the home state of the man he is interviewing. With the burning curiosity of a natural-born reporter, he refuses to rely alone on wire service bulletins or the reports of correspondents in the field.

In his three decades as a practicing journalist Cronkite has covered more of the earth's surface than any newsman in television. As a distinguished critic wrote of him—“Viewers can see and hear every night a face and voice that have guided them through an incredible diversity of experiences, from outer space to underwater, from chats with presidents to exchanges with physicists. It is hard to imagine a cozier mentor than this excellent reporter...with the inexhaustible vitality and the temperamental balance that makes Republicans and Democrats alike find him sympathetic. You don't worry about what Cronkite thinks. You just sort of trust him.”

And there is good reason for such trust. Cronkite brings to his daily reporting a background of research, knowledge and first-hand experience unique in television journalism. It provides the kind of insight and illumination that make his coverage of the Presidential primaries, the national conventions, and the election required viewing.

In short, Walter Cronkite is one of the reasons why the American people are turning more and more to CBS News for the reporting of major events in an election year—as they did for the opening test of strength in the New Hampshire primary... As for those feet on the desk, don't be misled. He's just recharging his batteries.

 **CBS News**

## What's so great about radio?



Come see "Saga in Sound"  
(9:00 A. M., Grand Ballroom,  
Conrad Hilton, April 7)

### ...and tell the world!

The story of radio...its beginnings, its historic and nostalgic past, and the exciting and vital role it plays today in the lives of millions of Americans, colorfully told in this 20-minute film.

Produced by the ABC Owned Radio Stations for showing to community groups and organizations.

vertising cold and cough remedies and for dandruff treatment products.

#### The Challenge

Some advertisers have expressed dissatisfaction with the quality of their produced radio commercials when these are transferred from disc to cartridge tape. The development of cartridge tape has been of great benefit to radio stations. Its use will continue to grow. At the same time broadcast advertisers and their agencies must be assured of good quality in airing their messages.

#### The Accomplishment

Working through NAB engineering committees closely coordinated by the NAB Engineering Department, the Association already has adopted new Disc Recording and Reproducing Standards and now is developing Cartridge Tape Standards, and upgrading NAB's Reel-to-Reel Magnetic Tape Standards.

These standards will permit close check on the audio quality of commercials transferred to disc to tape.

#### The Challenge

Mounting public concern over cigarette smoking and health already is being reflected in proposals to curb cigarette advertising.

#### The Accomplishment

The NAB Television Code already has been amended to read that:

"Care should be exercised so that cigarette smoking will not be depicted in a manner to impress the young of our country as a desirable habit worthy of imitation."

And that "The advertising of cigarettes should not be presented in a manner to convey the impression that cigarette smoking promotes health or is important to personal development of the youth of our country."

While no specific language has been acted on yet, the Radio Code Review Board has been directed by the Radio Board of Directors to develop similar amendments.

NAB also has told the Federal Trade Commission that the FTC has no legal authority to issue any restrictions on cigarette advertising because Congress has not granted it this power.



Visit The ABC Films  
"Get Well" Suite

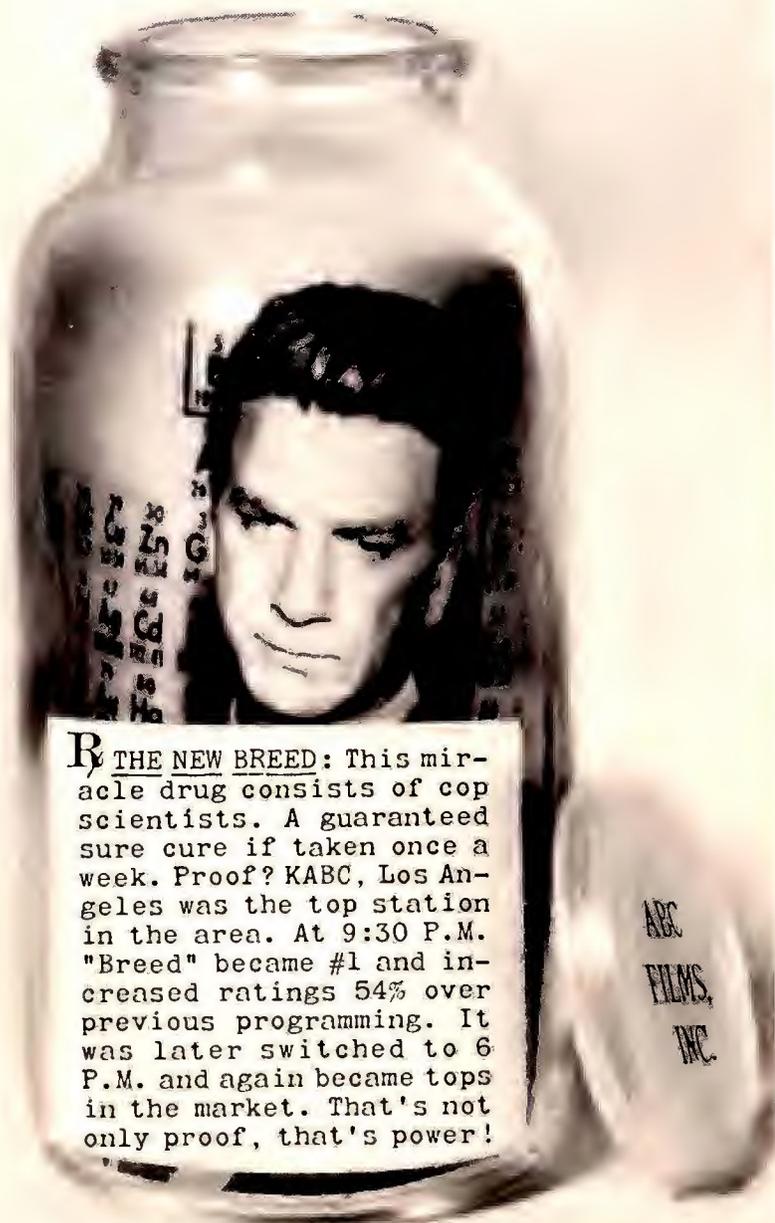
**R**y Visit ABC Films once a day while you're in Chicago at the N.A.B. Convention. Suite 2316-19, Conrad Hilton Hotel. We cure sagging ratings, listless audiences and build up shares-of-market.

Contains these proven ingredients: NEW BREED, GIRL TALK, I'M DICKENS ...HE'S FENSTER, CASPER, WYATT EARP, EXPEDITION, THE REBEL, ONE STEP BEYOND.

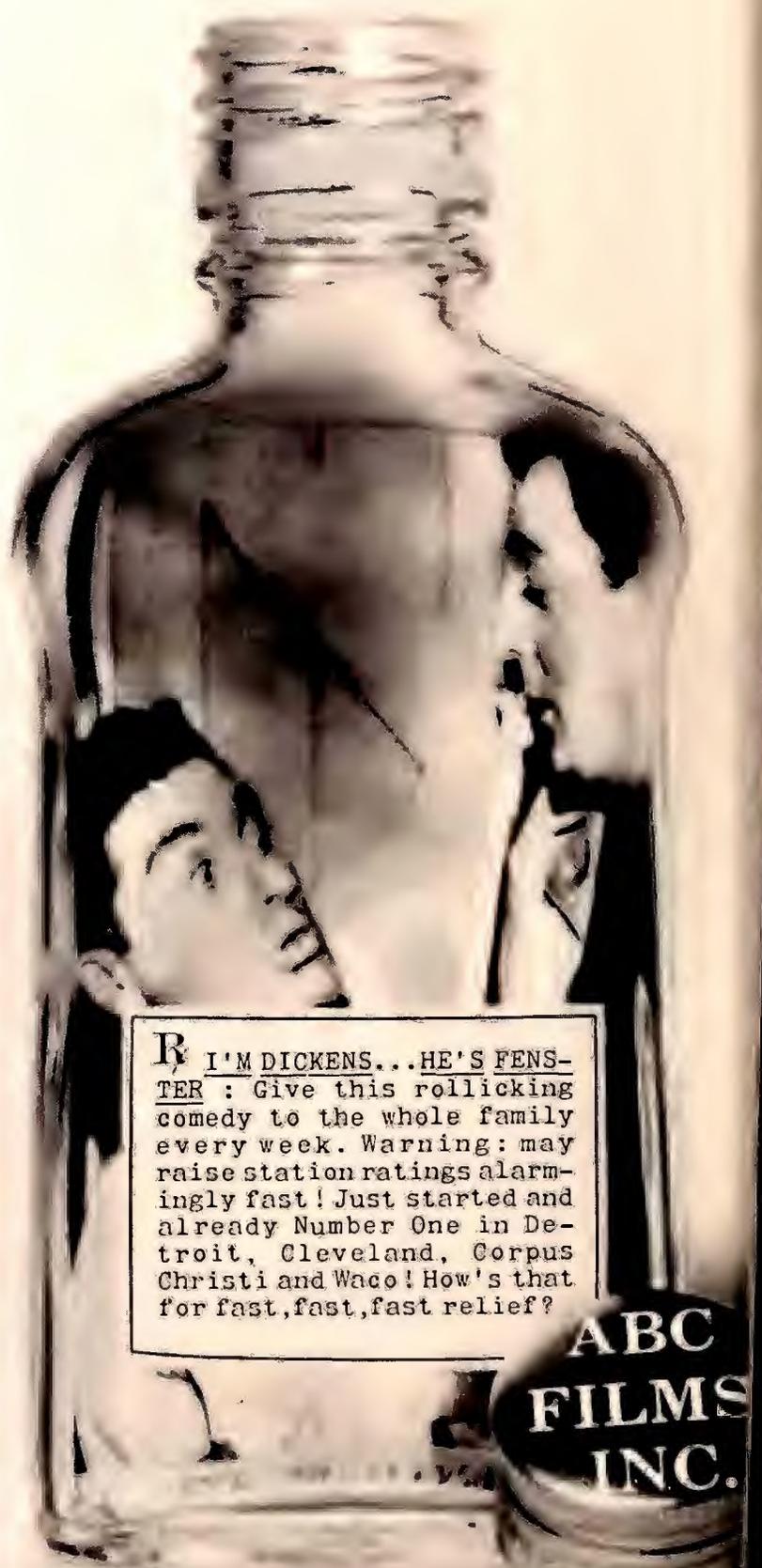
ABC  
FILMS  
INC.

Evening programming look  
glum and listless?

Feeling blue?  
Lost the old enthusiasm?



**R** THE NEW BREED: This miracle drug consists of cop scientists. A guaranteed sure cure if taken once a week. Proof? KABC, Los Angeles was the top station in the area. At 9:30 P.M. "Breed" became #1 and increased ratings 54% over previous programming. It was later switched to 6 P.M. and again became tops in the market. That's not only proof, that's power!



**R** I'M DICKENS...HE'S FENS-TER: Give this rollicking comedy to the whole family every week. Warning: may raise station ratings alarmingly fast! Just started and already Number One in Detroit, Cleveland, Corpus Christi and Waco! How's that for fast, fast, fast relief?

Sagging mid-day ratings?  
Ladies ignore you?

SYMPTOM: Children seem listless and bored  
CURE: CASPER



**R** GIRL TALK: A daily injection of GIRL TALK every day in the morning or early afternoon will pep you up, make you irresistible. The secret formula? Virginia Graham -- unrehearsed and spontaneous. Does it really work? LOOK! Number One in Albany, Providence and Portland. In Detroit ratings up 92%, New Orleans -- up 130%! Other pepped-up stations on request.

ABC  
FILMS,  
INC.



**R** Give youngsters a good daily dose of CASPER THE FRIENDLY GHOST. They'll feel better immediately. So will your sponsors. Some of the happiest sponsors are in Detroit, New Orleans, Houston and Chick-Redding where CASPER is Number One in its time slot. There are 67 other markets that think CASPER is pretty powerful stuff.

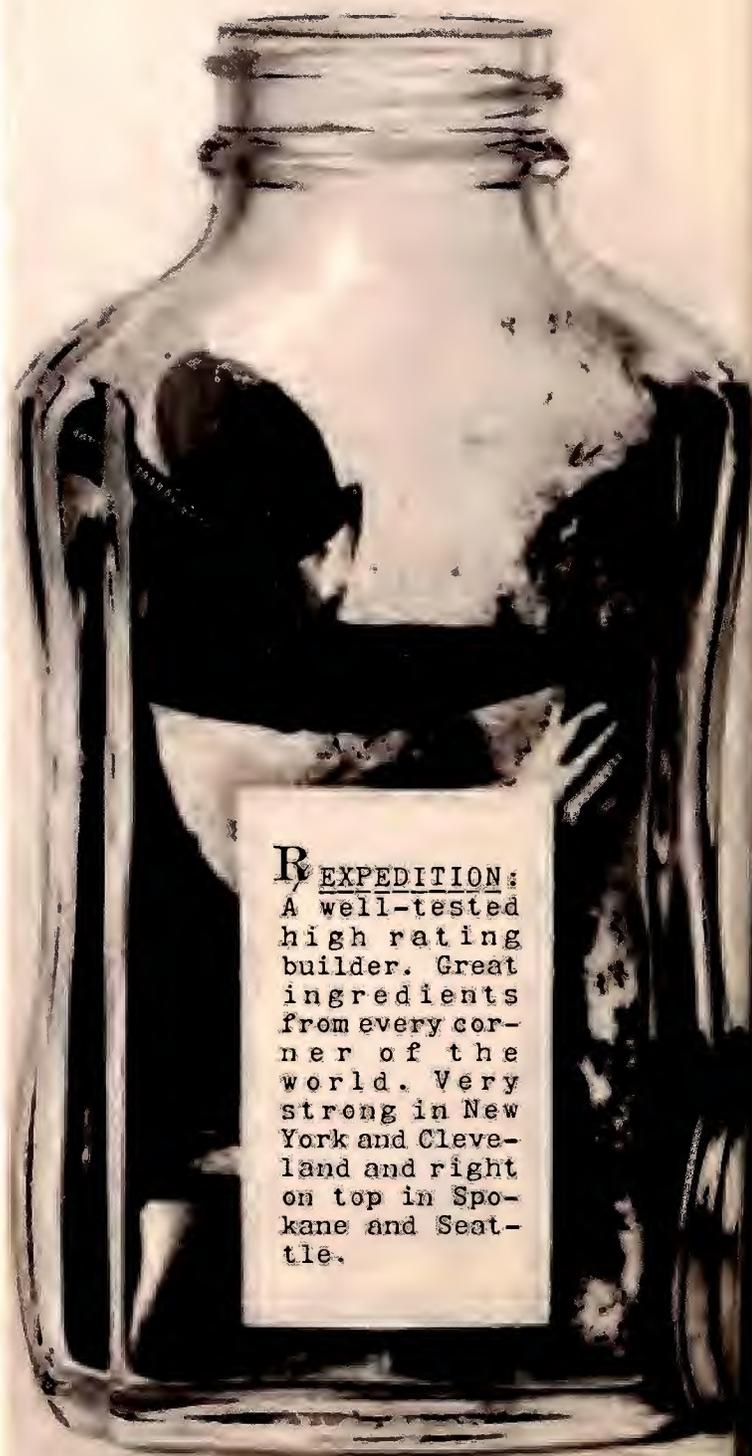
ABC  
FILMS,  
INC.

Take one of these  
every week for 30 minutes:

How about a tried and proven tonic—  
good for general program aches?



**WYATT EARP:** Delicious West-  
ern flavor--good for the whole  
family. Made with Hugh  
O'Brian. Will they really like  
it? They liked it better than  
anything else in Oklahoma  
City, Toledo, Philadelphia,  
Boston, Cleveland, Kansas  
City, Nashville, Miami, Port-  
land, Oregon, Pittsburgh, San  
Francisco, etc.

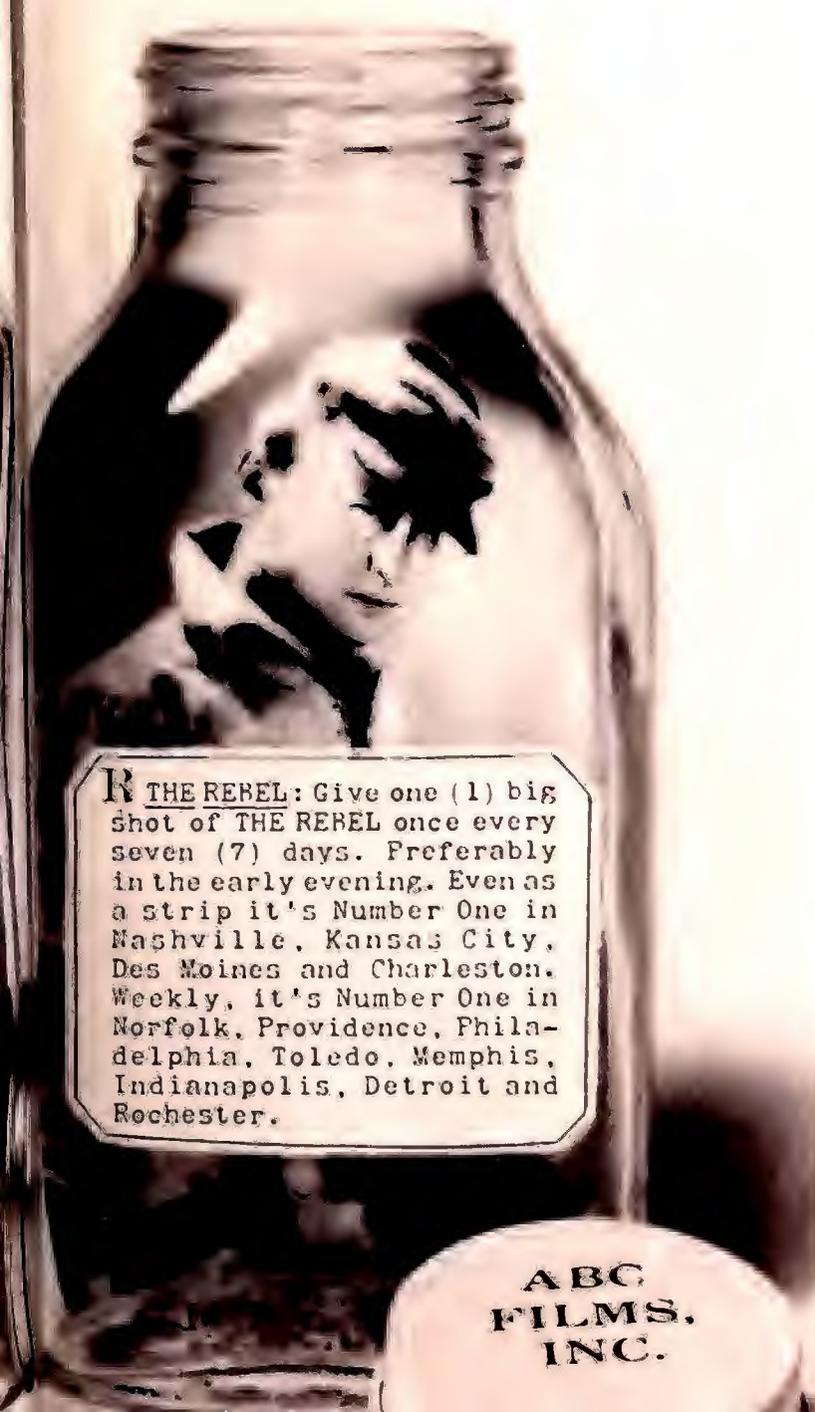


**EXPEDITION:**  
A well-tested  
high rating  
builder. Great  
ingredients  
from every cor-  
ner of the  
world. Very  
strong in New  
York and Cleve-  
land and right  
on top in Spo-  
kane and Seat-  
tle.



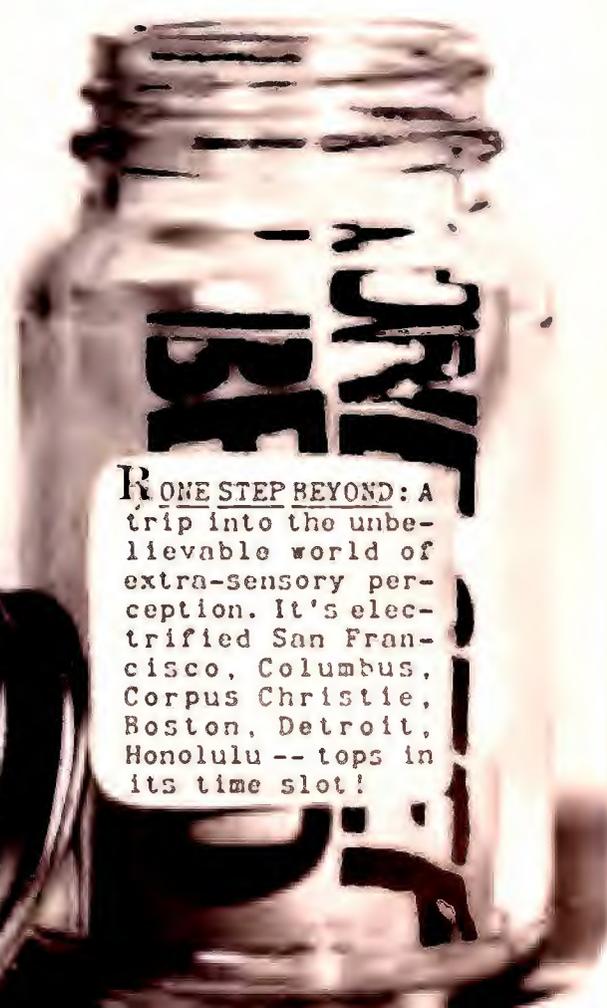
**SYMPTOM:** Falling asleep in front of TV  
**DIAGNOSIS:** Audience needs action!

Get a shock treatment!



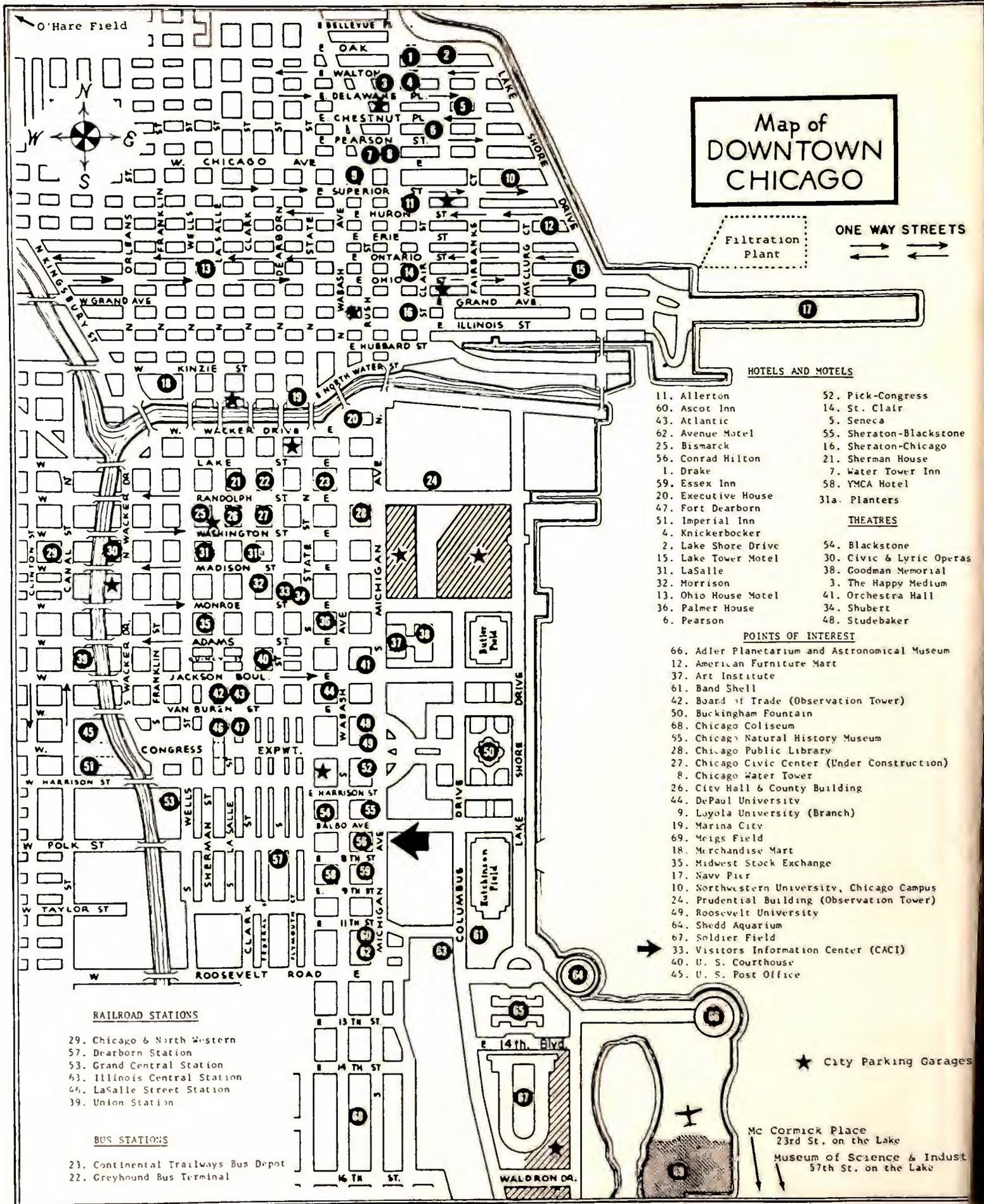
**R** THE REBEL: Give one (1) big shot of THE REBEL once every seven (7) days. Preferably in the early evening. Even as a strip it's Number One in Nashville, Kansas City, Des Moines and Charleston. Weekly, it's Number One in Norfolk, Providence, Philadelphia, Toledo, Memphis, Indianapolis, Detroit and Rochester.

ABC  
FILMS,  
INC.



**R** ONE STEP BEYOND: A trip into the unbelievable world of extra-sensory perception. It's electrified San Francisco, Columbus, Corpus Christie, Boston, Detroit, Honolulu -- tops in its time slot!

ABC  
FILMS,  
INC.



# Map of DOWNTOWN CHICAGO

ONE WAY STREETS  
 → ←

### HOTELS AND MOTELS

- |                     |                         |
|---------------------|-------------------------|
| 11. Allerton        | 52. Pick-Congress       |
| 60. Ascot Inn       | 14. St. Clair           |
| 43. Atlantic        | 5. Seneca               |
| 62. Avenue Motel    | 55. Sheraton-Blackstone |
| 25. Bismarck        | 16. Sheraton-Chicago    |
| 56. Conrad Hilton   | 21. Sherman House       |
| 1. Drake            | 7. Water Tower Inn      |
| 59. Essex Inn       | 58. YMCA Hotel          |
| 20. Executive House | 31a. Planters           |
| 47. Fort Dearborn   |                         |
| 51. Imperial Inn    |                         |

### THEATRES

- |                      |                          |
|----------------------|--------------------------|
| 4. Knickerbocker     | 54. Blackstone           |
| 2. Lake Shore Drive  | 30. Civic & Lyric Operas |
| 15. Lake Tower Motel | 38. Goodman Memorial     |
| 31. LaSalle          | 3. The Happy Medium      |
| 32. Morrison         | 41. Orchestra Hall       |
| 13. Ohio House Motel | 34. Shubert              |
| 36. Palmer House     | 48. Studebaker           |
| 6. Pearson           |                          |

### POINTS OF INTEREST

- 66. Adler Planetarium and Astronomical Museum
- 12. American Furniture Mart
- 37. Art Institute
- 61. Band Shell
- 42. Board of Trade (Observation Tower)
- 50. Buckingham Fountain
- 68. Chicago Coliseum
- 55. Chicago Natural History Museum
- 28. Chicago Public Library
- 27. Chicago Civic Center (Under Construction)
- 8. Chicago Water Tower
- 26. City Hall & County Building
- 44. DePaul University
- 9. Loyola University (Branch)
- 19. Marina City
- 69. Meigs Field
- 18. Merchandise Mart
- 35. Midwest Stock Exchange
- 17. Navy Pier
- 10. Northwestern University, Chicago Campus
- 24. Prudential Building (Observation Tower)
- 49. Roosevelt University
- 64. Shedd Aquarium
- 67. Soldier Field
- 33. Visitors Information Center (CACI)
- 40. U. S. Courthouse
- 45. U. S. Post Office

### RAILROAD STATIONS

- 29. Chicago & North Western
- 57. Dearborn Station
- 53. Grand Central Station
- 63. Illinois Central Station
- 46. LaSalle Street Station
- 39. Union Station

### BUS STATIONS

- 23. Continental Trailways Bus Depot
- 22. Greyhound Bus Terminal

★ City Parking Garages

Mc Cormick Place  
 23rd St. on the Lake  
 Museum of Science & Indust  
 57th St. on the Lake

CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY  
 VISITORS BUREAU

# Chicago: NAB-Town, 1964

Site of broadcaster conclave is no longer the brawling midwestern town of Mrs. O'Leary or even Elliot Ness

CARI SANDBURG once called the Lakeside city "Hog-butcher to the world." Others call it "The Windy City." Some just call it by its locally disliked nickname, "Chi" (rhymes with "buy"). Audiences who dial the TV and radio stations operated by many of the NAB convention delegates gathered in the country's second-largest city have their own, often inaccurate, image of the city that looks out on Lake Michigan — an image compounded of Alice Faye and Tyrone Power fleeing the Chicago Fire, Armour and Swift packaging miles of sausages, and Robert Stack, riding in a black Reo and armed with a

Tommy gun, in hot pursuit of Al Capone.

These images persist, but they just ain't so.

The city that will play host this week to the NAB and its guests is the biggest manufacturing and distributing center in the country, with annual sales in the giddy area of \$55 billion. No longer a real power in network program production, Chicago is nevertheless a giant in the communications business, and produces more television sets, radios and telephone equipment than any other major U.S. area.

Chicago isn't far from the U.S. Center of Population, and what

amounts to a 'national mid town' location has made Chicago the leading city in mail order business (93% of U.S. catalogue sales), the world's largest rail center (over 1,000 passenger trains a day) and one of the biggest airline centers (over 13 million passengers on 23 airlines at three airports).

It is the country's convention capital, handling an average of 1,050 conventions and trade shows each year. The NAB convention, which would swamp the facilities of the average U.S. city, is a drop in Chicago's convention bucket, the city averages 1,200,000 visitors each year arriving to attend conventions, trade fairs and other meetings.

Chicago still has its tensions and  
*(Continued on page 66)*



## Schedule of Events:

# NATIONAL ASSOCIATION of BROADCASTERS

1964 Convention, Conrad Hilton, Chicago



### GENERAL INFORMATION

#### ROOM LOCATIONS

Bel Air Room .....	3rd Floor
Beverly Room .....	3rd Floor
Continental Room .....	1st Floor
Grand Ballroom .....	2nd Floor
International Ballroom .....	2nd Floor
Waldorf Room .....	3rd Floor
Williford Room .....	3rd Floor
Rooms 1 through 10 .....	3rd Floor
Rooms 12 through 19 .....	4th Floor
Parlors 20 through 34 .....	5th Floor

*(All NAB convention and staff offices are located on the Third Floor of the Conrad Hilton Hotel unless otherwise designated).*

#### MEMBERSHIP CERTIFICATION DESK Lower Lobby

Persons authorized to vote in behalf of television stations at the NAB Television Business Session and at the NAB Business Session must pick up credentials at the Certification Desk. Likewise, those persons authorized to vote in behalf of radio stations at the NAB Business Session must have credentials.

The Certification Desk will be located adjacent to the NAB Registration Desk in the Lower Lobby of the Conrad Hilton Hotel. The Certification Desk will be open from 9:00 a.m. to 5:00 p.m., Saturday through Wednesday.

#### TODAY AT THE CONVENTION

The NAB Public Relations Service will publish a pocket booklet, "Today at the Convention," on Monday, Tuesday and Wednesday. It will contain a registration notice of program changes, last minute Convention news and pictures of Convention notables. Complete, cumulative registration lists will be carried on Monday and Tuesday. Only late registrants will be listed in the Wednesday issue.

## SUNDAY, APRIL 5

### Radio

NAB FM DAY PROGRAM

2:30 p.m. to 5:00 p.m. CONTINENTAL ROOM

Presiding

Everett Dillard, WASH-FM, Washington, D.C.

Report of the NAB FM Radio Committee Chairman

Ben Strouse, WWDC-FM, Washington, D.C.

FM Radio and the Emergency Broadcast System

Hon. Robert I. Bartley, Federal Communications Commission

The FM Audience—Recent Research Findings

James A. Schulke, President, NAFMB, New York, New York

FM Programming—Duplication or Non-Duplication

Moderator:

Harold Tanner, WIDM, Detroit, Michigan

Panel:

N. L. Bentson, WLOI-FM, Minneapolis, Minnesota

Richard L. Kaye, WCRB-FM, Boston, Massachusetts

Merrill Lindsay, WSOY-FM, Decatur, Illinois

Henry W. Slavick, WMC-FM, Memphis, Tennessee

FM Forum

What are your FM Problems?

### Television

2:30 p.m. to 5:00 p.m. WALDORF ROOM

Secondary Market Television Session

Moderator

Richard D. Dudley

WSAU-TV, Wausau, Wisconsin

## MONDAY, APRIL 6

### General Assembly

(Management and Engineering Conferences)

10:30 a.m. to 12 noon GRAND BALLROOM

Presiding

Richard W. Chapin, Stuart Broadcasting Company, Lincoln, Nebraska; 1964 Convention Co-Chairman

Recipient of NAB Distinguished Service Award

to Donald H. McGannon

### Management Conference Luncheon

2:30 p.m. to 2:00 p.m.

INTERNATIONAL BALLROOM

Introduction of the Speaker

William B. Quarton, The WMT Stations, Cedar Rapids, Iowa; Chairman, NAB Board of Directors

Address

LeRoy Collins, President, NAB

### Management Conference Assembly

2:30 p.m. to 5:00 p.m. GRAND BALLROOM

Presiding

Richard W. Chapin, Stuart Broadcasting Company, Lincoln, Nebraska; 1964 Convention Co-Chairman

Address

The Honorable Oren Harris, Chairman, Interstate and Foreign Commerce Committee, U.S. House of Representatives

Freedom and Fairness—The Right to Know

Moderator

Theodore F. Koop, Columbia Broadcasting System, Inc., Washington, D.C.

## TUESDAY, APRIL 7

### Radio Assembly

10:00 a.m. to 12 noon GRAND BALLROOM

Report of the Chairman of the Radio Board

Ben Strouse, WWDC, Washington, D.C.

Report on Radio Research Activities

Melvin A. Goldberg, Vice President and Director of Research, NAB

Annual RAB Presentation: "Radio's Leadership Year"

Edmund C. Bunker, President

## Television Assembly

9:45 a.m. to 12:00 noon

BLACKSTONE THEATRE

Program Conference, '64

Moderator

Clair R. McCollough, President

Steinman Stations, Lancaster, Penna.

Panelists

Michael Dann, Vice President, Programming

CBS Television

Richard Pack, Vice President, Programming

Group W

Hubbell Robinson, Jr., President

Hubbell Robinson Productions, Inc.

W. Robert Rich, Vice President

Seven Arts Associated Corporation

Joseph I. Levine, President

Embassy Pictures Corporation

Participating Producer

Jules Power, Executive Producer

ABC-TV

Co-producer

Herb Jacobs, President

TV Stations, Inc.

### Management Conference Luncheon

12:30 p.m. to 2:00 p.m.

INTERNATIONAL BALLROOM

Introduction of the Speaker

LeRoy Collins, President, NAB

Address

The Honorable J. William Henry, Chairman

Federal Communications Commission

2:00 p.m. to 5:00 p.m. NO SCHEDULED SESSIONS

*There is no program for this period so delegates may visit exhibits and hospitality quarters.*

## WEDNESDAY, APRIL 8

### Radio Assembly

9:30 a.m. to 12 noon GRAND BALLROOM

Radio and Records—A Concert in Sound

Henry Brief, Executive Secretary, Record Industry Association of America, Inc., New York, New York

The Radio Code—Power for Positive Selling

Moderator

Filmo Ellis, WSB, Atlanta, Georgia, Chairman-Designate,

Radio Code Board

Automation in Radio—Systems and Experience

Moderator

Orin W. Towner, WHAS, Inc., Louisville, Kentucky

License Renewal Seminar—Questions and Answers

Robert J. Rawson, Chief, Renewal and Transfer Division,

Federal Communications Commission

### Television Assembly

9:00 a.m. to 10:40 a.m. WILFORD ROOM

Presiding

James D. Russell, KKTV, Colorado Springs, Colorado

Chairman, NAB Television Board of Directors

Selling . . . or Sailing?

TVB Presentation

Norman I. "Pete" Cash, President

Television Bureau of Advertising

Please Don't Shoot the Piano Player

HIO Presentation

Roy Danish, Director

Television Information Office

All Industry Television Station Music License Committee

Report

Robert H. Smith, WCYB-TV, Bristol, Virginia

Member, All Industry Television Station Music

License Committee

10:45 a.m. to 12:00 noon WALDORF ROOM

Television Board Elections

Presiding

Mr. Russell

Special Presentation: "Telling the Code Story"

Howard H. Bell, Director

The Code Authority

Election Results

## Management Conference Luncheon

12:30 p.m. to 2:00 p.m.

INTERNATIONAL BALLROOM

Introduction of the Speaker

LeRoy Collins, President, NAB

Address

The Reverend Billy Graham

The Annual NAB Business Session

## General Assembly

2:30 p.m. to 5:00 p.m.

GRAND BALLROOM

Moderator

William B. Quarton, The WMT Stations, Cedar Rapids, Iowa; Chairman, NAB Board of Directors

Panel Discussion

FEDERAL COMMUNICATIONS COMMISSION

Hon. E. William Henry, Chairman

Hon. Rosel H. Hyde

Hon. Robert T. Bartley

Hon. Robert E. Lee

Hon. Frederick W. Ford

Hon. Kenneth A. Cox

Hon. Lee Loevinger

## Convention Reception

(In Honor of Retiring and New NAB Board Members)

5:00 p.m. to 7:00 p.m.

INTERNATIONAL BALLROOM

## NAB 1964 Convention Committee

RICHARD W. CHAPIN, Co-Chairman

Stuart Broadcasting, Lincoln, Nebr.

GLENN MARSHALL, JR., Co-Chairman

WJXT, Jacksonville, Fla.

OTTO P. BRANDT

KING-TV, Seattle, Wash.

RICHARD D. DUDLEY

WSAU, Wausau, Wis.

GORDON GRAY

WKTV, Utica, N.Y.

JULIAN F. HAAS

KAGH, Crosssett, Ark.

WILLARD SCHROEDER

WOOD, Grand Rapids, Mich.

MIKE SHAPIRO

WFAA-TV, Dallas, Tex.

LOYD C. SIGMON

KMPC, Hollywood, Calif.

LESTER G. SPENCER

WKBV, Richmond, Ind.

EUGENE S. THOMAS

KETV, Omaha, Neb.

## SPECIAL CONVENTION FEATURES

(Not a part of the official convention program)

### SATURDAY, APRIL 4

9:00 a.m.	Association for Professional Broadcasting Education—Board of Directors Meeting	Room 9
9:00 a.m.	National Association of FM Broadcasters—Meeting	Waldorf Room
11:00 a.m.	All Channel Broadcasting Committee—Meeting	Room 13
12:15 p.m. to 2:15 p.m.	National Association of FM Broadcasters—Luncheon	Continental Room
1:00 p.m.	Association of Maximum Service Telecasters—Technical Committee	Sheraton Blackstone
2:30 p.m.	ABC-TV Affiliates—Presentation and Show	International Ballroom
5:30 p.m.	ABC-Radio and TV Affiliates—Reception	International Ballroom
6:30 p.m.	Association of Maximum Service Telecasters—Board of Directors Dinner Meeting	Sheraton Blackstone Regency, Havana, Ivy Rooms
7:45 p.m.	ABC-TV Affiliates—Dinner	Grand Ballroom

### SUNDAY, APRIL 5

8:30 a.m. to 10:00 a.m.	Association of Maximum Service Telecasters—Continental Breakfast	Bel Air Room
9:00 a.m. to 5:00 p.m.	Association for Professional Broadcasting Education—Membership Meeting	Upper Tower
9:00 a.m. to 12:15 p.m.	National Association of FM Broadcasters—FM Session	Continental Room
9:30 a.m. to 12:30 p.m.	Association of Maximum Service Telecasters—Membership Meeting	Beverly Room
10:00 a.m.	Broadcast Music, Inc.—Board of Directors Meeting and Luncheon	Parlors 25 and 26

11:00 a.m.	Daytime Broadcasters Association—Membership Meeting	Williford "C"
12:00 noon to 2:00 p.m.	Association for Professional Broadcasting Education—Reception and Luncheon	Lower Tower
12:30 p.m. to 2:30 p.m.	Association of Maximum Service Telecasters—Board of Directors Luncheon and Meeting	Bel Air Room
2:30 p.m.	Association of Broadcasting Standards—Board of Directors Meeting	Beverly Room
2:30 p.m.	Institute of Broadcast Engineers—First Annual Meeting	Williford "C"
4:00 p.m.	Association of Broadcasting Standards—Membership Meeting	Beverly Room
4:00 p.m.	Clear Channel Broadcasting Service—Membership Meeting	Lower Tower
4:00 p.m. to 7:00 p.m.	TFE (Television Film Exhibit)—Cocktail Reception	Piek Congress Great Hall
6:30 p.m.	CBS-TV Affiliates—Reception and Banquet	Hotel Continental
6:30 p.m.	NBC Radio and Television Affiliates—Reception and Dinner	International Ballroom
7:00 p.m.	QXR Network—Affiliates Meeting	Room 14

### MONDAY, APRIL 6

8:00 a.m.	TV Stations Inc.—Membership Breakfast	Sheraton Blackstone Mayfair Room
-----------	---------------------------------------	----------------------------------

### TUESDAY, APRIL 7

8:00 a.m.	Society of Television Pioneers—Breakfast	Lower Tower
10:00 a.m.	Mark Century's Programming Seminar/Brunch	Upper Tower
5:00 p.m.	Harvard Seminar "Smoker"	Bel Air Room
7:30 p.m.	Broadcast Pioneers—Banquet	International Ballroom

# Everyone is Playing Robin Hood



## Every day in the week -



## and here's what happens!

**BRISTOL-JOHNSON CITY, M.F. 5:00 PM - 61% SHARE**  
**PITTSBURGH, M.F. 8:00 AM - 38% SHARE**  
**SYRACUSE, N. Y. FRI. 7:00 PM - 34.5% SHARE**

Four years of peak network success... universal parental acclaim... unmatched response for sponsor promotions... these are just a few of the reasons why Robin Hood offers unsurpassed strip programming. Add to these proven assets an enthusiastic audience that not only watches the program loyally but makes it a part of its playtime... an audience that draws additional recruits each year as a new generation discovers television—you can see why Robin Hood is unrivalled for station and sponsor.



Watch for our new series on man's invincible will to survive—**SURVIVAL!** with James Whitmore  
Official Films 724 5th Ave., N.Y. 19, N.Y. PL 7-0100



**LeROY COLLINS  
PRESIDENT, NAB**

Governor of Florida from 1954-1960, Collins took office as the seventeenth NAB president in January, 1961.

Collins became a national TV figure as a result of his role as chairman of the Democratic National Convention in 1960. Prior to the governorship, he served in the state legislature of Florida for nearly two decades. Born in Tallahassee in 1909, he graduated from Cumberland University with a LL.B. degree in 1931. He is a member of the board of the Advertising Council, a member of the American Bar Association, and the national advisory council for the Peace Corps.



**VINCENT T. WASILEWSKI  
EXECUTIVE VICE PRESIDENT, NAB**

With the NAB since 1949, he was promoted to his present post in August, 1961, when the position was created.

Wasilewski last had been vice president for government affairs since 1960. Prior to that, he became manager of government relations in 1955, after service on the NAB's legal staff that included the chief counsel post. He is a member of the FCC Bar Association and serves on the committee on legislation. Born in Athens, Ill., he was awarded his law degrees by the University of Illinois in 1949. He saw service with the Air Force between 1942 and 1945.



**MELVIN A. GOLDBERG  
VICE PRESIDENT, DIRECTOR OF  
RESEARCH, NAB**

Goldberg is considered one of the leading research authorities in broadcasting. He joined the NAB in 1962 to head a new industry-wide program of objective research into broadcasting techniques.

Previously, he had been with Westinghouse Broadcasting (Group W) since 1956, where he handled depth studies in radio and TV news, daytime TV viewing, and radio listening, among other projects. Before that, Goldberg was deputy director of research and evaluation for the USIA, and a research consultant.



## Who's Who in the National



**JAMES H. HURLBERT  
ASSISTANT TO THE PRESIDENT**

Former NAB manager of department of broadcast personnel and economics, he was advanced to his present post in February, 1964.

Hurlbert joined NAB in 1954, as assistant manager of his former department and was named manager in 1960. Before that, he produced and directed programs for WRCA-AM-TV (now WNBC-AM-TV), New York, from 1952-1954, was promoted to production manager and then assistant to the station manager. He was an editorial assistant at the White House in 1951. He is a graduate of Harvard with a MA degree.



**HOWARD H. BELL  
DIRECTOR, CODE AUTHORITY**

Bell has held numerous positions with the NAB since he joined the organization in 1951.

He was elevated to assistant to the president in 1954, and was assigned additional duties as coordinator of state association activities. Bell was named assistant to the president in charge of joint affairs in 1958. Prior to the appointment to his present post in December of last year, he had been vice president for planning and development and assistant to the president since 1962. Before joining NAB, Bell had been sales promotion manager of WMAL, Washington.



**EDWARD H. BRONSON  
MANAGER FOR TV, NAB CODE  
AUTHORITY**

The former station director of WBNS-TV, Columbus, Ohio, since 1949, Bronson joined the association in 1952.

Before that, Bronson had been station manager of WJEF Grand Rapids. During World War II, he moved to Washington and worked with the government office of censorship. Prior to this, he had served as assistant general manager with WCOL, Columbus, Ohio, where he also had been continuity director. A journalist trained at Ohio State University, Bronson held newspaper jobs with the *Columbus Citizen* and *Columbus Star*.

**PAUL B. COMSTOCK**  
VICE PRESIDENT FOR  
GOVERNMENT AFFAIRS

Tapped for his present post in 1962, he came to the NAB from a law partnership in Florida where he worked with state officers in the judiciary and state legislature and helped shape a program of judicial improvement in the state laws.

Comstock also has served for six years in Washington for the federal government where he was on the staff of the State Department's national security council.

He earned an M.A. degree from Columbia University in 1951, an LL.B. from Oklahoma University in 1948.



**WILLIAM CARLISLE**  
VICE PRESIDENT FOR STATION  
RELATIONS

Carlisle was promoted from NAB manager of station relations to his present post, which was created in 1961.

He joined NAB in 1954 and served as field representative until 1957. Before that, he was broadcast sales manager for Rust Industrial Co. and was radio director of Western Advertising Agency. Prior to that, Carlisle was associated with several stations in New Hampshire: WKBR, AM-EM, Manchester; WTSV-AM-EM, Claremont; and WTSL, Hanover. He served in program and production capacities at these stations.



**JOHN M. COURIC**  
VICE PRESIDENT FOR PUBLIC  
RELATIONS, NAB

Couric joined NAB in 1957 as chief publicity writer and one year later was named manager of news and publications. In 1959 he was placed in charge of the entire public relations service and was promoted to his present post in March of this year.

Prior to the NAB, he served as Washington correspondent for United Press and as a wire service writer. He also worked for four Georgia newspapers, including *Atlanta Constitution*. He received a B.A. degree from Mercer University in Macon.



## Association of Broadcasters



**CHARLES M. STONE**  
MANAGER FOR RADIO, NAB  
CODE AUTHORITY

Stone brought to the NAB an extensive background in radio sales and administration when he joined the association in 1960.

His broadcast career began in 1934 with WJBY, Gadsden, Ala., as an announcer, and two years later he joined Jacksonville's WMBR as program director, writer, news editor and announcer.

He also was named vice president for TV administration, and responsibilities included sales, program and promotion. In 1939 he joined Mason, Dow & Stone as partner in their ad agency.



**STOCKTON HELFFRICH**  
DIRECTOR, NEW YORK OFFICE,  
NAB TV CODE

Helffrich is perhaps the NAB executive with whom Madison Avenue has its greatest liaison. Since appointment to his present post in 1960, he has provided service and advice to agencies and sponsors who wish to create material in conformity with the TV code.

He is a veteran of 27 years with NBC, and from 1955 to his NAB appointment, he functioned as director of Continuity Acceptance, the office that functions as arbiter of good taste for NBC. Prior to that, he had been manager of the Continuity Acceptance office since 1942.



**DOUGLAS A. ANELLO**  
GENERAL COUNSEL, NAB

Promoted from chief counsel to his present position in 1961, he came to the NAB from FCC, where he had served as an attorney in various legal capacities.

Anello served with the Coast Guard as an officer from 1942 until 1946. Prior to that, he practiced law after graduation from Harvard with an LL.B. degree in 1938 and an A.B. degree from Bowdoin. A native of New London, Conn., he is a member of the FCC Bar Association, Federal Bar Association, and the American Bar Association, which he currently serves as a member of the communications committee.

Popular

Country

Tango

Concert  
Folk

Scores for  
Television

Musical Theatre

Motion Pictures

Today's many worlds of music  
are the result of an opportunity provided  
by BMI for thousands of composers,  
writers and publishers to be heard,  
to be treated with dignity and respect,  
and to share impartially  
in the economic rewards  
of their talents.

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

**BMI**  
BROADCAST MUSIC, INC.

# Delegate's suites:

## Who's where at NAB

Following is an at-press-time list of hospitality suites and headquarters locations at the 1964 NAB Convention in Chicago. All suite listings below are at the Conrad Hilton Hotel unless otherwise noted. For location of delegates, syndicators, station representatives, equipment manufacturers, etc. not listed, consult NAB Registration Desk, or "Today At The Convention" booklet from NAB Public Relations Service.

### MEMBER NETWORKS

American Broadcasting Company, Radio Network .....	1806-04
American Broadcasting Company, Television Network .....	2320-25
Columbia Broadcasting System, Radio Network .....	2306
Columbia Broadcasting System, Television Network .....	2305A-06A-11A
Mutual Broadcasting System .....	1606A-04A
National Broadcasting Company Radio and TV Networks .....	Sheraton Blackstone

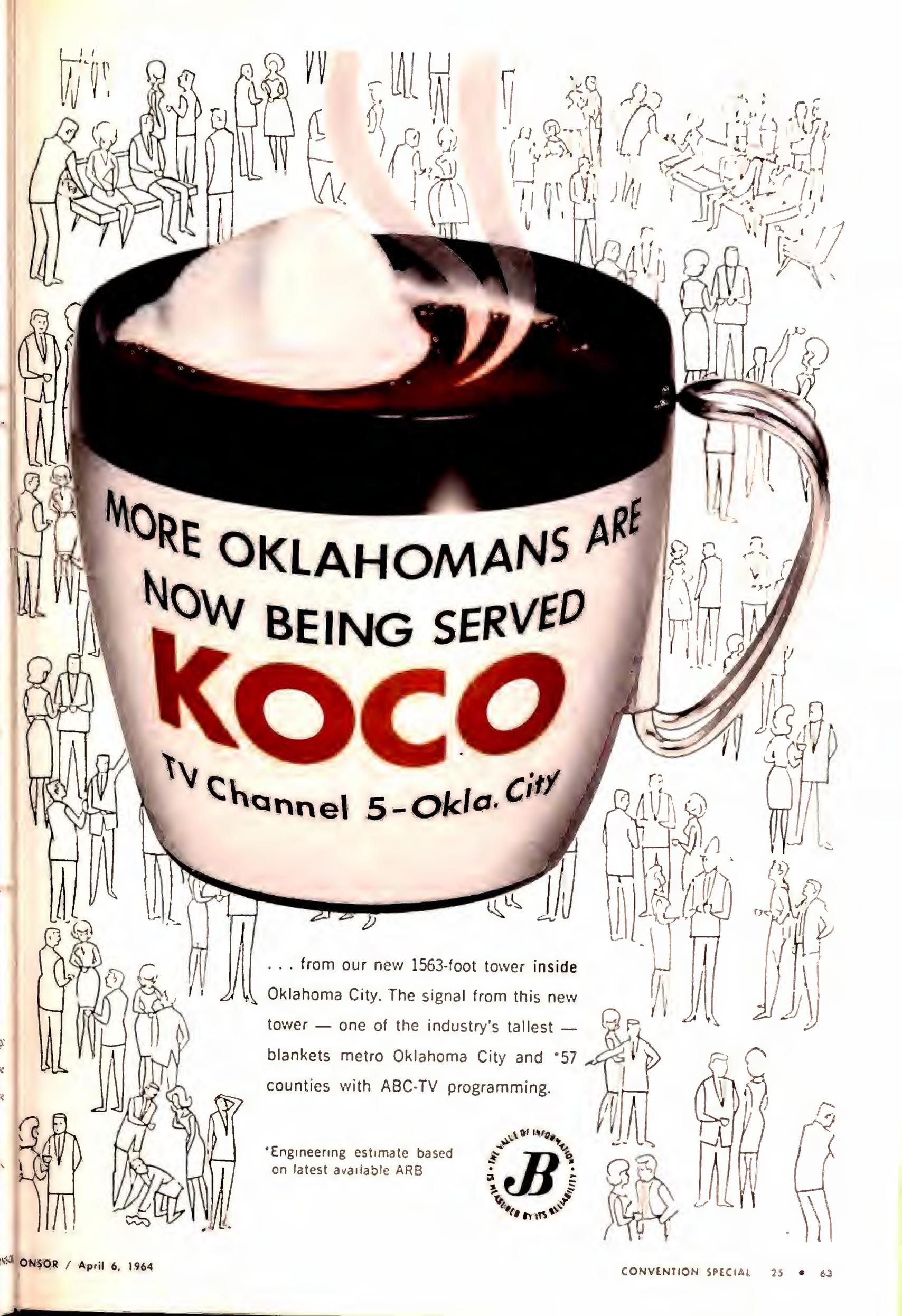
### ASSOCIATE MEMBERS

ABC Films, Inc. ....	2319-16
Adonis Radio Corporation .....	935A
Albion Optical Company .....	823A
Alto Fonic Tape Service, Inc. ....	2234A
American Research Bureau, Inc., Division of C-E-I-R, Inc. ....	605
Ampex Corporation .....	505A
Automatic Tape Control, Inc. ....	1724
Avery-Kodol, Inc. ....	Sheraton Blackstone
Bauer Electronics, Corporation .....	1119A
John Blair & Company .....	Sheraton Blackstone
Broadcast Time Sales .....	Executive House
Buena Vista Distribution Company, Inc. Subsidiary of Walt Disney .....	1224
CBS Films, Inc. ....	2200
CBS Laboratories Division .....	1239A
CBS Radio Spot Sales .....	1218A
Henry I. Christal Company, Inc. ....	1306

### TRADE PUBLICATIONS AND ASSOCIATIONS

Advertising Age .....	1306A
Advertising News of New York .....	
Billboard .....	723
Broadcast Engineering .....	1435A
Broadcasting Magazine .....	706A
Film Daily .....	
Media/Scope .....	1106
Printers Ink .....	
Radio Advertising Bureau .....	1206A
Radio-Television Daily .....	906
Sales Management .....	
Sponsor .....	2406
Telefilm Magazine .....	
Television Age .....	1406
Television Bureau of Advertising .....	1606
Television Information Office .....	706
Television Magazine .....	706A
Television Digest .....	
TV Guide .....	
Variety .....	806A

Cleveland Electronics, Inc. ....	734A
Collins Radio Company .....	2506
Commercial Recording Corporation .....	1500
Conrac Division, Giannini Controls Corporation .....	819A
Desilu Sales .....	Pick Congress
Dresser-Ideco Company .....	1035A
Electronics, Missiles & Communications Inc. ....	1339A
Embassy Pictures .....	Continental
Gates Radio Company .....	1119
General Electric Company .....	North Imperial Suite
Gill-Perna, Inc. ....	Executive House
Harrington, Richter & Parsons, Inc. ....	Sheraton Blackstone
George P. Hollingbery Company .....	1600
Hal Holman Company .....	2422A
Bernard Howard & Co. ....	Pick Congress
ITA Electronics, Division of Triangle Publications, Inc. ....	2339
Katz Agency, Inc. ....	Executive House
Keystone Broadcasting System, Inc. ....	806
Kline Iron and Steel Company .....	723A
Lee-Jeffreys, Inc. ....	723
LTV Continental Electronics Division ...	1624
MaCarTa, Inc. ....	2119
Machtronics, Inc. ....	1139
Mark Century Corporation .....	918A
Mars Broadcasting, Inc. ....	700
Jack Masla .....	Park East
MCA-TV, Ltd. ....	2400
McMartin Industries, Inc. ....	Essex Inn
Medallion TV Enterprises, Inc. ....	1618A
Meeker Company, Inc. ....	1700
Metro Radio Sales .....	Sheraton-Chicago
MGM-A Division of Metro-Goldwyn- Mayer, Inc. ....	1905A
Charles Michelson, Inc. ....	534A
Mitchell Vinten, Inc. ....	1135A
A. C. Nielsen Company .....	605A
North American Philips Company, Inc. ....	823
Pams Productions .....	1034A
Pepper Sound Studio, Inc. ....	700
Peters, Griffin, Woodward .....	Sheraton Blackstone
Edward Petry & Company, Inc. ....	1400
Prestige Representative Organization ...	1206
The Pulse, Inc. ....	1800
Radio Corporation of America .....	South Imperial Suite
RCA Recorded Program Services .....	500
Rohn Systems, Inc. ....	919
Rust Corporation of America .....	1900
Select Station Representatives .....	Sheraton-Chicago
SESAC, Inc. ....	900
The Softness Group .....	Executive House
Sparta Electronics Corporation .....	1119A
Spot Time Sales .....	Executive House
Stainless, Inc. ....	1506
Standard Electronics Corporation .....	1239
Standard Rate & Data Service, Inc. ....	1706A
Stone Representatives, Inc. ....	800
Storer Programs .....	Executive House
Sarkes Tarzian, Inc. ....	1824
Telescreen Advertising, Inc. ....	1319
Television Affiliates Corporation (TAC) .....	834A



MORE OKLAHOMANS ARE  
NOW BEING SERVED  
**KOCO**  
TV Channel 5 - Okla. City

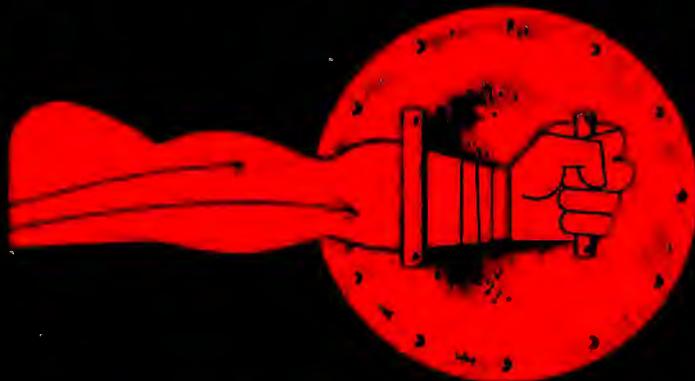
... from our new 1563-foot tower inside Oklahoma City. The signal from this new tower — one of the industry's tallest — blankets metro Oklahoma City and \*57 counties with ABC-TV programming.

\*Engineering estimate based on latest available ARB



*Announcing*

# ADVENTURE 26



# 26

**ACTION-ADVENTURE-COLOR SPECTACLES  
FILMED IN DIFFERENT PARTS OF THE  
WORLD! THE MOST EXCITING STORIES OF  
ALL TIME!**

**Great Titles:** The Mongols, The Trojan War, Cartouche, Helen of Troy, Triumph of Robin Hood, Devil of Paris, Lion of St. Mark, Joseph And His Brethren and many others . . .

**Great Stars:** Jack Palance, Anita Ekberg, Robert Morley, John Drew Barrymore, Jill Haworth, Gordon Scott, Lex Barker and many others . . .

*Already*  
**Stations Sold Prior To General Release**

- |                                  |                                  |
|----------------------------------|----------------------------------|
| WOR-TV . . . New York, N.Y.      | KHJ-TV . . . Los Angeles, Calif. |
| WXYZ . . . Detroit, Michigan     | KBOI-TV . . . Boise, Idaho       |
| KTVT . . . Fort Worth, Texas     | KHVH-TV . . . Honolulu, Hawaii   |
| WTTV . . . Indianapolis, Indiana | WKZO . . . Kalamazoo, Michigan   |
| KOIN-TV . . . Portland, Oregon   | KATC-TV . . . Lafayette, La.     |
| WWL-TV . . . New Orleans, La.    | KLAS-TV . . . Las Vegas, Nevada  |
| KONO . . . San Antonio, Texas    | WTEV . . . New Bedford, Mass.    |
| WNEP-TV . . . Scranton, Pa.      | KAKE-TV . . . Wichita, Kansas    |
| KVLY-TV . . . Spokane, Wash.     | WOW-TV . . . Omaha, Nebraska     |
|                                  | KPIX-TV San Francisco, Calif     |

**ADVENTURE** awaits you in Chicago

Hotel Continental—Embassy Suite 500-502-504

See our exciting trailers, slides, brochures and surprise selling aids during the NAB convention.

**APRIL 5-6-7-8.**

JOSEPH LEVINE  
**EMBASSY**

PICTURES CORP., TELEVISION DEPARTMENT  
Time & Life Bldg. Rockefeller Center New York 20, New York JUDson 2:2100

Thomson Electric Company, Inc.	1234A
Triangle Radio-TV Division	2300
Richard H. Ullman Associates, Inc.	2000
United Press International	1122A
Venard, Torbet & McConnell, Inc.	2100
Visual Electronics Corporation	1200
Walter Reade Sterling, Inc.	819
World Broadcasting System, Inc.	1300
Adam Young, Inc.	1100

### NAB CONVENTION OFFICES

Convention Manager	Room 1
Everett E. Revercomb, Secretary-Treasurer	
Convention Program	Room 4
Harold Niven, Assistant to the Executive Vice President	
Engineering Conference	Room 1
George W. Bartlett, Manager	
Convention Exhibits	East and West Exhibit Halls
George F. Gayou, Exhibit Director	
Edward L. Gayou, Assistant Exhibit Director	
Registration Desk	Lower Lobby
William L. Walker, Assistant Treasurer	
Convention News	Room 3
John M. Couric, Vice President for Public Relations	

### NAB STAFF OFFICES

Executive Vice President	Room 4
Vincent T. Wasilewski	
Radio	Room 2
Sherril Taylor, Vice President	
Station Services	Room 2
William Carlisle, Vice President	
Station Relations	Lower Lobby
Field Representatives—James McKingih	
Spencer Denison	
Charles Drew	
Paul R. Fry	
Oliver W. Henry	
Ernest C. Sanders	
Hamilton Woodle	
Broadcast Management	Room 4
David Doughty, Assistant Manager	
Government Affairs	Room 2
Paul Comstock, Vice President	
Legal	Room 2
Douglas A. Anello, General Counsel	
Research	Room 2
Melvin A. Goldberg, Vice President	
Code Authority	Room 4
Howard H. Bell, Director	
Edward H. Bronson, Manager for Television	
Charles M. Stone, Manager for Radio	

## EXECUTIVES AT THE NAB CONVENTION

The following executives will attend the 1964 NAB Convention in Chicago as company representatives. Most will be available to meet with ad men, broadcasters and other convention visitors at their company hospitality suites (see list, page 62). Listings of personnel below are in alphabetical order.

#### ABC RADIO

Frank Atkinson, Edward Bishoff, Richard Brahm, Irwin Brodsky, Tom Casey, William Cochran, Theodore M. Douglas, Jr., Richard Game, Frank Maguire, Jack Mahoney, Jack Mann, Earl Mullin, Thomas O'Brien, Robert R. Pauley, Paul Pearson, Don Schlosser, Gary Sessler, Warren Somerville, Arthur Sulzburgh, John A. Thayer, Jr.

#### ABC RADIO STATIONS

Ralph W. Beaudin, Don B. Curran, Charles A. DeBare, Charles D. Fritz, John D. Gibbs, Ben G. Hoberman, Harold I. Neal, Jr., Ronald F. Sack, Walter A. Schwartz, Fred Zellner

#### ABC-TV

Julius Barnathan, Alfred R. Beckman, Michael P. Boland, Robert F. Coe, George Corrin, Douglas Cramer, John T. Curry, James E. Duffy, Everett H. Erick, David I. Eschellbacher, Theodore H. Fetter, Don Goley, Michael J. Foster, Joseph Graquinto, Leonard H. Goldenson, Armand Grant, James C. Hagerty, Herbert Hahn, George Hoover, Shelton Jacobs, Henry W. Levinson, James Levy, Elmer W. Lower, Leonard

Mark S. Lacey, R. Meadows, Thomas W. Miller, Frank J. Smith, Marvin S. Sandler, Alfred R. Schneider, Frank S. Schreiber, Thomas S. Shaw, Susan B. Siegel, Jack Strayer, Peter Surkin, Seymour Sussman, Jerome Zucker

#### ABC-TV SPORTS PROGRAMS INC.

Elliott Ames, Jack Fitzgerald, Jim McKee, Charles S. ...

#### ABC-TV STATIONS

Richard Bessemyer, John Campbell, Roy C. ... B. Cowles, Charles A. DeBare, John O. Gilbert, Robert I. Goldstein, Donald Keck, Thomas D. Miller, John I. Pival, David M. ... Edward F. Shaker, Edward A. Warren

#### ABC WESTERN DIVISION

Harvey Bennett, Jerome Bredouw, William W. Edwards, Vincent A. Francis, Theodore Greiner, Rowe Green, Elliott W. Henry, J. ... Hoberman, Richard Loeb, Courtney McLeod, Richard O'Henry, James G. Riddell, Ilton H. Rule, Adrian Samish

#### CBS RADIO

George Arkedis, Alvin Balkin, Thomas W. Dawson, William Greene, Alfred N. Greenberg, Arthur Hull Hayes, Richard Hees, Gerald F. Maulsby, Arthur G. Peck, George Perkins, Ogden Prestholdt, Norman Ober, Fred Rugg, Eric H. Salline, William S. Schudt, Jr., James M. Seward, Davidson M. Vorhes

#### CBS RADIO STATIONS

Henry Basayne, Joseph Cook, John O. Downey, Jules Dandey, Michael Grant, Ralph Goshen, Robert I. Hyland, Dominic Quinn, Fern Schlusser, F. H. Shomo, Robert P. Sutton, Donald J. Trajeser, Harfield Weedon

#### CBS-TV

James T. Aubrey, Jr., Drew Brinkerhoff, Donald Clancy, John P. Cowden, Michael H. Dann, Leonard DeSoyser, Harry J. Feeney, Joseph V. Flaherty, Richard Forsling, Gordon Hayes, Robert I. Jamieson, James J. Kane, William B. Lodge, Richard O'Brien, Joseph H. Reas, Edward I. Saxe, Edward I. Scovill, Charles S. Steinberg, Carl S. Ward, David R. Williams, Robert Wood

#### KEYSTONE BROADCASTING CO.

Chass Fahy, John Hartigan, Edward R. Peterson, Sidney J. Wolf

#### MUTUAL

Richard M. Brescia, Herbert J. Cutting, Charles W. Godwin, Robert F. Hurleigh, Leslie Learned, Joseph I. Keating, Charles A. King, Stephen J. McCormick, Frank Miller, Raymond M. Smith, Harold M. Wagner, Francis X. Zuzulo

#### NBC RADIO, NBC-TV

David C. Adams, Peter Affe, Harry Bannister, Joseph Bethaller, Hugh Beville, Anthony Cervini, Charles Corcoran, Don Durgin, Charles Duttera, Syd Eiges, Steve Eynn, George Fuchs, George Goodfellow, Julian Goodman, George Graham, Louis Hausman, Sheldon Hicks, Robert Hichens, Sherman Hildreth, George Hooper, Lee Jahnke, Arthur Johnson, Michael Joseph, Bob Kaszire, William Kelley, John Kennedy, Peter Kenney, John Keys, Robert I. Kintner, Joseph Klein, John Knight, Malcolm Laing, Robert Lemon, George Lanfest, Carl Lindeman, Bill McAndrew, Tom McCray, Bill McDaniel, Don Mercer, Raymond O'Connell, Wilfred Prather, Theodore Reinhard, Paul Ritzenhouse, Stephen Rooney, William Rubens, Aaron Rubin, Bud R. Keyser, Al Rylander, Robert W. Sarnoff, Tom Sarnoff, Walter Scott, Ludwig Samuel, George Skinner, Marion Stephenson, Robert Stone, Cornelius Sullivan, Dave Tebet, Grant Tinker, William Travarthen, Gene Walsh, Theodore Walworth, Arthur Watson, Dick Welsh, Mort Werner, Bob William Lloyd Yoder

#### STATION REPS

##### ABC TELEVISION SPOT SALES

Charles Barrickman, James E. Conley, Arthur J. DeCoster, Fred I. Settere, James Osborn, Robert Sullivan

##### ADVERTISING TIMES SALES INC.

Alan J. Bell, Robert Brockman, Thomas H. Campbell, William Davidson, W. B. Taylor Lidon, George Harding, Robert Hetterman, Marshall Keeling, Monroe H. Long, Jr., James A. McManus, John Murphy, John A. Thompson

##### AM RADIO SALES

John Barry, Jerry Glynn, Wilmot Lasse

##### AVERY-KNODEL

Gale Blocki, M. William Harms, J. Robert K. Hoff, Robert J. Kizer, J. W. Knodel, Donald I. McCarty, James M. McGreevy, Shawn McGreevy, Arthur O'Connor, Robert O'Sullivan, John S. Stewart

##### MORT BASSETT & CO.

Mort Bassett, Elisabeth M. Beckford, Norman Sloan Murphy

##### CHARLES BERNARD CO.

Charles Bernard

##### JOHN BLAIR & CO.

John Blair, Stuart W. Cochran, J. Louis ... John Fundy, Harry Smart, Art Strager, James T. ...

##### THE BOLLING CO.

Frank Bolling, George W. Bolling, Robert ... Robert K. ...

##### BROADCAST TIME SALES

Bill Buschgen, Carl Schuele

##### CBS RADIO SPOT SALES

Charles Borge, Ron Gilbert, Murre Webster

##### CBS-TV NATIONAL SALES

Bruce Bryant, Merle S. Jones, Craig ... Robert ... Bill Miller, Ted O'Connell

**HENRY I. CRISTAL CO.**

Richard Charlton, Henry I. Cristal, Mark Day, Philbin Flanagan, John Finley, John Fouts, Irwin Gross, Vance Harrison, Harry Simmons.

**ROBERT E. EASTMAN & CO.**

Frank Boyle, Bill Burton, Joseph Cuff, Anthony Cuttone, Don Dalton, Mike Disney, Robert E. Eastman, Bruce Houston, Richard Leader, Dale Stevens, Richard Walker.

**FM GROUP SALES**

Charles Kline, James H. Morrow, Arthur Sakelson.

**GILL-PERNA INC.**

Walter Beadell, Marshall Black, Dan Bowen, Helen Gill, John J. Perna, Jr.

**HARRINGTON, RICHTER & PARSONS**

Peter T. Childs, Byington S. Colbig, John Dickinson, Frank Dougherty, Arthur Elliot, Richard M. Gardner, Robert L. Gilbertson, John E. Harrington, Jr., Carter S. Knight, Lon E. Nelles, James O. Parson, Jr., Chris Rashbaum, Frank B. Rice, Volney Richter, Don K. Stewart, Edward R. Theobald.

**GEORGE P. HOLLINGBERY CO.**

Phil Corper, Roy Edwards, Fred Hague, George Hemmerle, George P. Hollingbery, Richard Hunter, Warren Nelson, Robert Pierce, Edward Spencer, Harry Wise.

**HAL HOLMAN CO.**

Hal Holman.

**BERNARD HOWARD & CO.**

Robert Bell, Norman Berk, Jack Davis, Bernard Howard, Bernard Ochs.

**H-R REPRESENTATIVES**

James M. Alspaugh, John Buzby, Charles W. Ferguson, James Fox, Miss Avery Gibson, Frank M. Headley, Vernon Heeren, Rex Lathen, Bill McRae, Frank F. Pellegrin, Dwight S. Reed, Jack Shaver, Edward P. Shurick, Bernard Slavin, Grant Smith, Jack White.

**THE KATZ AGENCY**

Charles Abbott, Alan Axtell, Martin Beck, Ollie Blackwell, C. C. "Bud" Bowlin, Edward Codel, Daniel Denenholz, Scott Donahue, James Greenwald, Joseph Hogan, Robert Huth, William Joyce, Eugene Katz, M. S. Kellner, Roland King, Thomas Kniest, William Lee, Frank McCann, Michael Membrado, Ted Moore, James Muse, Walter Nilson, Robert Rohde, Winslow Uebel, Thomas Winters.

**JACK MASLA & CO.**

Clarke Brown, Gene Gray, Allan Klamer, Jack Masla, Bud Pearse, Bob Wencil.

**McGAVREN-GUILD**

Ed Argow, Theodore Chambon, Ralph Guild, Paul Lagasse, Pete Labruzzo, Robert Mahlman, Daren McGavren, Ray Watson.

**THE MEEKER CO.**

Robert Dudley, Jack Hardingham, Herb Hahn, Carl Jewett, Robert Meeker, Martin Mills, James Monroe, Don Palmer Harold Soderlund, Charles Standard.

**METRO RADIO SALES**

William Lauer, H. D. Neuwirth, Robert Williamson.

**METRO TV SALES**

Alfred T. Parenty, John Syas.

**NBC SPOT SALES**

Richard Close, Raymond Wilpott.

**PETERS, GRIFFIN, WOODWARD, INC.**

Arthur W. Bagge, John M. Brigham, Kenneth L. Brown, William W. Bryan, John C. Butler, John T. Cameron, Sidney Carter, John A. Cory, James D. Devlin, Lloyd Griffin, Louis J. Hummel, Jr., Allen V. Hundley, John D. King, Lon A. King, Arnold K. Knippenburg, John K. Markey, John E. McGowan, Arthur E. Muth, James R. Parker, II, Preston Peters, W. Donald Roberts, Jr., Bill J. Sharton, Jones Scovern, James R. Siefert, Ray M. Stanfield, Robert E. Swanson, William J. Tynan, M. C. Via, Jr., William G. Walters.

**ROGER O'CONNOR INC.**

Gary Eckhard, John Griffin, Jack Liddy.

**EDWARD PETRY & CO.**

Bill Cartwright, Sam Bell, Ben Holmes, Dick Hughes, Bruce Mayer, Lloyd McGovern, Martin Nierman, Ted Page, Edward Petry, Bob Schuessler, Edward Voynow, Junius Zolp.

**PAUL H. RAYMER CO.**

Frank Browne, Jeff Parker, Paul H. Raymer, Robert Richmond.

**RKO GENERAL NATIONAL SALES**

George Jeneson, Edwin Metcalfe, Donald Quinn.

**SAVALLI GATES**

Robert Flanigan, Joseph Savalli, Kenneth Schefer, Bill Wilson.

**SELECT STATION REPRESENTATIVES**

Jack Hetherington, Tom Petree, Al Shepard, Irv Unger.

**SPOT TIME SALES**

John Cook, John Erickson, Carl Loucks, John Papas.

**STONE REPRESENTATIVES**

Saul Frischling, Peggy Stone, Sy Thomas.

**STORER TELEVISION SALES**

Frank Barron, Julian Kanter, Jack Kelly, Bud Mertens, Stan Schloeder, Peter Storer.

**TELEVISION ADVERTISING REPRESENTATIVES**

Benjamin Margolis, Robert M. McGredy, Marvin L. Shapiro, Lamont L. Thompson.

**VENARD, TORBET & McCONNELL INC.**

Robert R. Allen, James V. McConnell, Howard Meyers, Steven Rintoul, Dan Ruffo, Tray Tomberlin, Alan Torbet, Lloyd Venard.

**WEED RADIO & TELEVISION CORPORATION**

E. J. Fitzsimmons, William Moyer.

**ADAM YOUNG INC.**

Thomas M. Dolan, Richard L. Freeman, Clyde B. Melville, James F. O'Grady, David L. O'Shea, Earl W. Steil, R. John Stella, Robert J. Somerville, Adam Young.

**AMERICAN RESEARCH BUREAU**

Harvey Barad, Clay Braun, Ralph Crutchfield, Jack Gross, Herb Kaufman, C. Kellner, Dick Lane, Phil Mazur, Al Petgen, Jim Rupp, J. W. Seiler, Bill Shafer, John Sovocool, Bill Sudbrook, Alain Tessier, John Thayer.

**A. C. NIELSEN CO.**

Roy Anderson, George Blechta, John Churchill, Joe Matthews, Gene McClure, Bill Ryan, Nat. Rubin, Jim Shoemaker, Don Waterbury, Ben Wilson, Gene Woolpert, John Workmeister, Bill Wyatt.

**THE PULSE INC.**

Sterling Beeson, Allan Klein, Dr. Sydney Roslow, George Sternberg.

**CHICAGO . . .**

*Continued from page 53*

its troubles. It is a burgeoning, crowded city of 4,000,000 of which one-fourth are non-whites determined to pull themselves up by their socio-economic bootstraps. Average income in Metropolitan Chicago is more than 20% higher than the national average — but the slum areas of Chicago (those not bulldozed into rubble to be replaced with new projects) are far from an attractive sight.

Chicago frequently exhibits a sort of cultural inferiority complex before visitors from New York, San Francisco, Boston, Paris, London

and Rome. But visitors to Chicago who take time out from convention rounds will find that its music, from the Chicago Symphony concerts to the jazz units at the Playboy Club, often ranks with the best, and that its worlds of art and education, science and civic planning are internationally, and rightly, famous.

Chicago's more informal tourist attractions and restaurants are many and varied. There are, of course, places such as the Stock Yard Inn where the specialty of the house is the kind of sirloins broadcast ad-men order in other U.S. cities and seldom receive, and elegant, expensive places like the Pump Room. There are many other notable eateries serving Chinese, German, Hun-

garian, Polynesian, Italian and French food, or even lox and bagels. Nightlife ranges from legit companies playing extended road engagements to homegrown satirical revues, with clubs offering everything from folksinging to old-time jazz to powder-puff-tailed Bunnies.

Chicago does many things with a style of its own, a mixture of brashness, enterprise, aggressiveness and corn. One example: the city's \$2-million fire department training school is located on West De Koven Street — on the exact site where once stood the O'Leary barn in which the Great Fire started. Another: "Marina City" (see photo), a \$35 million skyscraper luxury housing project built by, of all things, a janitor's union.



# LISTEN

*this symbol is heard around the world*

The corporate mark of Morton J. Wagner Companies, Inc. is the new symbol of experienced service to successful broadcasters. It represents the industry's largest combination of established and diversified organizations specializing in the creation, production and marketing of broadcast libraries, programs, programing aids, commercials and custom-created corporate images in sound. For over a decade, **RICHARD H. ULLMAN ASSOCIATES, INC.**, the sales company, has been recognized as the pace-setter and standard-maker in the field. Among the more than 1,300 Broadcasters programing our product throughout the world are these recent additions: WJBK (Detroit); WBZ (Boston); WFIL (Philadelphia); KXA (Seattle); WVON (Chicago); WDSU (New Orleans) and WIFE (Indianapolis). We are proud to be in such company.

**MORTON J. WAGNER COMPANIES, INC.**

*Winner of the 1963 International Broadcasting Guild Sweepstakes Award for the World's Best Radio Announcement!*

**SOLD WORLDWIDE BY RICHARD H. ULLMAN ASSOCIATES, INC.**

5420 Melrose Avenue, Hollywood, California 90038 Te 213 HO 2 6027  
New York • Dallas • Toronto • Sydney

# OFFICIAL DIRECTORY OF EXHIBITORS at the NAB Convention

WEST EXHIBIT HALL—SPACE 29-W

## ALBION OPTICAL CO.

Los Angeles 28, California

### REPRESENTATIVES ATTENDING CONVENTION

Benjamin Berg, Vice President, Albion Optical Co.  
Gordon Cook, Chief of Lens Development, Rank Taylor Hobson  
C. N. Green, Optical Sales Manager, Rank Taylor Hobson  
John Barr, Development Engineer, Servo Systems, Rank Taylor Hobson  
H. Leeming, Joint Managing Director, Rank Taylor Hobson

### PRODUCTS

Sole importers and distributors of Rank Taylor Hobson lenses for motion pictures and television in U.S. and Canada, including Varotal Zoom Lenses, Ortol fixed focal length lenses, both for Television, I.O. Cameras, and Vidital Fixed focal length lenses for Vidicon cameras.

WEST EXHIBIT HALL—SPACE 22-W

## ALFORD MANUFACTURING COMPANY

Boston, Massachusetts 02110

### REPRESENTATIVES ATTENDING CONVENTION

Harold H. Leach  
Fred Abel

### PRODUCTS

Television Broadcast Antennas  
FM Broadcast Antennas  
Diplexers  
Coaxial Switches  
Vestigial Sideband Filters  
RF Measuring Instruments

WEST EXHIBIT HALL—SPACE 34-W

## ALTEC LANSING CORPORATION

Anaheim, California

### REPRESENTATIVES ATTENDING CONVENTION

A. C. Davis  
W. H. Hazlett  
D. B. Davis  
H. S. Morris  
W. H. Johnson

### PRODUCTS

Speech Input Equipment, preamplifiers, line amplifiers, booster amplifiers, monitor amplifiers, compressors, audio power amplifiers, microphone, loudspeakers and loud-speaker systems, equalizers, audio controls, attenuators.

WEST EXHIBIT HALL—SPACE 23-W

## ALTO FONIC TAPE SERVICE, INCORPORATED

Hollywood 28, California

### REPRESENTATIVES ATTENDING CONVENTION

D. Alan Clark, President  
Hugh Heller, Representative  
Dave Williams, Representative

### SERVICE

Program Service for Main Channel and SCA

WEST EXHIBIT HALL—SPACE 28-W

## AMPEX CORPORATION

Redwood City, California

### REPRESENTATIVES ATTENDING CONVENTION

C. Gus Grant, Vice President—Operations  
Charles Ginsburg, Vice President—Advanced Development

Thomas E. Davis, Manager—Marketing Division  
Paul Byrne, Manager—Distribution Planning  
Thomas Merson, Video Products Area Manager  
Donald Kleffman, Manager—Video Products  
Charles F. Swisher, Product Manager—Television Systems  
Gregg Perry, Director—Public Relations  
Jackson V. Miller, Promotion Manager—Advertising Sales Promotion  
Robert Day, Broadcast Specialist  
Thomas W. Washburn, Shows & Exhibit Manager—Advertising/Sales Promotion  
Thomas Harleman, Midwest Regional Manager  
Len Hase, District Manager, Elmhurst, Illinois

### PRODUCTS

Ampex Videotape Television Recorders for both Monochrome and color broadcast recording.  
Ampex portable Videotape Television Recorders for broadcast and closed circuit applications.  
Ampex/Marconi Television Equipment: 4½" Image Orthicon Cameras, monochrome and color vidicon cameras, video switching equipment, terminal equipment.  
Ampex Professional Audio Recorders in both studio and portable models.  
\* TM Ampex Corporation

WEST EXHIBIT HALL—SPACE 61-W

## ANDREW CORPORATION

Chicago, Illinois

### REPRESENTATIVES ATTENDING CONVENTION

John Gyurko  
Douglas Proctor  
C. Robert Lane  
Robert C. Bickel  
Henry F. Miller  
Robert P. Lamons  
Edward J. Dwyer  
Dr. Victor J. Andrew

### PRODUCTS

HELIAX, Flexible Air Dielectric Cables  
Rigid transmission lines  
Coaxial switches  
Telescoping masts  
Microwave Antennas

EAST EXHIBIT HALL—BOOTH H

## ARRIFLEX CORPORATION OF AMERICA

New York, New York

### REPRESENTATIVES ATTENDING CONVENTION

Victor James, Vice President  
Lou Polonec, Regional Manager

### PRODUCTS

Arriflex-16 and Arriflex-16M cameras and accessories  
Arriflex-35 camera and accessories  
Siemens 2000 16/16 Double System Sound Projector

WEST EXHIBIT HALL—SPACE 24-W

## AUTOMATIC TAPE CONTROL, INC.

Bloomington, Illinois

### REPRESENTATIVES ATTENDING CONVENTION

Vernon A. Nolte  
Robert S. Johnson  
E. N. Franklin, Jr.  
Ted Bailey  
Jack Jenkins  
Vincent Meyer  
Roy Isnogle  
T. R. Ives

### PRODUCTS

New Criterion Series ATC cartridge playback and recording units. New improved ATC-55 Multiple Cartridge Handler and complete automatic programming featuring Automatic Tape Control's unique "Systems Programmer" and associated ultra-flexible automation components, including FCC approved Automatic Program Logging. ATC Sound Salesman line of portable cartridge players for audiotape use.



## Can you think of a better way to become a big chief Pontiac dealer?

In 1958, Phil Tolkan was the smallest Pontiac dealer in Milwaukee. In 1959, he started using WTMJ-TV. He has devoted 96% of his new car budget to WTMJ-TV ever since. Today, Phil Tolkan is the largest Pontiac dealer in Wisconsin. . . . one of the top 30 of 3300 in the nation.

## ...or to sell lawn products?

Just a few spots during a WTMJ-TV telecast of a Milwaukee Braves baseball game. That's all it took to seed the Milwaukee market for LIFE grass fertilizer and GUARD crabgrass killer. Sales soon soared for dealers of these two LAWNHOUSE products.

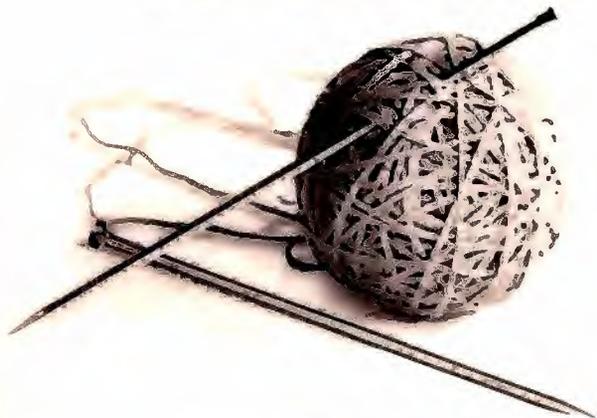


## ...or to turn 75,000 goblins loose?

With two spots — just two — on a WTMJ-TV news show, Standard Oil offered free Halloween masks. The goblins descended on the Standard stations in droves. Seventy five thousand masks were handed out . . . and Standard estimates that twice as many could have been given away if the supply had lasted.

## ...or to sell Christmas tree lights at \$100 each?

Each year, WTMJ-TV promotes a fund-raising campaign in Milwaukee on behalf of the Salvation Army's Christmas Cheer program. For each \$100 contributed, a bulb is lighted on a giant Christmas tree in downtown Milwaukee. Last holiday season, Milwaukeeans set the tree aglow with more than \$47,000.



## ...or to get so many people excited about afghans?

An afghan-making demonstration was presented on WTMJ-TV's "Today for Women" show. Just a one time feature . . . but 1163 people sent in for directions on how to make an afghan.



The audience response high-lighted in these success stories is typical of the influence WTMJ-TV has on Milwaukee. Write in for complete details. See for yourself! Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

## MILWAUKEE RESPONDS TO WTMJ-TV

THE MILWAUKEE JOURNAL STATION  
WTMJ AM-FM  
NBC in Milwaukee

Represented by HARRINGTON, RIGHTER & PARSONS — New York  
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles



WEST EXHIBIT HALL—SPACE 30-W  
**BALL BROTHERS RESEARCH CORPORATION**

Boulder, Colorado

REPRESENTATIVES ATTENDING CONVENTION

Jack R. Rickel  
Ron Jansen  
George Baker  
Bill Endres

PRODUCTS

Advanced video systems, including inexpensive special effects equipment.

WEST EXHIBIT HALL—SPACE 52-W  
**BAUER ELECTRONICS CORPORATION**

San Carlos, California

REPRESENTATIVES ATTENDING CONVENTION

Fritz Bauer	Charlie Sprague
Paul Gregg	Bob Zellmer
Chet Carr	Robert Marks
John Brooks	Chester Faison
Jess Swicegood	Gordon Keyworth
Glenn Webster	

PRODUCTS

50 watt, 1,000/250 watt, 5,000/1,000 watt and 10,000 watt AM transmitters. 1,000 watt, 5,000 watt, 3,000 watt FM transmitters. "Surrounding Sound" special effects equipment. Remote control equipment.

WEST EXHIBIT HALL—SPACE 65-W  
**BOSTON INSULATED WIRE AND CABLE COMPANY**

Boston 25, Massachusetts

REPRESENTATIVES ATTENDING CONVENTION

Alden C. Davis, Vice President (International)  
Hubert Goodwin, Product Manager (Broadcast Cable Sales)  
Jack E. Ferrer, Manager, Western Sales  
Edward G. McCusker, Sales Engineer

PRODUCTS

Television Camera and Microwave Control Cables featuring a choice of Teflon or Polyethylene Coaxials and Neoprene or Plastic Jackets, Demountable Connectors, and other Broadcast Cables supplied either in bulk or in specific terminated lengths, Monochrome or Color, for Marconi, E.M.I., R.C.A., General Electric, Philips, Pye, and Dage Equipment.

WEST EXHIBIT HALL—SPACE 39-W  
**CHARLES BRUNING COMPANY**

(Division of Addressograph  
Multigraph Corporation)

Mount Prospect, Illinois

REPRESENTATIVES ATTENDING CONVENTION

Garwin R. Dawley  
Gene Bonk  
Don Sanders  
Bill Rasmussen

PRODUCTS

Copytran Model 2000 electrostatic copier  
Copyflex Diazo copiers for office and engineering copying

WEST EXHIBIT HALL—SPACE 62-W  
**CBS LABORATORIES**

Stamford, Connecticut

REPRESENTATIVES ATTENDING CONVENTION

Alec Autote	Carolyn McCormick
Frederick J. Cudlipp	Emil L. Torick
Arthur Kaiser	Paul Welcome
Marvin Kronenberg	

PRODUCTS

Transistorized Peak Controller for audio limiting; Audimax automatic level controls; Transistorized Video Distribution Amplifiers; Transistorized Video Pulse Amplifiers; Transistorized Video Clamp Amplifiers; Transistorized Video Syne Separating Amplifiers; Transistorized

Video Syne Adding Amplifiers; SMPTE Test Generators; Digital Display Devices for election return reporting and other statistical reporting (stock market, weather, etc.); Broadcast, Industrial and Hi Fi Test Records for testing all audio equipment—AM, FM & MX—including ballistic calibration of VU meters.

WEST EXHIBIT HALL—SPACE 66-W  
**CCA ELECTRONICS CORPORATION**

Yeadon, Penna.

REPRESENTATIVES ATTENDING CONVENTION

Mr. Bernard Wise, President  
Mr. Juan C. Chiabrando, Director of Engineering  
Mr. Leonard G. West, Chief Engineer

PRODUCTS

AM and FM Broadcast Transmitters, Remote Control, AM Monitors, AGC Amplifiers, Limiters, Multiplex and Stereo Equipment.

EAST EXHIBIT HALL—BOOTH S  
**CENTURY LIGHTING, INC.**

New York, New York

REPRESENTATIVES ATTENDING CONVENTION

Edward F. Kook, President  
R. G. Williams, Vice President & General Sales Manager  
George Gill, Vice President, TV Lighting  
Lou Erhardt, Vice President, West Coast Branch Manager  
Fred Wolff, Vice President, Chief Engineer  
George Smedberg, Representative, California North  
Fred Vorlander, Representative, New England  
Paul Kyack, Representative, Pennsylvania East, N.J. South  
Richard Murdoch, Representative, D. C., Maryland  
Earl Koehler, Representative, Illinois, Indiana, Wisconsin  
Dinty Donelson, Representative, Iowa, Nebraska

PRODUCTS

The most comprehensive selection of TV studio lighting instruments, accessories, mounting equipment, wiring devices and lighting control centers.  
Microphone boom  
Port-O-Vox wireless microphone  
CCR Controlled Rectifier Dimmer Centers  
Lekolites  
Mobilrail and Flexistrut

WEST EXHIBIT HALL—SPACE 50-W  
**CHRONO-LOG CORPORATION**

Broomall, Pa.

REPRESENTATIVES ATTENDING CONVENTION

Arthur Freilich, V.P.  
Saul Meyer, V.P.  
Bill Nobles  
Ken Gregerson  
Butler Sanchez

PRODUCTS

Step System for TV automation at low cost. Performs station break panic-period switching automatically. Chrono-log Digital clocks.

EAST EXHIBIT HALL—BOOTH F  
**CLEVELAND ELECTRONICS, INC.**

Cleveland 3, Ohio

REPRESENTATIVES ATTENDING CONVENTION

Mr. P. J. George, President  
Mr. R. C. Salisbury, Treasurer  
Mr. D. G. Harris, V.P. Sales  
Mr. S. Z. Steven, Director, Deflection Components  
Mr. Wm. Knife, Chief Engineer  
Mr. D. L. Martin, Sales Mgr.  
Mr. R. J. Tanczos, Sales Mgr.  
Mr. W. C. Brouillette (Brouillette), Sales Representative  
Mr. R. Simon, Sales Representative  
Mr. R. C. Lind, Engineer  
Mr. J. C. Riffe, Engineer  
Mr. J. H. Helsel, Engineer  
Mr. M. L. Robboy, Supervisor Production

PRODUCTS

Deflection Components for TV Cameras  
Vidicon and Image Orthicon

WEST EXHIBIT HALL—SPACES 20-W—27 W

**COLLINS RADIO COMPANY**

Dallas, Texas

REPRESENTATIVES ATTENDING CONVENTION

Gene Randolph, Jerrell Henry, Jim Littlejohn, I m Leggett, Charles Walters, Jim Speck, John Stanbery, Ray Evans, Blair Dobbins, A Prose Walker, C R Rollett, B A Hite, Ken Blake, Jay Crum, John Haerle, Shan Murchison, Theil Sharpe, Phil Wharton, H. O. Olson, Paul Hertel

PRODUCTS

830N-1A 20 kw FM Transmitter, A830-2 FM Exciter, 786M-1 FM Stereo Generator, 900C Stereo Monitor, 20V-3 AM Transmitter, 212G-F Console, 808A-F Remote Console, 212H-F Remote Amplifier, 642A 2160 Tape Cartridge System, Microwave SH

EAST EXHIBIT HALL- BOOTH J

**COLORTRAN INDUSTRIES**

Burbank, California

REPRESENTATIVES ATTENDING CONVENTION

Herbert A. Hollander, Director of Sales  
Bill Gleaves, Factory Representative

PRODUCTS

New Color Fran Quartz Kings Lighting Systems and Electronic Controls for Studio, School, In-Plant, Space Laboratory, Medical Application, location area use and custom engineering services available for specific needs

EAST EXHIBIT HALL—SPACE 7-E

**CONRAC DIVISION**

(Giannini Controls Corporation)

Glendora, California

REPRESENTATIVES ATTENDING CONVENTION

W. J. Moreland, General Manager  
R. M. Alston, Operations Manager  
J. G. Jones, Chief Engineer  
R. N. Vendeland, Sales Manager  
A. Slater, District Manager  
R. Tietze, Engineer  
R. Parks, Engineer  
C. Odom, Engineer  
P. Wickham, Engineer  
William Fms, Engineer

PRODUCTS

NEW entire line of performance stabilized professional monitors. These combination solid state and tube monitors are 8", 14", and 17" sizes (cabinet and rack). New color monitors. Standard monochrome utility monitors, professional monitors, pulse-cross monitors, audio-video receivers, large screen audience monitors.

WEST EXHIBIT HALL—SPACE 26-W

**LTV CONTINENTAL ELECTRONICS DIVISION**

Dallas, Texas

REPRESENTATIVES ATTENDING CONVENTION

J. O. Weldon Ernest Ankele  
Mark W. Bullock John Fletcher  
Thomas B. Moseley Joe Sinton  
Vernon Collins Bill Siney  
James H. Hamilton George Krutilek  
William E. Waldrup Don W. Clark  
J. C. Nickens W. D. Mitchell

PRODUCTS

AM Broadcast Transmitters and PRO-LOG Automatic Programming and Logging System

WEST EXHIBIT HALL—SPACE 36-W

**THE CUMMINS ENGINE CO., INC.**

Columbus, Indiana

REPRESENTATIVES ATTENDING CONVENTION

W. S. Gripman G. W. Paine  
R. B. Sonntag V. R. Hill  
J. W. Fritz

PRODUCTS

Standby Generator Sets

EAST EXHIBIT HALL BOOTH E

**DRESSER-IDECO COMPANY**

Columbus 15, Ohio

BRANCH OFFICES

2314 Redondo Beach Blvd  
Gardena, California

REPRESENTATIVES ATTENDING CONVENTION

Dan Byrd Robert Slod  
J. Roger Hayden Orville Pelkey  
Tom Singell Robert A. Vaughan  
S. E. Wilson

PRODUCTS

Lowars TV FM Micro Wave  
Design Construction Inspection

WEST EXHIBIT HALL—SPACE 47-W

**DYNAIR ELECTRONICS, INC.**

San Diego, California

REPRESENTATIVES ATTENDING CONVENTION

F. G. Gramman, President  
Omar F. Lallue, Vice President  
George W. Bates, Manufacturing Manager  
Joseph G. Pettit, Chief Engineer  
Dwain A. Keller, Applications Engineer  
John Narrace, Asst. Chief Engineer  
M. D. Bingham, Transmitter Engineer

PRODUCTS

Broadcast television transmitters, VHF, specifically designed for smaller stations. Closed-circuit television transmitters for cable networks. Transistorized stabilizing amplifiers, clampers, and pulse and video distribution amplifiers. Video switching systems.

WEST EXHIBIT HALL—SPACE 63-W

**DYNATRONICS, INC.,**

Commercial Products Division

P. O. Box 3789

Orlando, Florida

REPRESENTATIVES ATTENDING CONVENTION

I. M. Allison  
Clinton F. Goree

PRODUCTS

Multiplex receivers, Audio amplifiers

EAST EXHIBIT HALL SPACE 4-E

**ELECTRA MEGADYNE INC.**

(Successor to EMI/US)

Los Angeles 28, California

R. H. Booth

M. Ellison

P. Audet

R. Striker

H. McKeon

P. Weisel

I. Baker

PRODUCTS

4 1/2" FO & Vidicon television camera chains (remote control, etc.)  
Broadcast Control Room Equipment (Solid-state vertical interval switching, mixing and distribution systems, transistorized audio mixing, tape deck and intercommunication equipment, and video recording tape)

WEST EXHIBIT HALL SPACE 54-W

**ELECTRONICS, MISSILES &**

**COMMUNICATIONS, INC.**

Mount Vernon, New York

REPRESENTATIVES ATTENDING CONVENTION

Dr. B. W. S. Clair  
Mr. Robert F. Romero  
Mr. Henry Shapiro  
Mr. Garr Johnson  
Mr. H. C. McKenzie

PRODUCTS

VHF and UHF Translators  
UHF Transmitters

2500 Mc ETV Equipment  
CATV Equipment & Service  
Cable Distribution Equipment

**EAST EXHIBIT HALL—BOOTH M**  
**FAIRCHILD RECORDING EQUIP. CORP.**

Long Island City 1, New York  
REPRESENTATIVES ATTENDING CONVENTION  
D. Plunkett  
G. Alexandrovich  
K. Mercer  
PRODUCTS  
Audio Control Equipment—Limiters, Compressors, Conax,  
Dyalizer  
Consoles for Broadcast and Recording

**EAST EXHIBIT HALL—BOOTH T**  
**FILMLINE CORPORATION**

Milford, Connecticut  
REPRESENTATIVES ATTENDING CONVENTION  
Edward B. Krause, President  
John Koteas, Sales Manager  
John Grady, Sales Rep.  
PRODUCT  
Filmline Model ND-100 16 mm. negative/positive portable  
automatic continuous film processor.

**EAST EXHIBIT HALL—BOOTH P**  
**FORT WORTH TOWER CO., INC.**

Ft. Worth, Texas  
REPRESENTATIVES ATTENDING CONVENTION  
T. W. Moore  
B. Moore  
PRODUCTS  
AM—FM—Television Towers  
Reflectors

**EAST EXHIBIT HALL—BOOTH O**  
**GAMMA SCIENTIFIC, INCORPORATED**

San Diego, California  
REPRESENTATIVES ATTENDING CONVENTION  
H. P. Field, President  
R. H. Akin, Vice President of Engineering  
PRODUCTS  
Spot Brightness Meters  
Luminance Standards  
Kinescope Recording Light Meter

**WEST EXHIBIT HALL—SPACE 40-W**  
**GATES RADIO COMPANY**

Quincy, Illinois  
REPRESENTATIVES ATTENDING CONVENTION  
P. S. Gates, President  
L. J. Cervone, V.P. Sales  
N. L. Jochem, V.P. Engineering  
Frank Parrish, Advertising Mgr.  
Eugene Edwards, Broadcast Sales  
Ed Gagnon, Manager, Product Marketing  
George Yuzell, Manager, Customer Services  
Larry Pfister, Product Manager  
Franz Cherny, Broadcast Sales Specialist  
James Barry, Director of Credit

PRODUCTS  
Complete line of AM-FM broadcast transmitters including: FM-10G, new 10KW FM, FM-5G, new KW FM, FM I-B new 1 KW FM, SS-1000 new KW AM transmitter, Executive Stereo Console, President Dual Channel Console, Ambassador Single Channel Console, Cartritape II cartridge tape system (operating), Turntables, Transistor Amplifiers, Remote Amplifiers, Remote Control Systems, Frequency and Modulation Monitors, Limiting and Level Amplifiers, Complete Stereo Equipment, Antennas and other broadcast equipment. Complete display of transistorized audio equipment including Executive Stereo Console, Diplomat Dual Channel, President Dual Channel Console, Ambassador Console, Producer, new Production Console, Cartritape II Cartridge Tape Recording Equipment, Stereo Monitor Adaptor.

**EAST EXHIBIT HALL—SPACE 19-E**  
**GENERAL ELECTRIC COMPANY**  
(Command Systems Division,  
Visual Communications Products)  
Syracuse, N.Y.

REPRESENTATIVES ATTENDING CONVENTION  
Francis K. McCune, Vice President, Engineering, General Electric Company  
George L. Irvine, Regional Vice President, Central Region, General Electric Co.

VISUAL COMMUNICATION PRODUCTS MANAGEMENT  
A. F. Maynard, Manager  
H. E. Smith, Manager—Marketing  
F. J. Bias, Manager—Engineering  
G. H. Metcalf, Manager—Manufacturing  
John Wall, Manager—Broadcast sales  
L. M. Storey, Jr., Manager—Educational and Industrial Sales  
J. W. Stonig, Manager—Export Sales  
M. R. Duncan, Manager—Service Engineering  
J. L. MacNair, Manager—Advertising & Sales Promotion  
C. J. Simon, Manager—Product Planning and Market Research  
J. T. Tillman, Jr., Manager—Transmitter Engineering  
R. E. Putnam, Manager—Audio-Video Engineering  
F. J. Robinsons, Legal Counsel  
V. R. Wiebusch, Manager—Credits & Collections

VISUAL COMMUNICATION PRODUCTS MARKETING & ENGINEERING PERSONNEL  
A. C. Angus, R. N. Blair, P. A. Bock, J. S. Collins, H. M. Crosby, F. M. Eames, R. E. Fisk, G. W. Freeborn, C. F. Ganter, W. F. Goetter, S. R. Gordon, A. Gula, N. J. Hudak, J. D. Kearney, C. I. Kring, W. R. MacNeilly, V. P. Marlin, H. H. Martin, J. H. Painter, R. D. Peterson, H. L. Rabinowitz, B. P. Ransom, P. E. Reilly, H. W. Morse, K. J. Richane, G. R. Rode, F. A. Sachs, W. L. Shepard, C. G. Stiefvater, R. W. Taylor, R. A. Thompson, G. S. Tillman, H. S. Walker, L. R. Zellmer

CANADIAN GENERAL ELECTRIC COMPANY  
E. J. Gareau, J. Watson, J. D. Pugsley  
INTERNATIONAL GENERAL ELECTRIC COMPANY  
S. M. Ross, G. H. Stratton, M. M. Haertig  
GENERAL ELECTRIC S.A. de C.V.  
Flavio Gonzalez

PRODUCTS  
50 KW UHF Transmitter, 1/5 KW VHF Low Channel Transmitter, Helical Antenna, Zig-Zag Antenna, Antenna Test Facilities, I.O. Color Live Camera, New 3" I.O. B&W Camera, New 4½" I.O. B&W Camera, Remote-Controlled Transistorized Studio Vidicon Camera, Transistorized Vidicon Live Camera, New Transistorized B&W Film Camera, 4-V Transistorized Color Film Camera, Continuous Motion Film Projector, B&W and Color, Film Center Multiplexers, Complete Line TV Utility Monitors, B&W Calibration Monitor, Transistorized Sync Generator, Transistorized Stereo/Monaural Audio Consoles, Complete Line, Transistorized Audio Equipment, Educational TV Operating Center

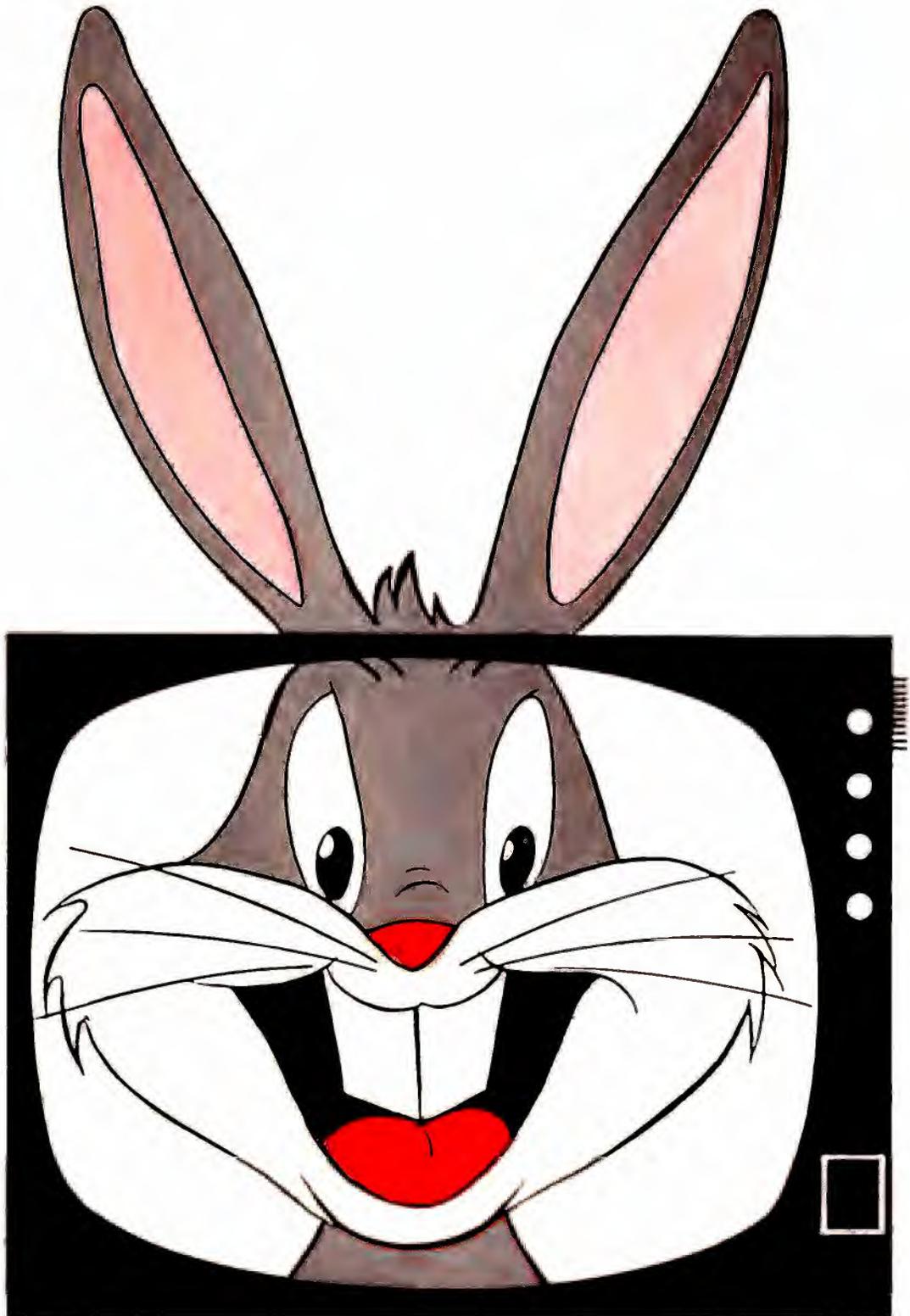
**WEST EXHIBIT HALL—SPACE 59-W**  
**GOTHAM AUDIO CORPORATION**

New York, N.Y.  
REPRESENTATIVES ATTENDING CONVENTION  
Stephen F. Temmer, President  
Hugh S. Allen, Jr., Director,  
Sales and Engineering Applications  
PRODUCTS

Exclusive U.S. representatives of NEUMANN and EMT, both West Germany. Products include: NEUMANN condenser microphones, mono & stereo; EMT Vid-E-Dit 62, electronic video tape editor; 140 steel plate reverberation unit for AM and FM Stereo; EMT-Studer C-37 master tape recorder.

**EAST EXHIBIT HALL—BOOTH V-Y**  
**THE HARWALD COMPANY, INC.**

Evanston, Ill.  
REPRESENTATIVES ATTENDING CONVENTION  
R. Gunwald, President  
R. Wallace, Vice President  
H. Bowen, Vice President  
S. Caldwell, Central Sales Manager  
G. Casanave, Eastern Sales Manager  
R. Short, Western Sales Manager



*“E-h-h-h, What’s up, Doc?”*

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the *rabbit-ears* of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6½ minutes each, these 100 new-to-television cartoons are available in black-and-white or color—for Fall start. *An-n-n-d...that's what's up, Bugs!*

*Warner Bros. Cartoons—Series '64*

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

L. Beilin, Regional Sales Manager  
R. Samojla, Controller  
V. Svaigzne, Chief Engineer  
J. Mason, Sales  
N. Bertoia, Sales  
K. Sambers, Sales

**PRODUCTS**

Automatic Film Inspection & Editing Machines, Film Handling, Cleaning & Storage Equipment, Automatic Projection Equipment, Film Scratch Detector

**WEST EXHIBIT HALL—SPACE 35-W  
HEVI-DUTY ELECTRIC COMPANY**

Milwaukee, Wisconsin

**REPRESENTATIVES ATTENDING CONVENTION**

J. M. Frank, Vice President, Sales  
Bill Biega, Engineering Manager  
Bill Feldkircher, Engineered Products Manager  
Dick Dance, Specialty Products Manager  
Dick Meyer, Manager, Planning & Administration  
Rick Cornella, Power Product Manager  
Dan Bocklund, Asst. to Engineered Products Manager

**PRODUCTS**

Acuvolt Static Line Voltage Regulator, Dry & Oil Filled Transformers, A.C. and D.C. Power Supplies, Constant Current and Constant Voltage Regulators.

**EAST EXHIBIT HALL—BOOTHS N & Q  
INDIANA GENERAL CORPORATION**

Chicago 6, Ill.

**REPRESENTATIVES ATTENDING CONVENTION**

J. H. Bouwmeester	M. Conti
I. A. Dickey	J. Shames
G. Smith	J. Goldfeld
J. Welsh	

**PRODUCTS**

UNICON, a new concept in TV program automation systems utilizing a high speed magnetic core memory which permits program changes right up to air time. The systems have been designed so that they are truly universal controllers, being adaptable to a variety of control room set ups

**WEST EXHIBIT HALL—SPACE 73-W  
INTERNATIONAL GOOD MUSIC, INC.**

Bellingham, Washington

**REPRESENTATIVES ATTENDING CONVENTION**

Lee Facto, Vice President—Station Relations  
Rogan Jones, Jr., Vice President—Sales  
Dan Coulthurst, Director of Engineering  
Irv. Law, West Coast Representative  
Edwin Phelps, Mid-West Representative

**PRODUCTS**

IGM Series 300 simplimation Control Unit, IGM Program Logger—Model STR-1, Music: Sovereign, Premier, Stereo Soundstation, Doug Pledger

**WEST EXHIBIT HALL—SPACE 45-W  
INTERNATIONAL NUCLEAR CORPORATION**

Nashville 4, Tennessee

**REPRESENTATIVES ATTENDING CONVENTION**

Raymond L. Weiland  
Sondra Darlene Ewing

**PRODUCTS**

Model TDA2 Transistorized Video/Pulse Distribution Amplifier, Model TCA3 Transistorized Camera Amplifier, Model TDA26 Transistorized High Gain Video Amplifier, Model VS22-10 Video Crossbar Switcher, Model TDA5 Balanced/Unbalanced Video/Pulse Amplifier, Model TSA1 Clamping/Equalizer Video Amplifier

**WEST EXHIBIT HALL—SPACE 48-W  
JAMPRO ANTENNA CORP.**

Sacramento, California

**REPRESENTATIVES ATTENDING CONVENTION**

Peter Onnigian, General Manager  
Larry Seese, Field Service Manager

**PRODUCTS FOR FM**

Dual Polarized FM antennas: Conventionally polarized

FM antennas with digital tuning designed specifically for FM Stereo and multiplexing. Catalogs and Published Price Lists. FM harmonic filters capable of high attenuation up to 10th Harmonic in accordance with FCC specs. Co-Axial Switches, 1 5/8" and 3 1/8" sizes.

**PRODUCTS FOR TV**

VHF and UHF Omnidirectional Antennas, Batwing and Wideband V for VHF Channels 2-13. Slot Antennas for UHF. Catalogs and Published Price Lists. VHF Hybrid Diplexers, VHF Notch Diplexers as well as co-axial switches in 1 5/8" and 3 1/8" sizes.

**EAST EXHIBIT HALL—SPACE 1-E  
KIEGL BROS.**

Long Island City, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

Herbert R. Moore, V.P. & Mgr., Television Dept.  
Robert Bullock  
James Byrne  
Alwin Lassiter

**PRODUCTS**

Kiegl Bros. Manufactures a complete line of TV lighting fixtures, accessories, wiring devices and lighting selection and control equipment for monochrome and color telecasting. The new and revolutionary SCR semi-conductor dimmer using the silicon controlled rectifier will be featured, along with new quartz line lighting fixtures. Assistance in the planning of lighting and associated facilities is available.

**DISTRIBUTORS**

Ampex, Dage Television, Gates Radio, General Electric Co., General Precision Labs, EMI, RCA, RCA International, Sarkes-Tarzian, Visual Electronics

**EAST EXHIBIT HALL—BOOTH C  
LOGOS, LTD.**

1017 New Jersey Avenue, S.E.  
Washington 3, D.C.

**REPRESENTATIVES ATTENDING CONVENTION**

Charles F. Riley, Vice President, Engineering  
Joseph W. Durand, Director, Programs and Production SERVICE

Color Tape to Film Transfer—16 or 35 mm. Color Video Tape Duplications, Complete Video Color Production Facilities, Mobile Television Service—Color or Black and White.

**WEST EXHIBIT HALL—SPACE 44-W  
MA CAR TA, LTD.**

West Des Moines, Iowa

**REPRESENTATIVES ATTENDING CONVENTION**

G. D. Andrews, President	Edison Moulie
Gren Andrews	W. E. Moulie
Del Blomstrom	John Burmeister
Victor Blacketer	Carl Martin
Carroll Rouge	Jon Housour

**PRODUCTS**

Automatic Magnetic Tape Cartridge Recording and Playback Equipment  
Automatic Tape Magazine Reconditioning and Reloading

**WEST EXHIBIT HALL—SPACE 71-W  
MACHTRONICS, INC.**

185 Evelyn Avenue  
Mountain View, California

**WEST EXHIBIT HALL—SPACE 21-W  
3M COMPANY**

(Magnetic Products Division)

St. Paul 19, Minnesota

**REPRESENTATIVES ATTENDING CONVENTION**

W. H. Madden	T. J. McNulty
F. J. Watson	R. J. Ferderer
F. T. J. Madden	C. L. Alden
P. B. Van Deventer	D. T. Windahl
D. E. Rushin	J. P. Deasey

New for 1964-65...

# 77 SUNSET STRIP



## 149 HIGHEST RATED HOURS FOR STRIPPING

Here's the program that offers just about everything—77 *Sunset Strip*. Bristling action. Breath-taking suspense. Bright romance. Bustling humor. Bouncy music. And best of all . . . bulging network ratings. Over the first four of six seasons 77 *Sunset Strip* ran on the network, Warner Bros. produced 149 hour-long episodes. These, the highest rated episodes in the series, are now available for the first time on an individual market basis.

## Averages 40% Share of Audience

During the first four seasons on the network, 77 *Sunset Strip* averaged a whopping 24.6 rating, good for a 40% share of audience.\* These are the seasons when the dashing team of Bailey and Spencer set the standards for future private

investigator series. When "Kookie," the jive-talking parking lot attendant made hair-combing a teen-age must. When the up-beat theme music of 77 *Sunset Strip* caught the fancy of millions of television viewers—and even non-viewers.

## Stars Zimbalist, Smith and Byrnes

Starring Efrem Zimbalist, Jr., as Stu Bailey, Roger Smith as Jeff Spencer, and Edward Byrnes as "Kookie," 77 *Sunset Strip* also features Louis Quinn as Roscoe, the horse-racing specialist with a nose for news, and Jacqueline Beer as Suzanne, the pretty Gal Friday. Big name guest stars, too! Ask about Warner Bros. new Monday-to-Friday program concept—"The Sunset Strip."

\*Nielsen National, Oct-Apr 1964



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

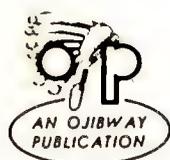
Also: ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • CHEYENNE • HAWAIIAN EYE • LAWMAN



## LEADING THE FIELD.

According to three recent surveys, SPONSOR is leading the field by plenty. The latest shows SPONSOR ahead of the second book in agency **regular** readership by 37% and 81% ahead of the third. Among advertisers we're 70% ahead of the second and 103% ahead of the third.

Why this outstanding leadership? Because SPONSOR is edited 100% for the benefit of broadcast-minded agency and advertiser personnel — timebuyers, other media personnel, account executives, plans board members, research people, ad managers and others concerned with buying television and radio time and programs.



555 Fifth Avenue

New York 10017

212 MURRAYHILL 7-8

# SPONSOR

# 'NAKED CITY'

starring PAUL BURKE and HORACE MACMAHON

*...for High-Power Action!*

99 hours and 39 half-hours of big TV entertainment ... big ratings! This outstanding network series which Newsweek called "the best and most stylish show on American television" continues to win new laurels in syndication. More than 60 stations have already licensed Naked City, and 70% of them are programming it in prime time against top network competition. Here are just a few recent ARB ratings results ...

KTVI, St. Louis - 16

WBRZ, Baton Rouge - 24

KOB TV, Albuquerque - 25

WWL TV, New Orleans - 23

WTVR, Richmond - 14

WBTV, Charlotte - 16

KDAL TV, Duluth - 22

*Looking for Action?*

*Naked City has it!*



... exclusively by  
**GREEN GEMS**

**PRODUCTS**

"SCOTCH" Brand video tape, sound recording tapes, and related items

**WEST EXHIBIT HALL—SPACE 70-W  
MARCONI INSTRUMENTS**

Englewood, N.J.

**REPRESENTATIVES ATTENDING CONVENTION**

Wally Oliver  
Ken Meyers  
Bill Shuppert

**PRODUCTS**

Communications Test Equipment Including: TV Transmitter Side Band Analyzer; 30Mc Television Measuring Oscilloscope; Transistorized Video & Audio Generator; Noise Loading and Transmission Test Sets; Video Sweep Generator

**WEST EXHIBIT HALL—SPACE 67-W  
MARTI ELECTRONICS**

Cleburne, Texas

**REPRESENTATIVES ATTENDING CONVENTION**

George W. Marti  
Jo C. Marti  
Robert E. Richards

**PRODUCTS**

950 MC Microwave Equipment for use as Aural Broadcast Studio—Transmitter Links and Intercity Relay, including Sub-Channel Exciters and Mixer and Receivers for Multi-Channel Application, Remote Pick-up Equipment Including Transmitter and Receiver and Accessories, for operation in the 150-170 MC Range

**EAST EXHIBIT HALL—BOOTH K  
MARYLAND TELECOMMUNICATIONS, INC.  
(MTI)**

Cockeysville, Maryland

**REPRESENTATIVES ATTENDING CONVENTION**

Mr. Frederick J. Beste, Jr., President  
Mr. William F. Jacob, Jr., Director of Engineering  
Mr. Donald B. Schafer, Sales Engineer

**PRODUCTS**

EIA Synchronizing Generators, Monitors, Image Orthicon Cameras. Low light level and field use, Vidicon Cameras

**WEST EXHIBIT HALL—SPACE 51-W**

**McMARTIN INDUSTRIES, INC.**

Omaha, Nebraska

**REPRESENTATIVES ATTENDING CONVENTION**

Ray B. McMartin, President  
Leonard E. Hedlund, Chief Engineer  
Ray M. Unrath, Marketing Manager  
Charles King, Engineer  
Gary Heimsoth, Engineer

**PRODUCTS**

Frequency Monitors, Modulation Monitors, SCA-Multiplex Monitors, FM Stereo Re-broadcast Receivers, RF Amplifiers, FM Multiplex Receivers (tubed and transistorized), STL Receivers, Fixed Frequency FM Receivers, Audio Amplifiers—transistorized, Storecast Selective Programmer

**EAST EXHIBIT HALL—BOOTH Z  
M-G-M TELESTUDIOS, INC.**

New York, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

George K. Gould, President, M-G-M Telestudios, Inc.  
Stanley I. Parnas, General Mgr., Special Products Div.  
Warren R. Smith, Director of Technical Development

**PRODUCTS**

**GEMINI TAPE/FILM SYSTEM**

Gemini is a video tape/film system which produces a simultaneous direct 16mm film during video tape production. This device uses a 16mm camera unit mounted and mechanically and optically coupled to the television camera. The film quality equals that produced by any high quality 16mm camera and lens or 35mm reductions.

Film magazine capacity is 1,200', black and white or color. Gemini incorporates an automatic cueing system which streamlines the editing and printing processes.

**WEST EXHIBIT HALL—SPACE 31-W  
MINCOM DIVISION, 3M COMPANY**

Los Angeles, Calif.

**REPRESENTATIVES ATTENDING CONVENTION**

Sidney B. McCollum—Commercial Products Sales Sup.  
Mel Lieberman—Commercial Products Sales Engineer

**PRODUCTS**

The Mincom Dropout Compensator, which eliminates the effect of signal dropouts in video tape playback by substituting information from the previous line stored in a 63.5 microsecond delay line; is self-contained in 5/4" of rack space, and compatible with both color and black/white.

**WEST EXHIBIT HALL—SPACE 33-W  
MIRATEL ELECTRONICS, INC.**

St. Paul, Minnesota 55112

**REPRESENTATIVES ATTENDING CONVENTION**

W. S. Sadler  
B. J. Klindworth  
Dan Schulte  
R. B. Hackenberger  
N. C. Ritter  
Peter Vogelgesang

**PRODUCTS**

Transistor video monitors, Rube type video monitors. Pulse Cross monitors—transistorized, Waveform and Video Monitor package, Audio Operated Relay, Space and Military High Resolution Monitor

**WEST EXHIBIT HALL—SPACE 42-W  
MITCHELL VINTEN, INC.**

Glendale, California

**REPRESENTATIVES ATTENDING CONVENTION**

A. R. Macmath, Sales Manager, Vinten Overseas, Ltd.  
R. Bruce Hill, Director of Sales, Mitchell Vinten, Inc.

**PRODUCTS**

Television Camera Pan and Tilt Heads, Pedestals, Dollies and Studio Cranc

**WEST EXHIBIT HALL—SPACE 49-W  
MOSELEY ASSOCIATES, INC.**

Santa Barbara, California

**REPRESENTATIVES ATTENDING CONVENTION**

John A. Moseley, President  
Howard M. Ham, Jr., Engineering Manager  
Norm Steinberger, Engineer

**PRODUCTS**

942 to 952 mc/s Studio Transmitter Links for AM, TV aural, FM (mono and stereo), and intercity relay service. 10 watt FM Exciter, Stereo and SCA Generators, Radio and Wire Remote Control Systems, Transistorized R Amplifier for AM monitors, 10 watt and 50 watt FM Transmitters

**EAST EXHIBIT HALL—BOOTHS R-U  
NORTH AMERICAN PHILIPS COMPANY, INC.**

New York, N.Y. 10017

**REPRESENTATIVES ATTENDING CONVENTION**

E. D. J. Baars, John H. McConnell, Andrew A. Brakha

**PRODUCTS**

Condenser and dynamic microphones and accessories.

**WEST EXHIBIT HALL—SPACE 58-W  
OZALID REPRO PRODUCTS  
(GENERAL ANILINE & FILM CORP.)**

Binghamton, New York

**REPRESENTATIVES ATTENDING CONVENTION**

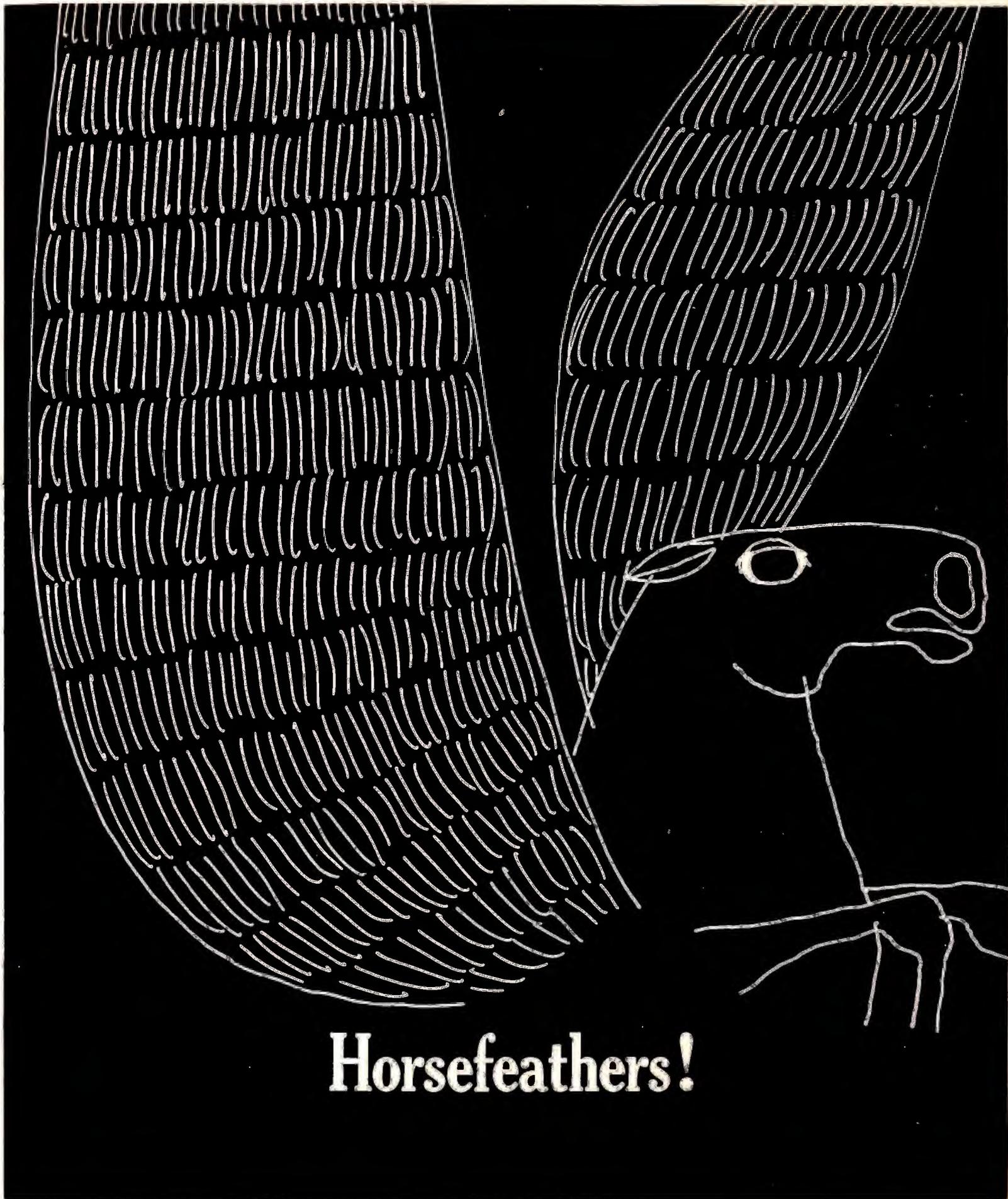
H. J. Reynolds, District Sales Manager  
P. J. McGrath, Sales Promotion Supervisor

**PRODUCTS**

Ozalid Reproduction Equipment and materials design specifically for Broadcast systems—Contract-Invoice Traffic-Control, Availabilities Control.

**If you  
want to sell something  
in St. Louis or Dallas,  
use the newspapers.**

Now, turn the page for an editorial commentary.



## Horsefeathers!

If you really want to reach people in these two great markets, make it WIL in St. Louis and K-BOX in Dallas. Every day more and more of our advertisers are finding it out. And that's straight from the horse's mouth.

**WIL, St. Louis and K-BOX, Dallas**  
THE BALABAN STATIONS

John F. Box, Jr., Managing Director      Sold nationally by Robert F. Eastman & Co., Inc.

**THE BEST  
MOVIE LINE-UP  
IN BALTIMORE  
IS ON CHANNEL 2**

**EXCLUSIVE - 6 NIGHTS A WEEK!**

Right after night famous stars appear in their most memorable roles on WMAR-TV. Many of these features are FIRST RUN! The WMAR-TV current library of over 700 titles includes such famous packages as 7 Arts, Screen Gems, 20th Century and others. Top films—backed by a heavy barrage of daily newspaper advertising and on-air promotion—is the combination that builds audiences for your product or service!



**SATURDAYS, 11 PM**

"FROM HERE TO ETERNITY", Burt Lancaster, Deborah Kerr  
 "BELL, BOOK AND CANDLE", James Stewart, Kim Novak  
 "THE EDDY DUCHIN STORY", Kim Novak, Tyrone Power  
 "JUBAL", Glenn Ford, Ernest Borgnine  
 "THE KEY", William Holden, Sophia Loren  
 "THE LAST ANGRY MAN", Paul Muni, David Wayne



**FRIDAYS, 11:20 PM**

"MAN ON A TIGHTROPE", Fredric March, Terry Moore  
 "THE DESERT FOX", James Mason, Sir Cedric Hardwicke  
 "HERE'S NO BUSINESS LIKE SHOW BUSINESS", Marilyn Monroe  
 "PEOPLE WILL TALK", Cary Grant, Jeanne Crain

**PLUS - MONDAYS THROUGH FRIDAYS . . .**



**MONDAYS THROUGH THURSDAYS,  
11:20 PM**

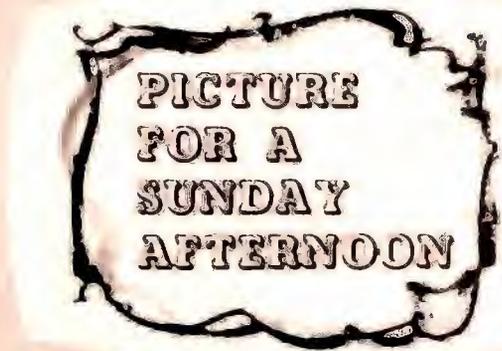
Drama, mystery, adventure, romance selected from the same great packages.

**AND SUNDAYS . . .**



**4:30-5:55 PM**

Featuring the best of  
 "BOMBA THE JUNGLE BOY"  
 "BOWERY BOYS"  
 "SCIENCE FICTION THEATRE"



**12 NOON**

"MISTER ROBERTS", Henry Fonda James Cagney  
 "THE SEARCHERS", John Wayne Natalie Wood  
 "DRUMS", Raymond Massey, Sabu  
 "KNIGHT WITHOUT ARMOUR" Marlene Dietrich

In Maryland Most People Watch

**WMAR-TV** 

CHANNEL 2 SUNPAPERS TELEVISION  
 TELEVISION PARK, BALTIMORE, MD. 21212  
 Represented Nationally by THE KATZ AGENCY INC

**EAST EXHIBIT HALL—BOOTH W  
PHOTO RESEARCH CORP.**

Hollywood, Calif. 90038

**REPRESENTATIVES ATTENDING CONVENTION**

Mr. Karl Freund, President  
Mr. Gidcon Fiat, Project Engineer

**PRODUCTS**

Spectra Optoliner—an opto-mechanical TV camera system tester for Color, Image Orthicon or Vidicon Cameras. Spectra Miniaturized TV camera—2.6 inch square by 7.5 inch long, weight 2.75 lbs. capable of withstanding hard radiation. Spectra "Candlea" meter-foot candle meter for TV Lighting Directors.

**EAST EXHIBIT HALL—SPACES 5-E—6-E  
RADIO CORPORATION OF AMERICA  
(Broadcast & Communications Products Div.)**

Camden, New Jersey

**REPRESENTATIVES ATTENDING CONVENTION**

C. H. Colledge, Div. Vice President & General Manager, Broadcast & Communications Products Division  
A. F. Inglis, Div. Vice President, Communications Products Operations  
J. P. Taylor, Manager, Marketing Services  
E. C. Tracy, Manager, Broadcast, Technical & Scientific Sales Dept.  
A. M. Miller, Manager, Broadcast Merchandising and West Coast Operations  
W. E. Morrison, Chief Engineer  
V. E. Trouant, Chief Technical Administrator  
M. A. Trainer, Manager, International Liaison & Customer Relations  
P. Bergquist, Manager, Government Technical & Scientific Sales  
G. Bricker, Manager, West Coast Marketing & Engineering  
J. C. Cassidy, Manager, Sales Administration  
E. J. Dudley, Administrator, Press Relations  
P. A. Greenmeyer, Manager, Broadcast Advertising and Promotion  
E. T. Griffith, Manager, Sales Services  
J. E. Hill, Manager, Northern Broadcast Field Sales  
H. H. Klerx, Manager, Electronic Recording Products Merchandising  
E. N. Luddy, Manager, Broadcast Transmitting Equipment Merchandising  
Dana Pratt, Manager, Southern & Western Broadcast Field Sales  
W. B. Varnum, Manager, Studio Equipment Merchandising  
M. VanderDussen, Manager, Scientific Instruments

**RCA BROADCAST AND TELEVISION PRODUCTS**

Monochrome and color television equipment, UHF and VHF television transmitters. AM/FM transmitters; Television Tape equipment, Audio equipment, Monitoring equipment and test equipment for AM, FM and TV Stations. Television mobile equipment, TV cameras, control room equipment. AM, FM and TV antenna systems, transmission line, tower lighting and accessories. Radio and TV station automation equipment. Microwave relay equipment.

**EAST EXHIBIT HALL—SPACE 10-E  
RADIO CORPORATION OF AMERICA  
(RCA Electronic Components and Devices)**

Harrison, New Jersey

**REPRESENTATIVES ATTENDING CONVENTION**

G. A. Lucian, W. W. Winters, J. E. Kelley, H. C. Vance, G. E. Ryan, F. X. Banko, H. S. Stamm, R. Lord, R. M. Cahill, S. J. Martin, H. Kozicki, J. J. Kelley, J. H. Owens, G. G. Carne, E. A. Dymacek, R. A. Bassell, R. G. Neuhauer, M. Petrasck, A. P. Sweet, J. T. Houlihan, R. J. Liska

**PRODUCTS**

Image Orthicon, Vidicon, Large Power Tubes, Electronic Instruments, Microphones, Nuvisitors, Batteries, Dark Heater Tubes, Novar Tubes, Citizen Band Radio, Transistors, High Fidelity Components

**EAST EXHIBIT HALL—SPACE 11-E  
RAYTHEON COMPANY**

Norwood, Massachusetts

**REPRESENTATIVES ATTENDING CONVENTION**

Hugh Bannon  
George Hinckley  
Bob Keller  
Gene Love  
Phil Cass

**PRODUCTS**

New RMI-C Heterodyne Microwave System. KTR Microwave Television Relay Systems for Intercity relay remote pick-up or STL applications. 7,000 and 13,000 Mc Portable and rack-mounted for NTSC color and simultaneous audio. TMA Program audio channel units for application to existing systems. New Solid State Type B Clamper Amplifier. Microwave, Waveguide accessories, including antennas, waveguide, duplexers, etc.

**EAST EXHIBIT HALL—BOOTH L  
REEVES SOUNDCRAFT,  
(Division of Reeves Industries, Inc.)**

Danbury, Connecticut

**REPRESENTATIVES ATTENDING CONVENTION**

John S. Kane, V.P. and General Manager  
Edward Schmidt, V.P. Research and Development  
Guido Neurotti, Manager Research  
Robert E. Snare, Marketing Manager  
George Petetin, Sales Manager  
Thomas J. Dempsey, Director Public Relations

**PRODUCTS**

Reeves Soundcraft Micro-Plate Video-Tape and other professional recording products.

**WEST EXHIBIT HALL—SPACE 64-W  
RIKER INDUSTRIES, INC.**

Huntington Station, New York

**REPRESENTATIVES ATTENDING CONVENTION**

H. Charles Riker  
G. Kurt Butenhoff  
S. S. Krinsky  
James A. Leitch  
Kenneth V. Seelig

**PRODUCTS**

Demonstration of new all-transistor video modules: New automatic special effects generator with "joy stick" positioner, video switching systems, video faders, video transmission test signal generators—multiburst, stair step, window, sin<sup>2</sup>, bar & dot. All-transistor sync generator with variable and instantaneous sync lock for color and monochrome. Stabilizing amplifier. Color bar generator. Vertical interval black and white reference generators. Portable test sets. Video and pulse DA's, sync comparitors, cue dot generators, video tape reference generators. All above equipment packaged as identical plug-in modules for assembling flexible systems.

**WEST EXHIBIT HALL—SPACE 57-W  
ROHN SYSTEMS, INC.**

Peoria, Illinois

**REPRESENTATIVES ATTENDING CONVENTION**

Dick Kleine  
Dwight Rohn  
Al Repsumer  
Bud Blaksley  
Bob Kennedy  
Grady Rooker

**PRODUCTS**

AM, FM, TV broadcast and microwave towers, reflectors, lighting equipment and associated tower equipment and installation.

**WEST EXHIBIT HALL—SPACE 38-W  
RUST CORPORATION OF AMERICA**

Cambridge, Massachusetts

**REPRESENTATIVES ATTENDING CONVENTION**

Sal Fulchino  
Arthur Cestaro, Jr.  
Ben Newman  
Bill Dunbar  
Milan Leggett  
Robert Lecdham  
Arthur Stamler  
Richard Burden  
John L. Wyman, Jr.  
Dave Shaw

**PRODUCTS**

FM Transmitters 1 kw, 5 kw, 15 kw. RUST Remote Control Equipment. Stere-o Generators. AUTOLOG Automatic Logging Equipment. SCA Generators. TV Lighting Equipment. Stere-o Control Console



EAST EXHIBIT HALL—SPACE 17-E  
**SARKES TARZIAN, INC.**

Bloomington, Indiana

REPRESENTATIVES ATTENDING CONVENTION

Biagio Presti, Division Manager; Russ Ide, Marketing Manager; Neff Cox, Jr., Merchandising Manager; Dale Buzan, Dept. Supervisor, Studio Equipment Engineering; John Guthrie, Dept. Supervisor, Production Engineer & Field Service; Dick Swan, Dept. Supervisor, Switcher Systems Engineering; Bill Tarr, Dept. Supervisor, Microwave Engineering; Miles Blazek, Dept. Supervisor, Mechanical Engr. & Drafting; Jack Roden, Eastern Regional Manager; Joe Ryan, New England Regional Manager; Nubar Donoyan, Southern Regional Manager; Morrell Beavers, Midwestern Regional Manager; Dale Matheny, Western Regional Manager; Jack Dunn, Joe Phillippi, Charles Moore, Bob McCoy, John Kays, Coy Matheny.

PRODUCTS

Television Studio Equipment:  
 Studio Cameras—Solid State, Image Orthicon and Vidicon  
 Film Cameras—Solid State  
 Switching Systems—Solid State Vertical Interval  
 Microwave—Heterodyne Relay Systems

WEST EXHIBIT HALL—SPACE 56-W  
**SCHAFFER ELECTRONICS**

Burbank, California

REPRESENTATIVES ATTENDING CONVENTION

Paul C. Schaffer  
 James W. Harford  
 Robert Levinson

PRODUCTS

Program Automation Systems, Spot Locators, Transmitter Remote Control Equipment, Automatic Logging Equipment

EAST EXHIBIT HALL—BOOTH D  
**SESAC, INC.**

New York 19, New York

REPRESENTATIVES ATTENDING CONVENTION

Alice H. Prager	Harold Fitzgerald
W. F. Myers	Roy Drusky
John Koshel	Frank Watkins
Sid Guber	Ed Cooney
George Jellinek	Ray Van Hooser
J. F. Quinn	Earl Brewer
Charles Scully	Vic Vickrey
Jim Aylward	Earl Pollock
Glenn Ramsey	

PRODUCTS

The BIG BANDS come to Chicago! The swinging sounds of ten all-star bands—ideal for round the clock programming. Over 115 selections on ten Hi-Fi SESAC Recording albums for \$19.95, featuring the most famous leaders, instrumentalists and sidemen in the dance band field. Hear the world renowned musical stylings of such greats as Duke Ellington, Count Basie, Woody Herman and many others. Audition material available on "THE BIG BANDS" as well as "DRUMMERS." SECAC RECORDINGS and all Special Program Packages.

WEST EXHIBIT HALL—SPACE 68-W  
**SHURE BROTHERS, INC.**

Evanston, Illinois

REPRESENTATIVES ATTENDING CONVENTION

R. W. Carr, Manager, Professional Products Division  
 R. W. Ward, Manager, Distributor Sales  
 H. T. Harwood, Director, Public Relations  
 M. B. Lorig, Vice President, New Products  
 V. F. Machin, Vice President, Marketing  
 G. Reese, Advertising Coordinator

PRODUCTS

Shure Microphones and Accessories for Radio and Television Broadcasting  
 Stereo-Dynetic Phono Cartridges for Broadcasting  
 Shure-SME Pickup Arm  
 Model SE-1 Stereo Broadcast Preamplifier  
 Model M66 Broadcast Stereo Equalizer

EAST EXHIBIT HALL—BOOTH G  
**SONY CORPORATION of AMERICA**

New York, New York

REPRESENTATIVES ATTENDING CONVENTION

L. F. Costello	K. Tsunoda
B. L. Birchard	H. McAdams

PRODUCTS

Broadcast Video Tape Recorders, Monitors, Cameras, Television Recording Tape.

WEST EXHIBIT HALL—SPACE 53-W  
**SPARTA ELECTRONIC CORPORATION**

Sacramento, California

REPRESENTATIVES ATTENDING CONVENTION

Wm. J. Overhauser, President  
 Jack Lawson, General Sales Manager  
 Jess Swicegood, Representative  
 Chas. A. Sprague, Representative  
 Herbert L. Arms, Representative  
 Glenn E. Webster, Representative  
 Eugene D. Bradley, Representative

PRODUCTS

SPARTA-MATIC Cartridge Tape Systems including monaural, stereo and portable equipment. SPARTA A-50 Portable Studio, A-10 Audio Console monaural and stereo models, Turntables and Turntable Combinations including transistorized Equalized Preamplifier and other related studio equipment.

WEST EXHIBIT HALL—SPACE 60-W  
**STANDARD ELECTRONICS CORPORATION**

Freehold, New Jersey

REPRESENTATIVES ATTENDING CONVENTION

William H. Zillger, President  
 Arno Zillger, V.P. Engr.  
 Joseph Fwansky, Mgr. Field Eng. Service  
 Erwin Taper, Application & Field Engineer



**YOU SHOULD HEAR**

J. Robert Humphreys, Manager of KSRV Radio, Ontario, Oregon, says: "It is difficult to draw the line between selling clients again and keeping them sold, but I feel it is important to keep good accounts sold. Thus, the most important benefit I see from CRC is keeping clients sold. It's easy to keep a client sold with the 'sell and sounds' from CRC."

Hear "MONEY MAKER"  
 Space A & B, East Exhibit Hall  
**COMMERCIAL RECORDING CORP.**

COMMERCIAL RECORDING CORPORATION  
 TRADE MAG AD 1/6 PAGE  
 NAB CONVENTION ISSUE BROADCASTING  
 & SPONSOR

# LET'S TALK MOVIES!

## LAST YEAR WTIC-TV TELECAST

- 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.
- 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

## NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

*On The Waterfront . . . Sayonara . . . Man in the Gray Flannel Suit . . . Ruby Gentry . . . The Old Man and the Sea . . . The Bad Seed . . . Duel in the Sun . . . Battle Cry . . . The Spirit of St. Louis . . . No Time for Sergeants . . . Hercules . . . Atilla the Hun . . . The Pajama Game . . . A Face in the Crowd . . . Kiss Them for Me . . . Indiscreet . . . The Gift of Love . . . Man in a Cocked Hat . . . Home Before Dark . . . Top Secret Affair . . . Too Much, Too Soon . . . The Lady Killers . . . and more.*

## THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —

*Auntie Mame . . . The Dark at the Top of the Stairs . . . The Nun's Story . . . Bachelor Party . . . Cash McCall . . . Ice Palace . . . Marjorie Morningstar . . . Tall Story . . . The Fugitive Kind . . . The Hanging Tree . . . Happy Anniversary . . . The Miracle . . . Hercules Unchained . . . The Night Holds Terror . . . Thief of Bagdad . . . Walk Into Hell . . . Wonders of Aladdin . . . Aphrodite with many, many more to come!*

*For television leadership in movies, look to*

# WTIC-TV 3

HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON,  
RIGHTER & PARSONS, INC.



John Klindworth, Sales  
James Heaton, Sales  
Glenn Webster, Sales  
Betty Zillger, Hostess

**PRODUCTS**

New Solid State 2 KW TV Transmitter, featuring only 5 tubes in both the aural and visual transmitters. The new 2 KW transmitter is exactly 50% of the size of the present 500 watt transmitter. Available at reduced price with aural/visual power ratio of 10%. Also, complete FM transmitting and stereo equipment including 250W, 1 KW, 5 KW and 10 KW transmitters. The standard line of TV amplifiers will also be shown for 10 KW and 25 KW power outputs.

**WEST EXHIBIT HALL—SPACE 74-W**  
**SYLVANIA ELECTRIC PRODUCTS, INC.**  
(Home & Commercial Electronics Division)  
New York, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

Nicholas Rabecki, Jr.  
Frederick T. Henry  
William T. Blackwell

**PRODUCTS**

Television-Origination, production and display

**WEST EXHIBIT HALL—SPACE 37-W**  
**TEKTRONIX, INC.**  
Beaverton, Oregon

**REPRESENTATIVES ATTENDING CONVENTION**

Keith Williams	Bob Meehan
Charles Rhodes	Paul Whitlock
Larry Biggs	Ed Yore
Deral Countryman	Stan Kouba
Don Hofmann	Art Baumgarth
Jerry Coomber	Dean Hill
Ralph Ebert	Wendell Larmore
Don Clifford	Dick Urban
Cliff Briesenick	Grace Berryhill
Ron Gantner	Hazel Brown



**YOU SHOULD HEAR**

Ronald L. Hickman, General Manager of WNNJ, Newton, N.J., says: "Thanks to the CRC Library, our sales have increased at a far greater pace in the last four months. Initial response from sponsors has been extremely favorable and we look forward to a very pleasant relationship with CRC. Incidentally, we are especially proud of our new customized ID's and special holiday jingles."

**Hear "MONEY MAKER"**  
Space A & B, East Exhibit Hall  
**COMMERCIAL RECORDING CORP.**

COMMERCIAL RECORDING CORPORATION  
TRADE MAG AD 1/6 PAGE  
NAB CONVENTION ISSUE BROADCASTING  
& SPONSOR

Joe Gardner  
Bill Lewis  
George Lodge  
Tom Long

Ruth Christiansen  
Barbara Farrell  
Jan Michela  
Hildegard Richardson

**PRODUCTS**

Video-Waveform Monitors, Vectorscope for Color TV Phase Measurements, Oscilloscope Trace-Recording Camera, TV and BC Test Equipment—Generators, Amplifiers, etc., Scope-Mobiles (Oscilloscope Carts), Auxiliary Test Equipment

**EAST EXHIBIT HALL—SPACE 2-E**  
**TELEMET COMPANY**

Amityville, New York

**REPRESENTATIVES ATTENDING CONVENTION**

J. Horowitz	Sidney C. Gunston
D. J. Dudley	Eric King
W. T. Curdts	Alex Kwartiroff

**PRODUCTS**

Transistorized Special Effects Generator/Joy Stick Positioner, Transistorized Video Transmission Test Signal Generator, Transistorized EIA Sync Generator, Transistorized Sync Lock, Transistorized Video Distribution Amplifiers, Transistorized Pulse Distribution Amplifiers, Transistorized Mid-Frequency Phase Correctors, Transistorized Multiburst Generator, Transistorized Stair-Step Generator, Transistorized Pulse and Window Generator, Transistorized Dot Grating Generator, Transistorized Color Standard, Color Flying Spot Scanner, Color T.V. Monitor, Color Encoder, Color Bar Generator, Color Standard, Special Effects Generator/Fader, Differential Phase and Gain Receiver

**EAST EXHIBIT HALL—SPACE 3-E**  
**TELEQUIP CORPORATION**

New York, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

John W. Schlageter	George Paragamian
John J. Camarda	Art Battone
Howard L. Ryder	

**PRODUCTS**

PYE 4½" Camera, Studio Lighting, Kine Recorder W/Rapid Film Processor for Spot News and location work, 16MM Newsreel Camera with transistorized mixer-amplifier, Portable Power Pack, Completely equipped vehicle for on the spot tape and film coverage of remote shows and news events.

**WEST EXHIBIT HALL—SPACE 32-W**  
**TELESYNC CORP.**

Englewood Cliffs, N.J.

**REPRESENTATIVES ATTENDING CONVENTION**

Bob Swanson	Al Sloman
Joe Henkel	Bob Hadley
Joe Barrera	

**PRODUCTS**

Synchronous Prompting Equipment  
Rear Screen Projection Equipment (Xenon & Incandescent)  
Variable Speed Roller Caption Scanner

**EAST EXHIBIT HALL—SPACE 8-E**  
**TELEVISION ZOOMAR COMPANY**

New York 36, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

Jack A. Pegler
Bill Pegler
Dr. Frank G. Back

**PRODUCTS**

*Image Orthicon Zoom Lenses:*  
HyperUniversal Zoomer, Angenieux-Zoomar Model 10-2-1 B, Angenieux Zoom Lens with Evershed Servo Control, Mark II.  
*Vidicon Zoom Lenses:*  
Angenieux F: 1.9-15 to 150mm, Angenieux F: 2.8-15 to 150mm with Zoom rod or DC remote control

**WEST EXHIBIT HALLSPACE 69-W**  
**THOMSON ELECTRIC COMPANY, INC.**

New York, N.Y.

**REPRESENTATIVES ATTENDING CONVENTION**

G. Salem	E. L. Stern
----------	-------------

J. Donnay  
M. Goubert

I. Fornuto

**PRODUCTS**

*Television Studio Equipment*

4½" Transistorized Image-Orthicon Cameras, 3" Transistorized Image-Orthicon Cameras, Transistorized Vidicon Camera, Transistorized Flying Spot Scanner, Synchronizing Pulse Generator, Special Effects Generator, Camera Control Units, all units fully transistorized

**WEST EXHIBIT HALL-SPACE 76-W  
U.S. ARMY, TELERADIO BRANCH**

Office, Chief of Information  
Department of the Army  
Washington, D.C.

**REPRESENTATIVES ATTENDING CONVENTION**

El. Col. William T. Ellington  
Major Vincent D'Angelo  
Mr. Stanley Field  
SFC John Darcy

**EXHIBIT**

U.S. Army exhibit depicting the Army's weekly television series THE BIG PICTURE, and the Army's weekly radio series, THE ARMY HOUR.

**WEST EXHIBIT HALL-SPACE 75-W  
U.S. NAVY RECRUITING SERVICE**

Department of the Navy  
Washington, D.C.

**WEST EXHIBIT HALL-SPACE 46-W  
UTILITY TOWER CO.**

Oklahoma City, Oklahoma

**REPRESENTATIVES ATTENDING CONVENTION**

C. E. (Clete) Nelson  
Jerry Nelson  
V. G. (Bud) Duvall  
D. D. (Dutch) Giroux  
M. N. (Nate) Sholar  
R. G. (Joe) Nelson

**PRODUCTS**

Manufacture and installation of all types of Radio, TV, Microwave Towers and Microwave Reflectors

**EAST EXHIBIT HALL-SPACE 15-E  
VISUAL ELECTRONICS CORPORATION**

New York, N.Y. 10018

**REPRESENTATIVES ATTENDING CONVENTION**

James B. Tharpe  
John P. Gallagher  
F. Cecil Grace  
Jess Rafsky  
Charles E. Spicer  
Robert Bollen  
George H. Wagner  
Donald Quinlan  
Richard Koplitz  
Morris A. Mayers  
Felix Bonvouloir  
Shirley Bonvouloir  
A. W. Greeson  
A. R. Hopkins  
Cruz Rivera  
Gerald Bobian  
Alfred A. Menegus  
Lewis C. Radford  
Chet Siegrist  
Wayne Marey  
Eyle O. Keys  
Alfred M. Kallman  
Edward Clammer  
Timothy Fank  
P. D. Thompson  
Jim Howard  
Dallas Barnard  
Charles Halle  
Bob Kuhl  
Duane Horsington  
Linton D. Hargreaves  
George Shotwell  
Bob Becker

**PRODUCTS**

The new transistorized image orthicon Zoom camera with built-in 10:1 zoom lens, TV Program automation systems, a complete new program for upgrading existing VTR's for maximum performance, VTR test equipment, video switching systems, pulse assignment switching systems, Spotmaster tape cartridge equipment, complete packaged AM station, complete packaged FM stereo station, KRS Stact Broadcaster reversible cartridge systems, wireless microphones, UHF transmitters, image orthicon tubes.

**WEST EXHIBIT HALL-SPACE 43-W  
VITAL INDUSTRIES**

Gainesville, Florida

**REPRESENTATIVES ATTENDING CONVENTION**

William Boehme, General Manager  
Marvin Moss, Engineer  
Robert Beville, Engineer

**PRODUCTS**

Solid State Stabilizing Amplifier, Model VI 1000. Carefully engineered for every application. Solid State Video Distribution Amplifier, Model VI 105. A high performance unit with many novel electrical and mechanical features. Each unit is self powered, plug in module having 4 isolated outputs. Solid State Pulse Distribution Amplifier, Model VI 20. This unit reforms ITA television pulses and distributes them through four isolated outputs. It is a self powered, plug in module. Rack Mounting Frame, Model VI 100. For mounting up to four of the above distribution amplifiers. Occupies only 1.4" rack space.

**WEST EXHIBIT HALL SPACE 25 W  
VITRO ELECTRONICS**

Silver Spring, Maryland

**REPRESENTATIVES ATTENDING CONVENTION**

V. M. Setterholm, President  
K. B. Booth, Manager of Sales  
J. Andre, Manager of Broadcast Sales  
R. H. Ellenberger, Sales Engineer  
J. K. Birch, Senior Engineer

**PRODUCTS**

New-Precision Phase Monitor, New Broadcast Spectrum Display Unit, TV and FM Rebroadcast Receivers, Field Intensity Meters, Phase Meters, Patch Panels, Video Jacks and Plugs

**EAST EXHIBIT HALL-SPACE 3-E  
WESTINGHOUSE ELECTRIC CORP.,  
LAMP DIVISION**

Bloomfield, New Jersey

**REPRESENTATIVES ATTENDING CONVENTION**

George G. Paragamian  
Arthur A. Bottone

**PRODUCTS**

Lamps for studio lighting, New all glass concept for studio and TV lighting



**YOU SHOULD HEAR**

Don Hammond, General Manager of WHIT, New Bern, North Carolina says: "Would be happy to recommend it to anyone. The first day it was here I helped to close a \$520.00 sale to our local Ford dealer which until now we were unable to get on the air. Again congratulations on producing the very best commercial buy in the business."

**Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.**

COMMERCIAL RECORDING CORPORATION  
TRADE MART, AD 16 PA E  
NAB CONVENTION, 435 E BROAD ST  
& SPONSOR

# Syndicators and program sources at the convention

Wide choice of TV and radio program fare awaits broadcasters and admen, and the "TFE" group again goes its own way

FOR the second year in a row, program planners attending the NAB convention will be confronted with what must surely be one of the friendliest revolts in the history of trade associations: "TFE—'64" displays and hospitality suites at the nearby Pick Congress Hotel will again showcase the syndication wares, programs and features, from 16 of the largest syndicators in the business, who feel they're better off at a non-NAB exhibit.

At the same time, other leading distributors of programs and features for local-level use — such as MCA TV, MGM-TV, Embassy Pictures, the three network-owned syndication arms, and group-station producers like Triangle, Storer and Group W — will have *their* exhibits and suites, for the most part, on NAB convention home grounds.

If it's a war, it's about as real as the bullets in a Hollywood western.

The NAB, in conciliatory gestures to the maverick TFE-ers, has given them small-print plugs in the convention listings. A TV panel session this year will deal with programming, and will even have Seven Arts' Robert Rich and film-maker Joe Levine (whose Embassy Pictures is not, however, a TFE member) as panelists.

On the TFE side of the fence, there's been a strong movement to cut out the ballyhoo and highjinks of bygone syndication displays (Sample: "Absolutely no gambling will be permitted . . . Hostesses should be attired properly for a cocktail reception . . . etc."). Times have changed.

In fact, there's an outside possibility that this year's TFE will be the last TFE, as such. The self-

electd outcasts have made their point, and NAB, faintly embarrassed at the success and the decorum of last year's exhibit, is reportedly ready to welcome the prodigals home for 1965.

What's in store for station film buyers, radio program directors and admen making the rounds of distributors? What's going to happen at NAB-area suites and at the TFE?

On the NAB side of the fence, MCA may well have the largest single hospitality suite setup (2400,

Hilton), with the entire MCA TV sales force in attendance as hosts during the convention. Some of MCA's topmost brass will be there — notably D.A. "Sonny" Werblin, president of the film syndication division, and David V. Sutton, v.p., as well as v.p.'s Lou Friedland and Hal Golden — to present MCA's latest syndication wares. Much of the program stress will be on new entries in the syndication market, such as *Tales of Wells Fargo* and *Leave It To Beaver*, and on current product such as *Bachelor*



For the second year in a row, a large syndicator group (16 in all) is staging its TV exhibit at the nearby Pick Congress Hotel as "TFE—'64." Here, the TFE Executive Committee reviews final plans for the Chicago industry display. Seated (l. to r.) Trans-Lux's Dick Carlton, 20th Century-Fox's Alan Silverback, Standings Four Star Distribution's Len Firestone, United Artists' Barry Lawrence. MGM-TV is exhibiting at the Hilton, not at TFE this year, but TFE has added American International TV as a new exhibitor and NTA as a late entry.

*Father, Frontier Circus, Checkmate* and *M-Squad* (among many others in MCA's long list of properties), and the MCA-distributed pre-1948 Paramount movies (Paramount will handle its own post-1948's, a tribute of sorts to MCA's sales ability with the older product).

MGM-TV will also have a large (17-man) contingent at the firm's hospitality suite, headed by John B. Burns, v.p. in charge of sales. A 40-picture package of post-1950 titles will headline the feature entries, with older product — all the way back to the huge, 700-title pre-1948 library — receiving plenty of attention. In the syndicated program field, MGM's big push will be on *Zero One*, a half-hour series that has never had network exposure in the U.S., as well as on older series like *Sam Benedict* and *Asphalt Jungle*, at the firm's hospitality area (1905-A, Hilton).

The TFE group, which is not formal "group" at all but which exists solely to stage the concurrent-with-NAB exhibit, is meanwhile not making any chances. Next year's

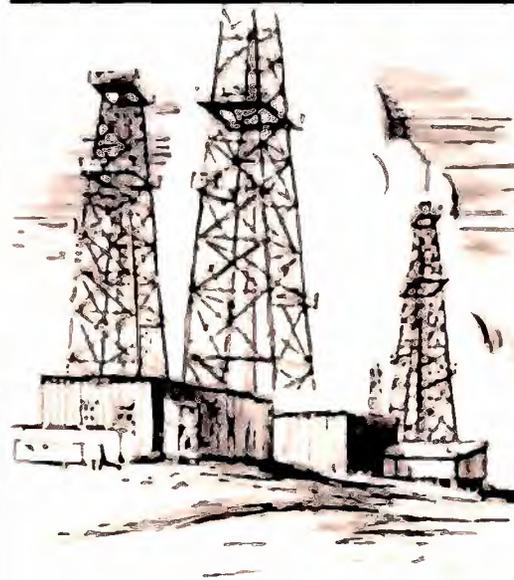
NAB event is expected to take place in Washington, and the TFE'ers are not sure whether they can book the type of space available at the Pick Congress, some 20 suites of similar size on a single floor, within the frame of NAB's available hotel facilities.

Last week, TFE's executive committee — Trans-Enx's Dick Carlton, 20th-Fox's Alan Silverbach, Four Star's Len Firestone, UA's Barry Lawrence, and Jayark's Harvey Victor — called a meeting in New York of all interested film distributors to discuss a TFE '65 show, and to pick another committee to steer the event.

Other highlights: ABC, CBS and NBC Films will have extensive hospitality layouts at the Hilton, usually linked closely to the reception areas of the parent networks. Embassy Pictures, much of whose feature product is available in color, will hold forth on what is virtually neutral ground (500, Continental Hotel) to promote "the excitement of our product," largely features of an action-adventure variety. Triangle, which has launched 23 radio-TV properties in the syndication field in the past six months, will operate "The Friangle Inn," modeled on an 18th century British public house, at the firm's hospitality suite (2300, Hilton). Storer, also on neutral ground (3812, Executive House), will feature Storer-distributed shows such as *The Littlest Hobo*, *Bwana Don* and *Divorce Court*, with business manager Buddy Ray and general sales manager Jac Liebenguth in charge. Charles Michelson, whose radio rerun series (*The Shadow*, *The Green Hornet*, etc.) are having a hot renaissance in local radio programming, will showcase 15 radio drama series in the firm's hospitality suite (534-A, Hilton). In the realm of radio program services, a highlight will be the SESAC "Celebrity Suite" (900, Hilton), where the Big Bands program package and other services will be promoted with the aid of live music and guest stars ranging from Duke Ellington to Ernest Tubb.

At the TFE's Pick Congress suites, there'll be plenty of choice for buyers, to judge from the listings of TFE exhibitors, which follow on the next page

# GASOLINE MOGULS



buy WNBC-TV. Top names in the gasoline business know it's the most efficient means of getting New Yorkers to tank-up at the fuel pumps. Among them

- Cities Service Co.
- California Oil Co.
- Gulf Oil Co.
- Shell Oil Co.
- Sinclair Refining Co.
- Socony Mobil Oil Co.
- Sun Oil Co.

Take a tip from the Gasoline Moguls whatever the product or service you sell, you'll get more mileage on WNBC-TV.



**WNBC-TV**  
NEW YORK



## YOU SHOULD HEAR

Michael O. Lareau, Radio Station Manager of WOOD Grand Rapids, Michigan, says "I'm sure you'll be pleased to hear that in the first month of our use of the CRC Moneymaker Service we have almost had enough sales to pay for the service. . . . Keep the good materials coming!"

hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

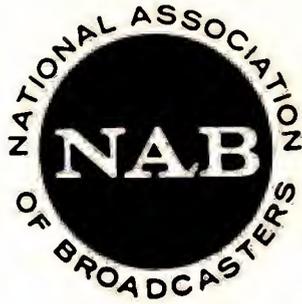
COMMERCIAL RECORDING CORPORATION  
TYPE MAG AD 1 6 PAGE  
NAB CONVENTION ISSUE BROADCASTING  
& PONSOR



## YOU SHOULD HEAR

Robert W. Erickson, General Manager of KOKX Radio, Keokuk, Iowa says: "The jingles cut for specific accounts, such as Goodyear, and the jingles for a particular product give the transcription package a note of utility that I am confident will pay off in increased sales."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.



# SYNDICATORS AND PROGRAM SOURCES

## ALLIED ARTISTS TELEVISION CORP.

165 West 46th St., New York, N. Y. 10036  
PLaza 7-8530

Suite: 485 and 487  
Robert B. Morin, Vice President  
James C. Stern, Assistant General Sales Manager  
C. P. Jaeger, National Program Manager  
Morton Slakoff, Advertising and Promotion Manager  
Howard Grafman, Central Division Sales Manager  
Roy George, South-Western Division Sales Manager

## CAVALCADE OF THE 60'S GROUP III (Billy Budd Pkg.) 17 Features.

Most recent released films—'62, '63.  
7 BOB HOPE FEATURES (3 in color)  
Son of Paleface, Road to Rio, Road to Bali, The Great Lover, Seven Little Foys.

## CAVALCADE OF THE 60's GROUP I (40 Features)

## CAVALCADE OF THE 60's GROUP II (32 Features)

Top stars in adventure, drama and action-features (16 in color)  
EXPLOITABLES

14 Post '57 spectaculars, adventure and science-fiction features—(5 in color)

## SCIENCE FICTION (22 Features)

Post '57 thrillers with Vincent Price, John Carradine, Boris Karloff

## BOWERY BOYS

48 family entertainment features-zany situations festive locals

## BOMBA THE JUNGLE BOY

13 adventures of the famous jungle saga

## DIAL AA FOR ACTION FEATURE

32 post '52-'61 Hollywood-produced action, adventure films

## 15 FEATURES & 6 FEATURES

Films of the 50's with top titles and stars.

## 99 ACTION FEATURES

Fast-paced action drama and adventure.

## THE PRESIDENTS

104 Episodes. Adventures of U.S. Presidents as young men. 5 min. color.

## 145 WESTERNS

## AMERICAN INTERNATIONAL TELEVISION, INC.

165 West 46th Street, New York, N. Y. 10036  
Circle 5-3035

Suite: 461 and 463  
Stanley E. Dudelson, Vice President, General Sales Manager  
Milton Moritz, Director of Advertising Publicity Promotion

## 40 SPECTACULAR COLOR FEATURES

Post-1960 action-adventure features color.

## DESILU SALES, INC.

780 N. Gower, Los Angeles, California  
HO 9-5911

Suite: 481 and 483  
Richard Dinsmore, Vice President and General Manager  
Peter Cary, Western Sales Manager  
H. Jerry Girouard, Eastern Sales Manager  
William Stout, Southeastern Sales Manager  
Robert Neeves, Midwestern Sales Manager  
Richard Woollen, Director of Sales and Promotion  
Jerry Franken, Press-Promotion

## DESILU PLAYHOUSE

48 hour drama specials, with guest stars

## GUESTWARD HO

38 off-network half hours with Carroll Naish and Joanne Dru

## THE TEXAN

78 half hours starring Rory Calhoun

## HARRIGAN & SON

Pat O'Brien stars as a hard-hitting lawyer

Attention! All Agency and Media Time Buyers!

YOU ASKED FOR IT ... **We've Got It!**

THE COMPLETE

**DATA** Inc.

IN DEPTH

SURVEY FOR HOUSTON

YOU'VE NEVER HAD IT SO GOOD FOR MAKING YOUR HOUSTON RADIO DECISION NOW

**K-NUZ** SOLD IN COMBINATION WITH KAY-C, BEAUMONT

THE KATZ AGENCY, INC. — NATIONAL REPRESENTATIVE  
IN HOUSTON CALL DAVE MORRIS • JACKSON 3-2581

# *Why* did 110\* national advertisers buy the CBS Radio Network in 1963...as compared with 88 on network B, 85 on network C and 58 on network D?

Because CBS Radio has the longest continuing record of audience leadership...

Presents the most outstanding array of top personalities and programs...

Delivers the best station clearance patterns, confirmed by electronically-checked reports every month...

Supports your advertising by advertising itself 12 months a year...

Produces results: provable, documented sales results that keep surpassing our advertisers' expectations.

That's why more advertisers used CBS Radio than any other network last year. And that's why our sales for the first half of 1964 have already topped last year's entire first half—with 3 months still to go!

More facts? Plenty. Call us today.



***The CBS Radio Network***



## YOU SHOULD HEAR

John S. Booth, General Manager of WCHA, Chambersburg, Pa., says, "Without a doubt, CRC offers the finest Library Service on the market today. The sound is modern . . . a strict departure from 'old hat' techniques . . . The Money Maker's Sponsor Identified jingles are a real boon. They are original and unique for both Station and Sponsor alike."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

COMMERCIAL RECORDING CORPORATION  
TRADE MAG AD 1/6 PAGE  
NAB CONVENTION ISSUE BROADCASTING  
& SPONSOR



## YOU SHOULD HEAR

Mr. Al Kahn, General Manager of WAGR Radio, Lumberton, North Carolina, says: "CRC Library Service is the finest that we have ever had the occasion to work with . . . The sounds are completely up-to-date. The sponsor I.D.'s are terrific aids. The quality is outstanding, and the cataloging is simplicity itself."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

COMMERCIAL RECORDING CORPORATION  
TRADE MAG AD 1/6 PAGE  
NAB CONVENTION ISSUE BROADCASTING  
& SPONSOR

### JUNIOR ALL-STARS

Pitcher Don Drysdale and baseball greats teach the kids

### JOURNEY OF A LIFETIME

39 color half hours journeying through the Holy Land

### JAZZ SCENE, U.S.A.

Steve Allen hosts, presenting all-time jazz stars

### ROD ROCKET

130 3½ minute cartoons with authentic space background

### WINDOW ON THE WORLD

Documentaries that blend public service and entertainment

### TRAVEL TIME

Famous U.S. cities and landmarks filmed for youngsters

### UNIVERSE

Timely half-hour journey to the stars and outer space

### THE UNTOUCHABLES

114 hours starring Robert Stack  
THREE FULL LENGTH FEATURES,  
FILMED BY DESILU

### FOUR STAR DISTRIBUTION CORP.

600 Fifth Avenue, New York, N. Y. 10020

LT 1-8530

Suite: 477 and 477a

Tom McDermott, President

George Elber, Executive Vice President

Len Firestone, Vice President and General Manager

Burt Rosen, Executive Administrative Assistant

Leo Gutman, Vice President Advertising

Dick Colbert, Sales Representative

Dick Feiner, Sales Representative

Jerry Weisfeldt, Sales Representative

Alton Whitehouse, Sales Representative

### ENSIGN O'TOOLE

32 half hours; Sea going comedy series

### THE DICK POWELL THEATRE

60 hours; 200 stars; World's finest dramatic series

### THE RIFLEMAN

168 half hours; Acknowledged as the quality western adventure series

### ZANE GREY THEATRE

145 half hours; 125 stars; Finest western dramas available today

### THE DETECTIVES

67 half hours; 30 hours; Law enforcement series

### STAGECOACH WEST

38 hours; Daring men traveling the overland stage route

### TARGET: THE CORRUPTORS

35 hours; Expose of organized crime and corruption

### THE LAW AND MR. JONES

45 half hours; Humorous stories about a dedicated lawyer

### THE TOM EWELL SHOW

32 half hours; Fresh, charming and laugh-loaded family fun

### HOLLYWOOD TELEVISION SERVICE

4024 Radford Avenue, North Hollywood, Calif.

Suite: 467 and 471

David Bloom, General Manager

Malcolm W. Sherman, Western Division Manager

Ken Weldon, Central Division Manager

C. E. Feltner Jr., Southern Division Manager

Vonn Neubauer, Southern Representative

David Bader, Eastern Division Manager

Frank Kowcenuk, Sovereign Films, Canada

### FEATURE FILMS:

30 POST 50 SATURN FEATURES  
1959-1950-3 available in color

140 POST 50 CONSTELLATION FEATURES

40 available in color

### THE MIGHTY FORTY

40 Features including 13 starring John Wayne

### 5 SHOCK FEATURES

Science Fiction Shockers

33 MYSTERY FEATURES

Ellery Queen, etc.

26 COMEDY FEATURES

Olsen & Johnson, Hillbilly, etc.

137 SPECIAL FEATURES

Full Length Features

65 ONE HOUR FEATURES

Edited for a One Hour Slot

### CLIFFHANGERS:

202 CHAPTERS SCIENCE FICTION

104 CHAPTERS JUNGLE ADVENTURE

557 CHAPTERS HIGH ADVENTURE

HALF HOUR PROGRAMS:

STORIES OF THE CENTURY

"Emmy" Winner for Best Adventure

Series-39 Half Hours

FRONTIER DOCTOR

Dr. Baxter in vanguard of Western

civilization-39 Half Hours

STRYKER OF SCOTLAND YARD

Authentic case histories-12 Half

Hours

COMMANDO CODY-SKY MAR-

SHAL OF THE UNIVERSE

Outer Space-Science Fiction Series-12

Half Hours

WESTERN FEATURES:

15 JOHN WAYNE WESTERNS

'nuf said

THE ROY-ROGERS-GENE AUTRY

LIBRARY

67 Roy Rogers, 56 Gene Autry Fea-

tures, edited to 53.30

14 ROY ROGERS FEATURES OF

THE 50's

9 available in color

ACTION THEATRE OF THE 50's

60 Post 50 Western Features

23 RED RYDER AND LITTLE

BEAVER

Based on the syndicated comic strip

150 OUTDOOR ACTION WEST-

ERNS

Gabby Hayes, Andy Devine, Bob

Steele, etc.

CHRISTMAS SERIES:

THE "LITTLE STORY SHOP"

5 Quarter Hours-B & W and Color

### JAYARK FILMS CORP.

733 Third Avenue, N. Y. 10017

TN 7-3232

Suite: 427 and 429

Wallace H. Lancton, Sales Manager

David Martin, Director Public Relations-Advertising

BOZO THE CLOWN, GROUPS 1 AND 2

156 six-minute cartoons produced for TV, in color

BOZO'S CARTOON STORYBOOK

52 cartoons featuring lead-ins by BOZO, in color

HOLLYWOOD HIST-O-RAMA

5-minute factual portraits of Hollywood stars

JAYARK'S POST-'50 BLOCKBUSTER FEATURES

54 features

PARAMOUNT-COLORAMA POST-'50 FEATURES

22 action-adventure films

### KING FEATURES SYNDICATE

235 East 45th Street, New York, N. Y. 10017

MU 2-5600

Suite: 447 and 451

Al Brondax, Director of TV

Ted Rosenberg, Director of TV Sales, East

Maurie Gresham, Director of TV Sales, West

Gene Plotnik, Director of Creative Services

BEETLE BAILFY-BARNEY GOOGL AND SNUFFY SMITH-KRAZY KA

150 new cartoons based on the famous cartoon strips, in color

# "MIKE" and "TV" PENS IN CONSTANT DEMAND!

Effective promotional items are bigger and better than ever — more than 2 Million pens now in use!

MIKE and TV pens are useful, lasting, beautifully hand-finished by jewelry craftsmen . . . your call letters are permanently mounted in 3-DIMENSIONS!

More in demand than ever before—MIKE and TV pens are being ordered by stations throughout the country in ever-increasing quantities.

Just look at these "raves" from some of our "station" customers:

" . . . 'Mike' pens—terrific for all our stations . . . " —Bill Morgan, KLIF Dallas  
" . . . thank you for helping us create a true success story for KNX Radio. The impression that the KNX pens have made in Los Angeles is tremendous." —KNX Los Angeles, Calif.

" . . . the 'Mike' pens have arrived and they really are great . . . " —WEAS Atlanta, Ga.

" . . . 'Mike' pens—the best promotion we ever had . . . " —WXYZ Detroit

" . . . excellent promotional pieces . . . " —KXLY Spokane, Wash.

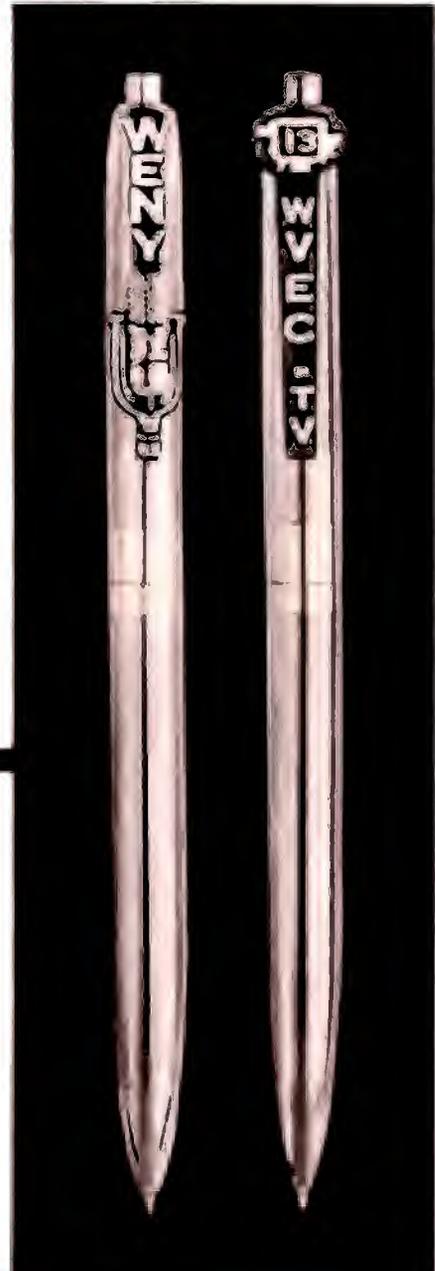
" . . . our clients and listeners have been delighted with them . . . " —WRDW Augusta, Ga.

" . . . the hottest promotion item the station has ever had . . . " —KWAM Memphis, Tenn.

" . . . the finest quality I have ever seen . . . " —KTCS Fort Smith, Ark.

" . . . I think you have another winner . . . Everyone comments on them and the quality of your pens is outstanding . . . " —WGR Buffalo, N. Y.

" . . . very attractive and very effective . . . " —WJTN Jamestown, N. Y.



## "BARTER" Is Here To Stay!

A headline in a recent N.Y. Times article proclaimed: "Barter of Surplus Grain Buys a Cable Network for Air Force."

The story told how three million bushels of grain were used to pay for an extension of the underwater communication cable on the Atlantic Missile Range.

"Bartering" is not new—even the U.S. Government barters.

The bartering of radio and TV time is neither new nor unusual—and it is perfectly legal!

Attorneys and members of the F.C.C. staff have revealed the trading of time is permissible as long as a station licensee retains control of the material broadcast on his outlet.

Yes, "barter" is here to stay!



Reciprocal Trade Considered. Get complete information on famous "Mike" and "TV" pens, lighters, key cases and other promotional items. Ask us about our brand new Florentine, 14K Gold-plated lighters made in the U.S.

Call HY FINKELSTEIN collect.

**"LOGO" AD COMPANY**

65 W. 55th St., N.Y. 10019 (212) CO 5-4114

Look for us at the N.A.B. Convention

**POPEYE**

220 TV cartoons starring Olive Oyl's boyfriend, in color

**NATIONAL TELEFILM ASSOCIATES, INC.**

8530 Wilshire Boulevard, Beverly Hills, Calif. OL 5-7701  
Suite: 453 and 455  
Berne Tabakin, President  
Pete Rodgers, Senior Vice President  
George Dietrich, Sales Representative  
Sheldon Lawrence, Sales Representative  
John Louis, Sales Representative  
Joseph Moscato, Sales Representative  
Chris Remington, Sales Representative

**CONFIDENTIAL PORTRAIT**

52 half hours about headliners in the news

**THE THIRD MAN**

77 half hours starring Michael Rennie

**PROBE**

52 half hour programs featuring Dr. Albert Burke

**MAN FROM COCHISE**

156 half hours of fast-moving modern western adventures

**HOW TO MARRY A MILLIONAIRE**

52 hilarious half hours about three lovely females

**THIS IS ALICE**

39 delightful half hours about a little girl and her family

**GRAND JURY**

39 action-packed half-hours of behind-the-scenes action

**CRIME REPORTER**

78 half hours of authentic cases of crime detection

**TV HOUR OF STARS**

90 one-hour dramas starring Holly-

**YOU SHOULD HEAR**

M. Jay Corrington, Radio Operations Manager of KODE, Joplin, Missouri, says, "First let me say I believe the CRC library was designed by Radio Men . . . I believe our image in the minds of our advertisers and listeners has improved greatly . . . Sponsor Identification Jingles . . . the greatest . . . give a local advertiser closer identification with his national produce, but builds a quality image for his business."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

wood's biggest names

**CARTOONS**

550 outstanding cartoons in black and white and color

**OPEN END 1964**

The 1964 season, featuring the most talked about people

**NTA 1—FEATURES**

12 full-color spectacular classic adventures

**BIG SIX—FEATURES**

6 POST-1958 hard hitting dramas

**TOP RANK**

25 adventure, mystery, and comedy features (12 IN COLOR)

**PERIL 13**

13 one-hour mystery adventures PRODUCED FOR TELEVISION

**STORYBOOK MAGIC**

6 fully animated full-color first-run Storybook Classics

**FOX FEATURES**

461 award winning features produced at 20TH CENTURY-FOX STUDIOS

**NTA COLOR FEATURES**

52 color features with late release dates and big stars

**OFFICIAL FILMS, INC.**

724 Fifth Avenue, New York, N.Y. 10019  
Plaza 7-0100

Suite: 435 and 437

Seymour Reed, President  
Charles King, Vice President, Sales  
Len Bogdanoff, Director of International Sales  
S. Allen Ash, Mid-West Sales Mgr.  
Al Lanken, Southern Sales Mgr.  
Ed Simmel, Western Sales Mgr.  
Hal Williamson, Director of Advertising and Promotion

**BATTLE LINE**

World War II battles narrated by Jim Bishop, first run

**BIOGRAPHY I**

Lives of famous people narrated by Mike Wallace, first run

**BIOGRAPHY II**

Lives of famous people narrated by Mike Wallace, first run

**DECOY**

Adventures of a policewoman, stars Beverly Garland

**CARTOONS**

41 cartoons: Little King, Bunny Bear, etc.

**ALMANAC**

377 5-minute films of great events, one for every day of year.

**GREATEST HEADLINES OF THE CENTURY**

260 5-minute films tell dramatic stories of this century

**SPORTFOLIO**

260 1-minute films of dramatic moments in sports

**PETER GUNN**

114 episodes, off network, starring Craig Stevens

**MR. LUCKY**

Created by Blake Edwards, John Vivyan stars, off-network

**YANCY DERRINGER**

34 episodes available after two years on network

**WIRE SERVICE**

39 one-hour programs, off-network

**MY LITTLE MARGIE**

126 half hours with Gale Storm and Charles Farrell, off-network

**TROUBLE WITH FATHER**

130 episodes, off-network, with Stu and June Erwin

**THE ADVENTURES OF ROBIN HOOD**

4 years on network; stars Richard Greene in 143 episodes

**STAR PERFORMANCE**

156 episodes, formerly Four Star Playhouse

**INVISIBLE MAN**

Filmed version of H. G. Wells classic, 26 half-hours

**FOREIGN INTRIGUE**

156 episodes, Dateline Europe, Cross-current, Overseas Adventure

**SCREEN GEMS, INC.**

711 Fifth Avenue, New York, N.Y. 10022  
Plaza 1-4432

Suite: 457, 457a and 459

Jerome Hyams, Executive Vice President and General Manager  
Robert Seidelman, Vice President in Charge of Syndication  
Dan Goodman, Eastern Sales Manager  
Don Bryan, Southern Sales Manager  
William Hart, Mid-Western Sales Manager  
Frank Parton, South-Western Sales Manager  
Robert Newgard, Western Sales Manager  
Paul Weiss, Mid-Western Sales Representative  
Dick Campbell, South-Western Sales Representative  
Willis Tomlinson, Western Sales Representative  
Marvin Korman, Director of Advertising and Sales Promotion

**COLUMBIA AND UNIVERSAL-INTERNATIONAL FEATURES**

Includes more than 350 post-'50 and post-'60 films

**NAKED CITY**

99 hours, 39 half-hours of Emmy Award-winning action

**ROUTE 66**

Hour-long adventure series; 4 smash years on CBS-TV

**EMPIRE**

Hour-long adventure series in full color; stars Richard Egan

**TOP CAT**

Hanna-Barbera's funniest feline in 30 full-color half-hours

**WINSTON CHURCHILL: THE VALIANT YEARS**

One of television's most prized and praised series; 26 half-hours

**"X" FEATURES**

15 post-'50 and post-'60 science fiction and exploitation features

**HANNA-BARBERA CARTOONS:**

TOUCHE, WALLY, LIPPY  
156 five-minute cartoons in color

**FESTIVAL OF PERFORMING ARTS**

Twenty hour shows performed by concert, theatre greats

**MEDICINE OF THE SIXTIES**

24 hour episodes depicting actual operations

**SEVEN ARTS ASSOCIATED..CORP.**

200 Park Avenue, New York, N.Y. 10017  
YUkon 6-1717

Suite: 439, 441, 443 and 445

W. Robert Rich, Vice President and General Sales Manager  
Donald Klauber, Vice President and National Sales Manager  
Lloyd Krause, Eastern Division Sales Manager  
Jack Heim, Eastern Division Account Executive  
Robert Hoffman, Midwest Division Sales Manager  
Othur Oliver, Midwest Division Account Executive  
George Mitchell, Western Division Sales Manager  
Alden Adolph, Western Division Account Executive  
Dave Hunt, Southwest Division Sales Manager  
Carl Miller, Southwest Division Account Executive  
Leonard Hammer, Director Station Representative and National Sales  
Herbert Richek, Director of Operations  
Harvey Chertok, Director of Advertising, Promotion and Publicity

**SEVEN ARTS' "FILMS OF THE 50'S"—VOLUME 1**

36 feature films from Warner Bros.

**SEVEN ARTS' "FILMS OF THE 50'S"—VOLUME 2**

41 feature films from Warner Bros.

**SEVEN ARTS' "FILMS OF THE 50'S"—VOLUME 3**

41 feature films from Warner Bros.

**SEVEN ARTS' "FILMS OF THE 50'S"—VOLUME 4**

40 feature films from Twentieth Century-Fox

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 5**  
 53 feature films from Warned Bros.

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 7**  
 50 feature films from Twentieth Century-Fox

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 8**  
 42 feature films from Twentieth Century-Fox

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 9 (Part 1)**  
 54 feature films from Universal

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 9 (Part 2)**  
 54 feature films from Universal

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 9 (Part 3)**  
 53 feature films from Universal

**EVEN ARTS "FILMS OF THE 50's"**  
**VOLUME 9 (Part 4)**  
 54 feature films from Universal

**EVEN ARTS "SPECIAL FEATURES"**  
 26 Special Features

**BOSTON SYMPHONY ORCHESTRA**  
 (First Series)  
 13 one-hour TV Concert Specials

**BOSTON SYMPHONY ORCHESTRA**  
 (Second Series)  
 13 additional one-hour TV Concert Specials

**THE EMMETT KELLY SHOW**  
 39 half-hours featuring circus clown Emmett Kelly

**FRANCE**  
 26 half-hour French lessons, in Paris with Dawn Addams

**MAHALIA JACKSON SINGS**  
 82 5-minute programs featuring Mahalia Jackson

**FALLS**  
 65 one-minute live comedy acts in color

**CHURCHILL, THE MAN**  
 half-hour TV Special

**MAHALIA JACKSON SINGS THE STORY OF CHRISTMAS**  
 half-hour Christmas TV Special

**A CHRISTMAS CAROL**  
 Feature film Christmas TV Special

**OUT OF THE INKWEIL**  
 100 5-minute cartoons in color

**TELESYND, Division of Wrather Corporation**  
 375 Park Avenue, New York, N.Y. 10022  
 Plaza 2-3110  
 Suite 423 and 425  
 Hardie Frieberg, President  
 Sandy Frank, Vice President National Sales  
 Herbert Lazarus, Vice President

**ONE RANGER**  
 166 Subjects (1/2 Hour) Foreign and Domestic

**ONE RANGER FEATURE**  
 86 Min. Color

**PASSI**  
 (1/2 Hour) Foreign Only

**SGT. PRESTON OF THE YUKON**  
 78 Subjects (1/2 Hour) Foreign Only

**TRANS-LUX TELEVISION CORPORATION**  
 625 Madison Avenue, New York, N.Y. 10022  
 Plaza 1-3110  
 Suite: 403 and 407  
 Richard Brandt, President  
 Richard Carlton, Vice President & General Sales Manager

Michael Lawrence, Director of Film Distribution  
 Murray Oban, Assistant Director  
 Richard Restler, Eastern District Manager  
 Fred R. Frank, Jr., Western District Manager  
 Marvin L. Lowe, Midwest District Manager  
 Arthur L. Menheimer, Southern District Manager  
 Roslyn Keren, Central District Manager  
 National Film Library

**MACK AND MYR FOR HIRE**  
 200 eleven-and-a-half minute all new slapstick comedy programs

**THE MIGHTY HERCULES**  
 130 five-and-a-half minute cartoons in color and B/W

**HELIX THE CAT**  
 260 four-minute cartoons in color and B/W

**GUEST SHOW**  
 26 half-hour shows of Hollywood's celebrity world

**ENCYCLOPAEDIA BRITANNICA FILM LIBRARY**  
 More than 850 films, color and B/W  
 Five to 30 minutes

**ZOORAMA**  
 78 half-hour tape-film shows produced at San Diego Zoo

**IT'S A WONDERFUL WORLD**  
 39 half-hour color shows from the most exciting places on earth

**MAGIC ROOM**  
 39 half-hour tapes of people, places and events

**TOP DRAW and AWARD TOUR FEATURE FILMS**  
 18 prize-winning, international motion pictures

**JUNIOR SCIENCE**  
 39 ten-minute programs with educator, Dr. Gerald Wendt

**ANIMAL PARADE**

**ENCORE '64**

**SESAC CELEBRITY SUITE**

CONTINUOUS LIVE ENTERTAINMENT

**NAB CONVENTION · APRIL 5-8**

APPEARING IN PERSON	
Duke Ellington	Hildegard
Ray Hamilton	John Hammond, Jr.
Warren Covington	Marco Rizo
Ernest Tubb	Texas Troubadours
Margie Singleton	Claude Gray
Richard Maltby	Roy Drusky
Kai Winding and other special guests	

Personalities Available  
 For Taped On-The-Spot Interviews

The swinging sounds  
 of ten all-star bands  
 ... ideal for  
 programming anytime.

# THE BIG BANDS

- COUNT BASIE
- LARRY ELGART
- WOODY HERMAN
- SY OLIVER
- KAI WINDING
- WARREN COVINGTON
- DUKE ELLINGTON
- RICHARD MALTBY
- EDDIE SAFRANSKI
- SI ZENTNER

Complete package  
 of over 115 selections  
 on ten Hi-Fi LP albums \$19.95

**AUDITION THE BIG BANDS**

... And Introducing The Newest  
**SESAC® RECORDINGS**  
 Low-Cost Program Package

**THE BIG BANDS**

**VISIT THE SESAC CELEBRITY SUITE—**  
 at the  
**NAB CONVENTION**

**CONRAD HILTON HOTEL · CHICAGO, ILLINOIS**

39 quarter-hours at Australia's Taranga Park Zoo  
**AMERICAN CIVIL WAR**  
 13 half-hour documentaries based on Matthew Brady photos

**TWENTIETH CENTURY-FOX TELEVISION, INC.**

444 West 56th Street, New York, N.Y. 10019  
 Columbus 5-3320  
 Suite: 431 and 433  
 George T. Shupert, Vice President  
 Alan M. Silverbach, Dir. of Syndication  
 William L. Clark, Eastern Division Sales Manager  
 Crenshaw Bonner, Southern Division Sales Mgr.  
 John P. Rohrs, Central Division Sales Manager  
 Donald Joannes, Western Division Sales Manager  
 Otis L. Smith, Account Executive  
 Joseph Fusco, Jr., Dir. of Sales Promotion

**CENTURY I**  
 30 features: 16 in color, 14 in bw  
**CENTURY II**  
 46 features: 34 in color, 12 in bw  
**DOBIE GILLIS**  
 147 half-hours, starring Dwayne Hickman, comedy  
**ADVENTURES IN PARADISE**  
 91 hours, Gardner McKay, guest stars, adventures in South Seas  
**HONG KONG**  
 26 hours, Rod Taylor as foreign correspondent, guest stars, adventure  
**FIVE FINGERS**  
 16 hours, David Hedison, Lucianna Paluzzi, guest stars, espionage adventure  
**FOLLOW THE SUN**  
 30 hours, Gary Lockwood, Brett Halsey, Barry Coe, Gigi Perreau, guest stars, drama  
**BUS STOP**  
 25 hours, Marilyn Maxwell, Rhodes Reason, guest stars, drama



**YOU SHOULD HEAR**

Al Leighton, General Manager of KDLM, Detroit Lakes, Minnesota, says: "Spring came early to KDLM, for C.R.C.'s Program Service breathed new life in the sales force. Not just the sales force either, because the announcers certainly enjoy the quality production and music of the service."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall  
**COMMERCIAL RECORDING CORP.**

COMMERCIAL RECORDING CORPORATION  
 TRADE MAG AD 1/6 PAGE  
 NAB CONVENTION ISSUE BROADCASTING & SPONSOR

**CRUSADE IN EUROPE**  
 26 chapters, Eisenhower's personal account of World War II  
**ANATOMY OR CRIME**  
 Hour documentary on crime in U.S.  
**WAR TO END ALL WARS**  
 Hour documentary on World War I  
**THE BEST OF CHARLIE CHAN**  
 21 Charlie Chan Feature Films

**UNITED ARTISTS CORPORATION**

555 Madison Avenue, New York, N.Y. 10022  
 MUrray Hill 8-4700  
 Suite: 411, 415 and 419  
**UNITED ARTISTS TELEVISION**  
 M. J. "Bud" Rifkin, Executive Vice President, Sales  
 Pierre Weis, Vice President & General Manager, Syndication Division  
 Barry Lawrence, Director of Public Relations  
 Ken Joseph, Division Sales Manager  
 Dick Lawrence, Division Sales Manager  
 Jim Weathers, Division Sales Manager  
 Edward Broman, Vice President, Chicago Office  
 Jack Martin, Sales Manager, Western Division  
 Leon Bernard, Account Executive  
 James Ricks, Account Executive  
 Robert Reis, Manager, Special Projects Division

**UNITED ARTISTS ASSOCIATED, INC.**  
 Erwin H. Ezzes, Executive Vice President  
 Arthur S. Gross, Division Supervisor, Western & Southwestern Divisions  
 John McCormick, Division Manager, Central Division (Chicago)  
 Jerome Wechsler, Sales Manager, Central Division (Chicago)  
 Amos Baron, Division Manager, Western Division (Los Angeles)  
 Paul C. Kalvin, Division Manager, Eastern Division (New York)  
 Vernon Christian, Division Manager, Southwestern Division (Dallas)

**UNITED ARTISTS TELEVISION DAVID WOLPER SPECIALS**

Group I . . . Six hour-long documentaries of Our Century in Action  
 Group II . . . Six exciting and significant documentaries of our time

**HUMAN JUNGLE**  
 Herbert Lom stars in 60-minute Adventures of a Psychiatrist  
**EAST SIDE-WEST SIDE**  
 George C. Scott stars as Neil Brock, metropolitan social worker  
**NEW PHIL SILVERS SHOW**  
 It's laughs! laughs! laughs! when Phil runs the factory  
**STONEY BURKE**  
 Jack Lord stars in the adventures of a rodeo rider  
**ANN SOTHERN SHOW**  
 Ann Sothern stars as Katie, irrepresible hotel manager  
**SEA HUNT**  
 Lloyd Bridges stars, exciting underwater series  
**HIGHWAY PATROL**  
 Broderick Crawford as Highway Patrol Chief  
**BAT MASTERSON**  
 Gene Barry as the famed cane-wielding western hero  
**TOMBSTONE TERRITORY**  
 Pat Conway, Dick Eastham in Tombstone Epitaph tales  
**LOCK UP**  
 MacDonald Carey as attorney for unjustly accused

**AVAILABLE IN COLOR**  
**RIPCORN**  
 Skydiving adventures  
**LEE MARVIN PRESENTS—LAW-BREAKER**  
 Documentary series re-creating police file cases  
**EVERGLADES**  
 Adventures set in famed swamp area  
**SCIENCE FICTION THEATRE**  
 Fiction-drama based on scientific fact  
**KEYHOLE**  
 Jack Douglas' camera reveals unusual facets of real life

**MR. DISTRICT ATTORNEY**  
 Adventures of a Champion of Justice  
**I LED THREE LIVES**  
 Richard Carlson stars as citizen, communist, counterspy  
**MEET CORLISS ARCHER**  
 Ann Baker stars in Family Comedy  
**BOSTON BLACKIE**  
 America's Best Known Mystery-Detective Series  
**FAVORITE STORY**  
 Adolph Menjou presents dramas from the Literature of Many Countries

**UNITED ARTISTS ASSOCIATED, INC. UA SHOWCASE 2**  
 40 Features, largely comprised of post '57 films  
**7 PREMIERE RE-ISSUES**  
 7 select films presented together for the first time  
**UA SHOWCASE FOR THE SIXTIES**  
 33 post '50 action Features  
**UA A-OKAY'S**  
 32 post '50 action Features  
**UA BOX OFFICE GROUP**  
 26 post '50 action Features  
**POPEYE CARTOONS**  
 234 Theatrical animated Popeye cartoon adventures  
**WARNER BROTHERS CARTOONS**  
 337 Theatrical animated Bugs Bunny Daffy Duck, others  
**RKO FEATURE LIBRARY**  
 400 greatest RKO Features ever made  
**WARNER BROTHERS FEATURE LIBRARY**  
 761 great productions—greatest actor stars

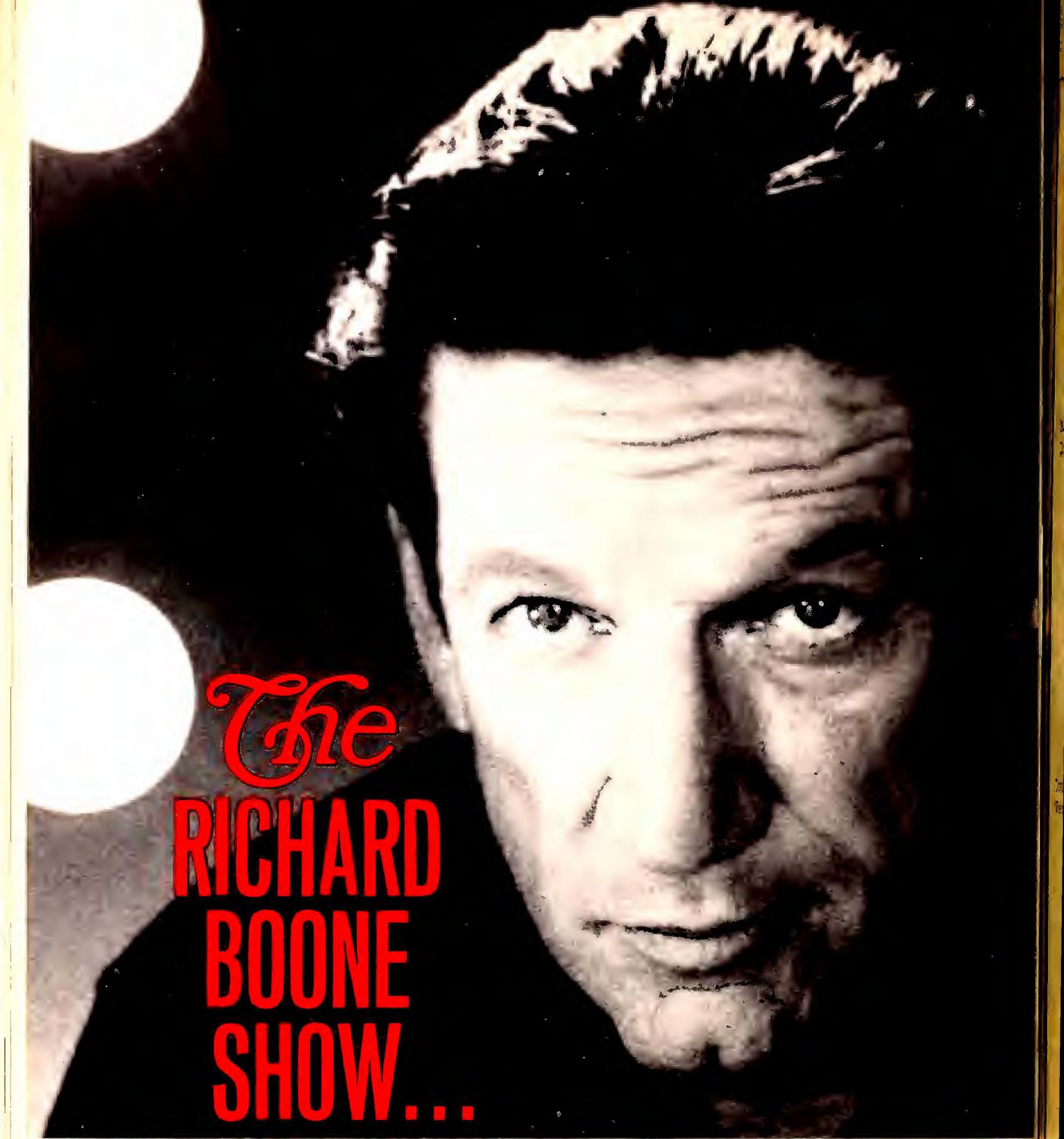
**WARNER BROS. TELEVISION DIVISION**  
 666 Fifth Avenue, New York, N.Y. 10022  
 Circle 6-1000  
 Suite: 405 and 409  
 Joseph Kotler, Vice President  
 William P. Andrews, Western District Sales Mgr  
 John W. Davidson, Southeastern District Sales Mgr  
 Michael S. Kievmann, Central District Sales Manager  
 Jack E. Rhodes, Northeastern District Sales Mgr  
 William G. Seiler, Southwestern District Sales Mgr  
 Gordon A. Hellmann, Sales Promotion Manager  
 Benjamin DeAugusta, Sales Service Manager

**WARNER BROS. ONE**  
 25 features: 19 released in 1959-1960  
 17 in color  
**THE GALLANT MEN**  
 26 hours, drama based on World War II infantrymen  
**HAWAIIAN EYE**  
 Private eye finds danger in exotic Hawaii, 134 hours  
**CHEYENNE**  
 107 action-packed hours, starring big Clint Walker  
**MAVERICK**  
 Stars James Garner and Jack Kelly  
 124 hours  
**77 SUNSET STRIP**  
 One of TV's top series. Stars Efren Zimbalist, Jr.  
**SUGARFOOT**  
 Lanky, likable Will Hutchins stars  
 69 hours  
**BRONCO**  
 Starring handsome, two-fisted Tom Hardin. 68 hours  
**SURFSIDE 6**  
 74 hours of mystery and glamour, with Troy Donahue  
**THE ROARING 20's**  
 45 rollicking hours, starring Dorothy Provine  
**BOURBAN STREET BEAT**  
 Stars Richard Long and Andrew Duggan. 39 hours  
**LAWMAN**  
 156 fast-moving half-hours, starring John Russell

MADE IN ENGLAND  
S. GILBERT & SONS LTD  
LONDON



It's on the verge of being rather popular. Better hurry.



*The*  
**RICHARD  
BOONE  
SHOW...**

Spotlights Richard Boone as star/host; supported by a hand-picked repertory company of known performers and talented new faces; appearing in specially commissioned teleplays by a distinguished group of writers. 25 original hours which will add **NBC FILMS** audience, sponsors, and stature to any station lineup. 30 ROCKEFELLER PLAZA NY 20

# THE WEEK IN WASHINGTON

WASHINGTON BUREAU, Washington, D.C., April 3, 1964

## Tug-of-War Continues

Broadcaster-advertiser relations are now subject to a four-way stretch--but the LeRoy Collins' pull, with backing of Sen. Pastore, still seems to hold stronger.

A recent entry into the broadcaster-advertiser relationship was report of BBDO's "Channel One" survey. Advertisers were told that broadcaster hullabaloo over piggy-backs, clutter and billboarding should not be taken too seriously. Sponsor's messages may carry just as well in this conglomeration, was the agency survey message.

## Minow Advocates Divorce

The week previously, former FCC Chairman Newton Minow had advised broadcasters to divorce themselves completely from advertiser influence.

Keep Madison on its own street, in program matters, and use magazine concept for ad placement, in the grand manner of the free press, was Minow's advice. It used to be noted, in Hill hearings of some years back, that ads do seem to land near pertinent or prime pages in the press, and costs are in proportion: food, fashions in the women's pages; liquor, cars in general news, etc.

True editorial convenience it was pointed out, might be better served by simply bunching all the ads together at the end of the paper.

## Indies Versus Nets

A third suggestion is for a companionate marriage between advertisers and independent program syndicators and broadcasters who want more non-network owned programming to choose from.

This is the suggestion of Ashbrook Bryant, head of the FCC's Office of Network Study, in his report which would bar 50% of prime time to net-owned programming. Bryant has said: "Advertisers and producers make up a competent decisional body that is presently blocked off from financial and creative competition in programming for network prime time."

This viewpoint does not necessarily rule out a magazine concept of commercials placement. But if broadcasters, producers and advertisers put their heads together for a new era in independent programming, the ingenuity could possibly devise non-interruptive commercials placement.

The fourth and so far strongest lead in broadcaster-advertiser relations has been the NAB-Collins approach: This would be a real mold for voluntary improvement in the "appearance" of overcommercialization. The aim is action before the FCC and the Hill and perhaps even TV inroads, as Rep. Oren Harris warns force changes far more drastic in TV and radio sponsorship.

# THE WEEK IN WASHINGTON

Liquor Ads  
Scored

The instant action by Sens. Magnuson and Pastore, when WQXR broke the broadcast abstinence from hard liquor advertising, will give Collins a strong talking point. The Magnuson-Pastore communications powerhouse pointed out very explicitly that when voluntary self-regulation in liquor advertising broke down, there was no choice but hard and fast regulation.

It may be remembered that when Sen. Pastore in October, 1963, exchanged letters with NAB president Collins, and advised industry to get together, he did not refer to a "appearance" of overcommercialization. He spoke of "mounting criticism" and of frequency, and of clutter a station breaks, when he mentioned broadcast advertising. And he asked, "What are you doing about it?"

Self-Regulation  
Emphasized

NAB's convention guest speaker Rep. Oren Harris, chairman of the House Commerce Committee, is fuming along the same lines. Heavily on the side of self-regulation for broadcasters, Harris has scolded the WQXR stray from grace, and has made it plain that in matters of liquor and of cigaret advertising, broadcasters had better get self-regulatory religion--or face possibly drastic government dogma.

To LeRoy Collins, whose get-togethers with Madison Ave. have been increasingly persuasive, the Minow speech and the WQXR incident must seem a painful bit of boat-rocking at this particular time. The convention fanfare over the newly furbished "Do It Ourselves" emblem will have a few faltering notes to cover.

It seems an added bit of irony that the year the broadcaster whisky dam cracked--is the year NAB has Evangelist Billy Graham to address the closing luncheon

Collins Named  
'Speaker of Year'

Speaking of speaking: NAB's president has been named winner of the Delta Sigma Rho-Tau Kappa Alpha Society's "Speaker of the Year" award for 1963.

Collins, winner in the field of national affairs, is the first to be named in this field since the late President Kennedy received the award in 1960, from the national speech honor society.

Collins was singled out for his work in giving broadcasting a new public image.

Mrs. Annabel Hagood, past president of Tau Kappa Alpha, and chairman of the awards board, said: "He has been a forthright and courageous leader in the broadcast industry. While making clear his philosophy that there is always room for improvement. . . he has spoken vigorously against increasing government regulation of that industry."



## DIRECTED . . . and DEDICATED . . . to BUYERS!!

There are 2,000 national timebuyers. Another 2,000 — 4,000 may have some influence on the purchase of time. This is the specialized audience that enthusiastically reads and uses SPONSOR.

We edit SPONSOR 100% for buyers — not sellers. We do it with news. We do it with features. We do it with "how-to's". We do it with think pieces.



# SPONSOR

55 Fifth Avenue

New York 10017

212 MURroyhill 7-8080

## SRA to NAB: 'We'd like to be full members'

In an "Open Letter" to NAB, Station Representatives Assn. director Larry Webb airs an industry problem

**B**ROADCAST STATION REPRESENTATIVES, as constituted today, bear little similarity to those of forty years ago. In those days a representative firm consisted of the owner and perhaps a secretary with one office. Today, you will find firms with staffs numbering over 200 people, doing business from as many as twelve strategically located offices. Highly skilled and well trained personnel maintain that all-important contact between broadcast stations throughout the country with the advertising agency centers where most national advertising originates. In the field of television alone, according to the latest FCC figures, representatives furnished television stations their largest single source of revenue, exceeding both local and network revenue.

In 1962, national spot sales for which station representatives are responsible, accounted for 41% of all revenue to television stations, while networks accounted for 40%. Local revenue accounted for the remaining 19%.

If estimates are not too far off, station representatives accounted for an even larger share of the revenue which went to television stations in 1963, when total national spot revenue exceeded an estimated \$600 million.

In the field of radio, station representatives accounted for 31% of all revenue to radio stations in 1962, while networks accounted for only 6% of the total. Local sales accounted for the balance of 63%.

But this is far from being the whole story.

Station representatives are the

closest possible confidants and advisors to broadcast stations. They not only work with stations on sales approaches, on building rate cards, on research, sales promotion, audience development, program analysis (and in some cases billing, collecting and guaranteeing payment for time sales), but in the myriad of day-to-day, hour-by-hour operational problems of broadcast stations they represent. Station representatives are truly the national sales arm of broadcast stations, covering every major city in the United States.

When the National Association of Broadcasters were formed, years ago, by-laws were formulated setting forth the qualifications for active and associate membership. The NAB, as its name implies, was founded as a broadcasters' association, and, therefore, those persons owning broadcast properties, licensed by the Federal Communications Commission, were eligible for active membership. All others associated with the business of broadcasting were eligible for associate membership in the organization.

However, the association made one outstanding exception to the rules governing membership. The networks, never licensed by the Federal Communications Commission, were granted for membership, with representation on the Association's Board of Directors. (Let us not confuse networks with network owned-and-operated stations, who are eligible for active membership in the association on a station by station basis.)

Station representatives, on the



Lawrence Webb

other hand, fell into the category of "all others" and, despite their tremendous importance to the welfare of broadcast stations, they still remain in that category under the archaic NAB membership rules.

I contend that station representatives should be recognized by the National Association of Broadcasters as an integral and vital part of this industry, and eligible for full and active membership in the Association.

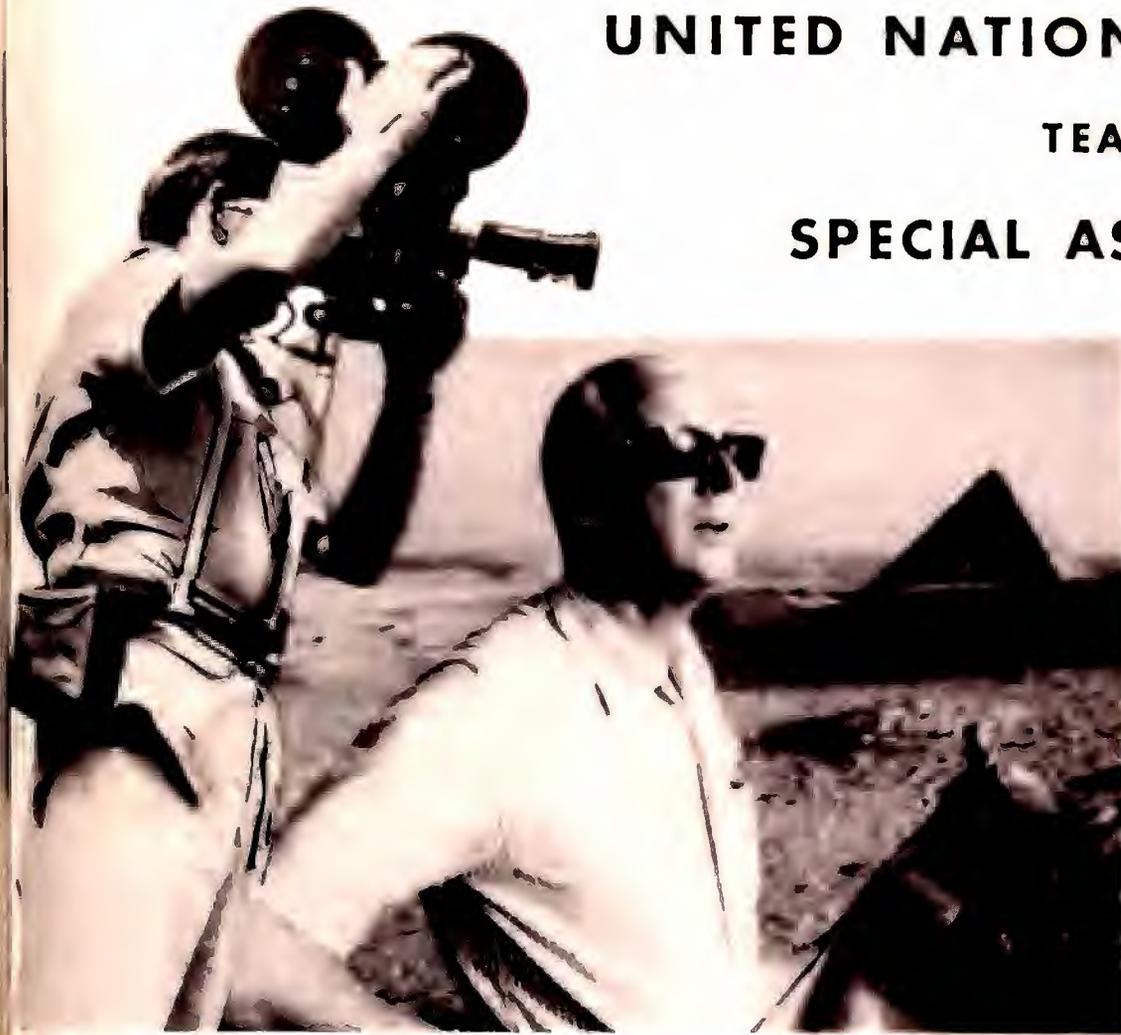
Granting active membership to station representative firms would not only afford the National Association of Broadcasters additional revenue, but would tap a reservoir of manpower and broadcast "know how" for active participation in the Association's affairs that has been too long neglected.

The Board of Directors owe it to the membership of the NAB to make this subject the number one item on the Agenda for their next board of Directors' Meeting. ■

Quote from the February 1961 issue of SPONSOR:

"Increasing evidence of the growing involvement of U.S. broadcasters in every area of public service . . . with the announcement that a blue-ribbon industry committee is underwriting a series of . . . TV specials designed to give human-interest treatment to the United Nations global activities . . ."

Now — three years and 39 "INTERNATIONAL ZONE" programs later, United Nations Television has video teams in the field throughout the world, shooting special material for the upcoming 1964-1965 series. SPONSOR is happy to contribute this space to the U.S. BROADCASTERS COMMITTEE FOR THE UNITED NATIONS for having initiated this important non-profit project in international understanding.



## UNITED NATIONS TELEVISION TEAMS ARE NOW ON SPECIAL ASSIGNMENT IN

**Africa**

**Asia**

**Middle East**

**Latin America**

**FOR THE 1964-65 SERIES**

**INTERNATIONAL ZONE**

*Featuring ALISTAIR COOKE*

TV stations can secure the "International Zone" series, retain prints for repeat showings and arrange for official correspondent accreditation at UN Headquarters on inquiry to:

Mr. Tom Shull, Chairman  
U.S. Broadcasters' Committee for the United Nations  
230 Park Avenue  
New York 17, N. Y.

or

Mr. Michael Hayward  
Chief, UN Television  
Room 847  
United Nations, New York

**DURING N.A.B.  
AT THE  
CONRAD HILTON**

**U. S. BROADCASTERS' COMMITTEE FOR THE UNITED NATIONS** — Thomas B. Shull, Chairman ■ Raymond B. Weipolt, Executive V.P., NBC Video Chairman ■ Robert C. Moore, President, Transcontinental Television, Secretary-Treasurer ■ William Kaand, National Program Manager, Westinghouse Broadcasting, Chairman, Program Committee

**EXECUTIVE COMMITTEE:** Mrs. A. Scott Bullitt, President, King Broadcasting Company ■ Roger W. Clipp, V.P., Radio and TV Division, Triangle Radio Station ■ J. H. Murphy, President, Crosley Broadcasting ■ F. S. Gilbert, General Manager, Time Life Broadcasters ■ Harold Grams, Manager, KSD-TV, St. Louis Post-Dispatch ■ Brock Harris, V.P., KPRC-TV, Houston Post ■ C. Howard Lane, V.P., KOV-TV, Portland, Oregon ■ Donald McGannon, President, Westinghouse Broadcasting ■ W. Wade Pelegrin, President, Corinthian Broadcasting Corporation ■ A. Louis Read, V.P., WDSU-TV, New Orleans, La. ■ James Schiarone, General Manager, WA-TV, Detroit News ■ J. Sinclair, President, WJAR-TV, Providence, R. I. ■ George Storer, Jr., President, Storer Broadcasting ■ P. A. Sugg, Honorary Member ■ Ben West, V.P., KOC-TV, Oklahoma City, Okla.

Frederick A. King, President

## Computer to accelerate concept of marketing, says Petry v.p.



William B. Rohn

The rapidly increasing need for the broadcast media to define their effectiveness in marketing terms was the theme of the key speech given at the dinner meeting of the Arkansas Broadcasters' Association by William B. Rohn, vice president and marketing director of Edward Petry & Co., Inc., last week.

Two factors will accelerate the use of the marketing concept in selling on the part of radio and television stations and their representatives, according to Rohn. One is the increase in automated retailing and the vital need to pre-sell the consumer in this era of super grocery store shopping. The second factor is the growing importance of the computer in timebuying and increasing reliance on the part of major agencies upon electronic data processing in their selection of media.

This trend, according to Rohn, not only makes it necessary for stations and their sales representatives to have and to exercise a greater

understanding of marketing in their approach to selling, but also requires that more and more demographic and market data be provided by media for the care and feeding of the computers. The logical way to cope with this problem is for stations to interpret and present their sales story in the marketing terms which fit an individual national advertiser's needs most appropriately.

"We can no longer be content to cope with the already appropriated dollars," stated Rohn. "We must act before the appropriations are made.

"If your national representative is to do a creative selling job, if he is to be more than a statistical clerk playing button, button, who's got the cost-per-thousand button, you will have to provide him with the alternative.

"Market planners, and indeed media planners, should be provided with greater knowledge of your market, the people you reach, their size, shape, habits, peculiarities and problems. The advertiser is interested in your market only as it relates to his problems. If we are to sell him we had better do a little digging in order to find out how we can fulfill his specific requirements.

"For the sixties, the ability to diversify your creative sales efforts will be most important, in view of the heavier competitive sales pressures. Therefore, the kind of cooperation you give your national representative in reaching the advertisers' marketing men may very well be the one area in which you can do most to insure your maintenance of your market's position in their planning and your own competitive position in your market.

"Remember this — an advertiser takes a good look at your territory and his sales or potential sales in it long before he considers allocating

the budget to advertise there. Media decisions are often the last decisions made. But don't assume for a moment that they know all the answers. Not about your market. Not as well as you know it. Don't forget they have to rely on men in the field to keep them informed.

"Going up the chain of command their information is often fourth, fifth and even sixth hand. Often it's months old and perhaps even distorted a bit by its telling and retelling.

"It is already a must for broadcasting stations to maintain direct relations with local, district and regional contacts of national advertisers. It is now also imperative that stations establish a *direct* line of communications with the decision-makers of these organizations if the maximum sales potential is to be achieved.

"Your national representative *should be* a vital link in this chain. He's a missing link if you don't keep him informed." ■

### Treyz forms TV rep firm

Oliver Treyz, founding president of TVB, subsequent president of ABC television and most recently



Treyz

vice president of Revlon, yesterday announced formation of National Television Sales, Inc., new sales rep firm for TV stations (see PUBLISHER'S REPORT, P. 8).

Associated with Treyz will be Jack Mohler, joining from Storer Television Sales; Tom Judge, former general manager of CBS Television Production Sales; Bob Baal, former CBS Television account executive; and John Upston, creator

and co-producer of the award winning Westinghouse series, Career.

National Television Sales, Inc., is temporarily located at 441 Lexington Ave., New York, until permanent offices can be occupied in a Midtown building now under construction.

**TV sprinkler pitches tie baseball to lawns**

An intensive TV spot campaign involving 30 markets has been launched by Melnor Industries to coincide with the start of the baseball season.

Spots on 33 New York Yankee games stress the similar care that both a lawn and a baseball field should have during the spring and summer seasons. Melnor is a leading manufacturer of lawn and garden sprinklers and watering accessories.

After the initial baseball impact, the filmed spots will be aired at daytime and prime nighttime periods and will run into July.

Melnor's affinity for turf resulted in the firm's co-sponsorship of triple crown racing in 1962 and 1963. Smith Greenland is the advertising agency.

**Trotters racing on 17 stations in N.Y. area**

The Trotters at Roosevelt Raceway are also going through their races more than 200 times per week on 17 radio stations in the New York City-Long Island area.

The radio spots, complete with sounds of harness racing at the Roosevelt, L.I., track, are scheduled to run to May. Smith Greenland is the agency.

**TV ad campaigns**

Kaiser Foil planning four-week spot TV campaign in major markets through Young & Rubicam. May 15 set as promotion start for Coppertone, Solarcaine, and Dick Tan via La-Spiro-Shurman's Memphis office. Spring campaign in 175 radio markets under way by Pontiac, most one-station buys. Bruce B. Brewer handling 10-week spot campaign for Nutless Starch Co. Hawaiian campaign for four

weeks of TV spots being reached for Vano starch and Saffola products via Johnson & Lewis. Winrus-Brandon buying spots for Western Auto promotion. Pearl Brewing, through Tracy-Locke, Dallas, buying in southern states outside of Texas.

Japan Airlines begins radio campaign in 20 markets, mainly using F.M. Agency is Botstorf, Constantine & Gardner. Chemical Compounds, Inc., buying time through Standard & O'Hern for its SIP

motor oil concentrate. International Milling Co. adding 39 week fall schedule for its Robin Hood flour brand.

Delta Airlines adding to its total of radio and TV spots for New York World's Fair promotion via Burke Dowling Adams. BBDO preparing spring western-states campaign for Standard Oil of California. Twenty five southern markets now spotting Allied Foods TV commercials handled by BBDO in Atlanta.



**YOU'RE ONLY  
HALF-COVERED  
IN NEBRASKA  
IF YOU DON'T USE  
KOLN-TV/KGIN-TV!**



**Lincoln-Land is now  
nation's 74th TV market!\***

"Catching" the big TV markets in Nebraska is no great problem. There are just two, one of them is Lincoln-Land, containing more than half the state's buying power.

Lincoln-Land is now the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes—homes that are a "must" on any top-market schedule.

Ask Avery Knodel for complete facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR (Nov., 1963 ARB — 6:30 to 10:00 p.m.)	
LINCOLN-LAND* "A" (KOLN-TV KGIN-TV)	58,000
OMAHA "A"	56,500
OMAHA "B"	53,900
OMAHA "C"	50,000
LINCOLN-LAND* "B"	26,200
LINCOLN-LAND* "C"	18,700

\*Lincoln-Hastings Kearney

\*November, 1962 ARB Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**The Folger Nations**

**RADIO**  
WABC WABZ WABD WABE  
WABC WABZ WABD WABE  
WABC WABZ WABD WABE

**TELEVISION**  
WABC-TV WABZ-TV WABD-TV  
WABC-TV WABZ-TV WABD-TV  
WABC-TV WABZ-TV WABD-TV

# KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery Knodel, Inc. is a National Representative

## Masla reps publish a monthly newsletter

The new Jack Masla & Co. newsletter, *It's About Time*, makes its debut with an April issue. The national station representative firm plans to publish monthly the activities of its "Maslamen" around the country, highlighting current campaigns and buys.

Other features include items about the firm's stations and station men, interviews with leaders in broadcasting, and ideas and thoughts about the industry.

## Food firm enters TV with spots in Chinese

Television commercials in Chinese will be the most unusual facet of LaChoy Products' promotion for its line of Chinese food products. The 10, 20, and 60-second spots, through Maxon's Detroit office, will also mark La Choy's first major use of TV. Some radio spots will be used as part of the campaign, which is scheduled to run until the end of the year.



## YOU SHOULD HEAR

Kenn Kendrick of KENN Radio, Farmington, New Mexico, says: "On all points of the 'Money Maker' quote me enthusiastically."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

## JERRY RETTIG: value of market trips

The value of market trips and station visits cannot be stressed enough, for not only do you "get a feeling for the city when you're actually there, you have a chance to meet and get to know station personalities," says Jerry Rettig of Grey Advertising. Jerry is timebuyer for Ideal Toy, Greyhound, and Phillips-Van Heusen, among other accounts, and feels his insight into his work is enhanced by meeting "face-to-face" with the station people he deals with during the course of his buying activities. The personal touch and the feel to be gotten for the market area all add up to "station trips being a wonderful idea," he continues. Jerry joined Grey in late 1959, coming from a timebuying stint at Dancer-Fitzgerald-Sample. His stay at DFS was interrupted by a two-year hitch in the Navy that took him to Europe, the Middle East, and the Caribbean. This tour of duty and the travel it involved no doubt has contributed to his inquisitiveness and desire for first-hand knowledge that enables him to do a better job. He received a B.S. de-



gree in 1955 from New York University's School of Commerce, where he majored in marketing and was a journalism minor. Jerry, a born and reared New Yorker, lives in Manhattan, which enables him to walk to work each day. In his leisure time he enjoys a good game of bridge.

## Yardley returns to TV for 30-week promotion

After an absence of seven years, Yardley of London has returned to TV with a heavy schedule of 20-second spots in 16 markets in a promotion for the firm's line of men's and women's products.

The spots continue until July and resume in the fall to run to the end of the year for a total of over 30 weeks. Commercials, all in prime time in or between top-rated network shows, were prepared by Doyle Dane Bernbach.

## Swank ready for dad with June spot promo

Swank plans a ten-day spot TV campaign in June prior to Father's Day to promote its Jade East line of men's toiletries. The promotion, through Shaller-Rubin, will utilize at least 150 one-minute filmed spots and will mark the first use of TV

for the firm outside of recently conducted tests in Atlanta, Los Angeles, and Detroit.

Major markets chosen for the spots include Atlanta, Chicago, New York, San Francisco, and Washington. Additional markets may be added before the campaign gets under way.

## Chinese, Spanish mix food and sports on TV

Miami's Hong Kong Chinese restaurant is now one of the sponsors of a new Spanish-language hunting and fishing show aired Sundays on WLBW-TV.

Although people may not readily associate Chinese cuisine with Spanish tastes, Chinese cooking is quite popular with Latin Americans, especially Cubans, who comprise the bulk of the large and rapidly growing Spanish-speaking population in the south Florida city. Program

itled *Rincon de Cava y Pesca* and hosted by Cuban-born sportsman Alberto Ganderó.

Among the show's other sponsors, the Latin American division of Encyclopedia Britannica recently held a contest on the program with a complete set of encyclopedia in Spanish as the prize.

### Eastman names Burton S.p. and board member

William K. Burton has been named vice president and elected to the board of directors of Robert Eastman Co., national station representatives.



Burton

The double honor is in recognition of Burton's outstanding sales achievements as manager of the Detroit office, president Robert Eastman announced.

Prior to joining Eastman in 1961, Burton had held account executive posts with National Advertising Co., Beecher-Peck & Lewis, and Kwik Machine Manufacturing.

### RA to hear Rogers

Station Representatives Assn. has announced principal speaker at its seventh annual awards luncheon Apr. 28 in Waldorf-Astoria will be the single most influential man in Congress in determining the future of commercial broadcasting from the standpoint of the broadcaster, advertiser, and agency" — Rep. Walter E. Rogers (D., Tex.), chairman of House Subcommittee on Communications and Power and ranking member of Interstate and Foreign Commerce Committee.

### Shapiro, two others given new TvAR posts

Three executive promotions at Television Advertising Representatives, national station representative firm, have been announced by TvAR managing director Robert McGredy.

Marvin L. Shapiro has been named general sales manager. He is also a vice president of the firm.

William Condon has been designated to fill Shapiro's former eastern sales manager post. Condon's old position as midwest sales manager has been filled with the appointment of Robert M. Williams, who had been an account executive in the New York office.

Shapiro, a 16-year broadcasting veteran, joined TvAR in 1961 and later that year was named to his former post. He had been with Harrington, Richter and Parsons and before that had been an account executive for CBS TV Spot Sales. He has also served as general

sales manager with WCAU-TV Philadelphia.

A timebuyer for Geoffrey Wad Advertising, in Chicago, Condon had last served as an account executive for the Katz Agency before joining TvAR in the same capacity in 1959. He was named to his former post in 1963.

Williams had been with CBS Network TV Sales before joining TvAR in 1963. Before that, he was with CBS-TV Spot Sales for seven years. He began his broadcasting career as an account executive with Harrington, Richter and Parsons.

WHAT'S IN THE MIDDLE  
MAKES THE BIG DIFFERENCE



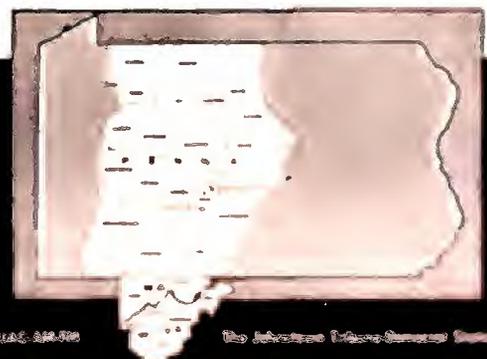
...and, IN PENNSYLVANIA, IT'S  
**WJAC-TV**

To keep the big Pennsylvania "middle" market charging ahead-- you need WJAC-TV. This is the one station that attracts the huge "million dollar market in the middle."

America's 27th largest TV market.



Represented  
Exclusively  
by  
Harrington,  
Richter &  
Parsons, Inc.



Associated with WJAC, 27th Street

The International Franchise Association

## Betty Furness decries TV's neglect of women

**P**RESIDENT JOHNSON may be ready to recognize the intelligence of the fair sex, but television isn't. At least, not according to one woman who's had a good deal of success in both the programming and advertising ends of the medium.

Betty Furness came on strong for a more realistic TV portrayal of women in a recent speech before the Columbus chapter of the Academy of Television Arts and Science.

The former Westinghouse spokeswoman on TV and current star of CBS Radio's *Dimension of a Woman's World*, Miss Furness slammed TV for neglecting the "normal" women. On the screen, she said, they are either scheming to outsmart their husbands, are completely scatter-brained, or non-existent (as in TV's motherless families, *My Three Sons* and *Bachelor Father*).

The TV fixation with inadequate women has even reached commercials, she added, pointing out that appliance repair men, grocery clerks, and Mr. Clean all tell women how to keep their homes clean.

In addition to a general reappraisal of the feminine role, network television could use a good afternoon women's interest program, Miss Furness said. "Not just a cooking and sewing show, but one along the lines of the old *Home* show.

### NBC primaries SRO

NBC-TV posted an SRO on its coverage of the upcoming key primary elections with the sale of half the package to Standard Brands (J. Walter Thompson). Included are primaries in seven states and the District of Columbia with a series of five special telecasts between May 5 and June 2. Benrus Watch (West, Weir & Bartel) has already bought half sponsorship in the primary series, in addition to 31 other NBC News TV specials dealing with the conventions and elections.

It need not be as elaborate, but it should give women credit for some intelligence and their important contribution to all areas of modern life." ■

### WABC-TV swings Crane to 5 nights a week

With radio talk shows all the rage in New York these days (SPONSOR, Mar. 16, page 52), the ABC-TV flagship has expanded its programming in that area. Les Crane, whose somewhat controversial discussion program had been aired Saturday and Sunday mornings at 1 a.m. and afternoons (1:30-2:30 p.m.) five days a week, is now on with five late-night shows weekly. Station's afternoon schedule has been reshuffled: the network feed of *Tennessee Ernie Ford* has been moved up to 12:30 p.m. and a new feature film showcase called *Movie at One* runs from 1-2:30 p.m., Monday through Friday.

### NBC posts SRO sign on a more fall programs

*Jack Paar* and *Saturday Night at the Movies* are all locked up for the '64-'65 season. The *Paar* sponsor picture has been roundel out with buys by Polaroid (Doyle Dane Bernbach), Green Giant (Burnett) and Hertz (Norman, Craig & Kummel). Earlier orders were received from Spicel, P. Lorillard, and Block Drug (SPONSOR, Mar. 23, page 33).

Union Carbide (Esty) and Polaroid bought into *Movies*, bringing to 12 the total sponsor roster on the two-hour Saturday night series.

In other NBC sales, Allen Products of Allentown, Pa. (via Weightman of Philadelphia), has placed its first network TV order for a summer campaign for its Alpo "100 meat dog food." Buy is for the *Today* and *Tonight* shows from June through August. American Cyanamid (Dancer-Fitzgerald-Sample) bought *Today's* special two-

hour telecast Apr. 23 (7-9 a.m.) on the opening day at the New York World's Fair, plus a series of half-hour weekly originations from the Fair every Friday (8:30-9 a.m. starting May 1 and continuing through October. Wilson Sporting Goods (Campbell-Mithun) will be back for the fourth straight year and Goodyear Tire & Rubber (Young & Rubicam) for the second to sponsor two of NBC's major golf tournaments — the 12th annual *Tournament of Champions* (May 3 4-5:30 p.m.) and the 64th annual *National Open Golf Championship* (June 20, 4:30-6 p.m.).

### Rust Craft flagships name top executives

Ed J. Frech of Fresno is the new assistant general manager of WSTV (TV) Steubenville. He was formerly president and general manager of KOUT, Lake Tahoe, and prior to that served as executive vice president and general manager of KFRE (AM FM & TV) in



Frech

Fresno, Calif.

WSTV radio has tapped William B. Chesson as promotion-publicity director. With the station since 1959, Chesson has been sports director since 1961 and will continue to serve in that job.

### CBS-TV O&Os plan 6th public affairs swap

The CBS-owned TV stations will launch their sixth annual Public Affairs Program Exchange April 18. As in the past, each of the stations contributes 20 half-hour programs of a local public affairs series for broadcast by all the other stations.

This year's series and producing stations are: *The American Musical Theatre* (WCBS-TV New York); *Sun and Substance* (KNXT Los Angeles); *Science Unlimited* (WBBM-TV Chicago); *Love to Read* (WCAU-TV Philadelphia); and *Food for Fun* (KMOX-TV St. Louis.)

Through the exchange, each sta-

tion broadcasts two hours a week of informational and cultural programs. The first Public Affairs Program Exchange began in 1959 with three CBS o&o's exchanging series over a 13-week period. The exchange was expanded to include all five stations in 1960 and increased to 20 weeks in 1961. This is one of three exchanges conducted by the o&o's during the year. The others are *Repertoire Workshop*, a 35-week series designed to encourage local talent, and *International Hour*, involving the CBS owned stations and overseas broadcasters.

#### Video tube sales off

Electronics manufacturers not only see no relief in sight from crippling foreign competition, but their sales continue a steady decline.

EIA's Marketing Services department reports that factory sales of both TV picture and receiving tubes were down this January.

TV picture tube unit factory sales amounted to 788,973 in January 1964, compared to 890,246 the previous January.

#### New KTVT facilities provide for color

Color will be included in the new transmitting facilities of KTVT Ft. Worth-Dallas.

Station has gotten an FCC go-ahead on a new tower, 500 feet taller than the present one in the Meadowbrook section of Ft. Worth. This one will go up at Cedar Hill in Dallas County, the tallest point in North Texas available for TV transmitter construction. It will be constructed to maximum height allowed by the Federal Aviation Authority, 2,349 feet above sea level. Service is expected to begin with the new equipment by Aug. 1.

In Baltimore, where work is in progress to raise by 270 feet the candelabra tower which supports the antenna of all three TV stations, WJZ-TV has broken ground for renovations and additions to its building. Expansion will add nearly 11,000 square feet of new space, with target date for completion late fall.

A new engineering office will be constructed adjacent to existing facilities. An open court between the present engineering area and other office space will be filled in to become the new WJZ-TV "film wing," a facility which will include not only motion picture and office space, but a darkroom for the processing of still photographs. The most significant area of expansion will be construction of a new two-story addition.

#### Ernest Stern dies

Ernest E. Stern, 48, director of press information, Hollywood, CBS-TV, died of a heart attack Mar. 29.

After World War II, Stern joined Radio-TV Daily, serving in various editorial positions for five years, including associate editor of the Radio Annual and TV Yearbook. In 1950 he joined ABC Press Information Department as copy chief, becoming trade news editor in September 1951, acting publicity manager in 1953, and publicity manager the following year. In 1955 he moved to Hollywood as director of advertising and publicity for ABC's Western Division. Stern joined CBS-TV in November 1959 as director of press information, Hollywood.



## Put your thumb on the whole Sioux Falls 98-county market

WITH JUST **1** TV FACILITY!  
 WITH **1** FILM OR SLIDE!  
 FROM **1** TV CAMERA!

KELO-LAND TV's three transmitters, operating as ONE station, give you complete, instant coverage of this whole major market! 284,8000 tv homes. And more of them watching KELO-LAND TV than all other stations combined.

5-STATE TELEVISION

KELO-TV • KOLO-TV • KPLO-TV  
 (Interconnected)  
 JOE FLOYD, President  
 Evans Ward, Executive Vice-Pres. & Gen. Mgr.  
 Larry Benton, Vice-Pres.  
 Represented nationally by H-B  
 in Minneapolis by Wayne Evans



#### YOU SHOULD HEAR

Gordon C. (Bud) Pentz of KWBE Radio, Beatrice, Nebraska, says: "We're not new at buying library service; we've had a number of them plus some of the 'bandits' who come thru' selling 'recorded commercials.' So when I say CRC is the finest I've ever seen or used I feel that means a lot."

hear "MONEY MAKER" space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

**7**

Rep?\*

**'PUT ON' A SHOW!**

**TEEVEES!** If you have acts to grind, Story Board will be glad to print your gems. Just mail 'em to WTRF TeeVees Editor, Wheeling 7, West Virginia. The TeeVees game is underway!

**wtrf-tv Wheeling**

- Pa waxes superlative (Father Knows Best)
- No comment (You Don't Say)
- David in D. C. (Our Man in Washington)
- Think Camp (Concentration)
- No golf course (Missing Links)
- Theory of evolution (Missing Links)
- Symbolized foyer of the infamous (Hallmark Hall of Fame)
- Physicians and surgeons (The Doctors)
- Spy game (Espionage) She's a nut (Hazel)
- Rugged and prepared exhibition (Ruff & Reddy Show)
- Second evening at the cinema (Monday Night at the Movies)
- Ding-dong ring-up time (Bell Telephone Hour)
- Chat chat David data account (Huntley Brinkley Report)
- Verbatim (Word for Word)
- Fact or effect (Truth or Consequences)
- Honesty or travesty (Truth or Consequences)
- Veracity or efficacy (Truth or Consequences)
- Inmate outings (Fugitive)
- Peerless barbed ire (That Was The Week That Was)
- Corn on the macabre (That Was The Week That Was)
- Deriders Digest (That Was The Week That Was)
- Scarlet skinnybone display (Red Skelton Show)
- Kim's father (Mr. Novak)
- Old man who lives on a shoo (Ed Sullivan Show)
- In the good ole summer time (any summer replacement)
- Thanks for the last three TeeVee goodies go to Chicago's Paul J. Quaver.

**Wheeling wtrf-tv**

**\*BLAST OF THE BIG VENDORS!** Edward Petry and Company is our national rep. Just ask any Petry man for all the answers on the WTRF-TV Wheeling/Steubenville impact!

**CHANNEL SEVEN** **WHEELING, WEST VIRGINIA**



**YOU SHOULD HEAR**

Stan Foreman, Manager of KHOK Radio, Hoquiam, Washington, says: "Not only have the CRC jingles given us the big market sound, the CRC Money Maker Series has opened up many new accounts to us thru custom and quality presentations . . . To sum it up, WE LOVE OUR CRC SERVICE."

**Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.**

**RADIO MEDIA**

**Bright '64 picture painted for ABC**

**Pauley tells radio network's affiliates of 38% gain in segmented sales last year over 1962, with first quarter of 1964 ahead 26% over 1963 period**

**S**EGMENTED sales figures for ABC Radio last year were 38% higher than for '62, affiliated station representatives were told by network president Robert R. Pauley yesterday (5) at a pre-NAB Convention meeting in Chicago's Continental Hotel.

He also painted an optimistic picture for 1964, noting that sales are up 26 in the first quarter this year over the same period in '63.

Earl Mullin, ABC Radio v.p. in charge of station relations, spoke about the network's "vastly improved clearances" and its "continued healthy state," pointing out ABC now covers, "with a top-level signal, 96.1% of all U.S. radio families." He said this improved coverage picture "coincides with a reduction of total affiliates from 423 a year ago to 417 today," made possible through "the addition of several high-powered facilities and a careful geographical placement.

Pauley's report also touched on the beginnings of the recently established Program Feature Service, in which programs are created specifically for sale on the local level. He said that through renewed promotional efforts in reaching stations directly, such programs as *Dr. Joyce Brothers* have enjoyed new success. "In the last two weeks," Pauley noted, *Dr. Brothers* has been sold in seven new markets."

The ABC Radio president, in addition, discussed continuing efforts under John A. Thayer, Jr., the network's new programming director, to co-op a new drama series this year. "Although we had been confronted with problems finding writers familiar with modern radio tech-

nique," Pauley said, "we have overcome these problems and will be ready to start in June." He added that initial plans to air the drama series 55 minutes a day had been changed to 25 minutes, Monday through Friday.

In sports, he reminded ABC Radio affiliates their exclusive airing of the Cassius Clay-Sonny Liston championship attracted more than 75 million listeners, which he said was a record for any single commercial entertainment program in broadcast history.

Turning to the network's news coverage, Pauley said: "The year 1963 was one of the biggest news years in our history. Radio, more than any other communications medium, and ABC Radio, more than any other network, lead the way. Radio's coverage of the tragic events surrounding the assassination of President Kennedy was not only thorough but unbelievably immediate. And ABC Radio was the first network, by several minutes, to bring the shocking news of the attention of the American public."

In line with this, WFAA Dallas received a plaque as one of ABC Radio's first annual awards for "contributions to broadcasting," which read: "For distinguished service to the American people and to radio broadcasting during the tragic events following the assassination of John Fitzgerald Kennedy, 35th President of the United States, Friday, Nov. 22nd through Monday, Nov. 25, 1963 . . ." The plaque was accepted in behalf of WFAA Radio by Mike Shapiro, vice president and general manager of WFAA Radio and TV. ■

Also receiving the network awards were Rep. Oren Harris (D., Ark.), chairman of the House Special Subcommittee on Investigations, and Cities Service Oil Co. In addition, each congressman on the eight-member House unit were given citations. They were honored for "causing investigation directed toward the improvement" of "certain audience measurement services."

The award to Harris read: "... For exceptional service to radio broadcasting during 1963. Under the chairmanship of congressman Oren Harris of Arkansas, the House of Representatives' Subcommittee on Investigations of the Committee on Interstate and Foreign Commerce has with diligence, integrity, and thoroughness, been instrumental in rendering with clarity and precision the inadequacies in certain audience measurement services, and causing investigation directed toward their improvement.

"Such services being a major factor in the programing, advertising, and sales of the radio medium, the ABC Radio Network Awards Committee has ordered this plaque to

be struck, and presented to chairman Harris as the person, neither broadcaster nor advertiser, who has rendered the most significant contribution to radio broadcasting during the year 1963."

The award to Cities Service was for the "most creative commercial by an ABC Radio advertiser during 1963," accepted by representatives of the Tulsa-based company and its ad agency, Lennen & Newell.

In addition, citations were presented to representatives of Pepsi Cola and BBDO, for the "best commercial jingle;" Campbell Soup (V8 Juice) and Needham, Louis & Brorby, for the "best dramatized commercial;" and Mennen Co. (Sof' Stroke) and Warwick & Legler, for the "best straight copy commercial."

Pauley, in making the presentations, said the awards are one method by which "a network can show its gratitude and recognition to persons and groups who have helped better broadcasting through their efforts."

During the meeting, attended by some 500 people, ABC Radio's on-air personalities were presented in a 30-minute showcasing, the first time the network has ever presented a show for its affiliates. Participating in the revue were *Breakfast Clubbers* Don McNeill, Fran Allison, Sam Cowling, Mary Jane Luckett, Bob Newkirk, Eddie McKeon; *Flair Reporters* Betty Adams, Jim Harriott, and Charlie Osgood; news commentators Edward P. Morgan, Paul Harvey, Alex Van Horn, and Don Allen; sports commentators Howard Cosell, Tom Harmon, and Les Keiter; and Dr. Joyce Brothers and Norman Kraeft, hosts of their own shows.

The revue, a "tribute to affiliates" through sketches and song, was produced by William MacCallum and directed by Warren Somerville and Cliff Peterson. It was written by Triva Silverman, of the current *Downstairs at the Upstairs* revue in New York, and music was provided by Eddie Ballantine and a 15-piece Breakfast Club orchestra.

Heading the delegation of American Broadcasting - Paramount Theatres and ABC executives attending the session was AB-PT president Leonard H. Goldenson.

*Twin Citians  
get their  
traffic reports  
aLIVE  
from the sky  
on WLOL's\**

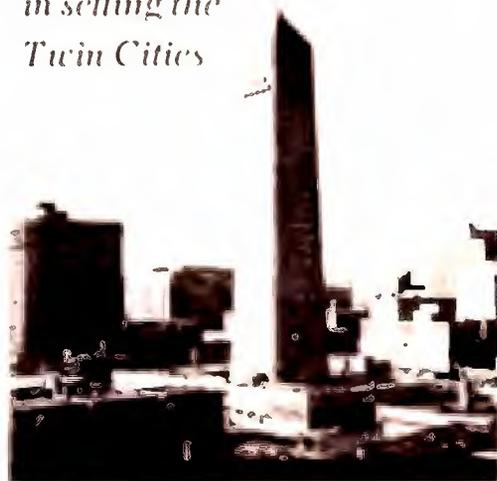


*exclusive, prize-winning*

**AIRWATCH**



*Just think  
what you can do  
with a radio station  
like this,  
in selling the  
Twin Cities*



MINNEAPOLIS • ST. PAUL  
**WLOL**

Radio around the clock • 5,000 Watts

LARRY BENTSON, President  
Wayne Red Williams, Vice Pres & Gen Mgr  
Joe Floyd, Vice-Pres

Represented by AM RADIO SALES

— A **MIDCO** STATION —



**YOU SHOULD HEAR**

in Kilmer, General Manager of K-TTT Radio  
Lumbus, Nebraska, says: "Your library is great  
and we are very happy with it."

hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

## SYNDICATION

### Inch succeeds Harper as NBC-Canada chief

James T. Inch, vice president, sales, of NBC-Canada Ltd. since he joined the unit in 1960, has been appointed vice president and general manager, succeeding George Harper who resigned recently to start his own business in Canada.

Inch was a sales representative of MCA from 1958 to 1960, and for six years before that he had his own insurance agency. From 1949 to 1952 he was advertising manager of Canadian Gypsum.

A subsidiary of NBC, NBC-Canada Ltd. operates under the Enterprises Division, with main offices in Toronto. It functions as a distributor of TV programs in Canada, and as producer of live programs in that country.

### Blechta NSI director, operations to N.Y.

A. C. Nielsen Co. is moving the operating management of its Station Index Service to New York in "first

of series of sweeping changes designed to make NSI more flexible and truly responsive to needs of advertisers, agencies, and broadcasters, announces Henry Rahmel, exec v.p. of Nielsen's research division. NSI is Nielsen's local TV research service.

Shift involves naming of NSI eastern division v.p. George E. Blechta as director of NSI, continuing to headquarter in N.Y., and appointment of NSI central division v.p. William R. Wyatt as national sales manager, moving from Chicago to N.Y. NSI v.p. John K. Churchill continues as administrative coordinator of NSI service and remains in Chicago.

### Reeves launches new heavy-duty TV tape

Said Edward Schmidt, director of research and engineering for Reeves Soundcraft, "It is almost impossible to distinguish the base from the oxide side." What Schmidt was talking about is a new version of Reeves Soundcraft Tape, produced by a process the manufacturing



firm calls Micro-plate. In field tests, according to Schmidt, the new tape "exhibited a tape life of over 700 passes without sign of deterioration." The tape's smooth surface is thus claimed to give longer tape life, longer head life, and a better TV picture in its use in TV programs and general commercial production.

Because of the number of tape users and broadcast engineers scheduled to attend the forthcoming NAB convention, Reeves officials plan to showcase the new tape at the company's NAB display.

### Seven Arts signs Midwest buyer



Riding the crest of station interest in post-1950 pictures is Seven Arts, which recently signed WTCN-TV Minneapolis as a feature customer. Seen above, general manager Art Swift of WTCN-TV (center) signs for a package of SA's Warner Bros. and 20th Century-Fox releases, of which almost half are titles available for local colorcasting. Looking on are WTCN-TV program director Mort Rosenman (left) and SA's Midwest Division sales exec Othur Oliver (right). SA regularly promotes station buys to agencies.

### RCA equipment outfits new ETV facility

Recently equipped by Radio Corp. of America with some of the latest TV apparatus (valued at approximately \$500,000), Brooklyn College is now the proud possessor of a new \$4.5-million TV center that includes six RCA cameras, two video tape recorders and complete control room setup, and two TV film systems.

Among the speakers present for dedication of the center was Donald H. McGannon, Group W (Westinghouse Broadcasting) president, who discussed "The Best of Both Worlds" — the close and warm cooperation between commercial and educational TV broadcasters.

Under the direction of Dr. Eugene S. Foster, the center will produce videotaped instructional material for on-campus use; programs for New York's non-commercial TV stations WNDT and WNYC-TV; and items for use by National Educational Television (NET).

# NATIONAL FILE

## ADVERTISERS

**Victor A. Bennett**, chairman of Pritchard, Wood, elected to board of directors of the British-American Chamber of Commerce in New York. Since last October he has been chairman of marketing, advertising, public relations, and related services committee of the Chamber, which was formed under charter of the United Kingdom Board of Trade in 1920 to promote trade between the U.S. and the British Commonwealth.

**Peter V. Emerson** appointed marketing manager of the Food Products Div., The Borden Co. He will handle the sales and advertising programs for the grocery and cheese products.

**J. Robert Stassen** named president of North Central Life Insurance Co., St. Paul; **Theodore Sanborn** named chairman of the board and chief executive officer. Stassen has been with company since August 1960 as agency supervisor for credit insurance department. Sanborn spearheaded formation of company in 1960 as a holding company that owns and manages a group of insurance companies and mutual fund sales companies.

**Dr. John Madigan** joined Zenith Radio Corp. as division chief in the solid state research group. He was formerly a senior scientist at the Roy C. Ingersoll Research Center Borg Warner Corp.

## AGENCIES

**Chester Nygren** and **Jerome Ampler** promoted respectively to newly created posts of supervisor production and supervisor of traffic and forwarding at Kudner Agency. Both have been in agency's production department.

**John C. Monks**, account supervisor at Ted Bates, appointed agency vice president.

**Alfred Fleishman**, senior partner of Fleishman-Hillard, elected president of the board of directors of the Jewish Federation of St. Louis for 1964. He is also chairman of the board of the Media Club; member of the executive board, St. Louis area Council, Boy Scouts of America; and serves on the public relations advisory council of the U.S. Brewers Foundation.

**Hovey Larrison**, agency radio-TV director, named creative director of Conklin, Labs & Bebee Advertising and Public Relations, Syracuse. Two other agency promotions are **Jay J. Garbutt**, senior art director to manager of the art department, and **Matthew Ricciardi**, copywriter, to media research director.

**William Grisham** joined Campbell-Mithun, Chicago, as a copy group head. He was formerly with Young & Rubicam, New York, in charge of special creative projects.

**Donald Brant** appointed vice president in charge of package goods accounts for Rumrill Co., New York. He was former principal in the Croot & Brant agency, joining Rumrill as a vice president and account supervisor in 1961.

**Alfred R. Sanno** named vice president in charge of the media department of McCann-Erickson, New York. Since joining agency in 1953 he has served as print supervisor, broadcast supervisor, associate media director, and director of media planning.

**McDonald Gillespie** elected vice president of BBDO. He has been with agency since 1944 and in addition is agency director, management supervisor, and member of the executive committee.

**William F. Allison** transferred to the Houston office of Ketchum, MacLeod & Grove from Pittsburgh headquarters, to supervise recently acquired Texas National Bank of Commerce account.

**Robert P. Hurley**, account manager, named vice president of Maxon, Detroit. He will continue handling Pittsburgh Paints Div. of PPG and Lincoln National City. In addition, he will handle accounts.

**C. Ray Canady** promoted to manager, consumer markets advertising, for Reynolds Metal Co.

## TIME/buying & selling



Levinton

TVAR appoints **Mayer (Mike) Levinton** as research manager, announces **Robert M. McGredy**, managing director of the station representative firm. He will work under direction of **Bob Hoffman**, marketing and research vice president.

**Donald J. Quinn**, director of national sales, RKO General Broadcasting, appoints **Frank J. Carlson** and **Lionel Furst** as national sales executives for radio and television.



YOU SHOULD HEAR

**Robert L. Whitaker**, Executive Vice President of WMX-TV, Mr. Yonon says: "We made two specific sales with the sponsor production angle one to an area Ford Dealer who by the way, is already a regular advertiser on the station but who sees the angle for an additional sale schedule and one to the First National Bank of Mr. Yonon."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.



Janson

**Donald Joel Janson** joined the Television Sales Development Department at Peters, Griffin, Woodward. Prior to this he was with Dancer - Fitzgerald - Sample; A. C. Nielsen

Co., and was a member of the sales staff of station KOCW-FM Tulsa.

CBS Radio Spot Sales appointed **Ed O'Berst** as sales manager of the representative firm's Chicago office, it was announced by Maurie Webster, CBS Radio vice president, and general manager of CBS Radio Spot Sales.

**J. Larre Barrett** named manager, sales service, central sales, NBC, Chicago, it was announced by Angus Robinson, vice-president, central sales, NBC.

**Robert L. Dudley** elected executive vice president of the Meeker Co. He joined the company in 1957 as an account executive.

Kettel-Carter, Boston, announces the appointment of **John D. Kettel** to vice president.



Layman

**Carroll Layman** to manage Roger O'Connor, Inc.'s, Chicago office. He is former vice president and central division manager for Harrington, Righter & Parsons, and was also an account executive in the Central Division of ABC's Radio and Television Network Sales.

### TV MEDIA



Stern

**Joseph L. Stern** named director of Engineering for the CBS-TV Stations Division, and will serve as consultant to division management and the technical directors of the five

CBS-owned TV stations on all engineering matters.

**Robert Bennett**, vice president, announces appointment of **Michael Volpe**, formerly merchandising manager, KTTV, Los Angeles, to account executive in the sales department.

**James H. Wood, Jr.**, and **Gregory Harbaugh** have joined WBAL-TV Baltimore as account executives on the sales staff.

**Hugh Benson** returns to Warner Bros. to assist William T. Orr, vice president, in the administration of the studio's TV station. **Richard Bluel** and **Dick Linkroum** also joined the TV department to work along with Michael Meshekoff, who has been for some time with the studio in Burbank, Calif.

**Sol Saks**, creator of many comedy series, signed with CBS TV as executive producer of Comedy Programs, Hollywood. As well as supervising all comedy programs originating in Hollywood he will create one pilot a year for the next ten years. He previously produced such comedy

programs as "The Eve Arden Show," "My Favorite Husband," and a new series for next season, "Bewitched."

**Ernest G. Byrne** named assistant program manager of KPIX San Francisco. He comes to Channel 5 from the United Kingdom, where he was program controller for Teledu Cymru (Wales Television Network).

**Dick Taylor Hollands** appointed administrative assistant to the general manager of WTVJ-Miami. He was formerly director of personnel of Triangle Publications, radio-television division.

**Perry Smith**, who has served with NBC sports for 11 years, appointed director, sports. He has been manager of sports for the network since last September.

**Bernard L. Kowalski** and **Bruce Geller** named producers of "Rawhide," on CBS-TV, effective with start of new season in September. They have jointly produced episodes of "The Dick Powell Theater" and "Four Star Theater," written and directed such TV series as "The Westerner" and "The Rebel."

**Don S. Flanders** promoted to operations/production manager for KXLY-TV Spokane. He has been with the station eight years, most recently as senior announcer.

**Ronald Woods** named merchandising manager of KTTV Los Angeles, succeeding Mike Volpe, promoted to account executive for the station.

**Lloyd B. Forrest** promoted to sales manager of WLWC Columbus, O., replacing **Richard Reed**, who moves up to general manager of the station to succeed **Walter E. Bartlett**, now in charge of TV for Crosley Broadcasting and based in Cincinnati. Forrest has been WLWC account exec since '55.

### RADIO MEDIA

**Col. Richard F. Whitcomb** appointed commercial sales manager of WDHA-FM Dover, N.J. Prior to this he has been associated with Picatinny Arsenal, Thicol Chemical Corp., and Hercules Powder Co.



## YOU SHOULD HEAR

Ed Guss, Manager of WGVM, Greenville, Mississippi, says: "We have found the CRC Library excellent in concept and production and have used it successfully in making several presentations."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

**F. Melville Green**, onetime NBC sales service manager, died Mar. 23. He was with NBC from 1927-1949 when he moved to St. Augustine, Fla. to operate a tourist court. Later he was a salesman for WPTV West Palm Beach.

**Larry Coy** added to KFRC San Francisco sales staff as an account executive. Prior to joining KFRC he was sales manager at KSAY San Francisco.

**Nicholas D. Newton** joined the sales department of WINS New York as account executive. For the past year he served as sales manager of Ivy Broadcasting, Syracuse.

**Bill Nelson**, WHLI Huntington, L.I. director of public affairs, named vice-chairman of the 23-member Nassau County Committee on the Handicapped. He has previously served as chairman of the committee's public attitudes subcommittee. The committee is headed by A. William Larson.

**Joel M. Thrope** named general manager of Louisville's WAKY. He joined the station in 1962 as commercial manager.

**Marlin D. Schlottman** appointed sales manager of WDGY Minneapolis/St. Paul. He has been with the Storz station since 1961 as an account executive.

**Joe O'Neill**, newscaster, named program director of WOMR-WGAY-FM Washington, D.C. Since joining the station in 1962 he served as announcer, newsman and public relations director.

**Charles Webster** joined Group W, New York, as manager, press relations. For the past three years he was director of television publicity for Rogers & Cowan in Los Angeles.

**Peter Kadetsky** appointed to the WBZ sales staff, Boston. He was formerly regional radio/TV representative for the Harry Wheeler Co. and the Kettell-Carter Co.

**Art King**, public affairs director of WFEL-CBS Radio Boston and well known New England broadcaster, retired Apr. 1 after more than 27 years of service. He joined the station in 1937 as an announcer and sportscaster. Since then he served as production director and news director. He is a past president

of the United Press International Broadcasters Assn. of Massachusetts.

**George B. Storer**, chairman and chief exec officer of Storer Broadcasting, elected president and chairman of the executive committee of Miami Heart Institute, non-profit hospital devoted to cardiovascular care. In conjunction with his sister, Mrs. J. Harold Ryan, he donated the Mabel Mozier Storer Pavillion for chronically ill patients to the Institute. This fully equipped three story building is named in the memory of their mother.

**SYNDICATION & SERVICES**

**Gerald S. Corwin** and **Jerome Lee** joined sales staff of Westhampton Films. The former makes Minneapolis the headquarters for his mid-western activities. Lee becomes the west coast representative, headquartered in Los Angeles.

**Mrs. Ruth Hendler** to MPO Videotronics as administrative coordinator and manager of office operations and personnel. She was pre-



**YOU SHOULD HEAR**

**R. E. Lee Glasgow**, Vice President and General Manager of WACO Waco, Texas, says: "It is valuable in making sales, especially to Grand Name Accounts. It is one of the best services ever developed for the radio industry at such a reasonable price."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

Customized Musical Commercials  
Radio and TV ID's  
Animation and Stop Motion  
Station Creative Services

**STUDIO**  
QUALITY ON PURPOSE

**HOW CAN YOU SOUND BIG ON RADIO?**

Get a great jingle, that's how. From Studio Ten productions. Studio Ten is new, and young, and vigorous. Studio Ten has an outstandingly creative talent-team. Studio Ten has really big facilities. Plus the best equipment in the business. Studio Ten is already gaining an enviable reputation for reliability. Tear out this page, send it to Studio Ten, and you'll get your very own jingleman by return mail. No obligation, except to listen to him for five minutes. We'd like your business. How about it?

**STUDIO TEN PRODUCTIONS**  
SUITE 1329 EXCHANGE BANK BLDG., DALLAS

IN MADISON

**WKOW-TV'S . . .**

# The Rifleman

**. . . shoots up  
rating records!**

THE RIFLEMAN, on WKOW-TV, actually outdraws network television's highly touted news pair (on another station) by 2 to 1.

Want another sure shot? WKOW-TV's own EARLY NEWS peaks with a whopping 40% share of audience.

Local and lively programming like this scores amazing gains for WKOW-TV throughout the week! Ask your Adam Young salesman for one-minute avails in this power-packed Ch. 27 lineup!

Source: Nielsen Station Index rating estimates. Nov. '63.



**WKOW** CH. 27  
MADISON, WISCONSIN

Tony Moe  
Vice-Pres. & Gen. Mgr.  
Larry Bentson, Pres.  
Joe Floyd, Vice-Pres.

represented by Adam Young

A **MIDCO** STATION



Ben Hovel  
Gen. Sales Mgr.

viously office manager and personnel director of Fletcher Richards, Calkins & Holden.

Walter (Dan) Davison promoted to newly created position of assistant to the president of Morton J. Wagner Co. The company produces and sells audio services to broadcasters.

Joe Cramer signed as director of business affairs for UPA Pictures. He comes from CBS-TV, New York, where he served as special assignments administrative production control supervisor.

Clyde Skeen elected to new post of executive vice president and chief financial officer of Ling-Temco-Vought. He was also named chairman of the newly formed finance and controls committee.

Fred R. Frank, Jr., appointed southern sales manager for Embassy Pictures' television department, headquartered in Miami. Frank has specialized in the southern territory the past 15 years, representing major companies, including National Telefilm Assoc.

Irv Turvey appointed sales engineer of SOS Photo-Cine-Optics, as western manager covering the 13 western states including Alaska, Hawaii, and Western Canada, headquartered in Hollywood. He formerly was a director of photography at KSBW-TV and KOLO-TV Reno.

Lewis T. Harris, formerly of Alexander Proudfoot Management Consultants, appointed research manager of Russell Marketing Research, in charge of scheduling and controlling internal operations.



Curtin

John D. Curtin, Jr., appointed manager of Black, Sivalls & Bryson's filament structures division at Ardmore, Okla., which manufactures glass filament wound products (poxyglas). For the past two and a half years he has been manager of BS&B's automation equipment division, Tulsa.



**TIME**  
is not all  
we offer . . .

- personal attention
- effective merchandising
- value-plus rate plans



CALL  ADVERTISING TIME SALES, INC.  
**NOW!**



## YOU SHOULD HEAR

Ed Lovelace of KOGT, Orange, Texas, says: "While we are a small market station, the help from your service has enabled us to get accounts that we never had before, and has given to the commercial content of our station a big market sound."

Hear "MONEY MAKER"  
Space A & B, East Exhibit Hall  
COMMERCIAL RECORDING CORP.

In recognition and appreciation of  
outstanding public service in  
encouraging, promoting and developing  
American ideals of freedom and for loyal,  
devoted service to the nation and to the  
communities served by it

Station

WFBM

Indianapolis, Indiana  
has been presented a

Station Award

for the year

1963

by

The Committee of Awards

of the

Alfred I. du Pont

Awards  
Foundation

## ALFRED I. DUPONT AWARD

We are extremely proud to receive the coveted Alfred I. duPont Award for 1963. This national award, presented to WFBM Radio for its awareness of the social and political problems of its community, gives tremendous impetus to our fortieth anniversary . . . and a grateful acknowledgement of our success in meeting our moral obligation, as stated by Eldon Campbell, Vice President and General Manager of The WFBM Stations . . . "to interest all the diverse groups which make up a community, not just certain ones . . . that genuine concern for the welfare, the problems and pleasures, too, of all our 'public' is an integral part of successful broadcasting."

*The station that serves best serves best*

**WFBM RADIO**

INDIANAPOLIS, INDIANA

REPRESENTED NATIONALLY BY THE NATIONAL ASSOCIATION OF BROADCASTERS

TIME  
LIFE

**NBC RADIO**

HAS MONITOR ON WEEKENDS

**NBC RADIO**

HAS NEWS ON THE HOUR; AND

**NBC RADIO**

HAS EMPHASIS AND SPORTS; AND

**NBC RADIO**

HAS WONDERFUL AFFILIATES; AND THAT'S

**NBC RADIO**