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NEWSPAPER

**N AND RADIO**

MARCH 26, 1962

Foreign film producers are exerting pressure to expand their sales in U.S. . . . . 31

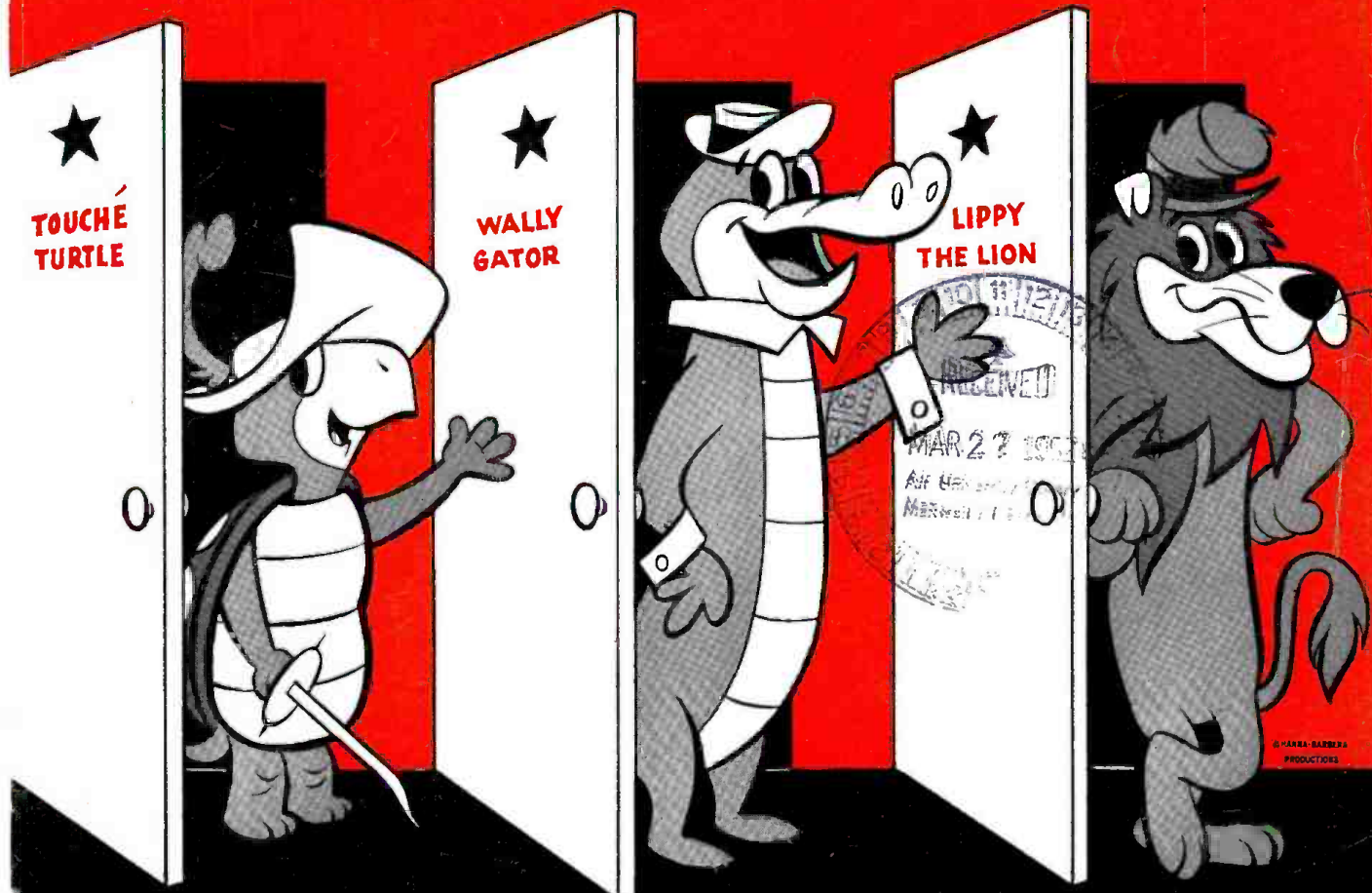
Next week in Chicago: a complete preview of the 40th NAB convention . . . . . 75

Tv station negotiators veto ASCAP proposal of fee reduction for ditching BMI . . . . . 60

Special study shows how most people have come to depend on radio . . . . . 68

COMPLETE INDEX PAGE 7

# Meet The 3 Great New Stars of Television!



**HILARIOUS NEW CARTOONS CREATED BY HANNA-BARBERA!**

For Details Contact

**SCREEN GEMS, INC.**

Suite 2500 at the NAB

# THEMATIC 3 FROM CRC\*!



## CAUTION

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

### BELL RINGER

You ain't heard nothin' like it—CRC's newest THEMATIC radio package with bright, crisp ID's echoing the ¼ hour striking of London's BIG BEN with modern jazz group instrumentation. NEWS, WEATHER, SPORTS, PUBLIC SERVICE—all in sparkling new wraps ready for the up-tempo operation. BELL RINGER buyers also receive six new jingles per month for an entire year!

### SOUND OF GOOD MUSIC

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

### CONTEMPORARY

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

## COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P. O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004 • CALL, WRITE OR WIRE DIRECT



# Adults Love 'Em!



Charles A. Roeder



John F. Lewis



Eddie Fenton



Fred Neil



Lee Case



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Bill Neal



Tom Cole



Toby Joyce



Jerry Mares

CBS  
RADIO  
NETWORK  
FEATURES

Yes, adult audiences in the Baltimore metropolitan area have long been in love with WCBM adult-level programming.

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

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

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

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

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

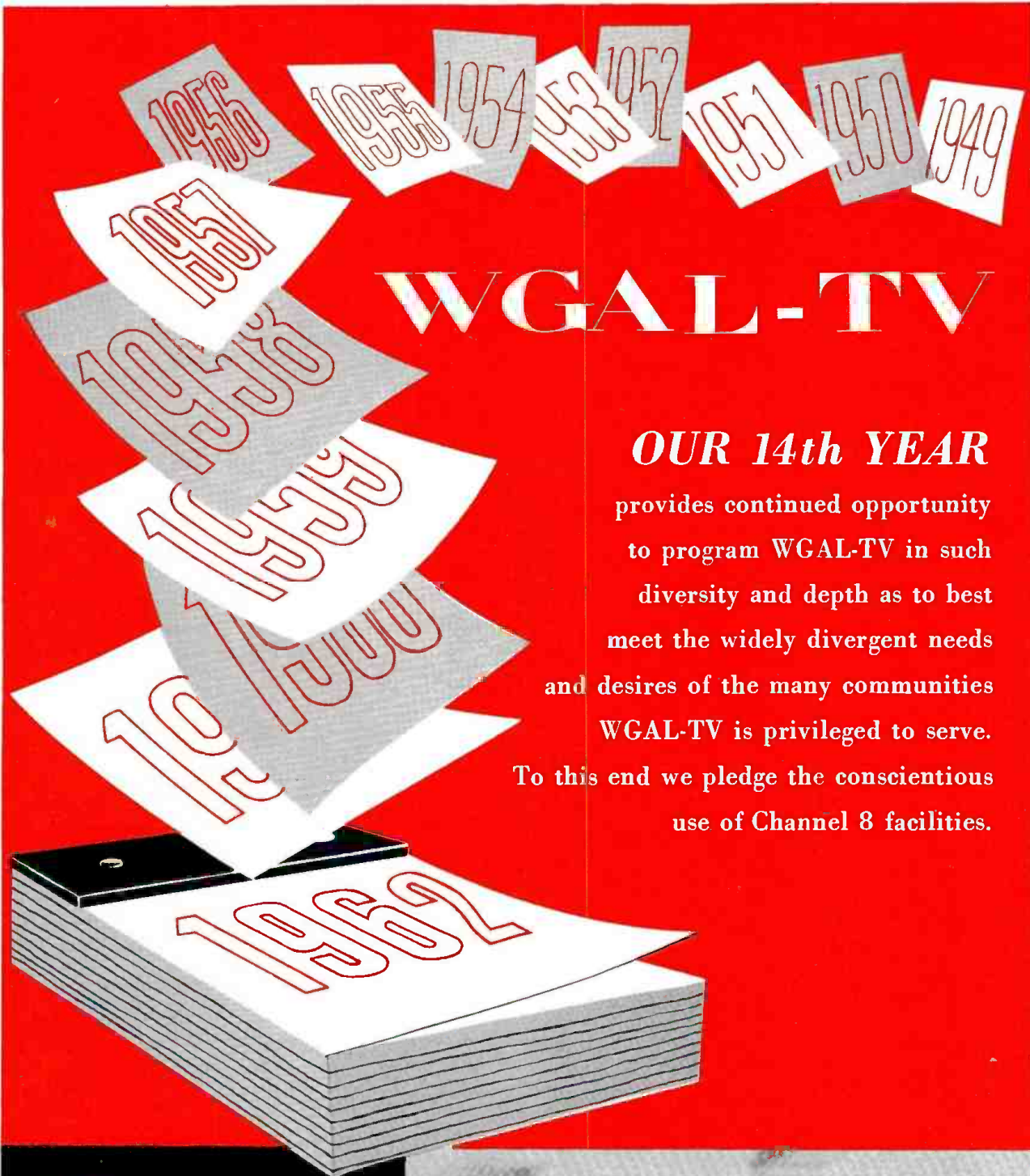
Reach the adults—the mature buyers with money to spend—the DECISION MAKERS. Schedule WCBM Radio — Baltimore's perfect showcase for any product or service!

# WCBM

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.  
*Exclusive National Representatives*



# WGAL-TV

## *OUR 14th YEAR*

provides continued opportunity to program WGAL-TV in such diversity and depth as to best meet the widely divergent needs and desires of the many communities WGAL-TV is privileged to serve. To this end we pledge the conscientious use of Channel 8 facilities.

**WGAL-TV**  
*Channel 8*  
 Lancaster, Pa.  
 NBC and CBS

STEINMAN STATION  
 Clair McCollough, Pres.



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

## Three-way race?

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

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

## Research research

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

## Radio woos dept. stores

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

# CLOSED CIRCUIT®

done in tests in Los Angeles and Omaha. Size of percentage will depend on size of store and its radio budget.

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

## Deintermix mixup

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

## Plan that fizzled

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

## Affiliate compensation

Profit squeeze which has all three tv networks wondering how their affiliate-compensation plans might be adjusted to let stations share more of economic load (BROADCASTING, Dec. 11, 1961 *et seq*) is almost sure to get fresh attention at CBS-TV affiliates convention in May. Whether specific solution will be offered by network at that time is another question, however. Despite speculation to contrary,

officials say they have no plan in mind now and no idea yet whether one will—or can—be developed for submission at May meeting. Annual sessions, usually scheduled about NAB convention time, are set this year for May 3-4 in New York (Waldorf-Astoria Hotel).

## JFK's news award

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

## Conelrad substitute

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

## BCH breakthrough

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

BECAUSE **PHILADELPHIA** IS DIFFERENT



**STORER PROGRAMMING  
TELLS A PHILADELPHIA STORY**

Because each market is different, there's never a format formula for a Storer Station. As a result, Storer's WIBG has the largest audience of any Philadelphia radio station and leads in homes with above average income.\* You can always count on a Storer Station to be your best buy in any of 9 key markets. *IMPORTANT STATIONS IN IMPORTANT MARKETS.*

*\*The Philadelphia radio market—Pulse—Feb., 1962. Represented by Katz Agency.*

<b>LOS ANGELES</b> KGBS	<b>PHILADELPHIA</b> WIBG	<b>CLEVELAND</b> WJW	<b>NEW YORK</b> WHN	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>STORER</b> BROADCASTING COMPANY
<b>MIAMI</b> WGBS	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

# WEEK IN BRIEF

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

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

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

**FOREIGN FILM PRESSURES . . . 31**

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

**BMI SACRIFICE REFUSED . . . 60**

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

**TREYZ OUT, MOORE IN . . . 62**

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

**WHO RUNS CHICAGO TV? . . . 38**

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

**TV CONTINUES TO GROW . . . 34**

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

**SYRACUSE MERGER PENDS . . . 54**

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

**NBC, CBS NEARLY ALL SOLD . . . 36**

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

**THEY DEPEND ON RADIO . . . 68**

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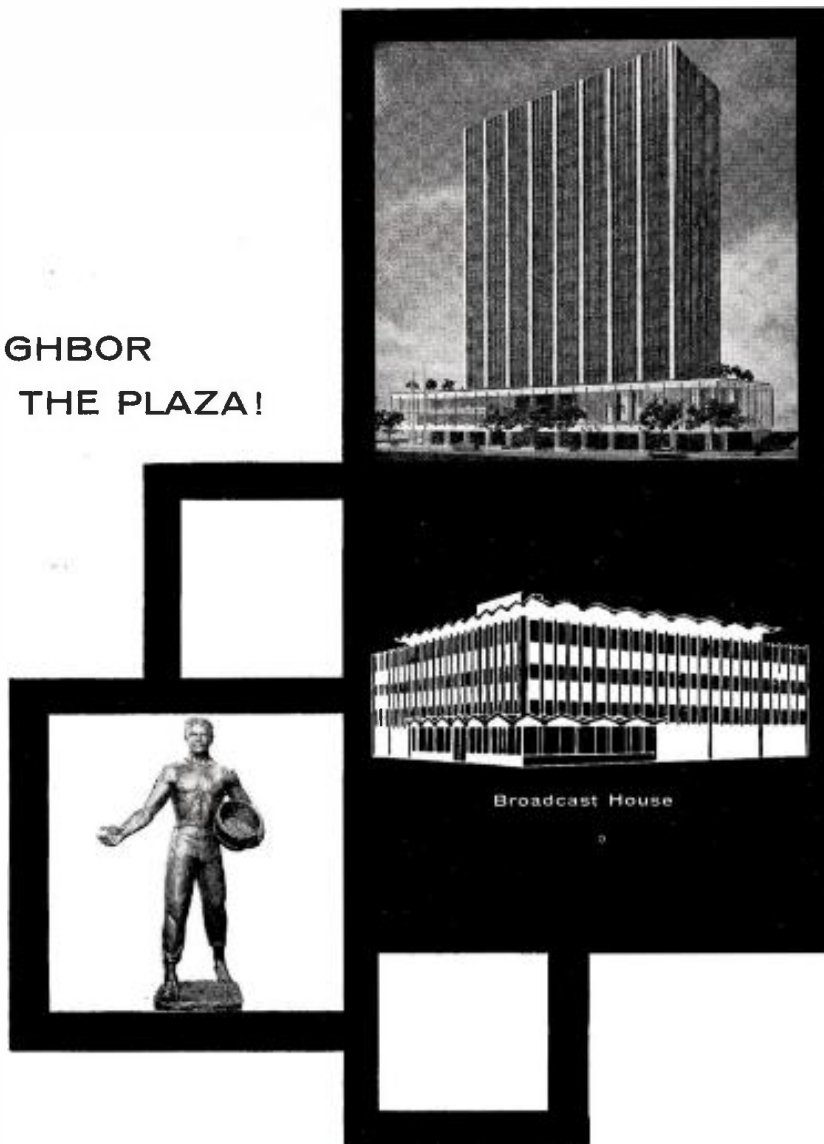
**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**NEW NEIGHBOR  
ACROSS THE PLAZA!**



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

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

**WTIC TV 3/AM/FM**

Hartford, Connecticut

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



## ASCAP members plan study of tv issue

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

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

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

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

ASCAP board of directors approved settlement plan two weeks ago on condition that broadcasters approve it, too.

ASCAP's membership will be held at New York's Hotel Astor starting at 2:30 Thursday, according to President Stanley Adams.

### Account switch criticized

Sen. Carl T. Curtis (R-Neb.) charged March 23 that advertising account of General Aniline & Film Corp. was switched to Lennen & Newell because K. Lemoyne Billings, vice president of

### Dodd delayed

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

L&N, is personal friend of President Kennedy. General Aniline is German firm seized during World War II as enemy company and has been operated by U. S. Attorney General since. General Aniline spends \$1.5 million annually in advertising, Sen. Curtis said, estimating fees to L&N at \$225,000-\$250,000.

## Chicago tv quality high, says Sanabria

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

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

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

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

Lar Daly, splinter-party candidate, suggested all Chicago stations should get together to saturate air with special candidates' programs on election days as means of getting out vote. He said Chicago stations are doing good job

scheduling local live programs in view of public apathy toward these shows.

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

## AB-PT gross in 1961 rose to \$363 million

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

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

ABC Div., according to AB-PT President Leonard H. Goldenson, had record income of \$254,280,000, increase of \$31.8 million. It's expected that ABC-TV National Sales, newly organized in year to represent owned tv stations, "will bring further benefits to the owned tv stations," AB-PT said. Mr. Goldenson noted that ABC Div. is expected to do "somewhat better" in first quarter of 1962 compared to like period of 1961 despite costs of tv coverage of spaceman shot in February.

## More CBS-TV shows reported sold out

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

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

## Sellers rush to beat FCC's 3-year rule

About two dozen station sales were filed at FCC Friday before FCC rule requiring hearings on sales of properties held less than three years

more AT DEADLINE page 10

## WEEK'S HEADLINERS



Mr. della Cioppa

**Guy della Cioppa**, vp, programs - Hollywood, CBS-TV Network, resigns effective May 15 (CLOSED CIRCUIT, March 19). With CBS for more than 20 years, Mr. della Cioppa has

served in all aspects of broadcasting. As producer he received number of radio's outstanding citations, including the Peabody Award. Following service in World War II as tactical chief of Psychological Warfare Branch under William S. Paley, Mr. della Cioppa returned to CBS as assistant to board chairman and has been in Hollywood since 1949 in various creative and administrative posts. As vp in charge of CBS Radio Network, he was responsible for bringing to network such programs as *Gunsmoke* and *December Bride*. Later in his capacity as program vp at CBS-TV, Hollywood, Mr. della Cioppa actively supervised *Playhouse 90* for which he received the Emmy Award in 1960 as executive producer of series. No future plans have been announced.

**Thomas W. Moore**, vp in charge of

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

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

**Joseph Savalli**, managing director, John E. Pearson Co., New York rep firm, elected president, succeeding **Ralph N. Weil**, who becomes board chairman. Mr. Savalli, sales manager of WOV (later WADO) New York, from 1947-1961, is part of group (consisting also of Mr. Weil, Arnold Hartley and Edward B. Connolly) which bought con-

trolling interest in Pearson firm in September 1961. Messrs. Weil and Hartley, owners of WOV before its purchase by Bartell group stations in 1959, operate KATZ St. Louis; KCOR San Antonio and WMMW Meriden, Conn.

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



Mr. Schroeter

**Harry F. Schroeter**, director, general advertising department, National Biscuit Co., elected chairman of Broadcast Advertising Committee of Assn. of National Advertisers, New

York. He succeeds **Howard Eaton Jr.**, media director, Lever Bros.

### For other personnel changes of the week see FATES & FORTUNES

goes into effect (see page 49).

Biggest was KODE-AM-TV Joplin, Mo., from WSTV Inc. to James S. Gilmore Jr. for \$1.85 million. Seller wished to buy interest in WVUE-TV (ch. 12) New Orleans but already had permissible maximum of vhfs.

Mr. Gilmore owns advertising agency, McLain & Assoc., investment holding company, auto sales agency and other interests in Kalamazoo, Mich.

WSTV Inc. had bought properties in 1956 for \$591,000.

### Kenyon Brown estate sued by Nafi outlets

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

Los Angeles station asks \$621,346 and KPTV \$5,042, charging that from 1957 to 1960 while Mr. Brown was under-contract of \$50,000 annually plus percentage of profits he used sta-

tions money for personal expenditures and that he "secretly" owned companies that did business with stations and charged them inflated prices for goods and services.

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

### Pre-sunrise stations set 'emergency' meet

Emergency meeting of Pre-Sunrise Broadcasters Committee has been scheduled Sunday, April 1 in Upper Tower of Conrad Hilton Hotel, Chicago, on first day of NAB convention.

Committee chairman Sherwood J. Tarlow, WHIL Medford, Mass., said meeting will be organizational and will indoctrinate pre-sunrise broadcasters on proposed FCC rulemaking to prohibit stations from starting before sunrise.

However, FCC Chairman Minow has meanwhile expressed sympathy with daytimers (see page 50).

Legal, technical and congressional representatives and 24 new regional

chairmen will attend. Mr. Tarlow said meeting is open to all class III and certain class II stations to be affected by rulemaking. More than 1,000 delegates are expected, he said.

### Duke cancels 'Biography'

Scheduled telecast of life of Duke and Duchess of Windsor on WNBC-TV New York was canceled Friday (March 23) after Duke protested half-hour program invaded his privacy.

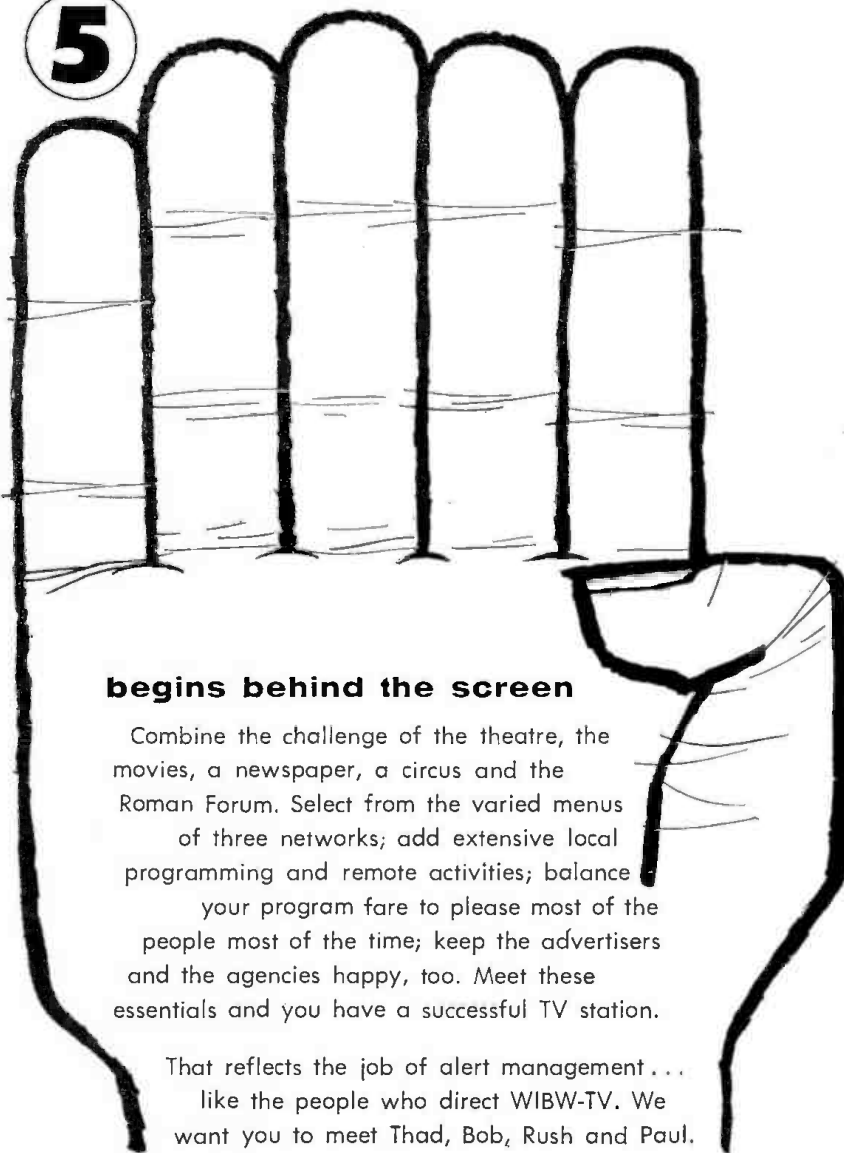
Windsor episode was part of regular *Biography* series produced by David Wolper, distributed by Official Films Inc., and sponsored on WNBC-TV each Friday by Chemical Bank New York Trust Co.

### General Cigar buys football

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

# \*"PEOPLE-TO-PEOPLE" PROGRAMMING-

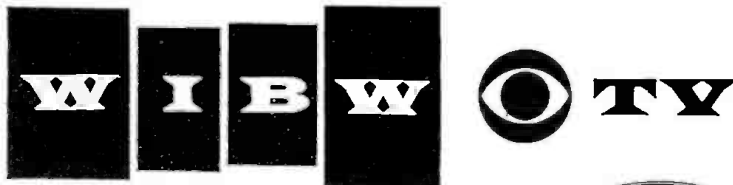
**5**



## begins behind the screen

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

That reflects the job of alert management... like the people who direct WIBW-TV. We want you to meet Thad, Bob, Rush and Paul. First names, to be sure, and no high hats. This is the management group that directs our planning and programming — that has made WIBW-TV the "eyes and ears of Kansas".



TOPEKA, KANSAS

Channel 13 • CBS • NBC • ABC

Represented Nationally by



Division of Stauffer Publications



\*Our apologies and compliments to the coiner of this phrase which so aptly describes our operation.

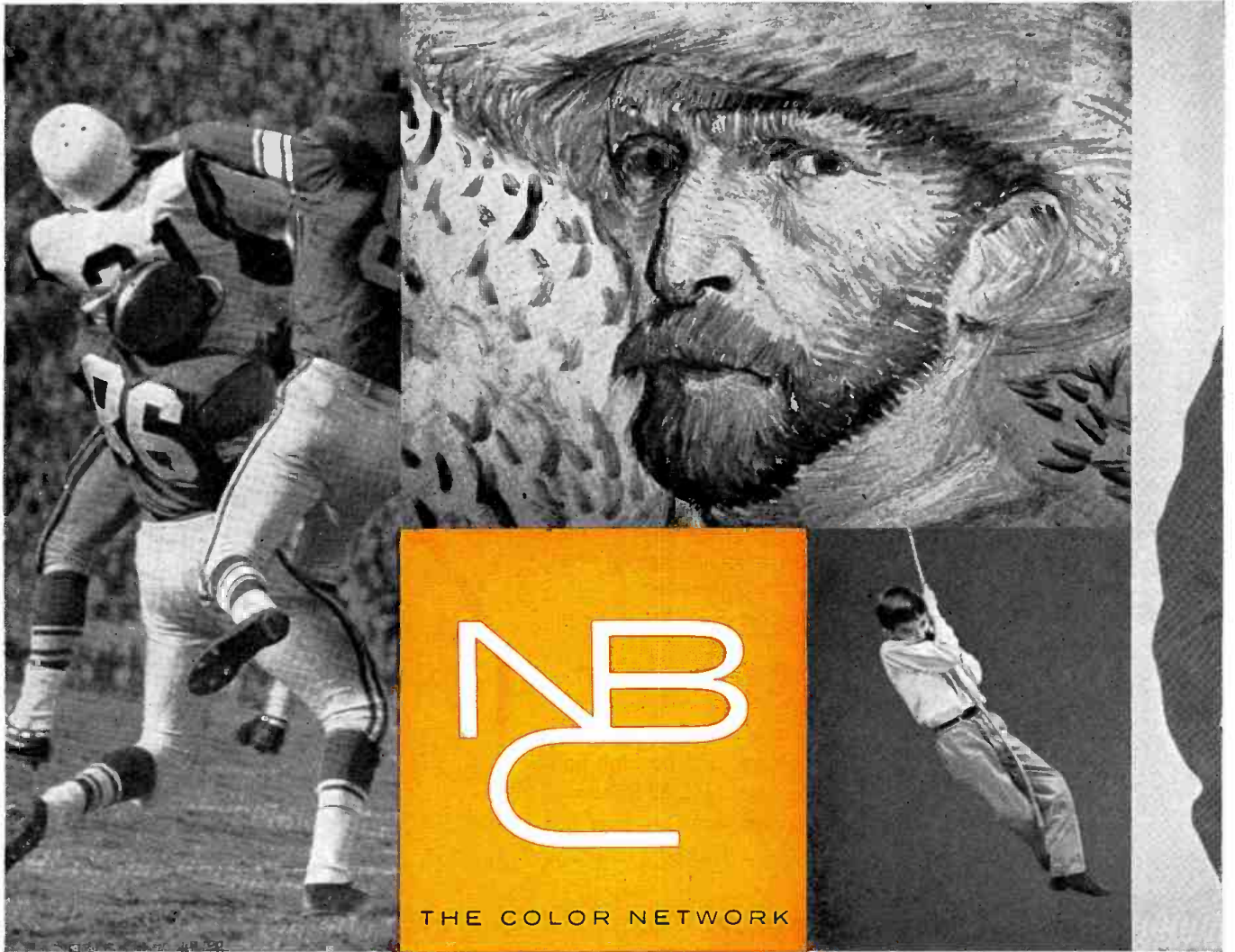
**Thad M. Sandstrom**  
Gen. Mgr., WIBW Radio & TV  
President of the Kansas Assn. of Broadcasters; member of the Board, Topeka Chamber of Commerce; head of the WIBW-TV management group that has won many awards for news coverage and public service. A firm believer in voluntary compliance with codes of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

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

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

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

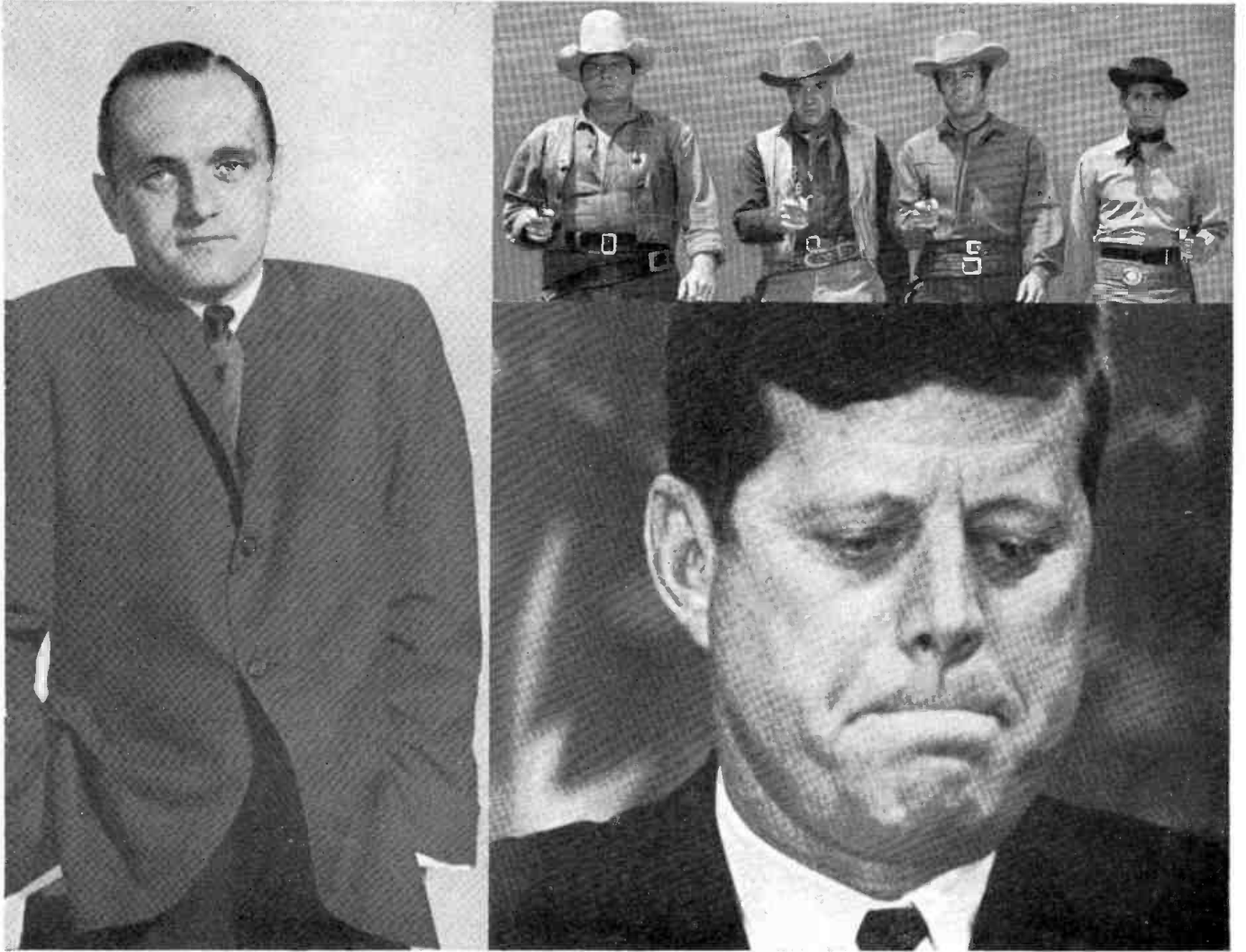
**THE SPECTACLE OF SPORT / A PAINTING BY VAN GOGH / A MAGIC CARPET FOR A NINE-YEAR-OLD /**



**THIS IS NBC** ■

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

**A SELF-PROPELLED COMIC / A SOLID GOLD WESTERN AND JFK**



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

# the TRVERSE CITY-CADILLAC television audience

NOVEMBER, 1961

AVERAGE QUARTER-HOUR HOWES REACHED SUMMARY

BROAD DAY-PARTS	WPBN-TV - WTOM-TV*	Station B
Monday Thru Friday 12:00 Noon to 6:00 pm	7,700	8,600
Saturday & Sunday 12:00 Noon to 6:00 pm	7,900	9,300
Monday Thru Sunday 6:00 pm to 10:00 pm	21,500	18,000
10:00 pm to Midnight	10,800	10,400
6:00 PM TO Midnight	17,900	15,500
9:00 PM TO Midnight	13,400	11,200

\*Includes Satellite

## AN ARS MARKET REPORT

THE CADILLAC-TRVERSE CITY TELEVISION AUDIENCE

TIME	PROGRAM	STATION	HOURS	NETS	PERSONS REACHED	NOVEMBER 1961	THURSDAY
			AND	RATINGS	M	W	C
8:00 PM	PEOPLES CHOICE STORIES/POST GAME	WTOM-TV	70	12	30	42	19
7:00 PM	MICHIGAN OUTDOORS	WWTW	148	24	120	136	200
7:00 PM	MICHIGAN OUTDOORS	WPBN*	222	37	171	181	174

\*Includes Satellite

The attached figures show the ratings of the program "MICHIGAN OUTDOORS" which appear on both the opposition and PAUL BUNYAN TELEVISION in Northern Michigan at the same time, Thursday evening at 7:00 to 7:30, 49% GREATER on Paul Bunyan Television.

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WTOM-TV	70	12	30
WWTW	148	24	120
WPBN*	222	37	171

\*Includes Satellite

**Paul Bunyan Network**

LES BIEDERMAN President

SOREN MUNKHOF General Manager

national representatives

VENARD, RINTOUL & MCCONNELL

## DATEBOOK

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

\*Indicates first or revised listing.

### MARCH

March 26-30—American Management Assn., course in trade practice regulations. Hotel Astor, New York.

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

March 26-29—Institute of Radio Engineers, international convention. Waldorf-Astoria Hotel and New York Coliseum, New York.

March 28-30—National Sales Promotion & Marketing Exposition of Advertising Trades Institute. Hotel Biltmore. New York City.

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

March 29-30—NAEB Region III meeting. Ball State Teachers College, Muncie, Ind.

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

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

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

March 31-April 2—Assn. of Maximum Service Telecasters, annual membership convention and board of directors meetings. Technical committee meeting, 2:30 p.m., Blackstone Hotel, March 31; first meeting of directors will be held at the Blackstone Hotel at 6:30 p.m. Annual membership meeting April 1, Beverly Room, Conrad Hilton Hotel. 9:30 a.m., board of directors meeting, Bel Air Room, Conrad Hilton, 12:30 p.m. Meetings will be in Chicago.

### APRIL

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

\*April 4 — Western States Advertising Agencies Assn. dinner meeting at Nikabob Restaurant, Los Angeles. Fletcher D. Richards, chairman of executive committee. Fletcher Richards, Calkins & Holden, will be guest speaker.

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

April 4-6—American Institute of Electrical Engineers south central district meeting. Hotel Peabody, Memphis, Tenn.

April 6-7—Region 11 (southeastern) conference, National Assn. of Educational Broadcasters. U. of Georgia, Adult Center for Continuing Education. Athens.

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

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

\*April 8-11—Assn. of Electronic Parts & Equipment Manufacturers Inc., manufacturers' management institute. Monticello, Ill.

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

April 10—RTES, Time Buying and Selling seminar: "Using Research." CBS Radio, 49 E. 52nd St., New York.

April 11-13—Institute of Radio Engineers Radio & Television Assn., spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

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

April 12-13—Advertising Club of Memphis, second annual Mid-South Advertising Institute. Peabody Hotel, Memphis, Tenn. Theme: "Advertising Helps."

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

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

\*April 14—Deadline for EMMY Awards nominations.

\*April 14—American Humane Assn. will present its "Patsy" awards, animal counterpart of the tv "Emmy" for humans, for best animal tv performances of 1961, in ceremonies starting at 9 a.m. at Hollywood's RKO Pantages Theatre.

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

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

\*April 19-20—Atlanta Advertising Club 13th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

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

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

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

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

### TVB sales clinics

- May 2—Bond Hotel, Hartford
- May 8—Sheraton-Jefferson, St. Louis
- May 10—Mayo, Tulsa
- May 15—Sheraton-Dallas, Dallas
- May 15—Sheraton-Dallas, Dallas
- May 17—Roosevelt, New Orleans
- May 17—Sheraton-Gibson, Cincinnati
- May 29—Hillsboro, Tampa
- May 31—Dinkler Plaza, Atlanta
- June 5—Statler Hilton, Buffalo
- June 5—Sheraton-Belvedere, Baltimore
- June 7—Sheraton-Cleveland, Cleveland
- June 7—John Marshall, Richmond
- June 19—Tropicana Motel, Fresno
- June 21—Benson, Portland, Ore.
- June 22—Vancouver, Vancouver
- June 26—Writers' Manor, Denver
- June 28—Sheraton-Fontenelle, Omaha

# Telephone Teaching for Shut-ins

How a Bell System service helps hundreds of students go to school from home or hospital



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

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

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

## **A few facts for parents**

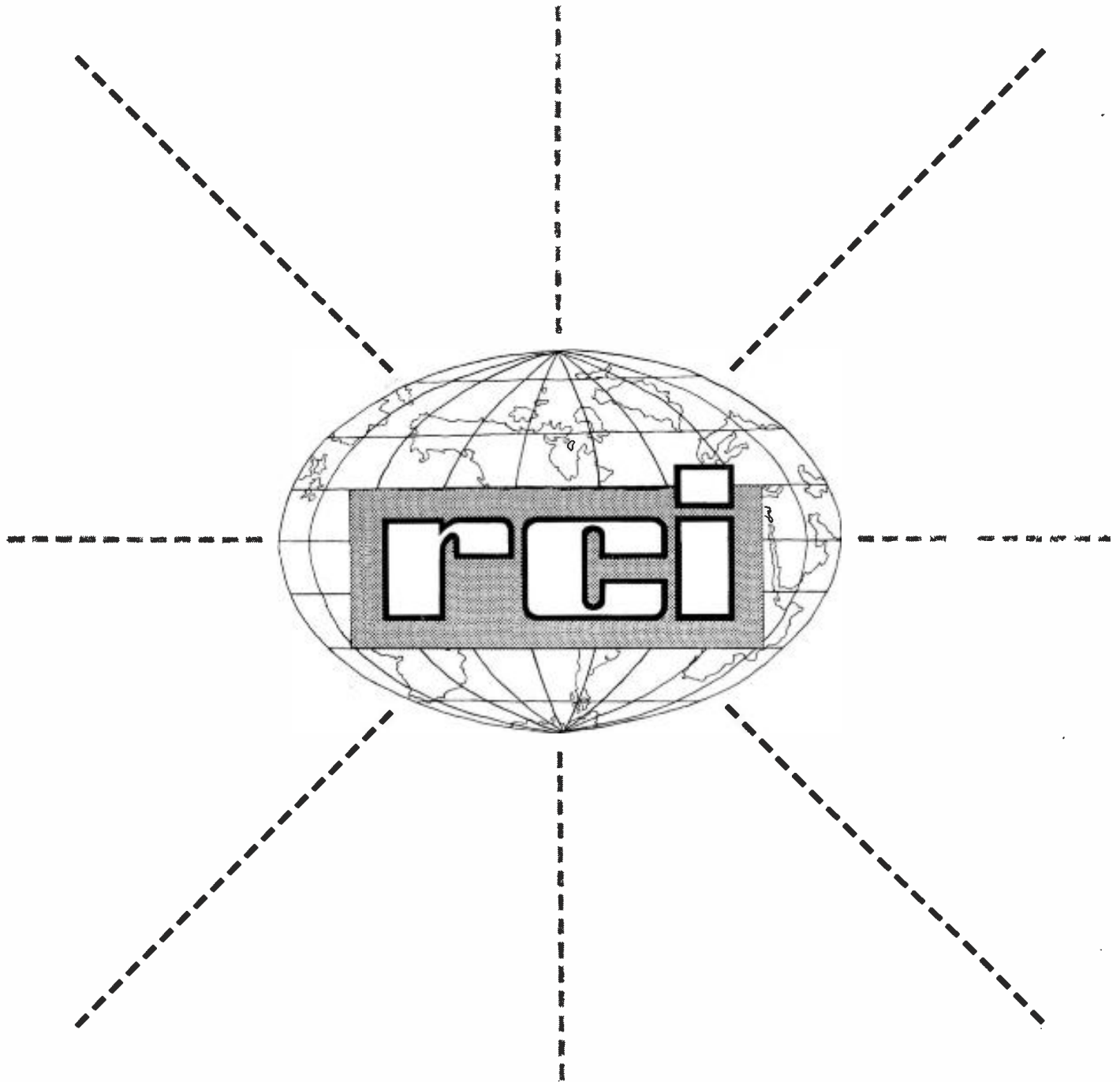
Some 5000 School-to-Home telephone systems are now operating in the U. S. But there are an estimated 125,000 potential users! If local educators approve — and if your child can read, hear, hold a pencil and press a switch, he can probably benefit by this service.

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



**BELL TELEPHONE SYSTEM**

# Pennies make you



**RADIO CONCEPTS, INCORPORATED**

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

*See us at the **N.A.B. Convention**  
RCI Hospitality Suite No. 1135A, Conrad Hilton Hotel*



# dollars with R.C.I.

## total scope features

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

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

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

Your salesman plus RCI Total Scope Features make **contacts** become contracts!

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

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

LOCAL TIME ORDER

STATION **WYOU** REGD. CTN.

ACCOUNT *New Accounts*

PROGRAMS \_\_\_\_\_

STORES \_\_\_\_\_

ADVERTISING \_\_\_\_\_

*E. H. ...*

*Our Product is a Signed Contract*

facts you  
should know  
about

**WTVY**  
**DOTHAN, ALA.**

**TOWER:**

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

**POWER:**

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

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**DOTHAN, ALA.**

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THE McLENDON CORPORATION  
McLENDON BUILDING  
DALLAS, TEXAS

GORDON B. McLENDON  
PRESIDENT

BARTON R. McLENDON  
CHAIRMAN OF THE BOARD

March 26, 1962

My dear Senator,

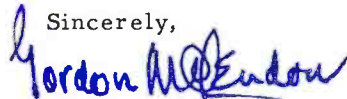
Let me express my appreciation to you for helping us introduce our Radio Moscow project.

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

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

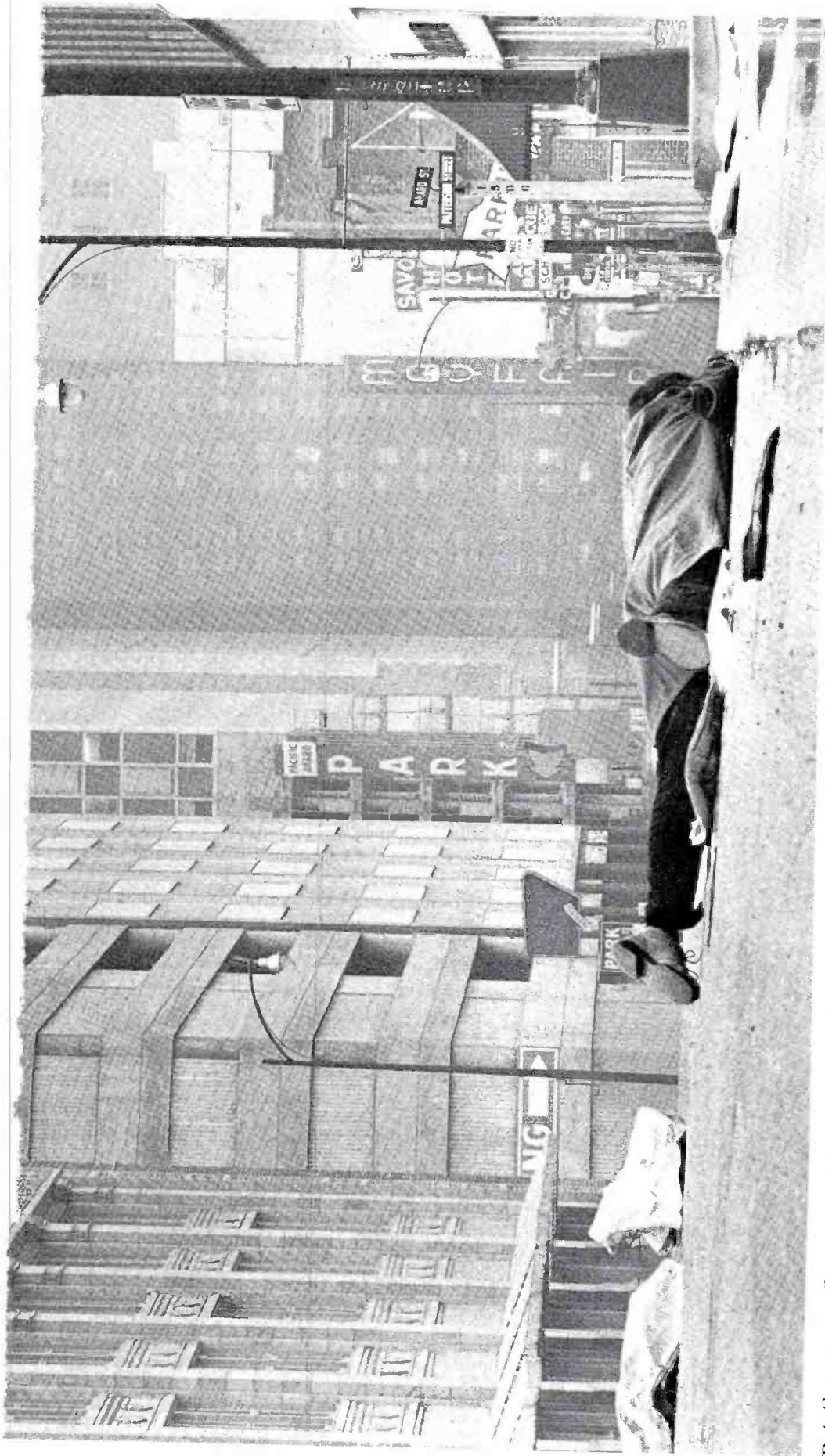
The following pages relate our experience with a project that is probably as old as radio itself. Yet it served to remind us of what we might do in our better moments. It reminded us that radio, with one foot in Novaya Zemlya and the other in Johannesburg, still stands like a colossus astride all the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

Sincerely,



Gordon McLendon

The Honorable  
Clinton P. Anderson  
United States Senate  
Senate Office Building  
Washington, D. C.



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

Not only are these Americans now better in-

formed but ancillary results were achieved of vital international importance. In the pages of the Paris edition of *The New York Herald Tribune*, the *Berliner Zeitung*, Stockholm's *Aftonbladet*, the *Rome Daily American*, Paris' *Ce Soir*, Europeans greeted with near incredulity this indisputable proof of the absolute freedom of American communications. Throughout Europe, the news that a major American radio chain dared and was free to air the actual propaganda of an enemy nation won for the United States an important psychological victory in the cold war.

## The McLendon Stations

KLIF/Dallas

KABL/San Francisco

WYSL/Bufalo

KILT/Houston

KTSA/San Antonio

KEEL/Shreveport

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**LIFE** MY OWN STORY OF THE ORBIT by John G. ...

**A Pesar de la Contracción, la Economía Creció**  
 Derrota Comercial de E. U. por el Bando Rojo el Conflicto  
 Arreglo en ...  
 Cien Aniversario "Amor" Encuentro Armas  
 "No me lo Posé Reprimido"  
 Están ...

**IL GIORNO**  
 Ad Algeri l'OAS si «addestra» in vista della tregua

**ABC** EN LA ALHAMBRA  
 MANCHESTER WEE

**THE TIMES**

**Radio** New York Herald Tribune  
 'Lies and Invective'  
**6 U. S. Stations Replac Moscow Radio Venom**  
 By United Press International  
 Six radio stations in four states started broadcasting today to give Americans an opportunity to hear the "unrelenting stream of lies and invective" Russian broadcast-ers direct against them.  
 A spokesman for the stations—KLPJ at Dallas, KABL at San Francisco, KETS at Houston, KETS at San Antonio, KEEL at San Antonio, and WSYL at Shreveport, La.—said first reaction was good. The McLendon Corp. of Dallas owns the stations. Broadcasts started at 7 a. m.  
 The broadcasts will continue for a week. The stations do not comment on the news. They only announce that the news is rebroadcast from Radio Moscow. The potential audience is estimated at 12 million Americans.  
 One Sponsor Cancels  
 KLPJ's sponsor, telephone-est, said he canceled a "moderate" advertising schedule. He said he does not feel the public understands what the station is trying to do with it. "Our telephone reaction is all good, but I don't think it is indicative yet," Homer H. Odum, vice-president and general manager of KABL, said. "Later on, we'll hear from the kooks who will complain."  
 Listeners to the stations heard the following from Radio Moscow yesterday: "Cuba has been kicked out of the organization of American States. (Radio Moscow broadcast this about eighteen hours after U. S. stations.)"  
 Charged Armed Terror  
 "A thousand New Yorkers have marched in a demonstration for general and complete disarmament and condemned the hysterics of building atom bomb shelters that are sweeping the United States."  
 "A bomb exploded in Los Angeles today in front of the building housing the editorial offices of the progressive daily, People's Daily World."  
 This attack shows that American reactionaries are swiftened to terror, encouraged by the campaign of "prosecutions against the American democratic elements."  
 "American blackmail and pressure on the countries of Latin America are not learning it can't buy everything."  
 "The United States is learning it can't buy everything."  
 The remarks about "blackmail and pressure" and the "can't buy everything" preceded the disclosure that Cuba had been ejected from the OAS.  
 Calls It U. S. Defeat  
 The ejection of Cuba from the OAS, according to Radio Moscow, was really a defeat for the United States.  
 Joe Long, vice-president of the stations in charge of Radio Moscow, said reception of all of the American stations did not pick up high-quality signals from Russia.  
 Kets at San Francisco heard Radio Moscow denounce the Hunt and Murchison families as "radicals, John Birchers and typical imperialists." The Hunt and Murchison families are among the richest families in Texas.  
 H. L. Hunt, head of the Hunt family, announced through an aid that he "had had to see so many people" he did not listen to the broadcast.  
 Gen. Walker Too Busy  
 An aid of resigned Maj. Gen. Edwin A. Walker said to listen, Mr. Walker has been too busy making speeches denouncing the United Nations, the "masses" of military officers and the State Department policy.  
 Managing editor Robert Dale of KEEL, Shreveport, said all calls to that station were favorable. He expected that a listener eventually will tune in during the middle of the broadcast and wonder what is going on.  
 WSYL received about fifty calls in seven hours of broadcasting Russian news. Most of them were inquisitive. About ten comments on the broadcast and none was critical.

**DIE WELT**  
 AIR MAIL • LUFTRPOST • PAR AVION  
 Die Zeit nutzten  
 Von G. ...

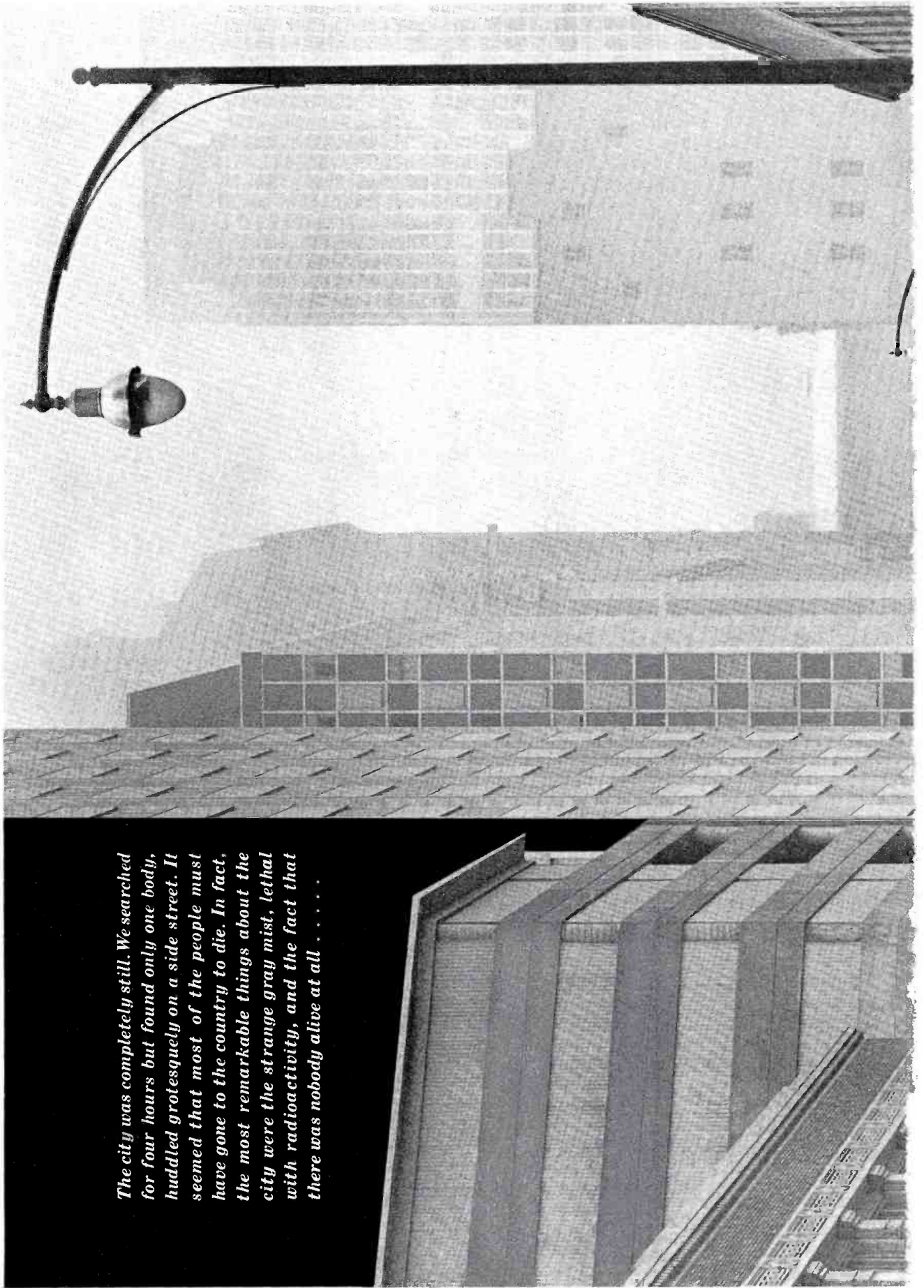
**Abtuelle**  
 Gaule einig  
 Rys-nyheter hel verka i USA-radio  
 Säljer krusse USA-nytt i utlyte?

**IL MONDO**

**L'ARMÉE**  
**France-soir**  
 LE SEUL JOURNAL FRANÇAIS VENDANT PLUS UN MILLION

**BUT THERE IS NO ZONE OF SILENCE FOR RADIO ... UNLESS WE MAKE IT SO**

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





**Tv spot sales efforts**

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

. . . Your editorial on television spot [EDITORIALS, March 12] was . . . important to me. . . Your closing line, "High sales levels can be maintained, but only if high levels of sales efforts are maintained first," was most helpful. TVB believes in spending its time selling the advertiser—and not its membership — on our efforts. — *Norman E. Cash, president, Television Bureau of Advertising, New York.*

**Factual account**

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

**Uhf in South Bend**

EDITOR: . . . a fine factual article showing how uhf can work [SPECIAL REPORT, March 12]. I have observed many times the growing acceptance of uhf by the people in the South Bend area. High

towers and bedspring arrays were once seen on homes and buildings in the area. Now few are left. A more common sight is a corner reflector and bow tie or no outside antenna at all.—*William A. Tynan, president-manager, WHFS (FM) Bethesda, Md.*

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

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

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

**Not so complete**

EDITOR: In . . . your complete and interesting coverage of the ASCAP question [LEAD STORY, March 19] the names of the members of the All-Industry Television Station Music License Committee are listed and mine is omitted. The purpose of this letter is to tell you that I am a member, I have

attended several meetings, and have been active in this work. . . —*Campbell Arnoux, board chairman, WTAR-AM-TV Norfolk, Va.*

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

**Not philanthropists**

EDITOR: ASCAP is not a philanthropic organization.

Should the present broadcasters fall for this ASCAP-estimated 16% reduction deal for dumping BMI I feel that, in their stupidity, they'll lose their shirts, pants, etc. . . .

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

**Double error**

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

Your article states: "The prestige of

**"Don't do it," they said . . .**

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

**But we don't agree and we started our own shop . . .**

*Mort Bassett & Company*

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

**AND HAVE BEEN APPOINTED  
SPECIAL REPRESENTATIVE OF**

**WVNJ**

NEWARK, NEW JERSEY

*Great Albums of Music*

RADIO STATION OF THE NEWARK NEWS

**NAB CONVENTION  
CHICAGO**

**The Racquet Club**

1363 N. Dearborn

Superior 7-3200

**ONE BUY! FOUR MARKETS!**

• Albany • Tallahassee  
• Dothan • Panama City

EXCLUSIVE **NB C** PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

**WALB-TV** Ch. 10 Albany, Ga.  
**WJHG-TV** Ch. 7 Panama City, Fla.

**GRAY TELEVISION, INC.**  
Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.



Men who know women, and what men don't, recognize that a 36-24-36 is a charmer of a girl. Smart time buyers also recognize that a radio station like KAYO in Seattle, with fast rising "numbers,"\* can do the best job of delivering results for the advertisers and their agencies. The fast rising "numbers" at KAYO represent a rapidly increasing segment of the greater Seattle market of families who use the brands and services advertised over KAYO. So for dependable results be sure to include KAYO in your next Pacific Northwest schedule.

**kayo**

In Seattle, Wash.

Represented nationally by John Pearson and Company.

\* See Nov.-Dec. Seattle Pulse

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

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

### The wrong agency?

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

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

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

### Radio recognition

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

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

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### Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

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# VOL. 3—"FILMS OF THE 50's"—NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES  
PRODUCED BY WARNER BROS. FROM SEVEN ARTS

**KIRK DOUGLAS DORIS DAY LAUREN BACALL**



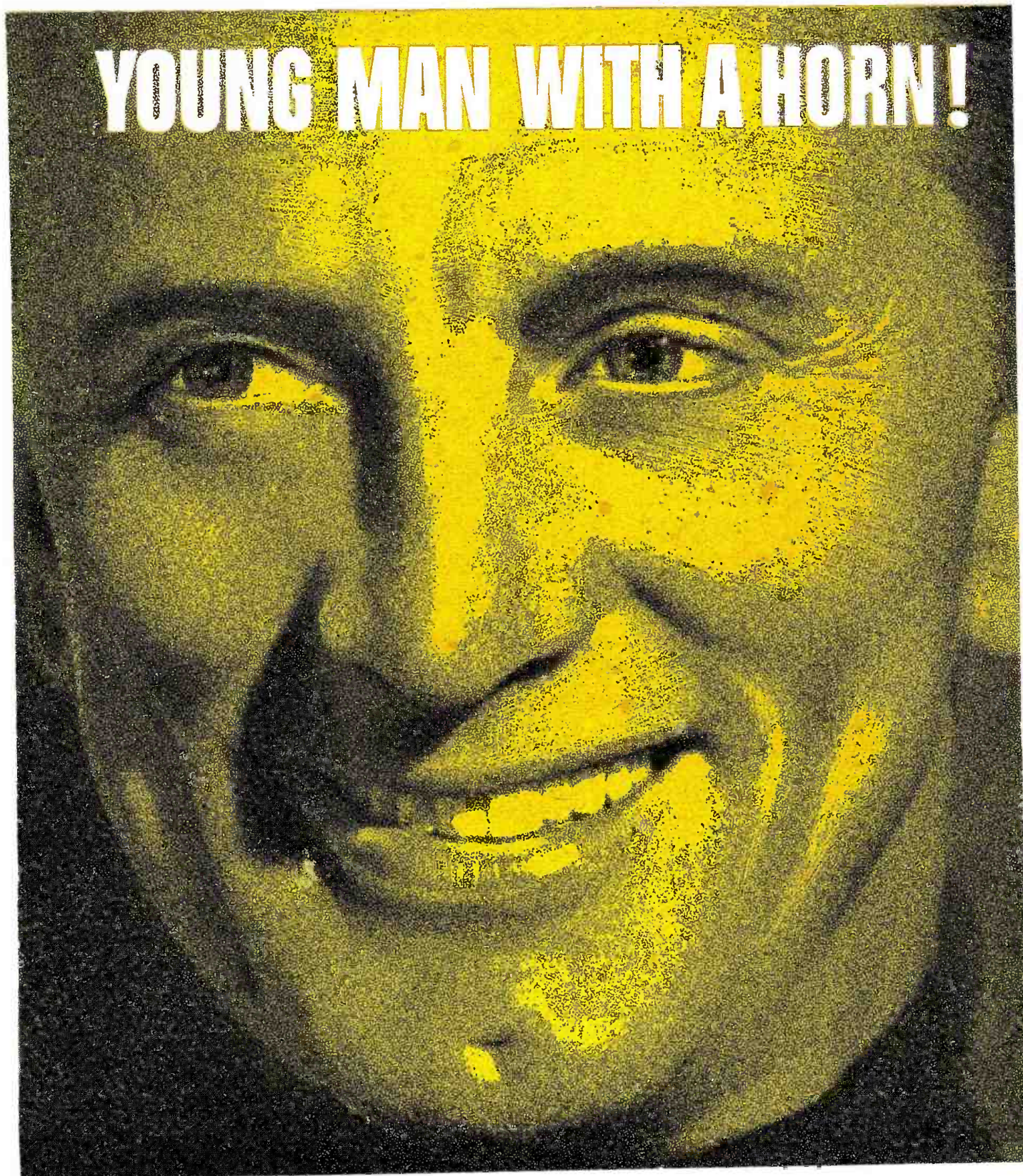
**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SROS (Spot TV Rates and Data)

# YOUNG MAN WITH A HORN!



# GIANT STEPS FOR

New audience-building programs now syndicated

## Johnny Green's "WORLD OF MUSIC"

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

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

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



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

#### Guests

Franz Allers  
Michael Allinson  
Marian Anderson  
Harold Arlen  
Claudio Arrau  
Fred Astaire  
Jim & Henny Backus  
Saul Bass  
Dr. Frank Baxter  
Welton Becket  
Jack Benny  
Polly Bergen  
Elmer Bernstein  
John Browning  
George Burns  
Sammy Cahn  
Marge & Gower  
Champion

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

Jose Greco  
George Greeley  
Bonnie Green  
Chris Green  
Kathe Green  
Patterson Greene  
Dick Gregory  
Howard Hanson  
Roy Harris  
Walter Hendl  
Skitch Henderson  
Lois Hunt  
Byron Janis  
Shirley Jones  
Spike Jones  
Bronislaw Kaper  
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George Kuyper  
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Tony Martin  
Zubin Mehta  
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Robert Merrill  
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Nelson Riddle  
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Denton M. Snyder  
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William Steinberg  
Isaac Stern  
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Danny Thomas  
Roger Wagner  
Franz Waxman  
Paul Werth  
Paul Weston  
Whittemore & Lowe  
Earl Wrightson

... and many others  
of equal caliber.

# FM BROADCASTING

by Programatic on an exclusive market basis



# O-VATION

music

**AUTOMATED FOR FM  
WORLD'S FINEST ADULT MUSIC  
NEWLY RECORDED IN FULL FIDELITY**

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

Equally important is O-VATION Music's flexibility which allows the insertion of any number of local broadcasts,

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

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

**AUDIENCE-BUILDERS  
FROM THE NEW**

**Programatic**®

 an International Affiliate of Wrather Corporation

Programatic's syndicated shows originate at KRHM, Los Angeles  
Harry Maizlish Station for Southern California

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

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

NAME \_\_\_\_\_

STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## Too much of today's advertising is cursed by lost integrity

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

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

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

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

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

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

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

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

Mediocrity is conformity, and conformity is waste . . . waste manifest in the tiresome "sameness" of so much of today's advertising . . . the near-universal use by manufacturers of off-label

deals and similar price incentives to lure consumers to a momentary tolerance of their products . . . the greed of retailers who chisel money from spineless manufacturers to pay the cost of their own painfully apparent contributions to marketing mediocrity.

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

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

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

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

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

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

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

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

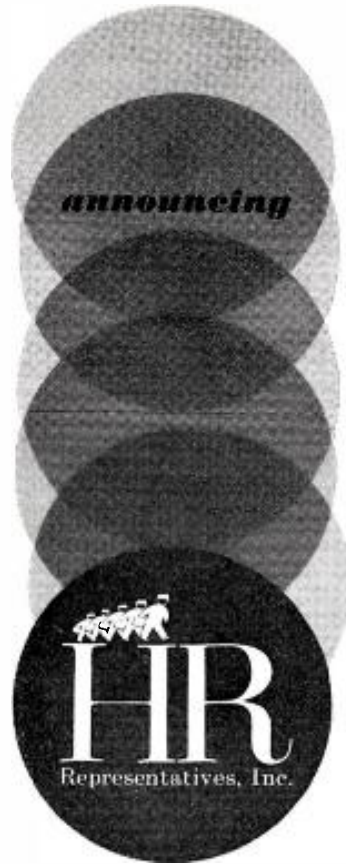
Advertising is made to sell, not to merely entertain. This sometimes is a difficult thing for the advertiser to grasp, and for the agency to remember, but it remains a basic truth. Yet many advertisers and agencies apparently believe that "getting attention" is all that is required of creative advertising.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

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

I suggest that it's time, past time, for each of us engaged in the business of advertising to re-evaluate ourselves and our objectives . . . to cast aside what we know is wrong and to have the courage to fight for what is right . . . to reject mediocrity for the challenge of excellence . . . to reclaim, if you please, our lost integrity. It has a value far in excess of the material comforts for which we have traded it.

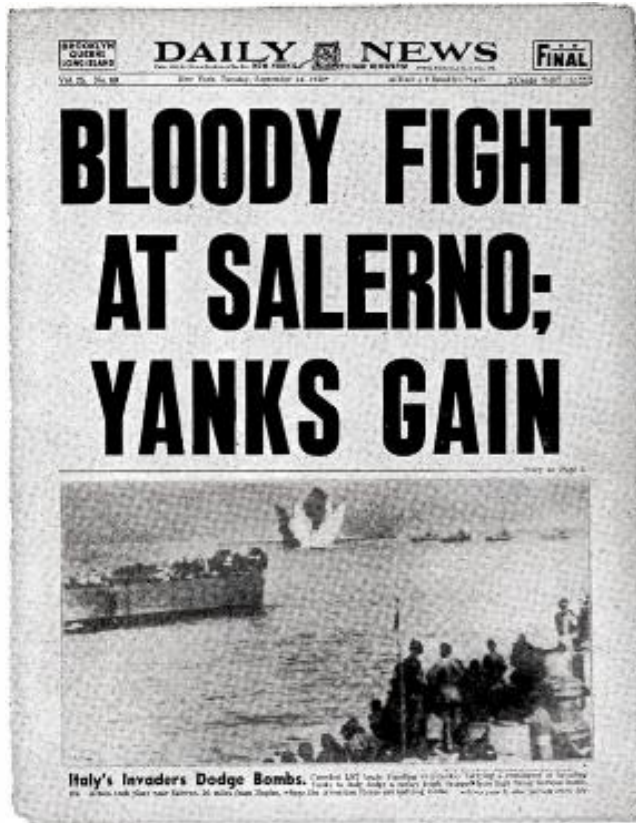


Clay W. Stephenson, president of Clay Stephenson Assoc., has served as director of advertising and sales promotion for Corning Glass and as vice president and general sales manager for Morton Mfg. Corp. He has been an account executive at both J. M. Mathes and Duane Jones Co., N. Y., and before forming his own agency was executive vice president of Tracy-Locke Co., Dallas. The Stephenson agency is devoted exclusively to creative marketing of consumer products.



***WCKY, Cincinnati's powerful 50,000 watt radio station, covering 615 counties in 16 Mid-America states\* is proud to announce the appointment of H-R Representatives, Inc. exclusive representatives, effective immediately***

***\*NCS '61***



The show begins here.

It's a big show. Cast of thousands:  
The 36th Infantry.

You start at Salerno. And move with them all the bloody way to Rome.

And along those man-killing miles, the Texas Division—already famous as a fighting machine—takes its hold on immortality.

*Battle Zone*, on ABC-TV, is their epic story.

Not just the documentation. Not just the actual award-winning World War II film footage. Not just the authentic technical advice supplied by Army men. Not

just the wealth of location shots.

But the drama. The human drama of diverse men making, for a brief and uncommon time, common cause. Knowing common glory. Sharing common grief.

Many a man in the television audience lived through the events recorded so vividly in *Battle Zone*.

Or fought similar battles.

For them, for their families, for the millions at home who followed their exploits, for the millions more who shall forever honor them, *Battle Zone* re-creates this shining hour in history.

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



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



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



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



**COMING ON ABC TELEVISION: BATTLE ZONE**



# CAN FOREIGN FILM CRACK MARKET?

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

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

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

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

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

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

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

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

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

in the United States and throughout the world.

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

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

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

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

The main targets of criticism today are the non-commercial BBC-TV and the commercial program contractors in the United Kingdom. But U.S. officials stress that these "pressures" could

### Interested spectator



Characterized by some witnesses as the villain of the piece, and by others as "extremely generous" with time and facilities, NBC Vice President Lloyd Yoder, general manager of WNBQ (TV)-WMAQ Chicago, was a frequent spectator in the Chicago courtroom where Commissioner Robert E. Lee conducted the FCC inquiry into the city's local programming. For complete story on the hearing see page 38.

## CAN FOREIGN FILM CRACK MARKET? continued

proliferate if production and co-production with the U.S. companies expands in other countries, such as Germany, Italy, France and Australia. They could well adopt the same attitude as their British colleagues, American executives reason.

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

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

He denied that BBC-TV uses co-production as a lever to manipulate the buying of programs falling under the U.K. quota. He said BBC-TV has made several co-production pacts with Amer-

ican companies but acknowledged that none has been negotiated with the tv networks, whose film divisions are the most active overseas distributors of tv series.

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

Networks and producers here insist they face scant competition from overseas programming sources. They recount that over the years British producers, for example, have attempted to produce or co-produce (with U.S. companies) and these presentations

have ranged from "mediocre to poor, with few exceptions." The only outstanding success in the U.S. market cited by many U.S. producers was *The Adventures of Robin Hood*, produced by Official Films and Sapphire Films. This series ran on CBS-TV for four years (1954-58) and Official still syndicates "Robin Hood" to stations.

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

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

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

An increasing number of television producers in Italy, France, Germany and Great Britain are blueprinting new program series for the global market, particularly the United States.

Already planned are at least 10 new series plus single shows, produced in foreign locales. Most are aimed for the 1963-64 season and the large majority are co-production projects with U. S. interests, including the three tv networks.

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

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

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

**Well-suited for U. S.** ■ Mr. de Laurentiis, who is making his first venture into television, is "particularly well suited for American co-production of this nature," according to Mr. Plitt. Many of his movies

have been directed toward English-speaking markets and he has used American actors, directors and writers in his productions. In addition, he has one of the largest production facilities in Europe and is currently engaged in building a new studio outside Rome.

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

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

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

**Tv Gypsy** ■ Tadie has already begun production of a one-hour documentary called "Gypsy" which will be made on location in the United States as well as France, Belgium, Spain, Greece, North Africa, Germany, Turkey and India. Production

of three other tv shows, including one on U. S. show business as seen through French eyes, are also in Tadie's plans.

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

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

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

*Zero One*, a co-production between MGM-TV and BBC, although not yet set for the U. S., will be telecast in England in September. The series is about an airlines security organ-

to aim programming at the U.S. market, still have not acquired the necessary know-how. Others believe that the British have made steady progress and loom as formidable competitors for domestic tv film-makers.

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

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

Aggressiveness and Quotas ■ U. S.

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

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

One U.S. distributor explained: "The price for a top U.S. show is about \$2,500 for the entire United Kingdom. This is based on about 12 million sets in the U.K. In contrast, when a Britisher tries to sell us one of his shows, he

asks for the 'going rate' here—\$35,000 to \$45,000. We have approximately four times as many sets here. You'd think the British price for a program to be shown here would be about \$10,000. Not at all. They ask for \$35,000 to \$45,000."

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

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

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

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

## Variety artistes seek higher fees from BBC-TV

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

Pay increases of up to 650% have been recently negotiated by the VAF with the commercial tv companies.

Minimum payments range from \$42 for individuals to \$420 for an act of five performers.



Tadie Film International, in a U. S.-French-Belgian co-production project, is producing a special one-hour tv film program, *Gypsy*, in various countries of the world, including Romania (above).

ization and has an English-American cast.

In Germany, Europe's oldest film production company, U. F. A., has joined hands with Hamburg Studio Co., and will be devoted exclusively to television production. The new organization, called Fernseh-Allianz, is known to be looking for co-production with foreign tv producers, especially in the U. S.

Negotiations are also underway

among ABC-TV and foreign tv producers for an exchange of children's programs. Jules Power, director of children's programming at ABC-TV, said he has tentative commitments with several overseas producers to offer segments of *Discovery*, in exchange for children's programs which would appear on the U. S. series. Mr. Power said he has talked with producers in Japan, Hong Kong, Great Britain, Italy, France, Sweden, Brazil, Mexico and even in Russia.

# Tv audience up by 2.3 million in 1961

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

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

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

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

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

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

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

The TVB report indicates that 9 out of 10 homes now are tv-equipped, the audience for the average minute up 4.1% to over 13.1 million. Total hours of tv usage during an average day was

placed at 240 million hours, which the bureau noted represented an increase of nearly 10 million hours per day from the 230.5 million hours shown in 1960.

Also shown in the figures is the average of tv usage by territory. The east central region is the highest for the

third straight year in time spent with tv. During 1961, TVB reported, the east central region averaged 5 hours 26 minutes per day, up 4 minutes from 1960. Little change was reported in the average minute audiences for network programs, day or night.

### TELEVISION USAGE

	1961	1962	% change
Avg. Minute Audience (Homes)			
Total Day	13,179,000	12,656,000	+4.1
Morning	6,144,000	5,786,000	+6.2
Afternoon	11,209,000	10,532,000	+6.4
Evening	19,933,000	19,346,000	+3.0
Avg. Hours per Home	5 hr. 7 min.	5 hr. 6 min.	
Av. Audience—Network Show (Homes)			
Nighttime	7,645,000	7,368,000	+3.8
Weekday Daytime	2,820,000	2,776,000	+1.6
Weekend Daytime	3,149,000	3,093,000	+1.8
Total Hours of Usage per Day	240,100,000	230,500,000	+4.2

### TELEVISION EXPENDITURES

	1961	1962	% change
Network	\$ 748,873,000	\$ 682,371,000	+9.7
Spot	617,398,000	603,294,000	+2.3
Total	1,366,271,000	1,285,665,000	+6.3

## A WAY TO 'PRE-RATE' TV PROGRAMS?

### HTI describes upcoming shows to viewers to test popularity

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

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

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

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

The experiments also covered the possible effect of a star name, char-

acter-type and the like on questionnaire answers.

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

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

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

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

### Furniture stores use tv

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

The study, conducted in cooperation with the National Retail Furniture Assn., also indicates that the average furniture store buying tv time puts 21% of its ad budget into the medium, TVB says.

**“Charlotte’s WSOC-TV...  
enthusiastic support and outstanding  
results” — Andy Anderson, Wade**



*“We get enthusiastic support and outstanding results from WSOC-TV. Success of \*Chocks in the Charlotte market, resulting from promotion on Channel 9’s ‘Clown Carnival’ represents one of the nation’s truly fantastic sales stories.”*

**ANDY ANDERSON**  
Wade Advertising, Inc.,  
Chicago

\* CHOCKS (T.M.) Miles Products,  
Div. of Miles Laboratories, Inc.

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

**WSOC-TV**

CHARLOTTE 9—NBC and ABC. Represented by H-R

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

and what to guard against, "we will have a practical instrument for pre-season estimates of what a show may do after it hits the airwaves."

HTI also studied possible prediction of audience composition before a pro- do after it hits the airwaves."

Although the techniques, evaluations and correlations are technical and complex, a simplified summary of the experimental pre-season rating was given in a talk in New York earlier this month by Henry Brenner, HTI-TVQ's president, to the Radio-TV Research Council.

## New radio-tv rep firm organized by Bassett

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

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



## Explaining the story of advertising

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

Members of the panel (l to r): Jean Lemons, housewife representing

## NBC, CBS fall line-ups nearly all sold BUT ABC-TV'S SCHEDULE IS STILL FAR FROM SETTLED

The bulk of the 1962-63 nighttime schedule on CBS-TV and NBC-TV is completed and sold to advertisers. There are still some availabilities on these two networks, but the tone for sales and programming is set. ABC-TV, however, is still uncertain.

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

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

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

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

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

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

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

- Friday: Participants only in *Hitchcock* and *Eyewitness*.

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

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

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

## CBS-TV baseball sellout

CBS-TV's *Baseball Game of the Week* has been sold out with the signing of Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample and J. B. Williams Co., New York, through Parkson Advertising Agency, in the same city.

2306A



**PLEASE  
DISTURB**

The place: CBS Films' hospitality center at the Conrad Hilton (Suite 2306 A), NAB Convention headquarters for "...the best film programs for all stations." The time: anytime, April 1-4. We'll be delighted to see you. Don't bother to knock. Just come on in!

# Is all Chicago tv run from Chicago?

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

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

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

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

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

- WTTW (TV), the city's etv station, came through clean as a whistle with scarcely a complaint.

- WGN-TV, Chicago's only independent, appeared to top the commercial totem pole by getting the fewest knocks.

- WBKB (TV) and WBBM-TV, owned by ABC and CBS respectively, shared the next spot with about equal shares of honor and criticism.

- WNBQ (TV), owned by NBC, trailed and bore the brunt of critics' indignation. But WNBQ also drew considerable special mention support from organizations which have profited by broadcast exposure, a development that aroused the curiosity of the FCC counsel and prompted some critics to charge that that supporters were recruited.

It was the series of new complaints against WNBQ by the Chicago local of the American Federation of Television and Radio Artists which in part

prompted the FCC to order its unique general inquiry in Chicago (BROADCASTING, Feb. 26). AFTRA wants the NBC station's license set for hearing.

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

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

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

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

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

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

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

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

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

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

Top legal talent from the networks



Mr. Mamet  
Board of Rabbis



Miss Trottnor  
NABET



Mrs. Ackerman  
B'nai B'rith



Mr. Jones  
AFTRA



# SECRETS TOLD

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

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

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

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

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

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

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

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

## KRNT

***"Total Radio" In Des Moines***

REPRESENTED BY THE KATZ AGENCY

# RCA Introduces a "New Generation" in Broadcast Equipment

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

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

## See them at the NAB

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

FK-12 (4 1/2" I.C.) MONOCHROME CAMERA provides greatly improved picture quality, grey-scale rendition, freedom from halo effects. Stabilized circuits reduce warm-up time, minimize drift, simplify operation. High quality pictures insure better tape recordings.



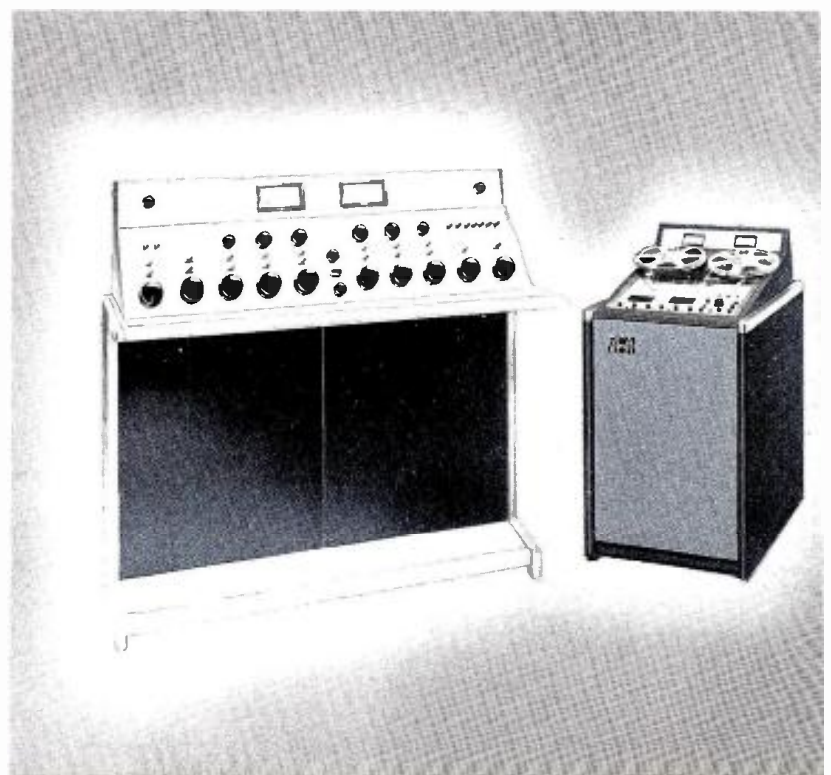
In circuits and components they are equally advanced. They use transistors and nuvistors to gain compactness, high reliability, low maintenance cost. They employ stabilized circuits, to reduce warm-up time, eliminate drifting, provide simplified operation. They are designed for remote control and for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

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



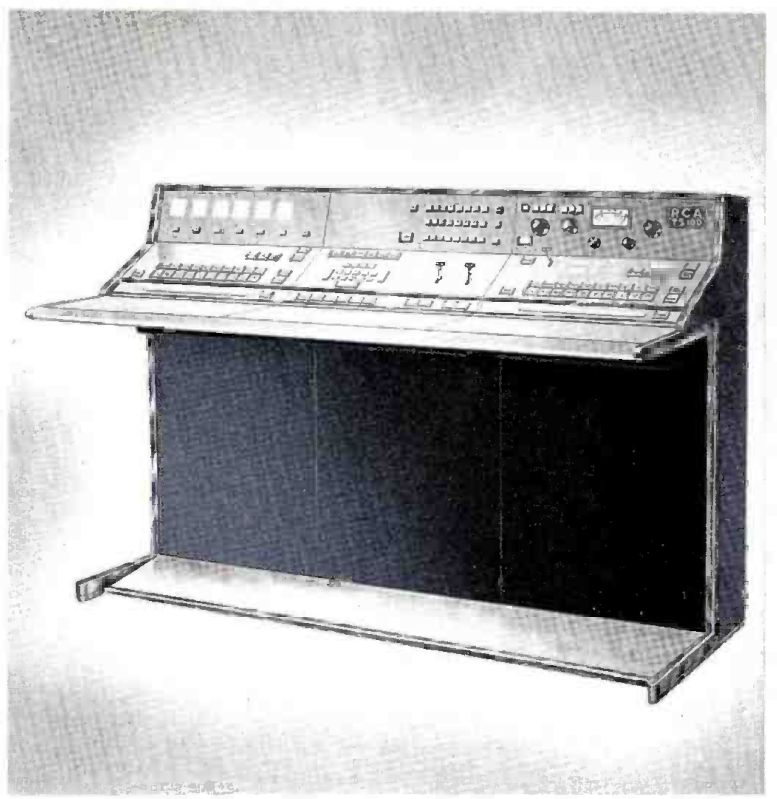
The Most Trusted Name in Electronics

MATCHED STEREO EQUIPMENT includes the BC-7 Audio Console and the RT-21 Audio Tape Recorder shown here, the BQ-2C Turntable with Stereo Pickup, the BSA-1 Stereo Generator and a whole line of FM Transmitters (from 1 KW to 50 KW) approved for stereo use.





**TK-42X COLOR CAMERA.** New "M-Channel" design adds a monochrome channel to the red, blue and green color channels. As in four-color printing, the black improves color detail, and reduces registration problems. Also provides a striking "black and white from color" picture.

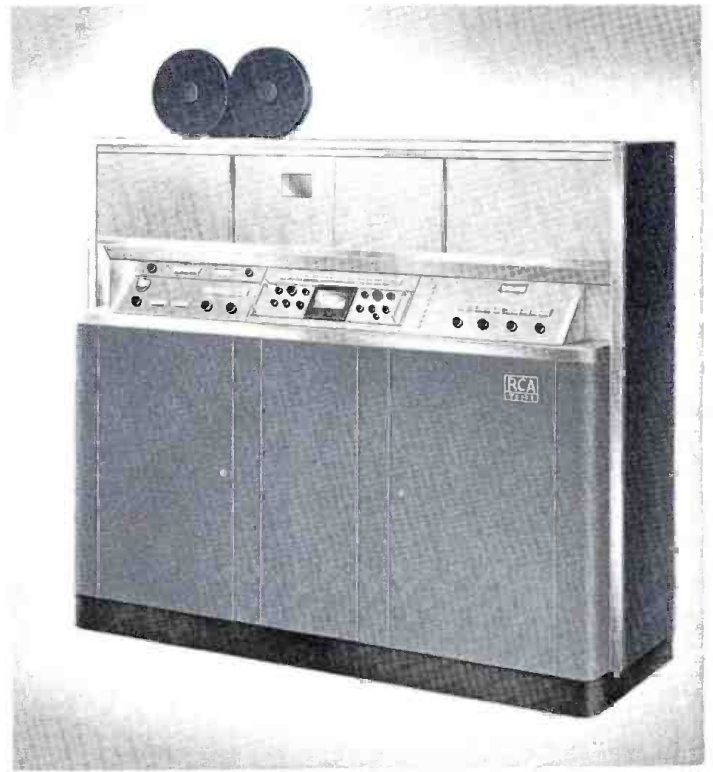


**TS-100 TELEVISION SWITCHING SYSTEM** features new RCA "SIMCON" (SIMplified CONTROL) Transition Switcher. Reduces number of controls, provides important cost savings, more "error-proof" operation for manual, as well as, automated operation. Add-on-features include tape, relay and computer-type memories.

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



**TFR-1 TELEVISION FILM RECORDER.** New high-resolution Kine eliminates face plate distortions, resolves up to 900 lines, provides highlight brightness of 160-foot lamberts. New double-aperture camera eliminates shutter bar, lessens vibration. Self-compensating circuits assure uniform contrast, automatic control of exposure. Used with fast film developer to play back pictures in 2 minutes.





## WDAY-TV makes the ladies PANT!

10,320 women in and around Fargo are greatly exercised about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered

(not pushed) every day. In two weeks, 10,320 requests were received.

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

## WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,  
Exclusive National Representatives



Rev. Banahan  
Chicago Archdiocese

Mr. Ahrens  
Adult Education Council

Rev. Billingslea  
Northern Christian Leadership

Dr. Chandler  
Church Federation

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

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

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

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

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

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

Independent WGN-TV escaped es-

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

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

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

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

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

George A. Tasker Jr. of the Episco-

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

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

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

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

Attorney Wolff complained that the FCC had not given sufficient warning of the Chicago inquiry to permit AFTRA and other interested parties to prepare testimony and exhibits. At another point he charged that the stations had solicited "friendly" witnesses and that the FCC should ignore testimony obtained from recipients of special favors from the stations. He said the stations would not cooperate in supplying data to AFTRA (AT DEADLINE, March 12) and that the stations should have been put on the stand first to give the public witnesses a chance to evalu-

**WIBC** *The Friendly Voice of Indiana*

*Mission—  
Inform the snowbound!*



### LEADS IN SERVICE

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

### LEADS IN AUDIENCE

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

\*Pulse 46-County Area Survey, April, 1961

\*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
*National Representative*



**WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN**

ate the stations' showing.

**Chicago Style 'Killed'** ■ "There was greatness in television in Chicago—the Chicago Style was lauded and copied all over the nation, but it was killed by broadcasters in Chicago," the AFTRA attorney claimed.

Mary Ellen Trottnor, regional director of NABET, like the AFTRA witnesses, directed criticism primarily at WNBQ. There are 126 engineers at WBKB assigned to television, including a field crew, she asserted, yet at WNBQ and WMAQ together there are only 80 engineers and the field crew was eliminated in 1958. The NBC outlet does not have enough personnel to cover any local event in Chicago without the men working a seven-day week, she said. The station has no script or continuity writers, she claimed.

"There is little live programming—what little there is, is inadequate because of the shortage of manpower," the NABET executive said.

Miss Trottnor also accused NBC of attempting to circumvent its contract with NABET which provides for special severance pay for dismissed employees who are replaced by automation. She said Lloyd Yoder, general manager of WNBQ, fired personnel and later instituted automation to serve their functions.

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

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

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

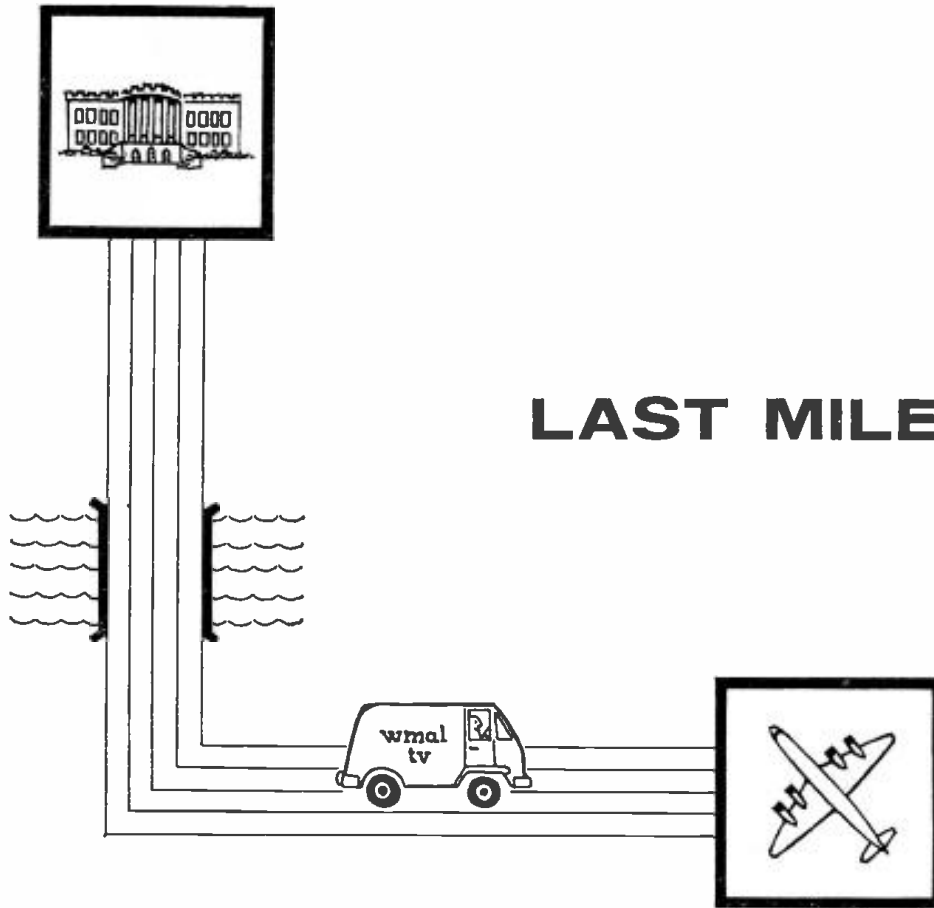
Special interest groups asked for more air time. Temperance Education Inc. condemned "misleading tv commercials advertising alcoholic beverages" and the "deadly monotony of drinking scenes."

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

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

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

Mr. Yoder did less well by a local



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

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

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

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

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

**wmal-tv**  
abc  
 Washington, D. C.

*An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.*

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

broadcast sponsor. Jonathan Pugh, advertising manager of Talman Federal Savings & Loan Assn., charged that WNBQ "has been milked like a slum landlord milks a property" since Mr. Yoder took charge. He said WGN-TV has been the only station to put quality programming in a good time slot.

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

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

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

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

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

The Salvation Army, Goodwill Indus-

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

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

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

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

Chicago Fire Commissioner Robert

J. Quinn offered "great praise" for all radio-tv stations for extensive fire prevention education work. He mentioned special aid from WNBQ.

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

**Late Shows** ■ Several morning witnesses wondered why "good local shows" like Irv Kupcinet's *At Random* on WBBM-TV are run after midnight.

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

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

**Lee Retorts** ■ A representative of an American Federation of Teachers local felt there is a "vacuum in the authority of the FCC" to get balanced programming and that possibly present members should be "replaced."

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

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

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

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

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

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

The publisher said he appreciated Negro participation on shows on

**BIGGER than  
PORTLAND, OREGON**

**One Buy Delivers  
IDAHO - MONTANA**  
plus 11 counties in Wyoming  
at lower cost per thousand

SKYLINE TV NETWORK delivers more TV homes than the highest rated station in Portland — at less cost per 1,000. SKYLINE delivers 92,300\* night-time homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO — KID-TV Idaho Falls  
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte  
KF88-TV Great Falls  
KOOK-TV Billings

**Skyline  
TV NETWORK**  
P. O. Box 2191 Idaho Falls, Idaho

Call Mel Wright, phone JACKSON 3-4567 - TWX No. 1F 165  
or your nearest Hollingbery office or Art Moore in the Northwest

ARB approved March, 1961





## PARTIAL PORTRAIT

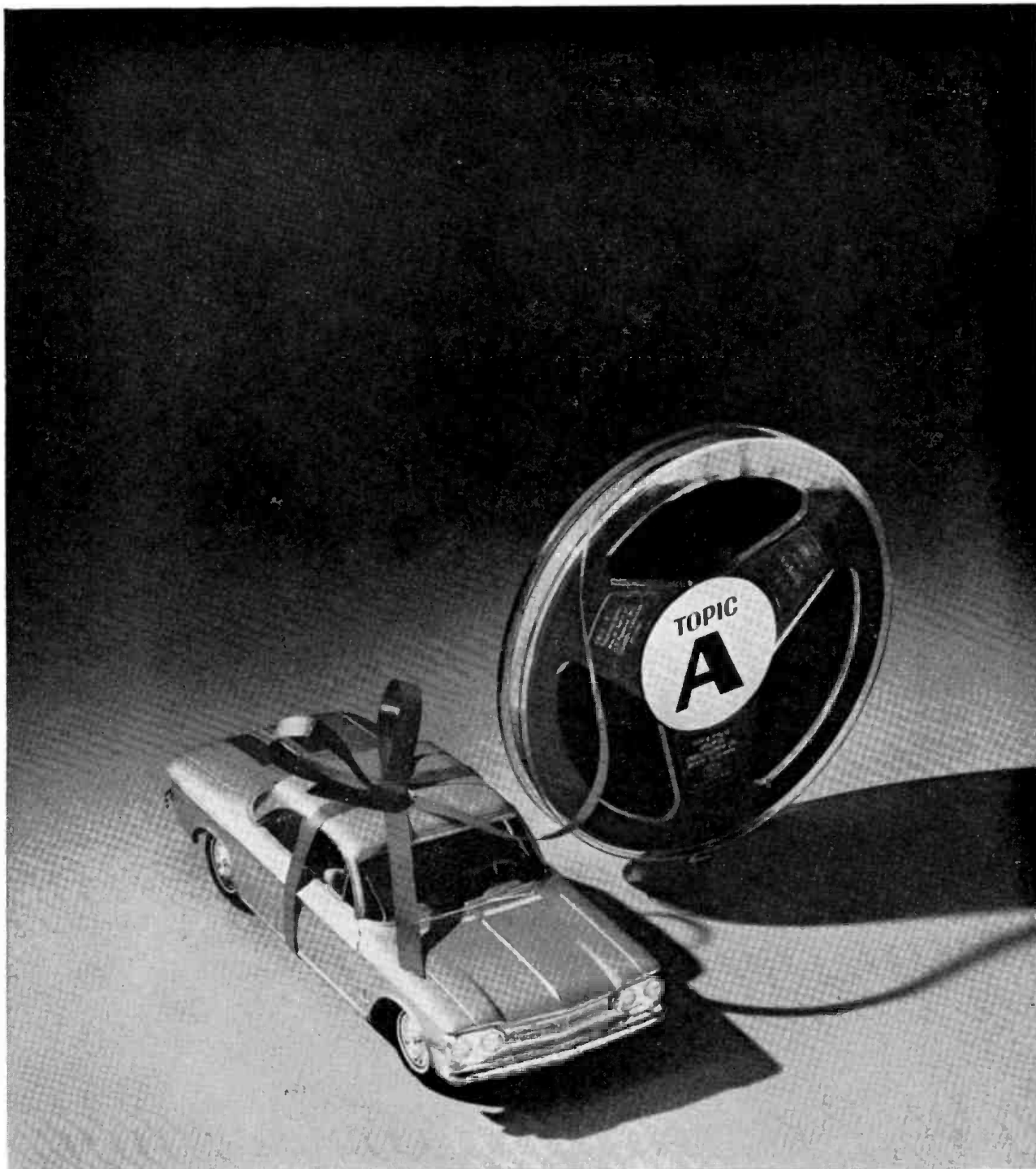
Jacksonville alone is only *part* of the television picture in the important North Florida South Georgia region. With *215%* more homes per quarter hour outside the Jacksonville metro area . . . with a record of *always* having the top 25 programs in television homes reached since Nielsen's first Jacksonville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

**WJXT** 

JACKSONVILLE, FLORIDA

*Represented by TvAR*

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY



## HERE'S HOW THEY WRAP UP A SPONSOR IN DALLAS

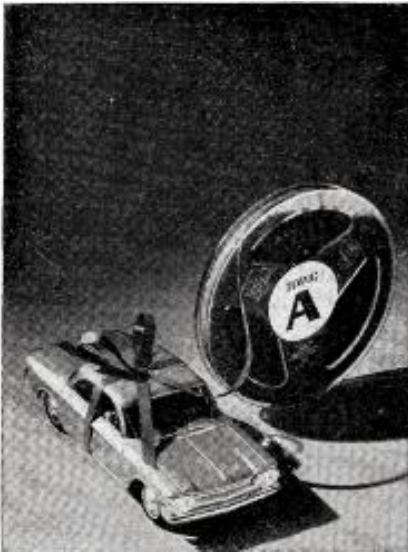
**It happened in Dallas.** Station KBOX subscribed to "Topic A" produced by the Time-Life Broadcast News Service. Almost immediately, Earl Hayes, the biggest Chevrolet dealer in town, signed up to sponsor fifty broadcasts a week, to get across-the-board impact.

Now, how about you?

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

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

To find out how "Topic A" can wrap up sales for you, contact Ole G. Morby, TIME-LIFE BROADCAST, Time & Life Building, Rockefeller Center, New York 20, New York. Or phone: LL 6-3355.



P. S. KBOX's sister stations—WIL St. Louis and WRIT Milwaukee joined in for a three-way "Topic A" package and thus earn a substantial discount for Balaban stations.



(Above) Client Bob Hayes, of Earl Hayes Chevrolet, signs Texas-sized contract on the dotted line. Helping him along are Account Execs Barbara Starz of KBOX and Sam Garner of Bloom Advertising.

## TIME-LIFE BROADCAST NEWS SERVICE

BROADCASTING, March 26, 1962

WBKB, WBBM-TV and WTTW. The NAACP spokesman liked certain WTTW and WNBQ efforts but was upset over recent editorials over WBBM-TV on the public school problem in Chicago. He said NAACP did not ask for equal time and WBBM-TV did not ask if NAACP wanted it.

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

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

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

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

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

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

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

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

## FCC'S 3-YEAR RULE

### Minimum holding time passed on 5-2 vote

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

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

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

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

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

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

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

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

Commissioners Rosel H. Hyde and

# IN MEMPHIS



## THE GOOD MUSIC STATION IS WMC

### TYPICAL PROGRAM SEGMENT

8:30-9:00 A.M., March 28, 1962

*I Could Have Danced All  
Night*—101 Strings

*How About You?*

—Frank Sinatra

*A Bushel and a Peck*

—Merrill Staton Choir

*I'm Dancing with Tears in  
My Eyes*—Harmonicats

*People Will Say We're in  
Love*—Margaret Whiting

*I Hear a Rhapsody*

—Emery Deutsch

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

## WMC/MEMPHIS

NBC

790 KC 5,000 WATTS

Represented by the John Blair Co.

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

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

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

### KRLA wants stay until petition is considered

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

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

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

### WLBW-TV files for renewal

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

Owned by L. B. Wilson Inc., WLBW-TV went on the air last November and, according to terms of its grant, the first license period was to be for four months. The FCC has announced that competing applications for ch. 10 will

be accepted until May 21 and will be considered on a comparative basis with WLBW-TV's bid for renewal. L. B. Wilson also owns WCKY Cincinnati.

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

### Minow offers hope to daytime operators

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

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

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

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

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

### Carter, NCTA protest decision on microwave

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

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

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Weekdays*



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

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

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BROADCASTING, March 26, 1962

51

# ALL CHANNEL SET CHANCES

## Pastore thinks FCC's deintermixture compromise might get all-channel-set bill through Senate

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

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

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

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

Rep. Oren Harris (D-Ark.), chair-

man of the House Commerce Committee, who had suggested the moratorium to the commission, declined to predict what action his committee would take. But he said the FCC letter containing the proposal was a "good" one that "speaks for itself."

In another development last week, Deputy Atty. Gen. Byron R. White submitted an opinion defending the constitutionality of the bill, which would require set manufacturers to build only all-channel sets for interstate commerce. The constitutional question was not a major one in the recent hearings, but the proposal had been seriously challenged on this ground when presented in previous years. The opinion was submitted to Sen. Pastore.

**Chairmen Sympathetic to FCC** ■ During hearings by their respective committees on the all-channel bill, Sen. Pastore and Rep. Harris appeared sympathetic to the commission view that the proposed legislation and the deintermixture issue should be separated—and that a prohibition of de-

intermixture would deny the agency the flexibility it feels it needs. But, in view of the feelings of congressmen worried about deintermixture in their districts, both advised the commission to recognize the political realities and to accept some compromise.

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

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

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

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

## EIA suggests simulcasts as remedy for uhf

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

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

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

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

for program expansion and diversification at little cost.

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

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

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

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

New York	657,467
California	594,469
Pennsylvania	374,545
Illinois	355,467
New Jersey	261,920
Indiana	146,951
Minnesota	89,032
Tennessee	87,037

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

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

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

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\*Re-evaluated by ARB Nov. '61 SURVEY FOR ALL TV MARKETS.

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

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

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

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

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

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

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

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

## SYRACUSE MERGER IN WORKS

### Nine v applicants to give plan to FCC this week; way cleared for like agreements in two other cities

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

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

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

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

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

its application for Rochester to concentrate on Syracuse.

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

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

Dismissed by the FCC last week were the following individual requests by competing applicants in the three cities for interim operation: Grand Rapids—Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp., Major Tv Co. and Peninsular Broadcasting Co.; Rochester—Flower City Tv Corp., Genesee Valley Tv Co., Rochester Area Educational Tv Assn., Star Tv Inc., Community Broadcasting Inc., Ivy, Main Broadcasting Inc., Federal Broadcasting Systems Inc., Citizens Tv Corp., Rochester Broadcasting Corp. and Rochester Telecasters Inc.; Syracuse—all applicants except Salt City and Hollingbery.

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

## Senate unit okays JFK spectrum boss choice

### STEWART ASKED TO SEE IF MILITARY IS HOARDING VHF'S

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

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

President Kennedy nominated Dr. Stewart for the \$20,000 a year tele-

communications post late last month. The Senate confirmation is to be assistant-director of the Office of Emergency Planning, also an Executive Department post (BROADCASTING, March 5). Upon confirmation, the President will appoint him telecommunications management chief.

**Pastore Plea** ■ Sen. John O. Pastore (D-R.I.), chairman of the communications subcommittee, asked Dr. Stewart to try to find out definitely whether the government might ever relinquish vhf frequencies for television. "We have tried and tried to resolve this problem," the Rhode Island Democrat said. He



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**supplies newsfilm**

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**to more television stations**

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**than all other services combined.**

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Spectrum boss nominee Stewart  
Will the Pentagon hatch any vhf frequencies for tv?

said he hopes the government may find a way so television "can indeed be a nationwide and competitive system."

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

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

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

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

Dr. Stewart also said he:

- Believes agreements with other governments should be made by the U.S., not by private companies.

- Expects to determine what portions of the spectrum the military services

and the Central Intelligence Agency are using and why.

- Upholds the policy that telecommunications in the U.S. is "essentially" a job for private industry.

- Believes that in the administration of the radio spectrum, the U.S. has not kept pace with technological advances.

Both West Virginia senators and his congressman appeared in support of Dr. Stewart's nomination. For the last four years, Dr. Stewart has been pro-

## COMPROMISE ON JFK, KERR BILLS?

Kennedy says White House will give, but not on ownership

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

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

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

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

fessor of government at the Morgantown university.

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

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

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

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

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

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

**Limited Ownership Favored** ■ In four weeks of hearings before the Senate Space and House Commerce Com-

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**TAKE TAE AND SEE**

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Basic ABC in Pittsburgh

 **THE KATZ AGENCY, INC.**  
National Representatives



Rep. Oren Harris (D-Ark.) (left), chats with Attorney Gen. Robert Kennedy prior to latter's testimony before House Commerce Committee on administration's satellite communications bill.



Brig. Gen. David Sarnoff (left), board chairman of RCA, and James E. Webb, administrator of the National Aeronautics and Space Administration, testified at Wednesday's session of House Commerce Committee.

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

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

The administration bill provides for two classes of stock. Class A would be purchased by anyone at \$1,000 a share and would pay dividends and carry vot-

ing rights. Class B would be limited to common carriers, which would include their investment in their rate bases.

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

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

The attorney general also said the administration would accept a number of other changes in its bill, including a lesser role for the State Dept. than envisioned in the bill, and an offering stock price of \$100 instead of \$1,000.

But he was adamant in insisting on public participation. The administration's aim, he said, is to create a corporation that would develop space com-

munications swiftly, provide global coverage, and foster competition among equipment manufacturers.

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

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

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

### FCC and Minow to light up 'wasteland'

The FCC has acquired a due bill—a free public-service exhibit at the NAB Chicago convention April 1-4.

A booth (34W) in the West Exhibition Hall of the Conrad Hilton will house the Commission's display. The exhibit will feature a 13-foot model of the antenna used in the New York City experimental uhf broadcasts.

An added attraction will be a 4x8 ft. map which depicts in colored lights what could happen if tv stations were operating on all allocations. The map was made for the chairman's congressional pleas for all-channel sets and has different colored lights for type of station. There are lights for unused uhf allocations. Plans for the chairman to make a recorded announcement automatically triggering the lights were shelved.

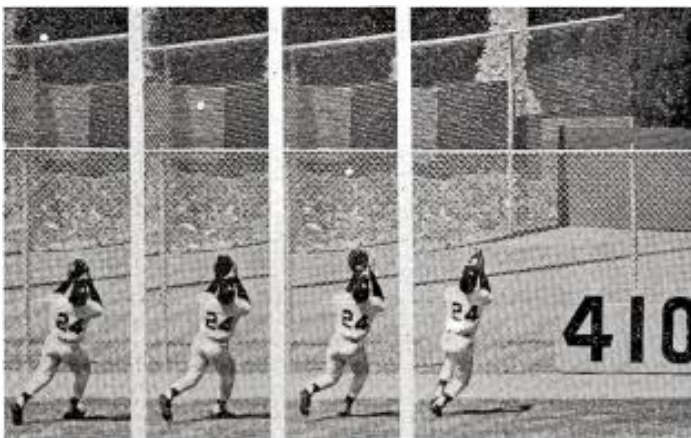
### Etv by line to schools

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

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

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# BMI sacrifice for ASCAP rate cut refused

## FACTS LEAK OUT, THOUGH GROUP VOWS SILENCE ABOUT ALL-DAY MEET

The All-Industry Television Station Music License Committee was reported last Thursday to have voted down the incendiary proposal to trade broadcast ownership of BMI for a 17% reduction in ASCAP's tv music rates.

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

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

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

ceed with the rate case.

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

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

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

as those for ASCAP, became known).

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

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

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

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

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

Details of this session also were not officially divulged, but they reportedly included a lengthy presentation on the

### COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

#### NBC-TV:

March 26-30, April 2-5 (6-6:30 a.m.) **Continental Classroom**, probability and statistics.

March 26-30, April 2-5 (6:30-7 a.m.) **Continental Classroom**, American government.

March 26-30, April 2-5 (10:30-11 a.m.) **Play Your Hunch**, part.

March 26-30, April 2-5 (11-11:30 a.m.) **The Price Is Right**, part.

March 26-30, April 2-5 (12-12:30 p.m.) **Your First Impression**, part.

March 26-30 (11:15 p.m.-1 a.m.) **Jack Paar Show**, part.

March 26, April 2 (8:30-9 p.m.) **The Price Is Right**, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

March 27, April 3 (7:30-8:30 p.m.) **Laramie**, part.

March 28, April 4 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

March 28, April 4 (10-10:30 p.m.) **Bob Newhart Show**, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

March 28, April 4 (10:30-11 p.m.) **David**

**Brinkley's Journal**, Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

March 29, (10-11 p.m.) **Sing Along With Mitch**, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

March 29 (7:30-8:30 p.m.) **U. S. #1: American Profile**, Savings & Loan Foundation through McCann-Erickson.

March 30 (9:30-10:30 p.m.) **Bell Telephone Hour**, AT&T through N. W. Ayer.

March 31 (7:30-8:30 p.m.) **Tales of Wells Fargo**, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

March 31 (9:30-10 a.m.) **Pip The Piper**, General Mills through Dancer-Fitzgerald-Sample.

March 31 (10-10:30 a.m.) **Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

March 31 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

March 31 (6-6:30 p.m.) **Meet the Press**, co-op.

April 1 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color**, RCA and Eastman Kodak through J. Walter Thompson.

April 1 (4:30-5 p.m.) **Patterns in Music**, April 2-4 (11:15 p.m.-1 a.m.) **Tonight**, part.

# WPEN

## PHILADELPHIA



### NAMED OFFICIAL STATION FOR THE FABULOUS CHERRY HILL SHOPPING CENTER

America's leading retailers have selected WPEN to broadcast from America's largest enclosed mall shopping center, just across the river in New Jersey. These leading retailers selected WPEN because it is Philadelphia's leading personality station.

# WPEN

*Represented nationally by Gill-Perna*

importance BMI has attained in the music world. Presumably this centered on details released only a few days earlier showing that, by BMI computations, BMI rivals ASCAP as a source of both radio and tv music and dominates ASCAP in the phonograph records field (BROADCASTING, March 19).

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

Although ASCAP and BMI are running nip and tuck for dominance as music sources generally, ASCAP's revenues—predominantly from fees from broadcasters—exceed BMI's by more than two and a half to one. ASCAP's total income last year was about \$33.1 million compared to BMI's approximately \$12.7 million.

**Long Battle** ■ ASCAP, which has conducted a running fight against BMI for most of BMI's 20 years, approved

the proposed settlement two weeks ago—on condition that the broadcasters also approve it.

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

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

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

posed action."

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

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

## Desilu refinancing to cost \$4 million

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

### THE MEDIA

# The ABC-TV bus stops to let Treyz off

## MOORE, BARNATHAN PROMOTED IN MOVES TO RECOVER MOMENTUM

Oliver Treyz, who has run ABC-TV for more than five years, was summarily replaced last week. His replacement, as announced by AB-PT President Leonard H. Goldenson, is Thomas W. Moore, ABC-TV's programming vice president since 1958 and now vice

president in charge of the network.

Mr. Treyz also was vice president in charge until February 1958 when he was elected president of the network. Mr. Goldenson in his March 20 announcement said the company plans to utilize Mr. Treyz's services in "other areas than broadcasting." However, Mr. Treyz is not expected to remain with AB-PT.

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

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

The ABC-TV move ended weeks of rumor that an executive outside broad-

casting or advertising would replace Mr. Treyz. One story that had gained credence was an "impending shift" to ABC-TV of Sylvester L. (Pat) Weaver Jr., one-time NBC-TV board chairman, and now an agency executive (McCann-Erickson). This report, however, had been denied by both Mr. Goldenson and Mr. Weaver.

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

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

**Programming Post** ■ It's expected ABC-TV soon will pick a successor to Mr. Moore in the programming post. There are three executives in the program department who rank about equally: Giraud Chester, vice president in charge of daytime programming; Theodore H. Fetter, vice president and program director, and Daniel Melnick, vice president in charge of program de-



Mr. Barnathan



ness report for the nine months ended Jan. 27.

Desilu's gross income was \$11,937,730 and its net \$293,416 or 25 cents per common share on 1,155,940 shares. For the nine-month period last year, gross income was \$14,432,798 and net \$264,949, or 23 cents per share based on the same number.

Desi Arnaz, president, said the re-financing would strengthen Desilu's finances and provide working capital for expansion.

Desilu Sales Inc., a subsidiary which distributes Desilu's filmed inventory, reported its gross income exceeded \$500,000 the first month of operation. Mr. Arnaz said anticipated profits from these sales are not included in the nine-month report.

Desilu for the 1962-63 television season plans a half-hour comedy series starring Lucille Ball, tentatively scheduled on CBS-TV for Monday nights, starting in October. *The Untouchables*, on ABC-TV the past three years, has been renewed for a 50-week schedule, and ABC-TV holds an option for it and for star Robert Stack's services for 1963-64.

## Four Star's earnings up 9% in last half of '61

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

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

Four Star shows currently on network television include *The Dick Powell Show* and *Robert Taylor's Detectives* on NBC-TV; *Target: The Corruptors* and *The Rifleman* on ABC-TV; *The Gertrude Berg Show* on CBS-TV,

and a renewal of *The Law and Mr. Jones* on ABC-TV for the balance of the season. The firm has "sold" three new half-hour series and one new hour series for network telecast in the 1962-63 season.

## 'Corruptors' gets suit for ABC and Four Star

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

The defamation law suit charges that the show referred to a corporation named "Space Age Exploration Corp.," which was involved in a new stock issue which proved to be worthless as the story unfolded. The suit claims that following the telecast, principals of Space Age Materials "were besieged by excited stockholders and others who confused the similarity in the names."

velopment for the network.

Although there is no indication an appointment will come from within the program department, these three are ranking contenders for the post.

By the morning after Mr. Treyz was informed of his replacement, ABC-TV executives including Mr. Moore, Mr. Barnathan, and Edgar Scherick, vice president in charge of sales, made the rounds of major advertising agencies in New York explaining the move. It's reported that agencies who asked why Mr. Treyz was replaced were told that ABC-TV is trying to strengthen its organization and that in recent months Mr. Treyz has had difficulty working "in an organizational way."

There's no explanation from ABC authorities but observers interpreted this to mean that Mr. Treyz had been tending to operate with a lone hand.

**Loss in Momentum** ■ ABC-TV is generally thought to have achieved its peak performance—in both program popularity and increased billings—under Mr. Treyz's leadership. But it's also obvious that a loss in the momentum that had been gained by ABC-TV, after years of being regarded as tv's "third network," came in the current season. Although the network's 1961-62 nighttime schedule cannot be dismissed, it remains that ABC-TV's competitors aren't upset. In fact, both CBS-TV and NBC-TV appeared to gain strength this season and ABC-TV didn't.

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

The difficulties met by Mr. Treyz apparently reached a climax in Washington this year. Before the Senate's Juvenile Delinquency Subcommittee Mr.

Treyz defended a decision he said he made to carry a violent, hour episode of *Bus Stop* that portrayed teenage singer Fabian as a sexually-psychotic delinquent. The episode was declined by the series' advertisers and more than two dozen affiliates. At the FCC's inquiry into network practices, Mr. Treyz indicated he made a mistake in permit-



Messrs. Treyz (left) and Moore  
One replaced the other on short notice last week

# TO RADIO STATION OWNERS

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

***Here's your answer:***

**demand!** radio<sup>®</sup>

*The biggest programming news at the N.A.B. Convention!*

*Hear it in Suite 1419A at the Conrad Hilton!*

# WHO HAVE HAD IT!

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

**Q.** What is DEMAND RADIO?

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

**Q.** Will I have my own identification?

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

**Q.** Okay, but what about music—can I *really* build up my ratings, hold a good share of the market, get some attention from national advertisers—without playing Top Forty?

**A.** YES.  
(That's an important part of the DEMAND RADIO story.)

**Q.** It seems to me I've heard about the Men from Mars . . .

**A.** We should hope so! In just one year, Mars

has scooped up the finest programming and technical talent, and has created, produced and sold a total of 20,000 program features to some 300 radio stations. *Among the Mars clients are station groups that have never bought programming from anyone else!*

**Q.** Now, you've made some pretty strong claims and promises. I have some specific questions . . .

**A.** Fine! Come see us at the N.A.B. Convention. We'll demonstrate DEMAND RADIO to you, introduce you to satisfied clients, back up every statement we've made above, *and more.*

**Q.** Just one more question now. Is DEMAND RADIO exclusive in my area?

**A.** That's right. Exclusively yours—or, we must add, exclusively one of your competitors, depending on whom we sign up. So please make Suite 1419A at the Conrad Hilton one of your first stops.

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

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

See you soon!



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

ting the telecast.

Mr. Moore said all ABC-TV divisions will report to Mr. Barnathan who in turn will report to him. He cited Mr. Barnathan's experience in affiliate relations, research and other fields and noted that his "contributions" had been a major factor in the network's growth.

A proxy statement, circulated a year ago in advance of AB-PT's annual meeting last May, reported Mr. Treyz was paid a yearly salary of \$98,000. Mr. Treyz, in addition to his presidency of the network, was vice president of the ABC division of AB-PT.

## CHICAGO APPRAISAL

### Broadcasters explain tv.

### problems to civic groups

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

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

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

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

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

Louis Hausman, director of the Television Information Office, explained to one seminar group that some broadcasters are wary of local advisory boards because the members might be irate if the station rejects their impractical ideas. Mr. Hausman also opposed group pressure campaigns because they

might keep shows from going on the air before viewers got a chance to judge for themselves.

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

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

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

## FM BROADCASTERS OPEN MARCH 31

### Rabell proposes New York sales-promotion headquarters

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

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

Mr. Rabell has been elected as fm director-at-large on the NAB board of directors. His term starts with the NAB convention.



Mr. Rabell

for fm broadcasters and others interested in the medium. Will Collier

The NAFMB convention begins formally March 31 at 9:30 a.m. with the annual business meeting and election of officers. It is open to members only.

After a board luncheon, a series of afternoon seminars will be held

"less capable FCCs of the future."

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

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

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

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

Baird Jr. WFMB (FM) Nashville, will preside at a seminar on fm measurement data and research. Participants will be Arnold E. Johnson, Needham, Louis & Brorby, Chicago; Roger N. Cooper, American Research Bureau; Donald Nelson, Nelson & Walker, Oklahoma City, Okla., and Robert Atkinson, C. E. Hooper Inc.

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

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

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

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

# THE GREAT CHARLESTON- HUNTINGTON DEBATE COMMENCES!



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**TOM:** Until the next time, then, we thank you all for your time and attention. WSAZ-TV, Channel 3, NBC. Division: *The Goodwill Stations, Inc.*

3  
WSAZ-TV

# MOST PEOPLE DEPEND ON RADIO

## Listeners rely on it for news, entertainment, companionship WMCA study finds medium's part big in most habit patterns

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

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

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

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

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

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

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

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

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

for both held last November and December.

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

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

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

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

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

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

**Empty House** ■ The respondents, according to the report, showed their



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

# IMPACT IMAGE IMPETUS



Joe Eckstein and the  
Scouting Exposition



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

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

Joe Eckstein  
Scout Executive  
Buffalo Bill Council

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

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

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

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



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

**DAVENPORT, IOWA**

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



## Corinthian officials meet in Washington

Management officials with the Corinthian Stations held a three-day meeting in Washington, D.C., last week. At the opening session, the managers announced a Corinthian summer scholarship program to be conducted with the Assn. For Professional Broadcasting Education. Also on the program: showing of a composite film depicting local Corinthian stations' programs, and discussions on programming, sales, promotion, research and engineering.

Present at the meeting were (front row, l to r) Robert H. Salk, Corinthian director of programming; Alan S. Englander, treasurer; C. Wrede Petersmeyer, president;

Charles H. Smith, director of research; Don L. Kearney, director of sales; Dean Singer, director of advertising and pr; Charles H. Tower, administrative vice president; (back row) George Jacobs, director of engineering; James Richdale, vice president, general manager of KHOU-TV Houston; Robert Wilson, vice president, general manager, of KXTV (TV) Sacramento; George Stevens, vice president, general manager of KOTV (TV) Tulsa; Reid Chapman, vice president, general manager of WANE-AM-FM-TV Ft. Wayne, Ind.; and Robert McConnell, vice president, general manager of WISH-AM-TV Indianapolis.

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

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

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

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

**Importance** ■ More than three-fourths of the WMCA listeners classified radio as "very important" (51%) or "fairly

important" (27%) in their everyday lives.

**Why?**

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

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

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

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

Here, radio fills voids that are created:

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

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

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

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

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

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

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

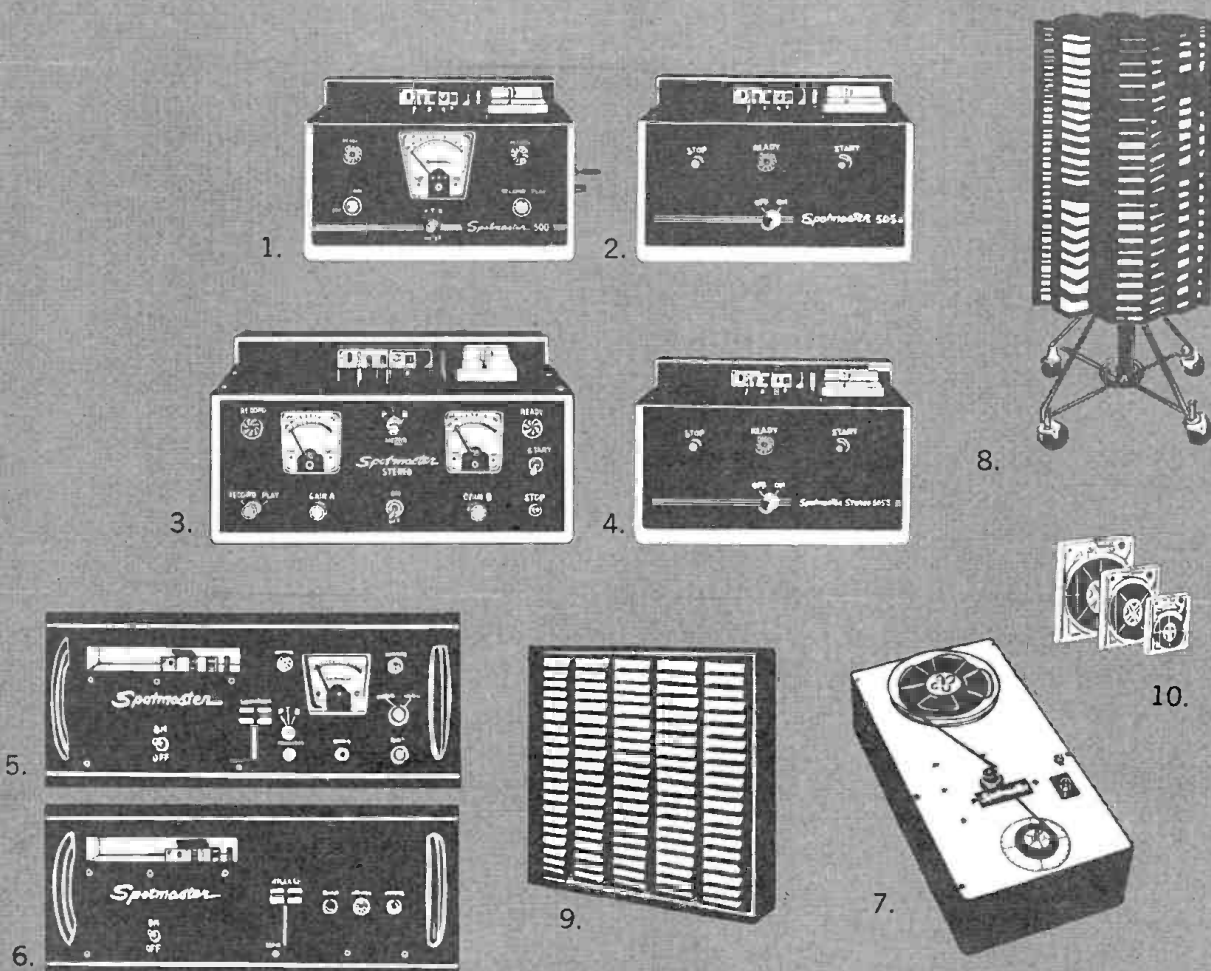
One wife phrased it this way:

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

**Dependent on Radio** ■ Whether for these incidental benefits or not, people were found to regard themselves as dependent to a "surprisingly high degree" on radio as a source of news. This appears at least to be the case with WMCA listeners, to whom this part of the study was limited, and WMCA



# INDUSTRY'S MOST COMPLETE LINE OF CARTRIDGE TAPE EQUIPMENT



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

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

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

*Spotmaster*

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

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

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

By a combination of checks and cross-checks the study also found that among WMCA listeners the heaviest reliance on radio news is reported by the following groups:

1. Housewives.
2. High school graduates.
3. Listeners in the 30-39 and 50-59 age brackets.
4. People in families earning less than \$5,000 a year.
5. Readers of *The New York Daily*

*News.*

From these findings the report concludes:

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

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

Music, Too ■ As for the primary

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

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

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

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

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

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

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

*Continued on page 136*



## Novo Industrial Corp. to get QXR Network

Interstate Broadcasting Co., a wholly-owned subsidiary of *The New York Times*, will transfer its QXR Network operation to the newly-formed Fidelisound Media Corp., a subsidiary of Novo Industrial Corp., New York, it's announced today (March 26).

WQXR-AM-FM New York will continue to supply music programs and the *Times* hourly news bulletin to the network, and will remain the key station affiliate in New York, according to Elliott M. Sanger, executive vice president of Interstate. The transfer will take place about April 1.

Mr. Sanger said that operating the network through a separate corporation will speed the development of the large fm network consisting of 16 interconnected stations in the tri-

angular area bounded by Boston, Buffalo and Washington, and of 18 other stations which are serviced with WQXR tape programs. Interstate will not have any stock interest in Fidelisound, which is to be a wholly-owned subsidiary of Novo.

Walter E. Bronston, Novo board chairman, said Fidelisound would be headed by Chester M. Ross, president of Novo's Bonded Services Div., with the title of chairman and chief executive officer. James Sondheim, general manager of the QXR Network for Interstate, will be president and general manager of Fidelisound.

Principals in the transfer are shown above (l to r): Mr. Sanger; Norman S. McGee, WQXR vice president in charge of sales; Mr. Ross, and Mr. Sondheim.

CITY OF ROCHESTER  
NEW YORK

WILLIAM M. LOMBARD  
CHIEF OF POLICE



DEPARTMENT OF PUBLIC SAFETY  
BUREAU OF POLICE

February 26, 1962

Mr. Ervin Lyke  
W. R. O. C. T. V.  
201 Humboldt St.  
Rochester, New York

Dear Mr. Lyke:

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

On February 21st, information was received by the Brighton Police Department that a subject answering the description of John Murphy - had been seen in the area. Charles Planert responded and while patrolling in his radio car in the area - spotted the subject near a barn at 2389 Clinton Avenue South, and immediately called in the position of the suspect, resulting in an early arrest without further incident.

We in the Police Bureau consider this man a very dangerous person to be at large in view of a past history of robbery conviction and other information developed - indicated that he is capable of much violence. It is duty such as this that brings the relationship between a Police Department and a news media much closer. Mr. Planert is directly responsible for the arrest and it is my sincere pleasure to commend him for an outstanding act. I might add, in the short time that I have been here that Mr. Planert has been most courteous in carrying out his duties as a news photographer and I have heard many kind comments about his conduct in dealings with the Police Department from older Police Officers.

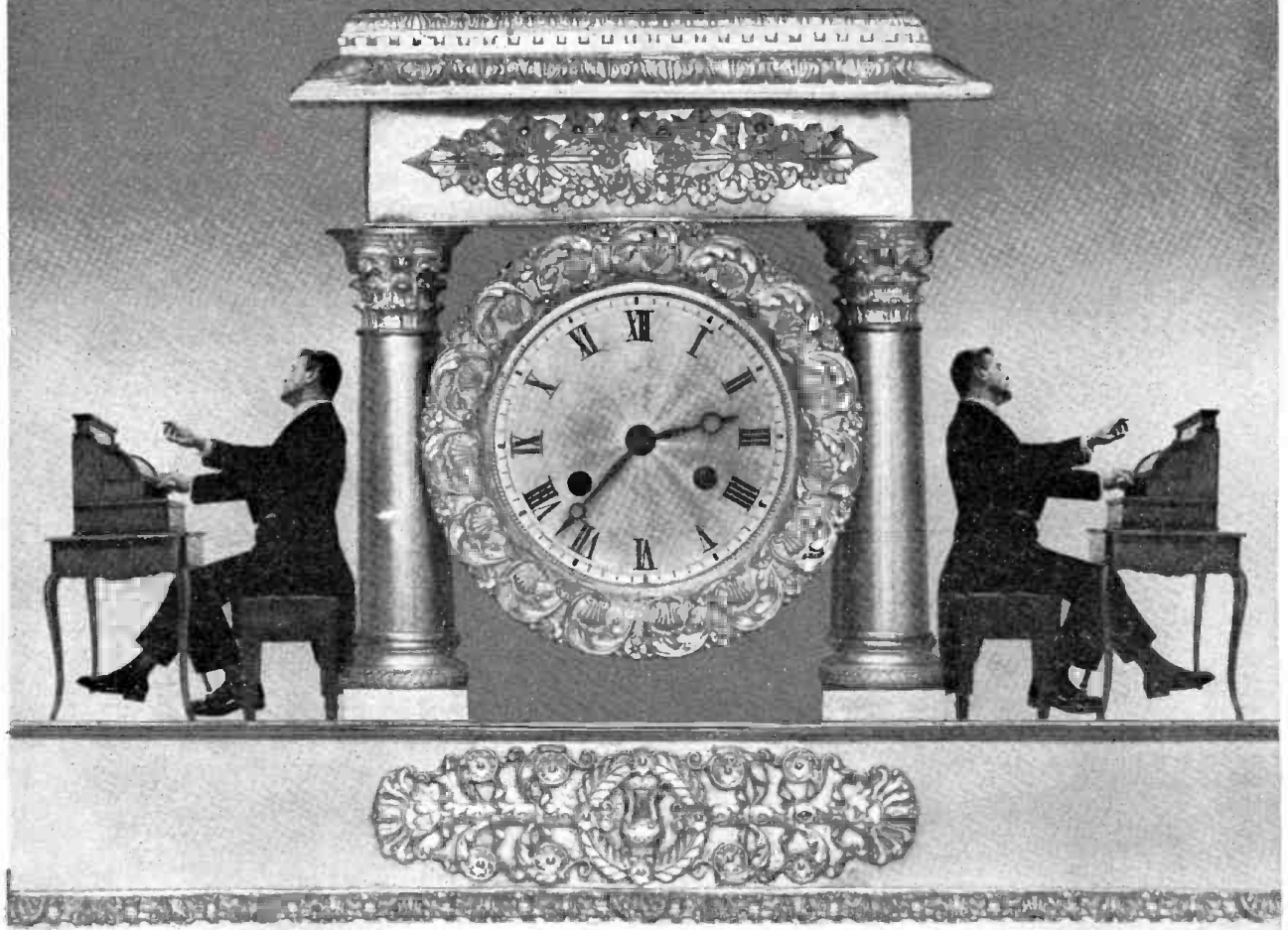
Very truly yours,

*William M. Lombard*  
William M. Lombard  
Chief of Police



*Thank You...*  
*Chief Lombard*  
*Ervin F. Lyke*  
PRESIDENT WROC

48 Hours a day...



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



**KFAC** AM-FM

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

PRUDENTIAL SQUARE • LOS ANGELES

# NEXT WEEK IN CHICAGO

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

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

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

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

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

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

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

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

Co-chairmen of the NAB Convention Committee are



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

Official agenda, sidebar events . . . . .	page 76
'Where to find it' directory . . . . .	page 135
Technical papers, agenda . . . . .	page 79
Major displays at exhibits . . . . .	page 92
Registration: who'll attend . . . . .	page 121





**NEXT WEEK IN CHICAGO**

**ON TAP IN CHICAGO**

*Official agenda and unofficial sessions. Engineering Conference agenda appears on page 79. All hotels are Conrad Hilton unless otherwise indicated.*

**MONDAY, April 2**

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

*Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.*

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

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

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

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

*Invocation, The Most Rev. Raymond P. Hillinger, Auxiliary Bishop of Chicago; Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB Board of Directors.*

*Address, LeRoy Collins, president, NAB.*

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

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

*Opening Remarks, George C. Hatch, KALL Salt Lake City, chairman, Radio Board of Directors; NAB Radio Code Presentation; Talk by the president of the Radio-Television News Directors Assn., Richard Cheverton, WOOD Grand Rapids, Mich.; Presentation by the Station Representatives Assn.*

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

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

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

**TUESDAY, April 3**

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

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

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

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

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

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

**SUNDAY, April 1**

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

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

*The Technical Aspects: Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco; Harold Tanner, WLDM (FM) Detroit; William Tomberlin, KMLA (FM) Los Angeles.*

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

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

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

dent, NAB.

*Moderator*, Robert F. Wright, WTKO-TV Meridian, Miss.; member, NAB Television Board of Directors; Stanley Deck, KDIX-TV Dickinson, N. D.; Stuart T. Martin, WCAX-TV Burlington, Vt.; Robert E. Schmidt, KAYS-TV Hays Kan.; Norman (Pete) Cash, president, TvB.

10 a.m., Coffee break.

10:15-12 noon, Dwight W. Martin, WAFB-TV Baton Rouge, La.; chairman, NAB Television Board of Directors; Robert D. Swezey, director, NAB Code Authority; Roy Danish, assistant director, Television Information Office; Hamilton Shea, WWSA-TV Harrisonburg, Va.

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

*Presiding*, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman; *Invocation; Introduction of the Speaker*, LeRoy Collins, president, NAB; *Address*, The Honorable Newton N. Minow, chairman, FCC.

2-5 p.m. No Scheduled Sessions.

(This period is not programmed to permit delegates to visit exhibits and hospitality quarters.)

### WEDNESDAY, April 4

**Labor Clinic** (*Closed Session*) ■ 9:15-10:15 a.m., Grand Ballroom.

*Participants*, Charles H. Crutchfield, WBT Charlotte, N. C.; William C. Goodnow, WISN Milwaukee; Harold C. Sundberg Jr., WMBD Peoria, Ill.; James H. Hulbert, NAB; David L. Doughty, NAB.

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

*Presiding*, John F. Meagher, vice president for radio, NAB; Talk by Miss Katherine Peden, station director, WHOP Hopkinsville, Ky.; Presentation of the NAB Broadcast Personnel and Economics Department (To be announced); *Moderator*, Vincent T. Wasilewski, NAB.

**Television Business Session** ■ 10:30 a.m.-12 noon, Waldorf Room.

*Presiding*, Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman, NAB Television Board of Directors.

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

*Presiding*, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman; *Invocation*, Rabbi Philip L. Lipis, President, Chicago Board of Rabbis; *Introduction of the Speaker*, LeRoy Collins, President, NAB.

*Address*, James E. Webb, Administrator, National Aeronautics & Space Administration.

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

*Presiding*, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.

*Panel Discussion*, FCC: Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross; *Moderator*, Clair R. McCollough, Steinman Stations, Lancaster, chairman, NAB Board of Directors.

**Annual Convention Banquet** ■ 7:30 p.m., International Ballroom.

## Other related meetings

### FRIDAY, March 30

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

### SATURDAY, March 31

9 a.m.-11 p.m. **Assn. for Professional Broadcasting Education**, membership meeting. Williford "A" Room.  
9:30 a.m. **National Assn. of Fm Broadcasters**, business meeting. Waldorf Room.

12:30 p.m. **APBE**, membership luncheon. Williford "B" Room.

2 p.m. **National Assn. of Fm Broadcasters**, membership meeting. Waldorf Room.

2:30 p.m. **ABC-TV Affiliates**, meeting and presentation. Grand Ballroom.

5 p.m. **APBE**, reception. Williford "B" Room.

5:30 p.m. **ABC reception**. International Ballroom.

### SUNDAY, April 1

8 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters**, membership meeting. Beverly Room.

9:30 a.m. **National Assn. of Fm Broadcasters**, fm session. Waldorf Room.

9:30 a.m. **APBE**, board of directors meeting. Room 12.

10 a.m. **ABC Radio Affiliates**, meeting. Williford Suite.  
10:30 a.m. **Broadcast Music Inc.**, board of directors meeting and luncheon. Rooms 13 and 14.

11 a.m. **Daytime Broadcasters Assn.**, membership meeting. Williford "A" Room.

12:30 p.m. **Assn. of Maximum Service Telecasters**, board of directors luncheon. Bel Air Room.

12:30 p.m. **NAB Television Code Review Board**, luncheon. Room 18.

2 p.m. **APBE**, membership meeting. Williford "A" Room.

4 p.m. **Clear Channel Broadcasting Service**, membership meeting. Bel Air Room.

5 p.m. **Pre-Sunrise Broadcasters Committee**, meeting. Upper Tower.

6 p.m. **NBC Radio and Television Affiliates**, reception and dinner. Golden Coast Room, Drake Hotel.

6:30 p.m. **CBS-TV Affiliates**, reception and banquet. Ambassador West Hotel.

### MONDAY, April 2

8 a.m. **Tv Stations Inc.**, membership breakfast. Mayfair Room, Blackstone Hotel.

8:30 a.m. **NAB Broadcast Engineering Conference Committee**, breakfast. Room 12.

### TUESDAY, April 3

2:30 p.m. **All Industry Television Music Licensing Committee**, meeting. Room 14.

7:30 p.m. **Broadcast Pioneers**, banquet. Grand Ballroom.

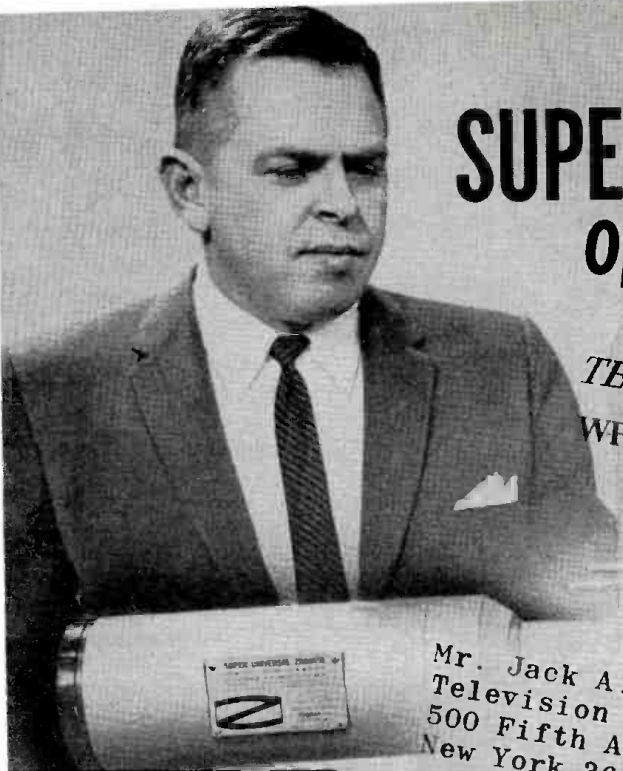
### WEDNESDAY, April 4

8 a.m. **Society of Television Pioneers**, breakfast. Lower Tower.

5 p.m. **NAB Television Board of Directors**, meeting. Room 12.

# ALL-PURPOSE SUPER UNIVERSAL ZOOMAR

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OTIS FREEMAN  
VICE PRESIDENT IN CHARGE  
OF ENGINEERING

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



**Otis Freeman  
gets  
the First!**

Dear Jack:

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

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

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

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

Sincerely,

*Otis Freeman*  
Otis Freeman

OF/cm

**JACK A. PEGLER**      **BILL PEGLER**  
**TELEVISION ZOOMAR COMPANY** 500 Fifth Avenue, Room 5520 • New York 36, New York • BRyant 9-5835  
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Television Zoomar, the originator — 15 years of specialization in the manufacture of ZOOMAR LENSES for Television  
OVER 600 ZOOMAR LENSES USED AT TELEVISION STATIONS AROUND THE WORLD



# TECHNICAL PAPERS

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

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

Jack Petrik, KETV (TV) Omaha, Neb., is chairman of the engineering



Mr. Petrik



Mr. Bartlett

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

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

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

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

The opening technical program April 1, with Mr. Bartlett presiding, includes a greeting by NAB President LeRoy Collins. The technical papers that after-

noon will be devoted to both radio and tv topics.

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

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

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

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

## Monday, April 2

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

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

Presiding: GLENN G. BOUNDY, vice president for engineering, Storer Broadcasting Co., Miami Beach, Fla. Speaker: SIR HAROLD BISHOP, Director of Engineering, British Broadcasting Corp.



Mr. Boundy



Sir Harold

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

Presiding: GEORGE W. BARTLETT, Manager of Engineering, NAB. Session Coordinator: WILLIAM S. DUTTERA, Director, Allocations Engineering, NBC.

Opening of Engineering Conference—LEROY COLLINS, president, NAB.

2:45-3:10 p.m.

"Reliability of Transistors in Broadcast Studio Use, by J. F. WIGGIN, consultant, television studio engineering, and R. E. PUTMAN, manager, studio



& industrial tv engineer, General Electric Co. (to be presented by Mr. Wiggins).

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



Mr. Duttera



Mr. Wiggins

3:15-3:30 p.m.

"What The New FAA Rules and Procedures Mean to the Broadcaster," by FRANCIS M. McDERMOTT, Air Safety Consultant, Washington, D.C.

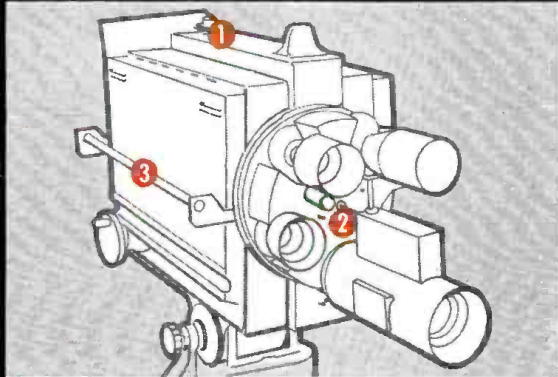
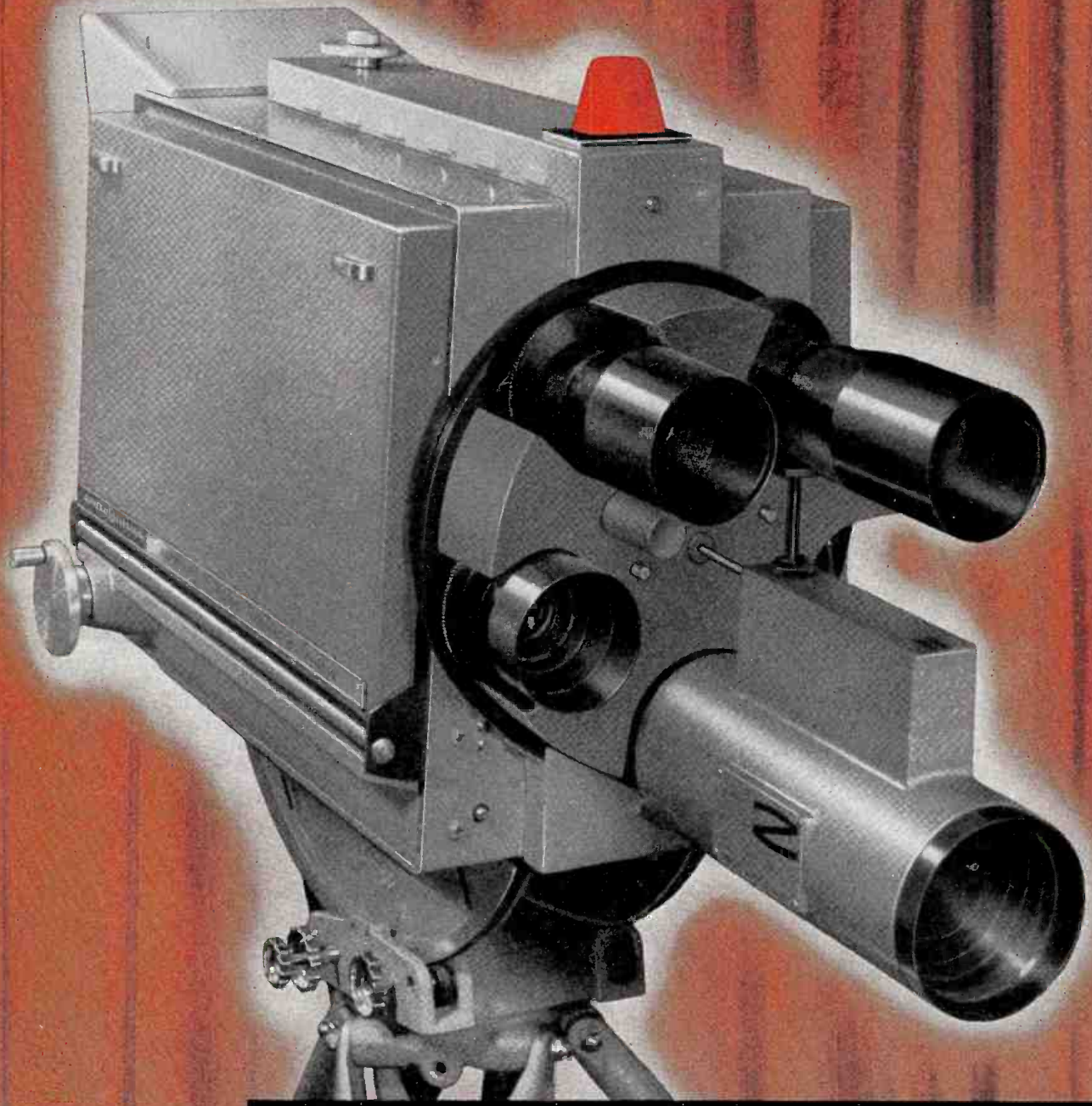


Mr. McDermott

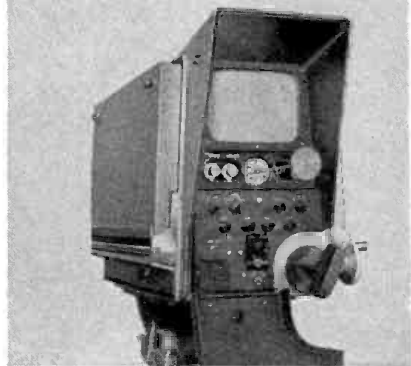
The Federal Aviation Act of 1958, while clarifying many troublesome issues in the field of aviation safety, has raised new points as to the proper allocation and use of airspace. Of immediate concern to broadcasters is the question of whether



# PIONEERS IN TELEVISION PROGRESS



**EASE OF OPERATION**—Top-mounted control knob (1) facilitates changing of the neutral density filter disk and lens cap. Center-shaft zoom lens control (2) permits rotating the five-lens turret with zoom lens installed. Handle positioned (3) for ease in handling camera.



**CONVENIENCE**—Viewfinder operating controls, zoom lens handle, and lens selection handle are located for maximum convenience. Other camera controls are fully protected behind swing-down door.

# NEW GENERAL ELECTRIC CAMERA CONVERTS FROM 3" TO 4½" I.O.

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

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

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

Other features of the PE-20-A/B include:

- **Stability**—Transistorized circuitry and regulated voltages assure maximum stability and reliability.
- **Self contained meter**—Built-in, switchable meter

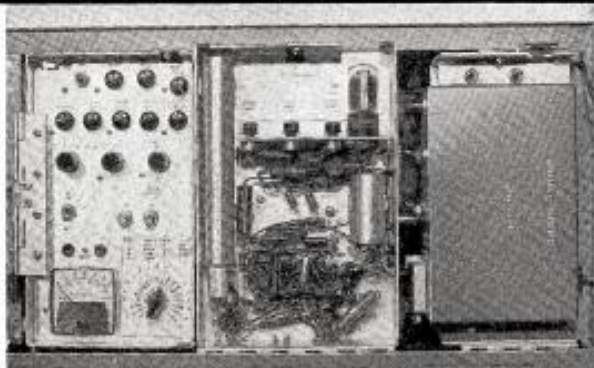
provides monitoring of all important camera voltages including H & V sweep.

- **Electronic lens cap**—New electronic lens cap can be operated at either camera or console without need of delegation switches.
- **Built-in I.O. Guard**—Self contained I.O. Guard assures prolonged I.O. tube life.
- **Improved turret design**—Center shaft zoom lens control permits rotation of 5-lens turret with zoom lens installed and with remote iris control operating.
- **Ease of maintenance**—Plug in circuits mounted on swing out chassis allow quick accessibility for ease in servicing.
- **Improved 8-inch Viewfinder**—Integrated viewfinder with 8" rectangular tube provides sharper, brighter picture. Switchable input permits either preamp output or camera channel output to appear on viewfinder.
- **Retractable handles**—Handles swing out for ease in handling camera.

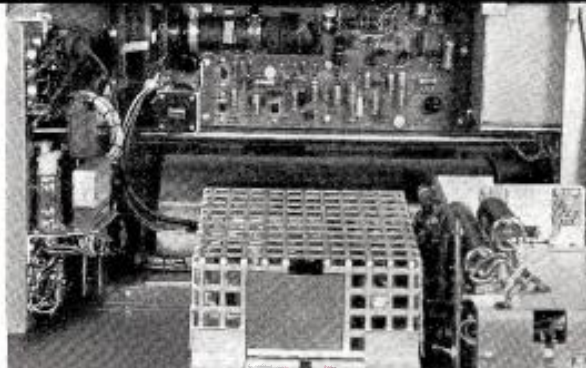
FOR MORE INFORMATION on the new PE-20-A/B Camera Channel, contact your nearest G-E Broadcast Equipment Representative; or write to Section 551-01, General Electric Co., Schenectady, N. Y. In Canada, contact Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric Co., Inc., 150 East 42nd St., New York 17, N. Y.

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



**ACCESSIBILITY**— Swing-out chassis, shown in open position provide maximum accessibility for ease of maintenance. Behind the center chassis is the transistorized viewfinder video circuitry.

## NAB PREVIEW

### TECHNICAL PAPERS CONTINUED

an agency dealing in aviation can be objective in the matter of "public interest" when faced with the erection of radio and tv towers. The record of FAA in administering the act thus far has been good. The problems that remain can best be solved through the continued cooperation and understanding of aviation and broadcasting interests.

3:35-3:55 p.m.

"An All Transistor Uhf/vhf Field Strength Meter," by CECIL S. BIDLACK, *broadcast consultant, Smith Electronics Inc., Cleveland* (authors are Joseph F. Dobosy, Mr. Bidlack, W. G. Hutton and Carl E. Smith).



Mr. Bidlack

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

4-4:25 p.m.

"Recommendation for Rapid Transmitter Fault Isolation," by EVERETT J. GILBERT, *field service engineer, and RICHARD L. UHRIK, head, high power transmitter dept. III, Texas Div., Collins Radio Co.*



Mr. Uhrik

The objective of this paper is to provide a systematic approach to trouble shooting which will put the transmitter back on the air in the minimum time when trouble occurs. Two generalized techniques are discussed. The first is the "immediate action" approach. The operator automatically follows a brief fixed sequence of steps intended

to restore operation without immediately trying to determine what specifically interrupted service. While following the immediate action routine, the operator may note irregularities but will not hesitate or interrupt the sequence of events. The second technique discussed is a detailed fault finding procedure to isolate a malfunction in a minimum amount of time. This stepwise procedure is arranged to reduce the unknown area (location) of the fault by about 50% each time a step is performed.

4:30-5 p.m.

"VTX-Slow Motion Video Tape," by ALBERT W. MALANG, *chief video facilities engineer, ABC.*



Mr. Malang

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

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

## Tuesday, April 3

9:00 a.m.—Technical Session—Radio—Continental Room.

Presiding: LESLIE S. LEARNED, director of engineering, Mutual Broadcasting System.

Session Coordinator: WILLIAM B.



Mr. Learned



Mr. Honeycutt

HONEYCUTT, chief engineer, KRLD AM-FM-TV, Dallas.

9-9:25 a.m.

"A Solid-State Direct Fm System for Mono, Stereo, and SCA Broadcasting," by ROBERT J. HIRVELA, and FRANK D. MCLIN, *project engineer, Collins Radio Co. (To be presented by Mr. McLin).*



Mr. McLin

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

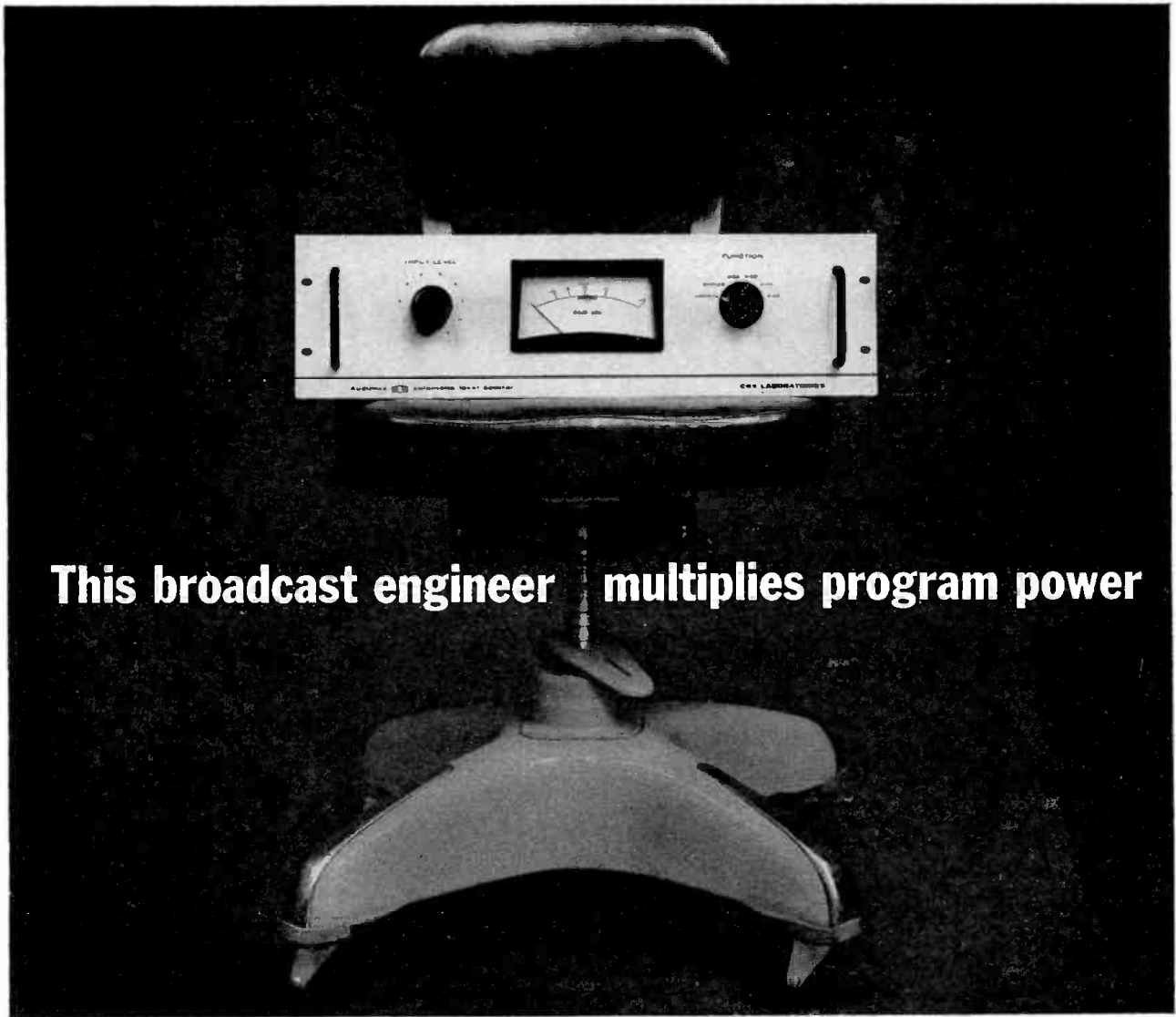
9:30-9:55 a.m.

"Utilizing a 950 MC STL for Remote Control of Am or Fm Transmitters," by JOHN A. MOSELEY, *president, Moseley Assoc. Inc., Santa Barbara, Calif.*



Mr. Moseley

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



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**(without degrading signal quality)**

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

This unique sound level control device is available in two models: AUDIMAX I (\$495) for broadcasting and recording, and AUDIMAX II (\$595) for

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

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# NAB PREVIEW

## TECHNICAL PAPERS CONTINUED

bandwidth limitation of a single stl channel. Operation and maintenance considerations are important factors in the system design.

**10-10:25 a.m.**

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



Mr. Bauer

With the advent of stereophonic recording and broadcasting, there is a need for a device that can sense the phasing of the left and right signals and automatically make corrections if necessary. The CBS Laboratories' automatic stereo phaser bridges the left and right program lines, linearly amplifies each signal and then converts them to L+R and L-R signals by means of a transformer matrix. The L+R and L-R signals are separately rectified and the resulting dc is applied to a mechanical flip-flop. Correct phasing results in an equal or greater L+R signal as compared to the L-R signal. If the reverse appears, the program lines are automatically re-phased.

**10:30-10:55 a.m.**

"Cartridge Tape Programming Techniques," by RALPH L. HABERSTOCK, senior audio engineer, Gates Radio Co.



Mr. Haberstock

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

Consideration will also be given as to the location of the equipment in the

station and also to the planning that must accompany the use of remote functions. The topic of cartridge storage will also be covered.

**11-11:25 a.m.**

"Technical Aspects of Emergency Broadcasting Facilities," by JAMES E. GRAY, chief engineer, WYDE Birmingham, Ala.



Mr. Gray

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

**11:30 a.m.-12 noon**

"Improving Quality of Broadcasting Stations," by FRANK MCINTOSH, consulting engineer, Washington, D. C.



Mr. McIntosh

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

### Technical Session—Television

**9 a.m.—Upper Tower**

Presiding: FRANK MARX, vice president for engineering, ABC.

Session Coordinator: GEORGE L. MCCLANATHAN, director of engineering, KPHO & KPHO-TV Phoenix.

**9-9:25 a.m.**

"New Approach to Tv Studio Lighting Levels," by ROLLO G. WILLIAMS,



Mr. Marx



Mr. McClanathan

director of color research, Century Lighting Inc.



Mr. Williams

Surface brightnesses rather than incident footcandle densities are the important things to consider in studio lighting, which should be based on the spectral quality of the surface reflections picked up by the camera tube. Spectral distribution in the lighting can be a most important factor and it is shown how this can be controlled by variations in the voltage supplied to lamps. Correct use of spectral characteristics can result in important economics in studio equipment and operational costs. Examples are given and data provided so that studio lighting may be based on the spectral distribution of lighting and use made of the opportunities for improved picture quality as well as reduced lighting costs.

**9:30-9:55 a.m.**

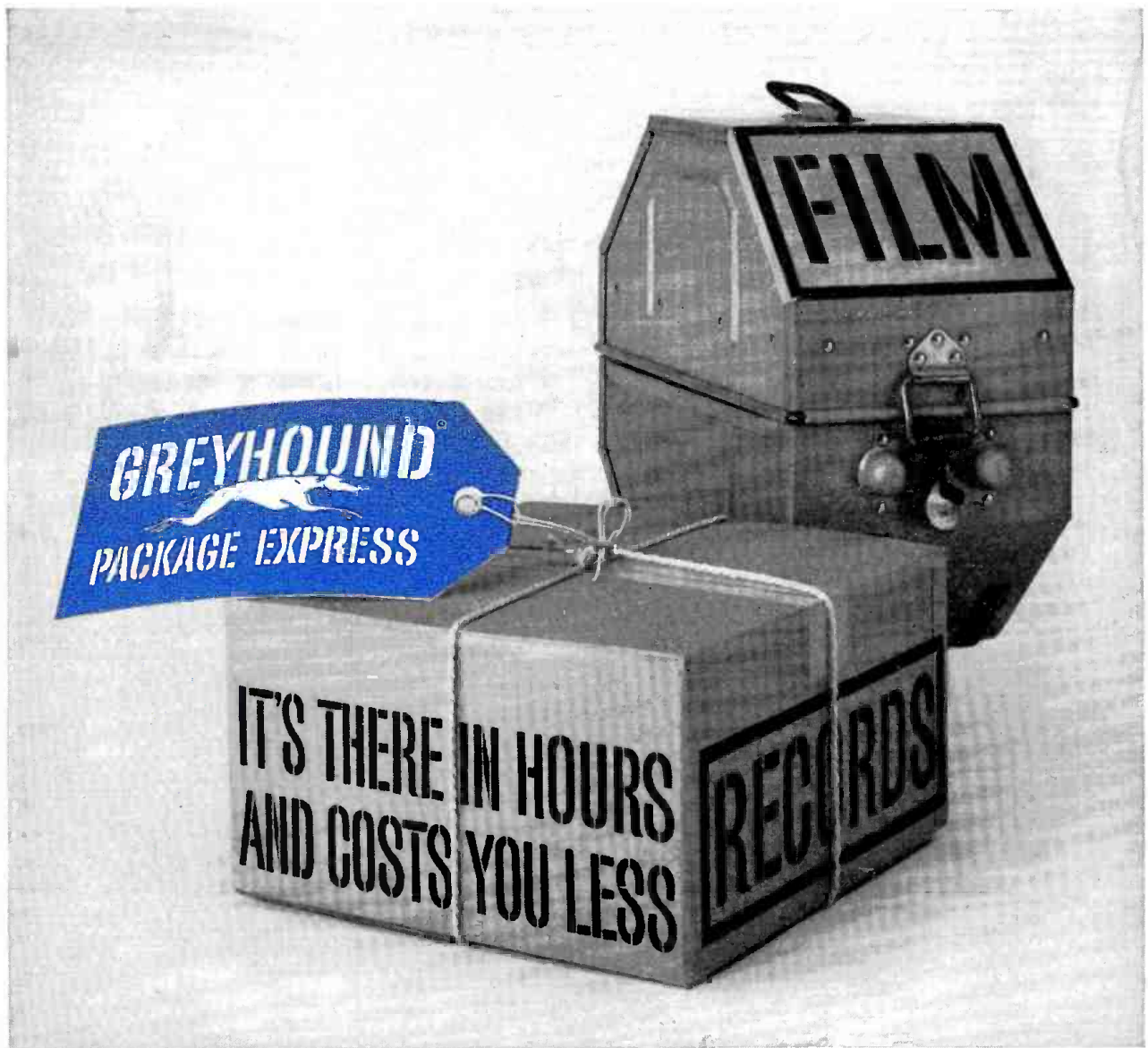
"Characteristics and Mode of Operation of Image Orthicons," by R. G. NEUHAUSER, engineering leader, Camera Tube Design, Electron Tube Div., Radio Corp. of America.



Mr. Neuhauser

The trend in image orthicon tubes today is toward the higher capacitance field mesh design tubes. These tubes fill the requirements for higher signal-to-noise ratio, longer grey scale range, better resolution and uniformity.

High target voltage operation of these tubes produces the best signal-to-noise ratio and most accurate "photographic reproduction" of a scene. Lower target voltages allow more latitude in exposure control and lighting at the expense of certain performance features. Certain desirable characteristics of an image orthicon



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## NAB PREVIEW

### TECHNICAL PAPERS CONTINUED

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

**10-10:25 a.m.**

"Tv Automation Experience at KYW-TV," by **SIDNEY STADIG**, chief engineer, KYW-TV Cleveland.



Mr. Stadig

KYW-TV placed a television program automation system in operation late last year. The system operates from paper tape and performs all master control video and audio switching, operates multiplexers, film and slide projectors, video tape machines, switches, mikes, mutes speakers, etc. This paper describes how KYW-TV prepares the paper tape at the time the schedule is typed, how it accommodates schedule changes and what changes this entailed in the functions of the traffic department, film department and operations.

**10:30-10:55 a.m.**

"Interleaved Sound Transmission Within the Television Picture," by **J. L. HATHAWAY**, engineering department, NBC.



Mr. Hathaway

A system is described for combining sound and picture signals and transmitting them over a single video circuit in such a manner as to provide an emergency sound service for use during failures of the regular television audio facilities. Picture and sound portions of network programs are ordinarily carried by inter-city circuits which differ in apparatus and routings. Although each has been subject to occasional service interruptions, simultaneous failures have been highly unusual. This Interleaved Sound system creates no degradation of picture quality, adds no interference components to the picture signal, and provides recovered sound of adequate quality.

**11-11:25 a.m.**

"New Concepts in the Evaluation of Television Lenses," by **DR. FRANK**

**G. BACK**, research director, Zoomer, Inc.



Dr. Back

Evaluating television lenses on the basis of customary lens tests very often leads to wrong conclusions. Lenses which show highest quality with the resolution pattern perform poorly in field or studio and vice versa.

Even bench tests which break down lens defects into the seven basic aberrations cannot be applied in the same way as for photographic lenses. Contrast transfer function tests, though more comprehensive, are often misinterpreted.

The difficulties encountered with fixed focus lenses are compounded when zoom lenses are to be evaluated because the lens defects change throughout the zoom; and since practical objects are three-dimensional, two-dimension test patterns are not very good indicators for lens performance.

In television, the required lens correction is different, particularly if color photography is compared to color television.

**11:30 a.m.-12 noon**

"Seven Years of Significant Color Television Receiver Progress," by **CLYDE HOYT**, manager, tv receiver engineering, home instruments division, Radio Corp. of America.

In 1954 the first 21 inch color tv receiver was introduced. The 1961 21 inch color tv receiver represents the improvement and development accomplished in the interim. The tricolor kinescope has been greatly improved for light output, for stability, for life and for manufacture. The circuits and components associated with the color kinescopes are much better for performance, service and customer useability. The color receiver of today is a developed, refined device that receives excellent color pictures of greatly increased contrast, brightness and fidelity. It is now easy for the customer to operate, has a long operating life, and usually will operate for months and even years without service. Reception of black and white transmissions is greatly improved as well.

**Engineering Luncheon**

**12:30 p.m.—Williford Room.**

Presiding: **ORRIN W. TOWNER**, director of engineering, WHAS Inc.,

Louisville, Kentucky. Speaker: **DR. J. R. PIERCE**, executive director, research communications principles division, Bell Telephone Laboratories.



Mr. Towner



Dr. Pierce

**No Sessions Scheduled After Luncheon**

*This period is not programmed to permit delegates to visit exhibits and hospitality quarters.*

**Wednesday, April 4**

**9:30 a.m.—Continental Room**

Presiding: **JAMES D. PARKER**, director, Television R-F Engineering, CBS Television Network.

Session Coordinator: **VIRGIL DUNCAN**, chief engineer, WRAL-TV Raleigh, N. C.



Mr. Parker



Mr. Duncan

**9:30-9:55 a.m.**

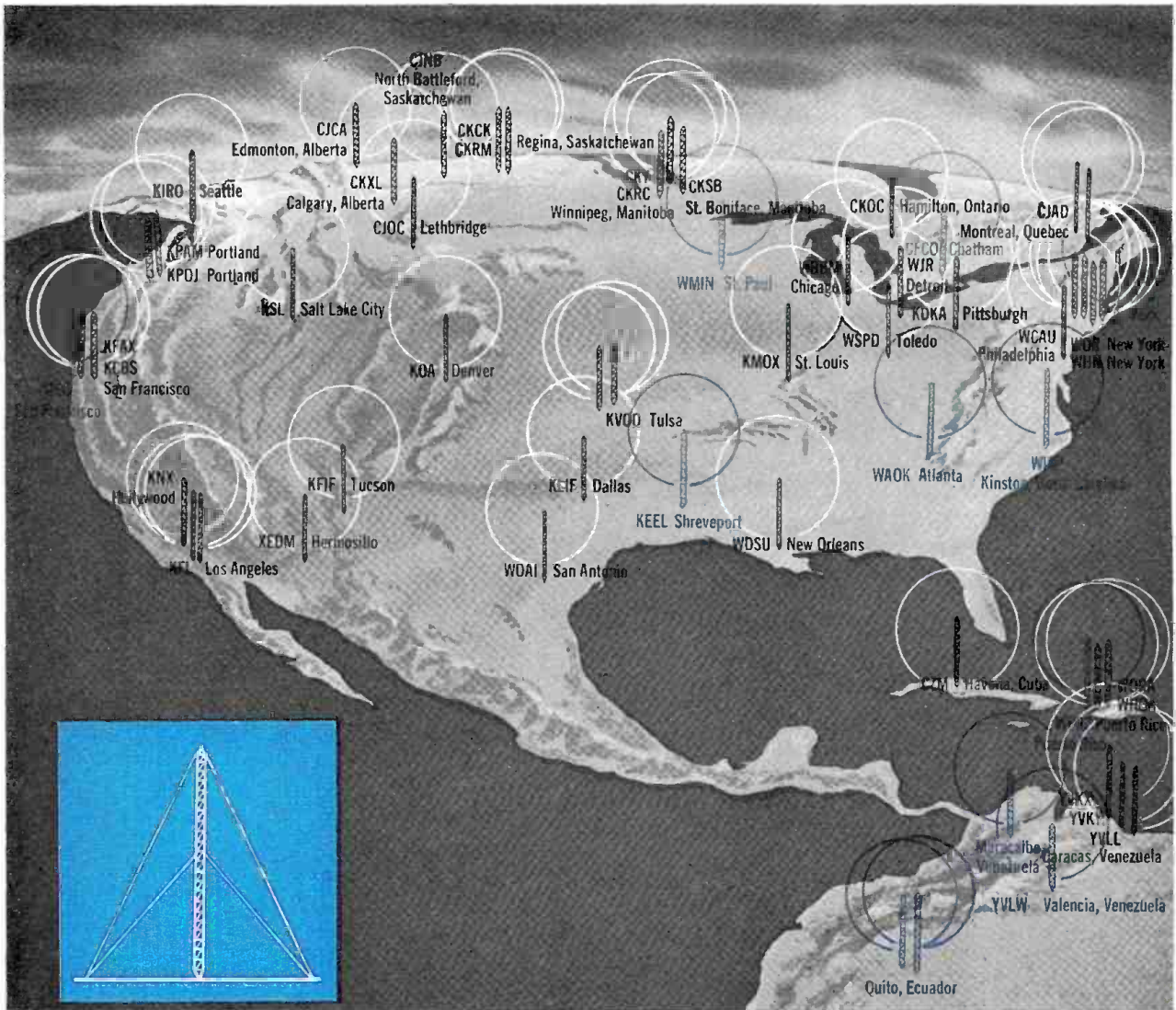
"Interim Report on WUHF," by **E. W. ALLEN**, chief engineer, Federal Communications Commission.



Mr. Allen

The transmitting facilities at the FCC experimental television station WUHF in New York City will be described, together with methods and equipment used in evaluating the service provided by the station. Preliminary results will be given for the comparison of service with circular and horizontal polarization and with the use of directional and omni-directional antennas.





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## NAB PREVIEW

TECHNICAL PAPERS CONTINUED

10-10:25 a.m.

"Power Gain Measurements on an Installed Tv Antenna," by ANDREW ALFORD, president, *Alford Manufacturing Co.*, R. E. FISK, specialist, *Antenna Engineering, General Electric Co.*, and OGDEN L. PRESTHOLDT, director of engineering, *CBS Radio Network* (To be presented by Mr. Prestholdt, formerly of *CBS Television Network, engineering dept.*).



Mr. Prestholdt

discussed and shown to be reliable and compatible.

10:30-10:55 a.m.

"A Comparative Analysis of Transverse and Helical Scan Television Tape Recording Techniques," by CHARLES GINSBERG, vice president and manager, rotary head recording advanced technology, *Ampex Corp.*



Mr. Ginsberg

Over the past few years there has been an increase in interest in the design and utilization of helical scan television tape recorders, with particular applications in the field of closed circuit and education. This paper will discuss and analyze the basic differences between helical scan and four-headed transverse video recorders, with particular emphasis upon time base stability, signal systems and operation, and performance quality. In addition, the ramifications of new track standards that might result from the use of helical machines will be analyzed and compared to the existing transverse standards. The compatibility insofar as duplication from one standard to another will be discussed, and a comparative analysis of operating costs will be made.

11-11:15 a.m.

"Problems Encountered in the Control of Heat and Dust on Transmitter Plants," by ALBIN R. HILLSTROM,

chief engineer, *KOOL-AM-FM-TV Phoenix, Ariz.*



Mr. Hillstrom

In planning a transmitter installation, the chief engineer is familiar with most of its aspects. However, the air or cooling systems engineering is a field of its own. In the desert climate the temperature in the summer often reaches beyond the tolerances specified by the equipment manufacturers, which puts a premium on the design of the cooling system to affect highest reliability and efficiency. How refrigeration was used to cool the outside air on its path to the cubicles of a 35 kw television transmitter; special consideration given to filtering, duct size, duct routing, and streamlining the air flow.

11:15-11:30 a.m.

"The Successful License Law for Tv and Radio Service Technicians in Louisiana," by J. D. BLOOM, director of engineering, *WWL-TV New Orleans, La.*

The history behind the license law in Louisiana, a brief explanation of the mechanics of its operation and some of the experiences that have shown its success in the improvement of the tv and radio servicemen.



Mr. Bloom

11:30-11:45 a.m.

"Experiences in Moving a Tv Transmitter Without Loss of Air Time," by ROBERT W. CROSS, chief engineer, *KROC-AM-TV Rochester, Minn.*



Mr. Cross

The experiences of the technical staff of one station when the transmitting equipment was moved to a new site 32 miles distant. The move was made overnight and without loss of airtime. No attempt is made to deal with the subject of site selection or FAA approval of tower structures, as these are individual problems. Rather, an explanation is made of the planning and practical execution of the move. It is pointed out that the

## PROGRAM AUTOMATION CAN REDUCE COSTS, INCREASE EFFICIENCY

by Vernon A. Nolte, V. Pres. WJBC and Automatic Tape Control



Program automation does not mean pushing a button, walking out the door and locking the studio for the day. Automation is only a tool designed to provide specific efficiencies under certain program conditions.

Broadcasters today appear to be interested in two forms of program automation—the first, partial automation for brief periods—the

second, full time automation for protracted program periods.

Both part-time and full-time automation can offer some interesting cost saving and efficiency factors. With rising costs in the industry, broadcasters must keep an eye on expenses and attempt to get more productive effort from employees. Many broadcasters believe it no longer makes sense to have a creative, skilled and well paid announcer spending most of his time in a control room doing mechanical operations when his efforts could be more productive elsewhere. This has encouraged some broadcasters to automate for periods of from two to three hours a day. They have found that they can relieve an announcer from mechanical functions in the control room long enough to prepare news broadcasts, write commercial copy, make sales calls, prepare public service programs, act in public relations capacities, and perform a multitude of other productive functions. Although this type of automation may not save a station much money, it does provide a method of getting more meaningful work from existing employees.

Full time automation is now used extensively, particularly by FM stations. Some AM stations also have found that it is possible to operate by automation and still maintain the spontaneity of the medium. At WJBC-FM, for example, which is now completely automated fifteen hours a day, we have been able to produce additional revenues to the extent of \$20,000 to \$25,000 per year at operating costs that are less than \$10,000 a year. One employee can operate the entire station, including the selling of time. News, bookkeeping, traffic and copy services are available from the regular AM staff without any additional cost.

Automatic Tape Control does not claim to have the complete answer to everyone's program automation problem. We do have certain tools that we believe offer the greatest flexibility in an automation system. The standard ATC units, the ATC 55, the new Automatic Program Logging—all have been designed to solve the automation problems of broadcasters. We recommend that you talk to the personnel of Automatic Tape Control appearing at the NAB Convention and look at the practical and tested equipment that may be of assistance to you at your broadcast station.

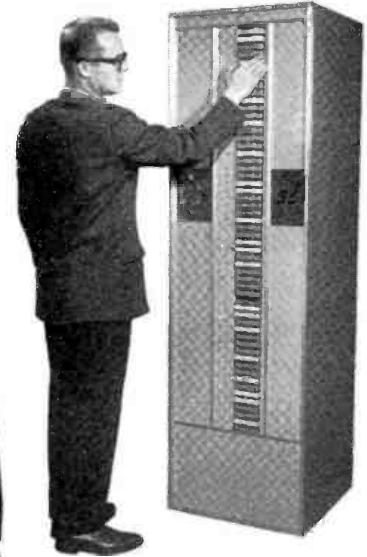


**AUTOMATIC PROGRAM LOGGING . . .** New ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast.



**ATC DUAL-TONE TAPE CARTRIDGE UNITS . . .** The original and most widely used tape cartridge system in the broadcasting industry.

**ATC 55 . . .** A device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.



**ATC SOUND SALESMAN . . .** A fully portable (13 lbs.) tape cartridge playback unit. Lets your salesmen audition programs and commercials right at the prospect's desk.

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**FIRST CLASS LICENSED ENGINEERS . . .** Jack Jenkins, Ted Bailey and George Stephenson have a combined total of over 50 years' experience as full time broadcast engineers. They understand the broadcaster's problems and perform an outstanding service of custom engineering each ATC installation to the station's individual needs.

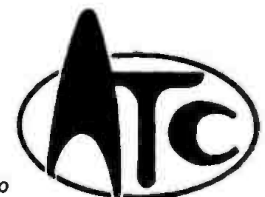
Just as no two sets of fingerprints are identical, no two broadcast stations have identical requirements for automated programming. Each installation must be considered from the standpoint of that station's own unique program policies and physical layout. That's why all our men are actually broadcast personnel. They do more than sell a piece of equipment. They can advise and counsel on your requirements—and how best to use our equipment to get the

most satisfactory and profitable results. All ATC equipment will be *in operation* in our booth at the NAB Convention in Chicago. And all of our men pictured here will be on hand to explain the equipment and how it can be adapted to your needs. Reading clockwise from the top: Bob Johnson, Tim Ives, Lee Sharp, Elmo Franklin and the three at left who are our engineers. We'll be looking forward to meeting you at the convention.

made by broadcasters for broadcasters

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## NAB PREVIEW

### TECHNICAL PAPERS CONTINUED

public is greatly affected by the move, and steps are suggested to assist tv dealers and viewers with their reception problems.

11:45 a.m.-12 noon

"The Transition to Transistors in Tv,"  
by JOHN H. DEWITT, JR., *president,*  
*WSM Inc., Nashville, Tenn.*



Mr. DeWitt

The advantages of solid state devices, techniques in design and construction of tv terminal equipment are discussed. The design of practical, electrical and physical arrangements for replacing existing tube amplifiers is stressed. The problems in the design of an amplifier for video and pulse use are discussed. One year's experience with a large number of transistorized pulse/video distribution amplifiers will be reported upon, including tran-

sistor life, stability of operating characteristics, et cetera.

Figures are given on the relative cost of air conditioning tube and transistor amplifier. Various types of transistorized video amplifiers developed and available are enumerated.

**Engineering Luncheon**  
12:30 p.m.—Williford Room.

Presiding: JACK PETRIK, KETV (TV)

Omaha, chairman, Broadcast Engineering Conference Committee.

Presentation of NAB Engineering Award to: RALPH N. HARMON — by: GEORGE W. BARTLETT, Manager of Engineering, NAB.

Speaker: DR. GEORGE BROWN, vice president, research & engineering, Radio Corp. of America.

**General Assembly**  
2:30-5 p.m.—Grand Ballroom.

**Annual Convention Banquet**  
7:30 p.m.—International Ballroom.



Dr. Brown

### Award to Harmon

Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., will be presented the annual NAB Engineering Award at the concluding luncheon of the NAB Engineering Conference. (See OUR RESPECTS, page 153). The presentation takes place April 4, just prior to participation of engineering delegates in the annual FCC roundtable, held as the final feature of the combined NAB management and engineering conferences. George W. Bartlett, NAB engineering manager, will make the presentation to Mr. Harmon. Last year's award winner was Raymond F. Guy, formerly with NBC and now a consultant.



Mr. Harmon



NEXT WEEK IN CHICAGO

## CONVENTION EXHIBITS

Broadcast equipment manufacturers are displaying their products in the lower lobby of the Conrad Hilton Hotel. Here are descriptions of some of the products they will show in the two separate exhibit halls. Hotel is Conrad Hilton unless otherwise indicated.

In addition a list of equipment manufacturers who will have hospitality suites is found in the "Where to Find It" directory (Page 135).

Station representatives, syndicators and miscellaneous industry service firms, with personnel attending the convention, are also listed on subsequent pages. These are based on information available as BROADCASTING went to press.

up cueing Seeburg Changer. New this year is the two-tone, reduced-level control to eliminate false action of the equipment. Systems are custom made to meet individual station requirements.  
Personnel: Kenneth Aitken.

**ALFORD MANUFACTURING CO.**  
*Space 20W*

Alford will exhibit the following products: television broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.

Personnel: Harold H. Leach, Gerald Cohen.

**ALTO-FONIC TAPE SERVICE**  
*Space 57W*

Programmed music service for am and fm stations will be shown together with monophonic and stereophonic systems and background music for SCA

multiplexing.

Personnel: D. Alan Clark, Peter R. Cornell.

**AMERICAN MICROWAVE & TELEVISION CORP.**  
*Space 53W*

AMTEL will feature a high resolution vidicon camera chain that will pan-tilt-zoom electronically as 35mm slides are illuminated in the projector. An engineer seated at the unit's switching console controls all camera action by means of a "joy stick" (for panning and tilting) and a 4:1 zoom control. Among several advantages cited for the new unit is the impossibility of panning or tilting the camera beyond the slide picture field, as can happen with studio cameras and rear screen projection. Other equipment to be displayed: a 10 w microwave amplifier using a traveling wave tube which can be driven

## Equipment makers

**AITKEN COMMUNICATIONS INC.**  
*Space 22W*

On display will be the Auto Jockey, a complete system of audio control using convention and/or endless loop tape machines and the automatic back-



# MULTI-V\* FM ANTENNA

For Multiplex or Standard Service

Sales Office and Studios Stratton Plaza Hotel  
Boston 16, Mass. Tel. CO 7-7080

General Office and Transmission 750 South St.  
Boston 52, Mass. Tel. TW 3-7080



AM 1330 / FM 102.5

January 22, 1960

Andrew Corporation  
P. O. Box 296  
Westwood, Massachusetts

Attention: Mr. John Wyman

Gentlemen:

As you know we recently purchased one of your six-bay Multi-V FM broadcast antennas, and over 1000 feet of your H-1 Heliax for use on our new FM installation on the WBZ-TV tower.

Our choice of the antenna was based on our previous experience with antennas of this type, which have always performed very well. We are happy to say that our new antenna and co-ax are exceeding our best expectations, and giving excellent coverage for both our main channel and our multiplex transmissions.

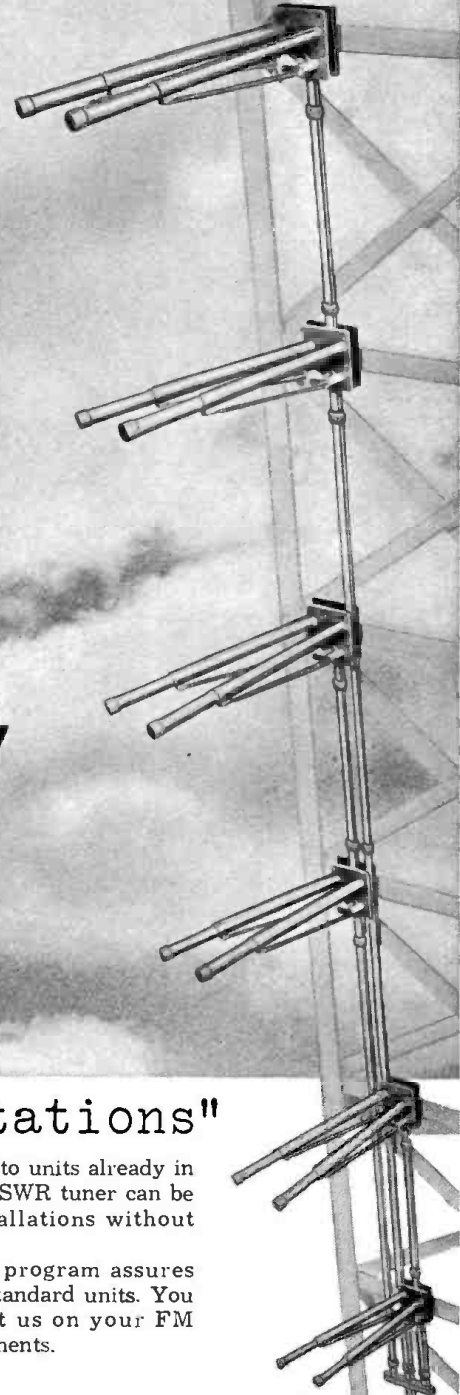
We do not hesitate to recommend highly this Multi-V Antenna to any broadcaster proposing new or improved FM facilities.

Yours truly,  
*Richard L. Kaye*  
Richard L. Kaye  
Station Manager

RLK:chn



Also Special Background Music Via WCRB Music Service Inc.



## "exceeding our best expectations"

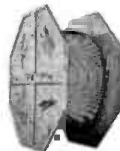
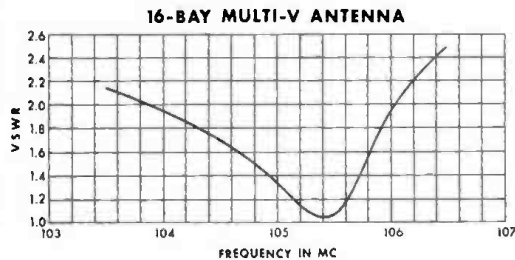
The ANDREW Multi-V is the standard of the industry. Over 353 Multi-V units have been installed to date, accounting for more than 50% of the stations presently licensed. Installations have been made in all climates and service is uniformly acclaimed both for standard and multiplex operation. De-icers are available for use when icing conditions

Write for New FM Antenna catalog

occur and can be added to units already in service. Similarly, the VSWR tuner can be added to existing installations without modifying the antenna.

A new warehousing program assures quick deliveries of all standard units. You are invited to consult us on your FM antenna system requirements.

Measured VSWR on a 16-bay production unit. Note bandwidth. VSWR tuner, Type 19893, is available for tuning out tower effect, thus, assuring optimum performance and eliminating need for field tuning individual bays.



### HELIAX

the flexible air dielectric cable

HELIAX is the preferred cable for FM. Low VSWR, greater mechanical strength and flexibility have made it the favorite of broadcasters. Available in continuous lengths in diameters up to 3 1/8 inches.

# Andrew

CORPORATION

P. O. Box 807, Chicago 42, Illinois

Boston • New York • Washington • Los Angeles • Toronto  
ANTENNAS • ANTENNA SYSTEMS • TRANSMISSION LINES

VISIT ANDREW BOOTH AT THE N.A.B. SHOW

# If this video recording equipment didn't



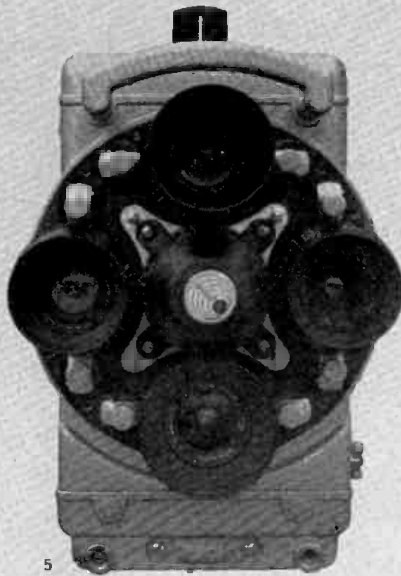
**1. AMPEX VR-1000C. CONSOLE VIDEOTAPE® RECORDER.** Provides sparkling-clear picture plus accuracy and control of both black/white and color. It's easy to maintain. And console format provides unequalled operating convenience. A processing amplifier gives you superior playback of all tapes, including rf-to-rf copies. Unquestionably the finest in performance, convenience, reliability: The VR-1000C console. No wonder it's preferred by all U.S. and foreign networks! And only Ampex has it.

**2. AMPEX VR-1002. UPRIGHT VIDEOTAPE® RECORDER.** The practical answer for the console-equipped station needing a companion recorder or a mobile recording unit. Or for the station with space

limitations. It gives you the quality features you want most—in a compact design that stresses ease of operation. AFC Modulator automatically locks carrier frequency to standard. Control panel adds convenience with all meters required for normal operation placed adjacent to their respective control knobs. And a Mark III recording head has individual transducers pre-selected and precisely matched for the highest picture quality. (Monitoring equipment optional.)

**3. AMPEX ELECTRONIC EDITOR.** Makes editing as easy as pushing a button. No physical cutting or splicing. You electronically insert changes, assemble new material or make corrections while the tape is in motion. And watch the entire new tape on the monitor—during

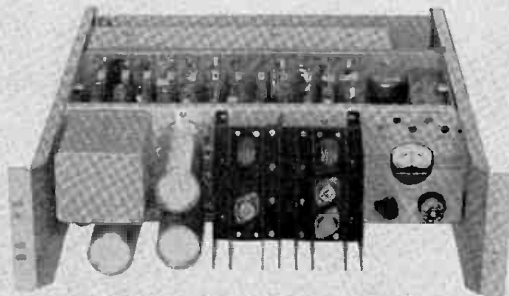
# give you the finest performance attainable...



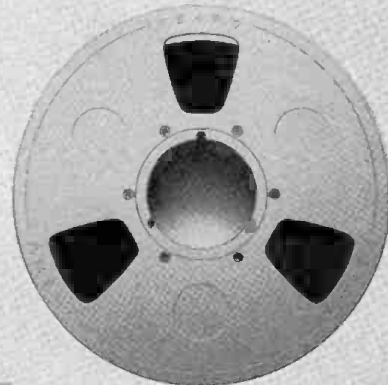
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3



4



6

production. The result: important new savings in time and tape. And only Ampex has it.

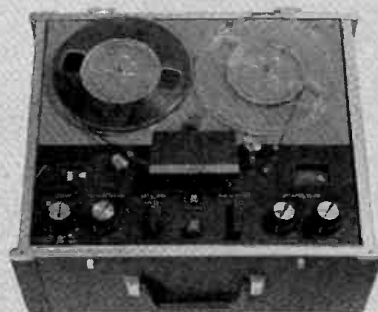
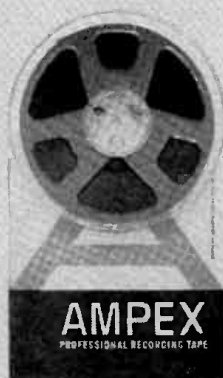
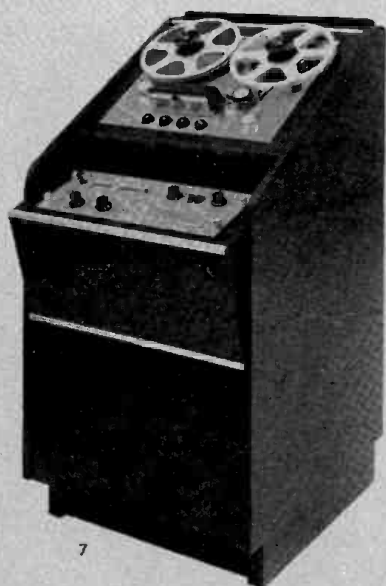
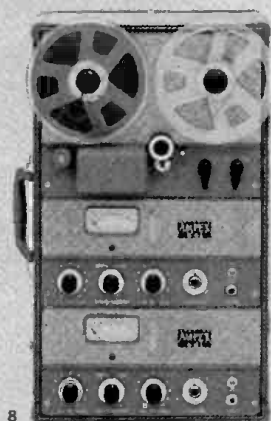
**4. AMPEX COLORTEC®. DIRECT COLOR RECOVERY EQUIPMENT.** Color adaptation—without complex conventional signal processing of decode-encode or heterodyning systems. Colortec produces signal guaranteed to meet N.T.S.C. color standards. Offers simplified operation—only two controls. Single solid-state chassis fits into only 5¼" of panel space in present VTR electronic racks. And only Ampex has it.

**5. AMPEX/MARCONI MARK IV. 4½" IMAGE ORTHICON TV CAMERA.** The world's most advanced monochromatic TV camera. Provides

outstanding picture quality superior gray scale, noise-free picture—elimination of halos. It's stable, easy to operate—complete remote control relieves camera man of all electronic adjustments. It's the most imitated camera today and the perfect teammate to the VR-1000C or VR-1002 for producing, recording and reproducing the finest picture in television. And only Ampex has it.

**6. NEW AMPEX VIDEOTAPE®.** This is the year that videotape reaches a new standard of performance. The year you can get videotape made by Ampex. Into this tape has gone the superior engineering and manufacturing skill that has made Ampex the leader in the videotape recorder field. And it's coming your way soon.

or if this audio equipment didn't, either...



**7. AMPEX 351 AND 354. PROFESSIONAL RECORDER/REPRODUCERS.** The Ampex 351 is dependable. Flexible. Easy to operate. And provides lasting economy. (Some models have logged over 36,000 hours. No wonder the 351 has become the standard of the broadcast industry!) Available unmounted, in a console or portable and a two-channel version: the 351-2. The recorder above: the 354 — a two-channel recorder designed specifically for stereophonic sound. It provides two new channels of electronics—in one compact panel. Both record and play at  $3\frac{3}{4}$  and  $7\frac{1}{2}$  ips or  $7\frac{1}{2}$  and 15 ips.

**8. AMPEX 601. PORTABLE RECORDER/REPRODUCER.** Both the 601 (monophonic) and the 601-2 (stereophonic) offer full professional quality recording and reproducing. Plus the utmost in convenience and portability. The 601 gives you instantaneous starting, low impedance output, plug-in low impedance microphone transformer. So

does the 601-2—along with new precision stereo heads, freedom from cross-talk and separate mixing controls for each channel. Both models record and play at  $3\frac{3}{4}$  or  $7\frac{1}{2}$  ips.

**9. NEW AMPEX 1200. PORTABLE 4-TRACK RECORDER/REPRODUCER.** The newest precision portable 4-track recorder from Ampex. It makes possible the convenience and economy of 4-track recording/reproduction with full professional quality previously attainable only in 2-track. Plays and records at  $3\frac{3}{4}$  and  $7\frac{1}{2}$  ips.

**10. AMPEX 600 PROFESSIONAL RECORDING TAPE.** Fully professional recording tape—produced under exacting conditions, tested to meet military-type specifications. The result: the smoothest audible tape available. Output remains constant throughout the life of the tape. Available in Mylar or Acetate base.



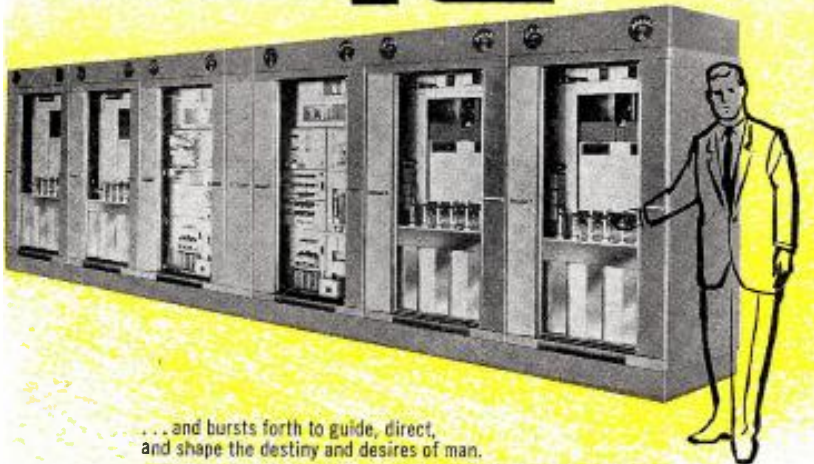
... it wouldn't come from Ampex.

For more data on the equipment seen on the previous pages contact any one of the regional offices below. Or write Ampex Corporation, 934 Charter Street, Redwood City, California. Sales and service engineers in major cities throughout the world.



NORTHWEST REGIONAL OFFICE, 331 TOWN & COUNTRY VILLAGE, PALO ALTO, CALIFORNIA, DA 6-2797  
SOUTHWEST REGIONAL OFFICE, 8467 BEVERLY BLVD., LOS ANGELES 48, CALIFORNIA, OL 3-1610  
MIDWEST REGIONAL OFFICE, 2-N-575 YORK ROAD, SUITE 1-A, ELMHURST, ILLINOIS, TE 3-8500  
NORTHEAST REGIONAL OFFICE, 345 E. 48th STREET, NEW YORK 17, N. Y., PL 5-8405  
MID ATLANTIC REGIONAL OFFICE, UNIVERSAL BUILDING, SUITE 218, CONNECTICUT & FLORIDA N.W., WASHINGTON, D. C., DE 2-0300  
SOUTH CENTRAL REGIONAL OFFICE, 2626 W. MOCKINGBIRD LANE, SUITE 232, DALLAS 35, TEXAS, FL 7-0481  
SOUTHEAST REGIONAL OFFICE, 3376 PEACHTREE ROAD N.E., ATLANTA 5, GEORGIA, 231-3480

# TV STARTS HERE



... and bursts forth to guide, direct, and shape the destiny and desires of man.

But TV effectiveness can be seriously hampered by a weak or imperfect signal. Distorted, snowy pictures on a viewer's screen can actually create antipathy for your station and for the sponsor's product.

Consider your fringe areas. Can they be strengthened by additional power? Could you reach a vast, new audience and lay claim to a higher per-spot, per-minute, or per-hour rate?

If this is the case (and it probably is) replace your present equipment with a Standard Electronics TV transmitter. Dozens of stations throughout the country have found that Standard Electronics equipment offers unmatched quality — in design and construction — at a price you can afford to pay!

You get guaranteed performance, "Patchover" protection, simplified operation and maintenance — in fact, every proven feature you want.

Call, write or wire for complete technical data or expert evaluation of your particular requirements.

No obligation of course.



## standard electronics

PRODUCT LINE BY REEVES INSTRUMENT CORP.  
SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA  
FARMINGDALE, NEW JERSEY

Gentlemen: Please send me additional information on Standard Electronics equipment.

I am particularly interested in knowing more about:

\_\_\_\_\_ KW TV Transmitters \_\_\_\_\_ KW TV Amplifiers

Name \_\_\_\_\_ Station \_\_\_\_\_

Address \_\_\_\_\_

## NAB PREVIEW

### EXHIBITS CONTINUED

to full output by a .1 w transmitter; differential phase and gain equalizer for use in the video circuit of a micro-wave system or tv studio system.

Personnel: F. Dan Meadows, Harvey Bartholomew, John Baker.

### AMPEX CORP.

#### Space 29W

Ampex will display a full line of professional recording equipment for both radio and tv broadcasting, including two valuable newly improved accessories for the VR-1000 Videotape recorder. Ampex will also demonstrate for the first time its own brand of video tape.

The improved and miniaturized Colortec color conversion unit used with the VR-1000 employs full recovery of the original color burst information without alteration of amplitude or phase, enabling the burst signal to accompany the chroma signal. Previous systems required the insertion of new burst information from the station signal source, inducing variables affecting color fidelity. This improvement permits greater versatility of operation and includes completely automatic selection of operating modes for monochrome, standard color signals and non-standard color signals. The original Colortec, introduced last year, eliminated the need for complex signal processing of decode-encode systems or heterodyning systems previously required in adapting the tv tape recorder for color.

A greatly simplified and improved "Intersync," compatible with all Ampex Videotape recorders currently in use as well as in production models, has 50% fewer controls than previously, thereby simplifying maintenance setup and operating procedure. In addition the synchronizer incorporates numerous built-in test features cutting down the need for external test equipment in setup. It also incorporates improved electronic resolver circuitry which results in greater horizontal phase stability and greater tolerance for instabilities caused by mechanical splices.

Ampex is now producing its own tv tape designed specifically for use with the VR-1000 series of Videotape recorders. It is in limited use on the market now. The new tape, coated with Ampex's exclusive Ferro-Sheen process, has demonstrated maximum tape life and minimum head wear and head clogging in field tests. Samples were evaluated in daily commercial and educational broadcasting operations over a period of months. The addition of tv tape rounds out the Ampex line

at Standard  
Electronics

**ONLY  
THE**

**BEST**

**is good  
enough!**



Take the Amperex 5924A for example. For the past eleven years, we at Standard Electronics have used these tubes in all of our TV and FM transmitters and amplifiers.

We like them.

Over the years, they have proven themselves to be an excellent performer — a fit companion to the built-in quality of our product — and one we are proud to associate with.

Every component in our broadcast equipment is either manufactured by us, under the most exacting quality-control conditions possible, or supplied by reputable, nationally known American manufacturers — a double assurance that Standard Electronics equipment will meet your highest expectations of performance.

**NEW NEW NEW NEW 20 KW FM Transmitter Type 2012.** Here is a sparkling example of beautifully engineered equipment — equipment that provides the kind of signal your hyper-sensitive FM listener wants to hear! Now — with the advent of Stereo FM, signal quality has become even more important — more critical. Stereo receiver sales are setting unprecedented records — the listeners are eager to tune in the station that provides the clearest, most pleasurable signal.

QUALITY YOU CAN SEE — AND TOUCH — made obvious by superior components skillfully integrated with unsurpassed design and construction — yours to have only with Standard Electronics FM and TV transmitters and amplifiers.



**standard electronics**

PRODUCT LINE BY REEVES INSTRUMENT CORP.

SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA

FARMINGDALE, NEW JERSEY

another TALL one  
by

**Stainless,**

CHANNEL 9

**W T V M**

MARTIN THEATRES, TV

serving jointly:

**WRBL TV 3**

COLUMBUS BROADCASTING CO.

NOW...

**1749 FT!**

**ON ITS WAY UP—**

**WHEN COMPLETED, WILL BE THE  
WORLD'S TALLEST STRUCTURE!**

We've said it before: nothing beats increased tower height! And wise broadcasters are now buying towers that can go still higher—for just a fraction of the cost per foot of a new one. If you're planning a new tower of any kind, here's a suggestion: Let Stainless' experienced engineering staff spare you problems and headaches. It's that easy. Get in touch with Stainless today.



**Stainless, inc.**

NORTH WALES • PENNSYLVANIA

## NAB PREVIEW

EXHIBITS CONTINUED

of tape products, which includes tapes for use with the company's instrumentation, computer, professional and consumer audio recorders.

Also to be shown are such previously introduced video accessories as "Amtec" and "Electronic Editor" and the VR-1002 Videotape recorder, a compact upright model with the same quality of performance obtained from the VR-1000C console model. Ampex/Marconi Mark IV tv cameras, manufactured in England and marketed exclusively by Ampex in this country, will be demonstrated. On display also will be professional Ampex audio equipment with emphasis on stereo fm. Among these will be the Model 351 single channel 7½-15 ips recorder-reproducer; Model 354 stereophonic-monophonic 7½-15 ips recorder-reproducer; Model 601-2 portable 10 w amplifier-speaker; Model SA 10 rack-mounted 40 w amplifier-speaker system, and an MX-35 four position stereophonic mixer. In addition two of Ampex's wideband instrumentation recording devices, the AR-300 airborne recorder and the FR-700 companion ground unit, will be displayed.

### ANDREW CORP.

*Space 54W*

Products to be shown include multi-V, fm broadcast antennas, HELIAX, flexible air dielectric cables, rigid transmission lines, coaxial switches and telescoping mats.

Personnel: John Gyurko, Douglas Proctor, C. Robert Lane, Robert C. Bickel, Henry F. Miller, John M. Lenehan, Edward J. Dwyer.

### AUTOMATED ELECTRONICS

*Space 65W*

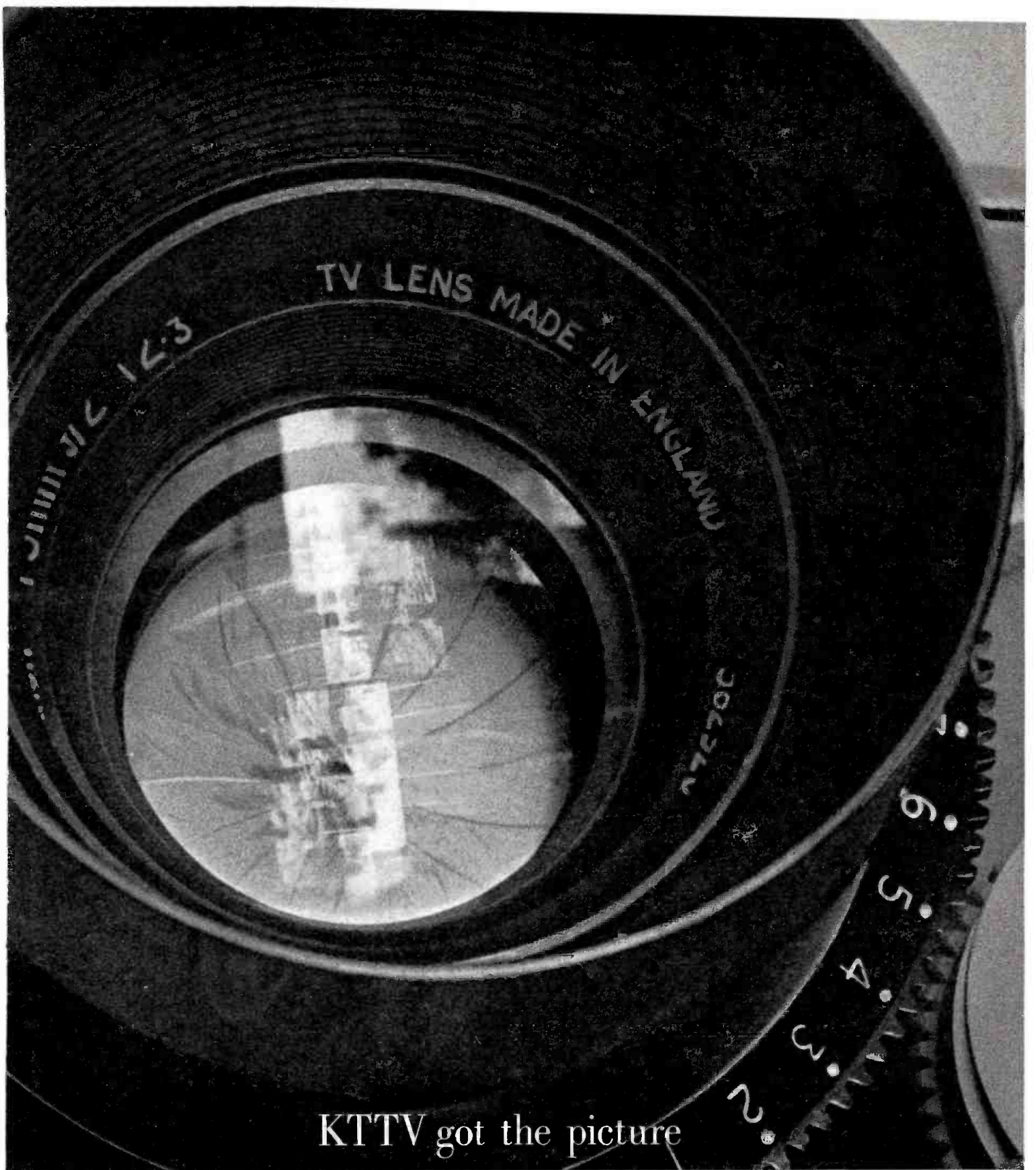
Automated will show its new automation programming system for radio. The system carries 64 channels of information with up to 90 seconds each for immediate playback. Random selection is provided.

Personnel: Herbert Ford.

### AUTOMATIC TAPE CONTROL INC.

*Space 26W*

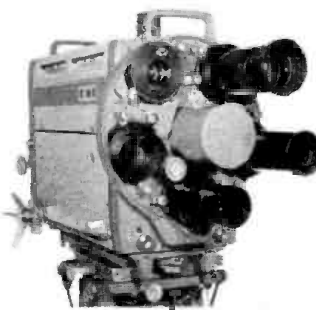
A brand new ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast will be one of the company's exhibits in a demonstration of how a completely automated broadcast station operates. Other equipment to be demonstrated: ATC Dual-Tone Tape Cartridge Units, a dual-tone system allows for an auxiliary control tone to be inserted in the recorded message which, in playing back, will automatic-



KTTV got the picture

(EMI/US got the order)

The West's leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI's 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day.



All the time. Picture quality is like nothing you've seen.

But, don't take our word for it. See for yourself at NAB. Or, check with us on the possibility of a demonstration in your studios. EMI/US General Communications Division, 1750 N. Vine St., Los Angeles 28. **EMI / US**

## NAB PREVIEW

### EXHIBITS CONTINUED

ally activate other ATC equipment or additional equipment such as tv slide projectors, record changers, etc.; ATC 55, a device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.

Personnel: Vernon A. Nolte, Robert S. Johnson, Lee Sharp, Ted Bailey, N. Elmo Franklin, Jack Jenkins, George Stephenson, Timothy R. Ives.

### BAUER ELECTRONICS CORP.

#### Space 43W

Bauer will exhibit four new items: a Model 900 "Peakmaster" limiting amplifier; a Model 912 Levelmaster automatic gain control amplifier; Sparta-Matic tape cartridge unit, a new compact 300 series of playback and record units, and a Sparta portable studio featuring a two-turntable, four input audio console in an easily movable compact assembly. Also to be shown is a Model 707 1,000 w-250 w am transmitter, with one model in kit form and the other a completed unit constructed just prior to the convention by a local radio technician.

Personnel: Paul Bauer, Paul Gregg, Walter Rees, William Overhauser, Jim Gabbert, Lyle Keys, Jess Swicegood, Chester Faison, Gordon Keyworth, Jess Tatum, John Felthouse.

### BOGEN PRESTO DIV. OF SIEGLER CORP.

#### Space 23W

Bogen Presto will exhibit its Stereo Broadcast Automation System (Type BAS-101), an automatic programmer playback unit for radio stations. The firm will also display a multi-channel quarter and half-inch tape recorder (800 Series); three automatic program pre-selectors; a new program sensor switch and a tape playback pre-amplifier with optional plug-in sensing modules (one for 25-cycle tone sensing and one for silent sensing). In conjunction with the multi-channel recorder, Bogen Presto will show a plug-in head assembly and the 625 Series tape reproducer transports, available in head configuration of full-track, half-track monaural, half-track stereo and quarter-track stereo.

Personnel: Peter Basralian, Philip Pavda, James Kadisch, Norman Kornetz, Ray Hutmacher and Bill Ellinger.

### BROADCAST ELECTRONICS

#### Space 14E

Featured in the Broadcast Electronics exhibit will be new compact, rack-mounted and stereo models that have been added to the line of tape cartridge

equipment. A new lazy-susan storage rack can hold 200 cartridges. The line includes complete accessories for cartridge operation along with the conventional basic models of Spotmaster equipment.

Personnel: Ross Beville, Jack Neff, Paul Shore.

### CBS LABS

#### Space 64W

CBS Labs will exhibit its new Audimax, an automatic level control device, and Video Test Signal generator, which produces wave forms for testing and adjusting video tape equipment.

Personnel: B. B. Bauer, Benson Ackerman, Richard C. Hahn and Marvin Kronenberg.

### CENTURY LIGHTING CO.

#### Space 27W

Century will demonstrate its complete line of tv and photographic lighting equipment, controls and systems to meet most any need. Other products to be exhibited include fresnelites, lek-lites, scoops, pattern lekos and accessories. C-Core (silicone controlled rectifiers) remote control and manual lighting equipment also will be shown.

Personnel: Edward F. Kook, George Gill, Charles Levy, Rollo Gillespie Williams, Bill Merrill, Fred M. Wolff, Stanley McCandless, Earnest Winfree Jr., Earl Koehler, Gary Roof, William Faust, Dale Rhodes, Warren Anderson, Gordon Stofer.

### CHRONO-LOG CORP.

#### Space 56W

Providing for remote displays of the time-to-go at various locations, such as control console, director's desk, at camera, etc., is Chrono-Log's Q System. This is designed to permit cueing performers and crew at the start and end of live shows and tape sessions. The displays are operated from a central location, and indicate a five minute warning and a two minute warning. The final 30 seconds are counted down to insure that all personnel are ready at the proper time. This is the newest piece of equipment to be shown by Chrono-Log; others:

Sequential Television Equipment Programmer (STEP) is designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors during the station break "panic" period. Priced at \$5,900, STEP permits programming an entire day's switching sequences in advance. A preview mode is provided, as is provision for last minute changes and operator override when necessary. The STEP control panel mounts directly in the operator's console and provides a clear display of the functions to be performed on the next switching

event and the time remaining until that event.

Chrono-Log digital clocks provide special effects possibilities for various tv shows. They were used by NBC during the Glenn Mercury orbit both as a video overlay and on Frank McGee's desk. They can also be used for tv coverage of sporting events and other features where the element of time plays an important part and contributes to viewer understanding and interest.

Personnel: Saul Meyer, Arthur Freilich, James Nobles, Bill Butler.

### CLARK-ROOT INC. and ALTO FONIC TAPE SERVICE

#### Space 57W

The star attraction will be the new 1100 Series completely automatic tape transport system for 100% automation of station operation. It features four Clark-Root transports as basic modules of a simplified, automated system. Control center is a punched tape programmer which permits personalizing programs to any desired format. Also to be featured is the individual 1100 Series tape transport for use in station application. This equipment is compatible with other broadcast apparatus. Also on display will be the new stereo library of Alto Fonic Tape Service. The tapes represent part of a library of more than 40,000 stereo selections. Alto Fonic tapes are offered in both mono and stereo for all types of good music broadcasters with regular monthly additions selected and programmed from current releases of all leading record companies.

Personnel: Thatcher W. Root, B. J. Root, Don W. Clark, Cyril Collins, D. Allan Clark.

### COLLINS RADIO CO.

#### Space 18W

Collins will display a wide-range of new broadcast equipment at the NAB convention, including the 786M-1 stereo multiplex generator and 830A-2 10 watt exciter. The multiplex generator feeds monaural audio and the stereo subchannel to the exciter on a single, composite signal, thus eliminating the instability of conventional dual channel stereo injection methods.

In the Collins stereo system, accurate amplitude balance between the two channels is maintained by using a wide-band direct fm exciter. Any gain changes or time delays will affect the main and subchannels equally under this method. The 786M-1 has nominal 40 db separation over audio spectrum transmitter and the exciter is a wide band direct fm unit which accepts a composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.

The 830A-2 exciter is flexible, accepting any frequency up to 75,000 cps and improves performance on any

# NEW

## GATES TRANSISTOR AUDIO CONTROL CONSOLES

...on display in the Gates 40th Anniversary Exhibit  
at the 40th NAB Convention

Three *entirely new* transistor audio systems, opening a whole new era of facility control never before dreamed possible.

Here is a rare combination of exquisite styling to satisfy the aesthetic faculties . . . direct natural-pattern placement of operating controls for split-second response . . . and absolute reliability with AAA transistors, *gold* program switching contacts and highly advanced electronic circuitry.



M-6158 Stereo Transistor Console, designed for full 10-channel stereo — plus AM, FM and TV dual channel broadcasting and recording of monophonic programming. Gates' exclusive *Solid Statesman* Transistor Amplifiers are incorporated to meet the most exacting tests of performance and reliability.



M-6209 Dual Channel *Solid Statesman* Transistor Console, featuring a totally new switching concept with two illuminated banks of push-buttons forming a comprehensive medium level input control center. Specially designed modular construction. Eight mixing channels for monophonic programming for AM, FM, TV or recording.



M-5564 Single Channel *Solid Statesman* Transistor Console. The 12-position push-button control center and multiplicity of input circuits set a new standard in the development of monophonic control consoles. Illuminated VU meter designed to be placed either on console housing or desk top.

*Dramatic styling by one of America's foremost industrial designers . . . advanced audio technology by Gates, the most respected name in broadcasting.*

# GATES

## GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS  
INTERTYPE  
CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY  
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

## NAB PREVIEW

### EXHIBITS CONTINUED

possible use. It has no frequency multipliers to compound oscillator drift.

Collins also will show to the industry generally for the first time the 830D-1A fm transmitter, which, when coupled with the 830A-2 exciter, achieves a new degree of reliability and operational ease for the fm broadcaster. The transmitter is push-button operated and features a full-automatic starter system. All RF circuits are tuned from the front panel and adjustments can be made while the transmitter is on the air.

The company also will display the 808A-1 remote console, the M-3-60B and 11RS-2Q remote transmitter and receiver mounted and with an operator for demonstration purposes, 20V-3 am transmitter and the 830E-1A 5 kw fm transmitter. The Collins tape cartridge system also will be demonstrated at the exhibit.

Personnel: Carl Rollert, Bob Hite, R. E. Richards, Everett Gilbert, George Wetmore, Lin Leggett, Howard Hepler, Jim Speck, Blair Dobbins, L. O. Embree, John Dalby, John Stanbery, Charles Walters, John Haerle, Cal

Glade, Phil Wharton, Forest Wallace, John Goslin, R. M. Winston, George Schneider, Gene Randolph, Jim Littlejohn, Jack Chenoweth, Jerrell Henry, T. L. Huebsch, Jim Wahrer, E. L. King, K. E. Vaughn, L. E. Winter, Fred Damm, H. I. Swanson, L. S. Kuykendall, R. L. Urick, Frank D. McLin.

### CONRAC DIV., GIANNINI CONTROLS CORP.

#### Space 7E

Conrac's products on display will be monochrome video monitors and audio video receivers.

Personnel: W. J. Moreland, R. M. Alston, J. G. Jones, R. N. Vendeland, A. Slater, P. Wickham, William Ems.

### CONTINENTAL ELECTRONICS MANUFACTURING CO.

#### Space 16E

A compact 50 kw transmitter, Type 317B driven by a complete Type 315B/316B 5/10 kw transmitter, will be demonstrated by Continental. The 317B occupies the smallest amount of square footage for any complete 50 kw transmitter, Continental said. It contains all components within one cabinet except for the PA Blower. The Type 317B may also be used as the driver for Continental's Type 320B 500

kw transmitter.

Continental also will exhibit an operating display of the TRC-3 transmitter remote control and Fault Alarm systems.

Personnel: James O. Weldon, Mark W. Bullock, Thomas B. Moseley, W. W. Witty, Vernon Collins, Richard P. Buckner, T. J. Metcalfe, A. L. Cochran, James H. Hamilton.

### DYNAIR ELECTRONICS INC.

#### Space 47W

Dynair will exhibit new solid-state video amplifiers and an improved version of its closed-circuit tv transmitter, model Tx-1B, suitable for color. The amplifiers will be shown in several models with gains up to 20 db. Several new video switchers, with both illuminated and non-illuminated push buttons, will be shown and a VS-60A switcher-fader will be demonstrated.

Dynair will use its convention exhibit to introduce a 100-watt tv transmitter which occupies only 26¼ inches of standard rack space.

Personnel: E. G. Gramman, George W. Bates, Joe Petit.

### ELECTRONICS APPLICATIONS

#### Space 19W

Studio and field microphones, AKG dynamic headsets, shock-proof microphone stands and Nagra IIB portable tape recorder will be demonstrated.

Personnel: V. J. Skee, T. M. Skee, Andrew Brakhan, J. B. Anthony, Harvey Sampson Jr.

### ELECTRONICS, MISSILES & COMMUNICATIONS

#### Space 50W

Vhf and uhf translators will be on display for all television rebroadcast applications.

Personnel: Robert F. Romero, Henry Shapiro, B. W. St. Clair, Charles Halle.

### EMI/US

#### Space 49W

The company will introduce solid-state picture monitor, completely transistorized, with an eight-inch screen and a laminated safety-glass face. The 35-pound monitor is designed for rack or console mounting, and all external connections are plug-in type, permitting the unit to be withdrawn from its mounting for maintenance.

EMI/US will also display the TVS-80, a solid-state switching and distribution system, and 4 ½-inch image orthicon and advanced color-television cameras. TVS-80 is a completely modular concept, which allows its expansion to meet studio growth. The 204 color camera provides high quality studio performance, yet is sufficiently lightweight for field use.

Personnel: Percy Allaway, Daniel C. Bonbright, and A. Bruce Rozet.

## "RESULTS"

Just a note to let you know how pleased we are with your tape programming service. It achieved the results we desired, and at a cost that couldn't be beat."

Charles Castle  
General Manager  
WARN  
Fort Pierce, Fla.

Broadcasters everywhere know that MAGNE-TRONICS means top quality musical programming on tape. With specially-designed equipment (also available through MAGNE-TRONICS), it is ideally suited for automatic radio programming. Available to only one station in each market.

Write for details, audition tapes and availabilities.

See us at the NAB - booth 35 W  
**MAGNE-TRONICS**  
INC.

Radio Program Service

48 WEST 43rd STREET • NEW YORK 36, NEW YORK

BROADCASTING, March 26, 1962



**FEDERAL MANUFACTURING & ENGINEERING CORP., TELEVISION SPECIALTY CO. DIV.**

*Space 40W*

Kinescope recorders, wireless microphones, rear screen projectors and screens, transistorized 16mm S-O-F newsreel cameras with portable power back, transistorized mixer-amplifiers and lenses will be displayed.

Personnel: George R. Lippert, Lawrence D. Scheu Jr., Dean Peck, Gerald Granger, Irving Zimet.

**FISHER RADIO CORP.**

*Space 58W*

The Fisher booth will include monitor and relay fm tuners, audio reverberation systems, audio amplifiers and preamplifiers, audio control and loudspeakers, tape recorders and fm stereo mpx generator.

Personnel: Avery R. Fisher, Jim J. Carroll, George Meyer, Ted Felleisen, Chris Green.

**GATES RADIO CO.**

*Space 31W*

A new line of transistor audio control consoles will be introduced by Gates. For stereo programming, the company will feature its M-6158 Dual Stereo Audio Control Console, designed for full 10-channel stereo operation. It can be used for am, fm, and tv dual-channel broadcasting and recording of monophonic programming.

Gates will also show audio systems for dual-and single-channel monophonic operation. Both the M-6209 Dual-Channel *Solid Statesman* and the M-5764 Single-Channel *Solid Statesman* include a 12-position push-button control center, which the company says is a totally new switching concept, and a detachable VU meter. All consoles are completely transistorized.

Other new items will be the new Gates Dual Stereo Peak Limiter, the SMX stereo generating system, stereo turntables, and am, fm and tv transmitters, spot tape recorders, digital and cartridge tape systems, 12- and 16-inch turntables, remote amplifiers, monitors, remote-control systems and microphones.

Personnel: P. S. Gates, N. L. Jochem, George Yazell, Ed Gagnon, Norman Peterson, Robert Hallenbeck, Dick Spruill, Urlin Whitman, Ken Neubrecht, L. J. Cervone, J. R. Price, Eugene Edwards, Frank Parrish, Franz Cherny, Reck Morgan, Bill Moats, Joe Engle, Stan Whitman, Bill Nielsen, Ed Wilder, Bob Tilton, Paul Timpe, Ed Shuey, Wally Kabrick, Bill Hoyt, Ralph Haberstock, Hardin Stratman, John Butcher, and Jack Smith.

BROADCASTING, March 26, 1962

**GENERAL ELECTRIC CO.**

*Space 9E*

General Electric will demonstrate its live 3-inch and 4½-inch I.O. camera channel, live I.O. color camera channel, a special remote control vidicon camera channel for live telecasting and a vidicon film camera. Also in operation will be the continuous motion picture projector, film center multiplexer and a line of high quality utility monitors.

Other products to be shown include a vertical interval switcher, small video utility switcher, transistorized video distribution amplifier, and a new monaural/stereo transcription preamplifier. Larger items include a 35 kw vhf high channel tv amplifier and a 1/5 kw vhf high channel tv transmitter. In addition, microwave multiplex equipment and a new 2 kmc heterodyne repeater and a complete line of antennas will be on display.

Personnel: Dr. George L. Haller, R. L. Casselberry, Harold B. Towlson, H. E. Smith, J. Wall, A. F. Carl, M. R. Duncan, Francis L. Robinson, J. H. Douglas, W. G. Broughton, R. W. Cochran, H. H. Condo, L. F. Page, E. H. Platt, J. M. Comer Jr., T. F. Bost Jr., V. H. Russell, R. E. Lauterbach,

H. W. Granberry and J. F. Watter.

**GENERAL ELECTRIC LABORATORIES**

*Space 60W*

Company engineers, using oscillographs to illustrate the correct stereo wave form, will explain tuning procedures for the GEL STERE-O Exciter and STERE-O Generator. Other new products being shown are GEL's 5 kw fm STERE-O transmitter and SCA relay receiver, and an improved line of Rust 14c and 15c RF monitors for am and fm stations.

Personnel: Sal Fulchino, Edward Maddox, Arthur Cestaro, Bill Dunbar, John Felthouse, Robert Leedham, Jack Langford, Howard Dempsey, and Charles Chrismon.

**GENERAL PRECISION, GPL DIVISION**

*Space 12E*

Products to be exhibited include a 35mm projector (PA-200), used with three-vidicon color or black-and-white studio film chains, which has a resolution in excess of 600 lines; a high resolution (600 lines at corners) film chain (PA-550), equipped with automatic exposure control; a viewfinder camera

**"MOST SATISFIED"**

“Add us to your list of most satisfied customers. One primary reason for our wonderful success can be attributed to your fine arrangements and tonal quality.”

J. C. Burns  
President  
Background Music  
Service  
Mobile, Ala.

If you're looking for additional revenues, join the background music operators who are having "wonderful success" with this MAGNE-TRONICS service. It's an extra profit source that fits neatly into your station operation via fm multiplexing and/or wired lines. You'll find prospects everywhere—and all will enjoy the MAGNE-TRONICS service. Write for full details and availabilities.

*See us at the NAB - booth 35W*

**MAGNE-TRONICS**  
INC.  
"Motivational" Background Music

49 WEST 45TH STREET • NEW YORK 36, NEW YORK



# FIRST

## in Acceptance

# FIDELIPAC

### AUTOMATIC TAPE CARTRIDGES by CONLEY

The cartridge that made station  
automation possible



Fidelipac Tape Cartridges by Conley. First and still best. Result! More successful broadcasters use Fidelipac Cartridges by Conley than any other.

Fidelipac assured dependability—its greater acceptance—result from these features:

- easily handled • easily stored
- easily reloaded • minimized tape breakage
- your present equipment was made to handle Fidelipac • increased tape life
- varying sizes permit programming from seconds to hours on a single cartridge
- automatically feed and ready for instant use
- technical perfection in every detail.

Be sure every time... put efficiency, economy, quality into your broadcast operations by putting Fidelipac Cartridges by Conley to work for you for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths  
in Three Cartridge Sizes:

- Model 300**—with up to 300 feet of single coated tape
- Model 600**—with up to 600 feet of single coated tape
- Model 1200**—with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTRY"  
from your regular source of supply



# CONLEY

## CONLEY ELECTRONICS CORPORATION

1527 Lyons Street • Evanston, Illinois

## NAB PREVIEW

EXHIBITS CONTINUED

(PD-250), whose compact design makes it suitable for closed-circuit use; a moderately priced precision film chain (PA-530); and an automatic exposure control, wide band STL microwave relay equipment, and a sync generator.

Personnel: Louis L. Pourciau, Nathaniel M. Marshall, Anthony G. Balletta, Arthur F. Brundage, Joseph W. Belcher, John A. Hawthorne, Vern Bertrand, and Marshall Ruehrdanz will represent Illinois Electronic Systems, GPL's distributor in Illinois.

### INTERNATIONAL BUSINESS MACHINES CORP.

*Space 30W*

IBM will exhibit its Series 50 low-cost, punched-card equipment for radio and tv stations demonstrating the automatic preparation of bills, income and expense statements and general ledgers.

In addition, log preparation will be demonstrated on the IBM 870 document writing machine for the first time this year. Printed literature on all aspects of IBM automation will be available for distribution.

Personnel: T. D. Robertson, F. L. Moegan, P. Willis, E. Klis.

### INTERNATIONAL GOOD MUSIC INC.

*Space 39W*

As it did last year, IGM will feature complete equipment necessary to automate am and fm radio stations under the trade name IGM Simplification.

Simplification without manual control, IGM says, will switch to six functions, excluding music, on whatever frequency is desired. For example: Music to station break to commercial to news, weather, sports and the time of the day.

Along with its three "scripted programming" choices of background music—Sovereign, Premier and Heritage—IGM also will feature its automatic program and transmitter logging equipment as well as its new automatic 24 cartridge carousel.

Personnel: Rogan Jones, Danny Coulthurst, Phil Wiley, Don Hedman, Eddie Chase, Irving Law, Hamilton Brosious, Frank Blotter.

### ITA ELECTRONICS CORP.

*Space 42W*

ITA will exhibit and demonstrate am and fm transmitters, its complete audio line, programming service and what it describes as a "revolutionary new concept" in recordings which it is keeping secret until the convention.

The am transmitters range from 250

w to 50 kw, all incorporating high efficiency circuitry, silicon rectifiers, automatic recycling, vacuum capacitors, compactness, minimum tubes and full accessibility. Fm transmitters range in power from 10 w to 40 kw. In addition, there will be a demonstration of the new ITA stereo exciter.

A complete line of new audio consoles, including a one-channel and a two-channel stereo console will be demonstrated. Associated with these consoles will be live presentations of the ITA line of cartridge tape machines. These units have been designed for both monaural and stereo operation with each unit capable of serving in either record or playback. Other audio items including AGC amplifiers, limiters, line amplifiers and range compressors also will be demonstrated.

ITA also will show the Triangle Music service, as well as automation equipment designed for the reproduction of this programming.

### ITEK ELECTRO-PRODUCTS CO.

*Space 37W*

Itek's booth will show a wireless microphone system. This new high-quality unit is expressly designed for tv broadcasting, in studio and out. It features high power, exceptional fidelity, diversity reception and a complete line of accessories.

Personnel: Samuel Card, William Stern, Peter Dudeney, Cleo Betts, Carlton Davis, Hugh Ware, John Hardy.

### JAMPRO ANTENNA CO.

*Space 36W*

A new single bay, wideband fm antenna and a batwing turnstile vhf antenna series will highlight the Jampro exhibit. The fm antenna, JA-1-A (which will be on display) will be mounted so that it may be checked with test equipment located right in the convention booth. Component parts for the JA series also will be exhibited. In vhf antennas, Jampro is offering up to 6 bay units for chs. 2-6 and up to 12 bays for chs. 7-13. Power ratings vary from 20-50 kw, depending on the number of bays.

Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

### JOHNSON ELECTRONICS

*Space 62W*

Products on display will be transistorized amplifiers, tuners, receivers, combinations and a p.a. podium.

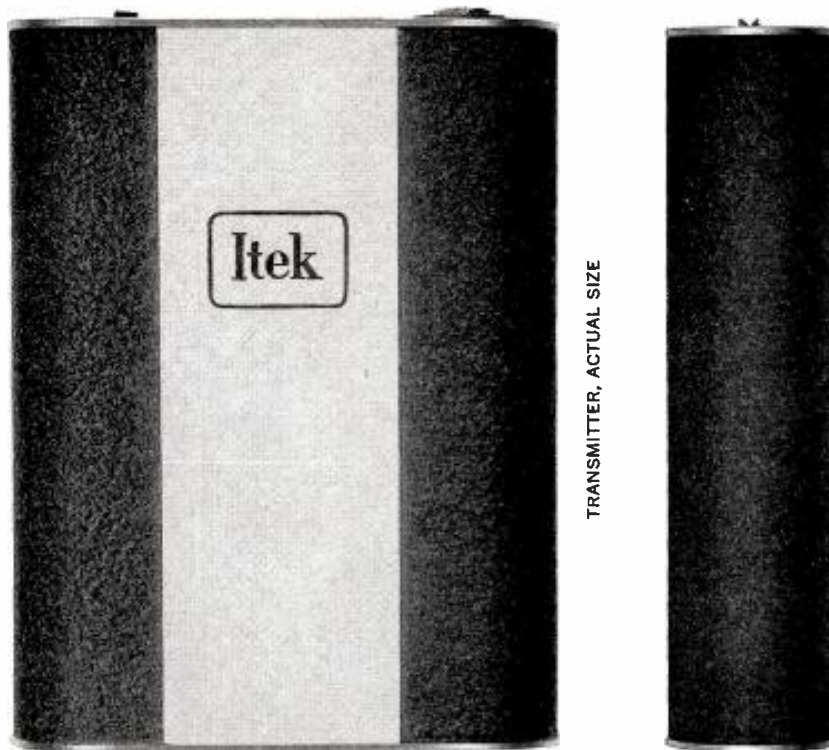
Personnel: Eugene S. Johnson, Eugene C. Johnson, Clyde Redwine, R. L. Weber.

### KLIEGL BROS. LIGHTING

*Space 1E*

Kliegl will show its new silicon controlled rectifier (SCR) Dimmer and a

**Itek** INTRODUCES  
**THE WORLD'S FINEST  
WIRELESS MICROPHONE SYSTEM**



Designed especially for exacting broadcast industry use in or out of the studio . . . dead spots eliminated by simple, effective diversity reception and high power (400 milliwatts) . . . fidelity surpasses quality of today's finest miniature microphones . . . an Itek crystal filter and crystal control in each Receiver give you up to six channels simultaneously . . . from Itek, world's largest producer of crystal filters. Write today for brochure. See it . . . hear it . . . try it . . . at NAB Booth 37-W.

**Itek Electro-Products Company**  
75 CAMBRIDGE PARKWAY, CAMBRIDGE 42, MASS. A DIVISION OF



## NAB PREVIEW

### EXHIBITS CONTINUED

new line of light sources for television use. These include the quartz iodine lamp for cyclorama curtain lighting; the Lilliput Twin, which uses the new sealed-beam quartz-iodine lamps made by General Electric and can provide high-level lighting without using transformers; and the latest in PAR-64 introductions.

Personnel: Herbert R. More, John Kliegl, William Morris, Alwyn Lassiter and Lawrence Schaefer.

### KRS ELECTRONICS

Space 14E

A compact stacked tape cartridge unit for automatic radio programming will be shown as part of the Visual Electronics Corp. display. The new unit features all-solid-state electronics, the unit providing a compact facility to inject spot announcements between musical selections by push-button remote control.

Called STACT, the system offers flexibility to meet specific needs. The endless loop KRS tape cartridge is the heart of the instrument. It feeds tape from the center and wraps it on the outside in a continuous motion. Three and six-cartridge models are available

in rack-mount or self-contained.

Personnel: K. Rey Smith II, Jerry Denbo.

### MACARTA INC.

Space 59W

Automatic magnetic tape cartridge recording and playback equipment and the automatic reconditioning and re-loading tape magazine will be the features of this Des Moines, Iowa, manufacturer.

Personnel: G. D. Andrews, P. H. Vernon, Lynn Kruger, L. R. (Doc) Lemon, W. F. Muller, Del Bromstrom, William E. Moulic, Robert J. Moulic, Edison Moulic, John Burmeister and Roy Grubel.

### MAGNE-TRONICS INC.

Space 35W

On display will be the new Magne-Tronics Aitken communications music and announce equipment with the company's radio music service for automated radio broadcasting. Also shown will be Magne-Tronics' background music service for fm multiplex and land line transmission.

Personnel: T. C. Clark Jr., Joseph F. Hards, Alfred J. Kendrick.

### McMARTIN INDUSTRIES INC.

(McMartin formerly was Continental

### Manufacturing Inc.)

Space 32W

The exhibit will feature an fm and stereo-SCA multiplex display consisting of McM Martin's complete line of fm monitoring equipment. Off-the-air and adjacent transmitter signals will be fed to the monitors for direct readings for various information. The readings will be visually inspected through the use of an auxiliary Tektronix scope.

Monitors used in the display: TBM-4000 (fm modulation SCA multiplex), TBM-3500 (fm modulation), TBM-3000 (fm frequency), TBM-2000 (fm subcarrier and relay receiver), TBM-1000 (fm main carrier and relay receiver). McM Martin also will display its new RF amplifier, Model TBM-2500, usable with all the company's monitors for remote installations.

According to McM Martin, of special interest will be a demonstration of a filter which can be added to improve crosstalk 20 db if a station is experiencing transmission difficulties with simultaneous stereo-SCA multiplex operation.

Personnel: Ray B. McM Martin, Leonard E. Hedlund, Rav M. Unrath, Duane Haverty, Tom Ellis, Rod Maddison, A. B. Clapp, Bill Kenne, A. W. Greeson, Joel Joseph, Ken Wyborny, Jack Carter, W. J. Peck, Lyle O. Keys, Clyde Heck, Mike Schmitz.

### MINNESOTA MINING & MANUFACTURING CO.

Space 25W

Display will include the complete line of Scotch brand sound and video recording tapes, featuring 3M sandwich and lubricated audible range tapes, longitudinally oriented video tape for slant-track recorders; newly designed NAB reel and other tape accessories.

Personnel: W. H. Madden, P. B. Van Deventer, Forrest Watson, S. D. Smith, F. T. J. Madden, William Herriott.

### MIRATEL ELECTRONICS INC.

Space 55W

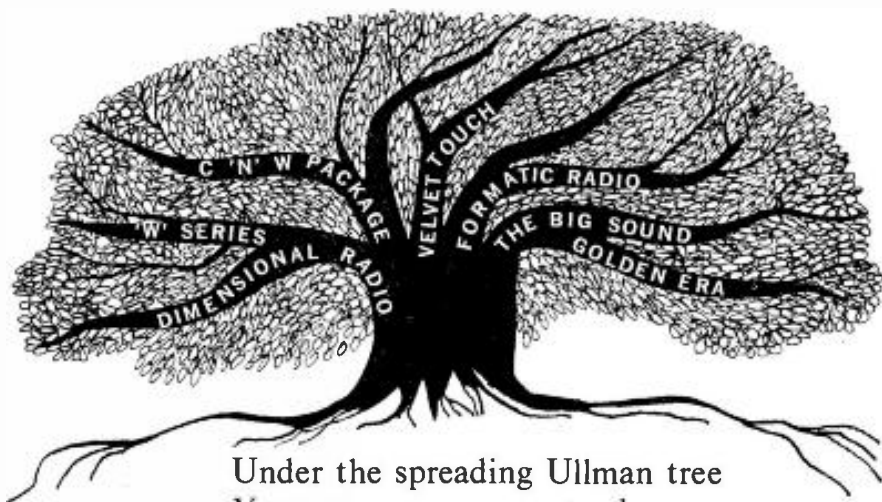
Featured will be a complete new line of video monitors, translator fm multiplex receivers and a new transistor monitor series. A complete hand-carried transistor television system will be demonstrated with no external power required. All items are new and in production.

Personnel: William S. Sadler, B. J. Klindworth, N. C. Ritter, Robert Willett, Wayne Mayer, Dan Schulte, Pete Vogelgesang, Bob Heydenberg, H. T. McAdams.

### MOSELEY ASSOC. INC.

Booth 51W

Displayed for the first time: 5-w, 950-mc STL, designed for fm, tv aural,



\*We're not apologizing to Longfellow. We're cringing.

Under the spreading Ullman tree  
Your program power stands.  
So make it a point at NAB  
To see your Ullman man-ds.\*

NAB Hdqrs: Suite 2000, CONRAD HILTON

## RICHARD ULLMAN, INC.

Marvin A. Kempner, Executive Vice-President 1271 Ave. of the Americas, New York 20, N.Y. PL 7-2197  
Dick Morrison, Vice-President 3101 Routh Street, Dallas 4, Texas RI 2-3653

A Division of  THE PETER FRANK ORGANIZATION, INC.

Hollywood / New York / Dallas

# TOP BRACKET post '48 pictures of MGM decide KTTV to return to feature film programming



as expressed by  
Dick Woollen, Vice President  
and Program Director  
KTTV, Los Angeles

Mr. Richard A. Harper  
Metro-Goldwyn-Mayer, Inc.  
1540 Broadway New York 36, N. Y.

Dear Dick:

I am delighted that we have successfully concluded our negotiations for the sixty Post-48 MGM Features which you are currently offering.

As you know, this is the first time in over five and a half years that KTTV has purchased any first run features. And while I am still convinced that the price is steep, I'm also convinced that the results we will get with this package justify the expenditure.

The top quality of pictures which you have made available to television, made it clear that you could provide us with strong enough ammunition to get back into feature film programming in Los Angeles in a big and important way. I might add that in my opinion, there's more quality and value in the MGM availabilities than in any comparable list I've ever seen.

It is indeed a pleasure to get back into business with MGM and let me assure you we are looking forward to your future packages.

Best regards,

  
Dick Woollen

You'll find our welcome mat out for the NAB Convention in Suite 1800 at the Conrad Hilton.



NEW YORK

CHICAGO

CULVER CITY

BROADCASTING, March 26, 1962

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## NAB PREVIEW

### EXHIBITS CONTINUED

am and intercity application, with two 18-db uhf antennas; operating technical demonstration of Model SCG-3 fm stereo generator; 25-position wire remote control system.

Other products to be displayed: sub-carrier generator for SCA operations; radio remote control system.

Personnel: John Mosely, Howard M. Hamm Jr.

### OZALID AND AMSCO DIVS. OF GENERAL ANILINE AND FILM CORP.

*Space 44-45W*

Ozalid will be displaying its Super-Ozomatic office duplicating equipment, for use in station order billing, traffic and contract invoicing systems. Amsco will show its television film.

Personnel: Richard Lyman, John Thompson, E. Stamboulian, Mel Taylor and W. Hopkins.

### PROGRAMATIC BROADCASTING SERVICE

*Space 8E*

Representatives will demonstrate how commercials and pre-recorded local programs and network cut-ins are automatically integrated into broadcast

## UNDER THE SPREADING ULLMAN TREE



The Ullman Tree is unique. Doesn't produce leaves. Produces sounds. Sounds that produce sales, ratings, never wither on the ear. Fruit of the Ullman-tree is more revenue for you. Talk to exec. v. p., Marv Kempner. He'll help you dig to the root of program problems.

### RICHARD H. ULLMAN, INC.

New York Dallas

NAB Hdqrs: Suite 2000, CONRAD HILTON

schedules. O-Vation Music, Muzak programming service and syndicate programs will be featured.

Personnel: John Esau, Robert E. Fender, David Bain, Gus Webber, Sheldon Van Dolen, Joseph W. Roberts.

### RADIO CORP. OF AMERICA

*Space 5E, 6E, 10E*

An experimental color tv camera which for the first time produces four signals—three in color and one in black-and white—resulting in color pictures of unprecedented richness and detail, will be exhibited by RCA. This is one of a half-dozen new items to be shown by the company (BROADCASTING, March 19).

The addition of an M-channel to the three primary color signals generated by current color cameras produces an effect much like that of four-color printing in which black imparts fidelity and depth of tone. Use of the camera requires no changes in present color receivers.

Other "new generation" RCA equipment to be exhibited:

A television film recorder, capable of 50% improvement in picture resolution—900 lines compared to 600 lines produced in conventional kinescope recording. To reduce halation and achieve a finer focused beam, the recorder uses a new thin-window, flat-faced presentation tube with an inner face plate on which the image appears. A new double frame pull-down camera eliminates the shutter bar inherent in current systems.

A television switching system, the TS-100, featuring a new type of simplified manual control (SIMCON) as the "mother" element for a family of additions capable of extending the system's ultimate capability to computer control of all station functions. The basic SIMCON console is applicable to medium-sized and larger tv switching systems and simplifies manual control of video, audio and operations equipment. For more comprehensive systems, time and memory control can be added, using relay or punched paper tape, or a combination of both, for storage of information.

Production models of three types of television tape recorders—the TR-22, all transistorized; the TRT-1B, standard broadcast unit for both black-and-white and color, and the TR-11, compact unit equipped with new accessory to permit operation at normal or half speed.

A mobile tv tape recording unit, using a Metro Van lightweight local delivery type truck as the transport. The mobile unit will bear a complete price of under \$50,000. The four-rack recorder is installed with two racks on each side of the truck, with the units mounted on tracks to facilitate serving

and removal for in-studio use if desired.

A production model of the TK-12 monochrome camera using a 4½-in. image orthicon tube which provides substantial improvement in resolution, signal-to-noise ratio and gray scale rendition.

A full range of matched studio and transmitting equipment to meet the exacting requirements of fm stereo broadcasting. The line includes a new universal tape cartridge for either stereo or monophonic operation, a solid-state stereo console, the RT-21 stereo tape recorder for stereo-mono in the smallest cabinet available and a new sub-carrier generator for use with fm transmitters.

Personnel:

C. H. Colledge, A. F. Inglis, J. P. Taylor, E. C. Tracy, M. A. Trainer, V. E. Trouant, P. Berquist, J. Cassidy, E. J. Dudley, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, E. N. Luddy, A. Miller, R. J. Newman, D. Pratt, W. B. Varnum, W. K. Charles, R. T. Kohler, N. VanderDussen, J. N. Barclay, G. W. Bricker, E. S. Clammer, D. Crawford, W. G. Eberhart, B. E. Fincher, E. J. Frost, W. Giles, J. A. Gimbel, E. E. Gloystein, E. H. Hoff, A. B. Jester, J. E. Landy, J. V. Leahy, W. I. McCord, O. J. McReynolds, C. Ogle, A. W. Power, C. E. Raasch, G. Sebastian, J. R. Sims, W. Sloat, R. E. Smith, J. P. Shipley, J. R. Ulasewicz, R. F. Varda, O. E. Wagner, P. G. Walters, R. Williams, W. Wiseman, H. E. Gihring, T. M. Gluyas, H. N. Kozaowski, A. H. Lind, R. B. Marye, F. R. McNichol, N. L. Hobson, R. J. Smith, H. W. Wescott, J. E. Young.

### RAYTHEON CO.

*Space 18E*

On display will be a sample of Raytheon broadcasting tubes including power amplifiers, image orthicons and vidicons.

Featured will be a demonstration of new 1 w Dual-Link microwave equipment for tv STL operation over a simulated 30-mile distance, using a vidicon camera chain.

Personnel: Hugh Bannon, Don Smith, Gene Love, George Hinckley, Phil Cass, Robert Keller, Robert Lingle and Henry Geist.

### SARKES TARZIAN INC.

*Space 17E*

Display will feature a compact vertical interval switcher for console mounting, designed for tv stations in smaller markets, with a more sophisticated version for stations in larger markets.

Also displayed will be super vidicon studio and film cameras; a new 1.5-inch vidicon tube designed for higher resolution at normal studio lighting levels; heterodyne microwave repeater equipment; multiplexers, automatic slide pro-

welcome to Chicago

go creative

# Creative's got 'em!

custom-produced  
animated TV  
commercials

at  $\frac{1}{3}$  to  
 $\frac{1}{5}$  the  
normal  
cost!

LOW  
COST



**IT'S A FACT!** Custom-produced, fully-animated commercials and station promotion spots at  $\frac{1}{3}$  to  $\frac{1}{5}$  of normal cost. Our unique new process delivers top-quality, action-filled animation at tremendous savings. We'll even story-board your commercial or develop new commercials and ideas especially for you or advertisers in your market. **FAST TOO!** See us for versatile animated commercials and ID's that adds zest to your sales pitch and programming.

**LET CREATIVE PUT YOU IN ANIMATION!**

**JINGLES—PROMOTIONS TAILORED TO SUIT YOUR NEEDS!** You'll score big with our new Money-Maker Jingle Plan. Words and music so singable, it makes products and services so saleable. Now you can have a Jingle Plan that suits your needs and plans . . . at prices that mean profits for you. Creative also has the newest and greatest Jingle-Selling incentive plan ever.

## NEW! LAUGH-A-MINUTE® COMEDY COMMERCIALS

Always leave 'em laughing and you'll have 'em buying. Now—custom-written and custom-produced Comedy commercials for your advertisers who want instant recognition and results. Stop in—Listen to this new Laugh-Maker idea for business-building. Available on a plan to suit your needs. No other service like it—and low cost, too.

LAUGH-A-MINUTE IS AN EXCLUSIVE CREATIVE SERVICE



features for radio  
and television  
75 East Wacker Drive  
Chicago 1, Illinois  
RA 6-5376



See us AT THE ESSEX INN . . . ROOM 1001

APRIL 1st thru APRIL 4th

## NAB PREVIEW

### EXHIBITS CONTINUED

jectors and control systems.

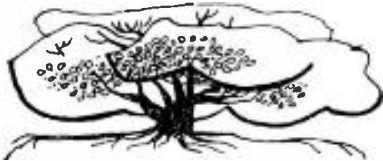
Personnel: Biagio Presti, Russ Ide, Neff Cox Jr., Wendell Fuller, Dale Buzan, John Guthrie, Morrell Beavers, Jack Roden, Dale Matheny, Dick Swan, Nubar Donoyan.

### SCHAFFER ELECTRONICS

Space 52W

The Schaffer Electronics (formerly Schaffer Custom Engineering) display this year will include a complete broadcast station automation system, an automatic makeup system, cartridge recorders, a time machine and transmitter remote control. The highlight of the Schaffer display features the new Model 1200E Automation System. The system is offered in a choice of two new program preparation units—one rack mounted, and the other mounted in a console. Both incorporate modular electronic chassis construction and remote control designed for program preparation. The new remote control contains all the controls necessary for regular operation of all tape recorder functions, plus all the additional functions required for making tapes for the Automation.

### UNDER THE SPREADING ULLMAN TREE



Ullman v.p. Dick Morrison can't stand old chestnuts. Go modern, he sez, like **FORMATIC RADIO**, fastest growing service for stations with the fast-moving, dynamic sound. For a real peach of a sound have a fruitful chat with Dick at the NAB.

### RICHARD H. ULLMAN, INC.

New York Dallas  
NAB Hdqrs: Suite 2000, CONRAD HILTON

Personnel: Paul Schafer, James Harford and Dallas Barnard.

### SCULLY RECORDING INSTRUMENTS INC.

Space 63W

Scully will exhibit and demonstrate its new tape playback machine designed for radio station use.

Personnel: John Mosely and Thomas L. Aye.

### SOUNDCRIBER CORP.

Space 48W

Soundcriber's products to be demonstrated in the convention booth will include reference recorder magnetic tape, with 24 hours of continuous time identified.

Personnel: Fred Biertuempfel, R. A. Sander, J. Pavlisko.

### STANDARD ELECTRONICS

Space 15E

Highlighting Standard's exhibit will be the introduction of new space-saving equipment. Available for inspection will be these products: 250 w fm transmitter for stereo or multiplex, 5 kw fm transmitter for stereo or multiplex and a 1 kw fm transmitter.

Also to be shown: an fm Serrasoid (R) replacement modulator for fm/fm stereo and multiplex use—for modernizing Western Electric and other older fm transmitters. In addition the company will show a stereo generator and a 25 kw tv amplifier.

Among its new features, Standard will introduce semiconductor rectifiers in fm transmitters (no rectifier tubes) and simplex, stereo fm/fm and multiplex modulator built in.

Personnel: William J. LaHiff, Joseph M. Noll, Joseph Ewansky, Michael Zullo, Joseph DeBragga, H. Duncan Peckham, Michael Sajor, Felix Vecchia, Jim Filippo, Chester Faison, Gordon Ross, Beecher Hayford, Lyle Keys, James Tharpe, Teresa Carlson, Mike Lombardi, M. Kraus, E. Biondo, P. Collalto.

### SURROUNDING SOUND

Space 4E

A completely operative broadcaster T500 unit will be demonstrated. It is a complete, self-contained sound laboratory with applications to every field of sound reproduction but designed especially for am and fm radio and television. A single-unit console model and a rack-mounted dual model will be on display.

Personnel: James L. Cox, Milton Brucker, Don Norman, Bob Hansen, Bud Lindquist.

### TELEMET CORP., GIANNINI SCIENTIFIC CORP.

Space 2E

Telemet Corp. (formerly Telechrome

Mfg. Corp.) will introduce a new line of completely transistorized video equipment that will supplement the present line of vacuum tube systems. The new equipment to be demonstrated will include: Transistorized video test signal generator, featuring individual plug-in modules for generating multiburst, stair-step, and window signals; transistorized video distributor amplifier, representing a considerable size reduction over the currently used vacuum tube versions; transistorized pulse distributor amplifier, a completely self-contained unit with power supply and alarm system; time domain corrector, and related equipment.

Personnel: G. M. Giannini, G. R. Tingley, Don Dudley, S. S. Krinsky, S. Gunston, and Dave Chapman.

### TELEPROMPTER CORP.

Space 11E

As the originator of electronic prompting, TelePrompter will have its popular "Mod V" speech cuing device prominently on display as usual plus a repeat from last year of its "instant" preparation of slide transparencies which are widely used on news programs. Other highlights of this display will be the TelePro 6000 slide projector; the new Amphicon 200 large-screen television projector, and a complete stereo system by Weathers Industries, recently acquired division of TelePrompter.

Personnel: Irving B. Kahn, H. J. Schlafly, Monroe M. Rifkin, Gerald G. Griffin, Herbert Nettleton, George Andros, Joseph Munistori and C. T. Boisumeau.

### TELEQUIP CO.

Space 33W

The feature of this New York television and motion picture equipment manufacturer will be a line of tv studio lighting equipment utilizing a new optical light source developed by Westinghouse. Also appearing will be a low cost optical and magnetic 16mm television intermittent projector for film chain use; an entirely new eight-inch type desk-top video monitor, and a new upright kinescope recorder for broadcast, scientific and medical applications.

Personnel: John Schlageter, Howard Ryder, John Camarda and Derek Clowes.

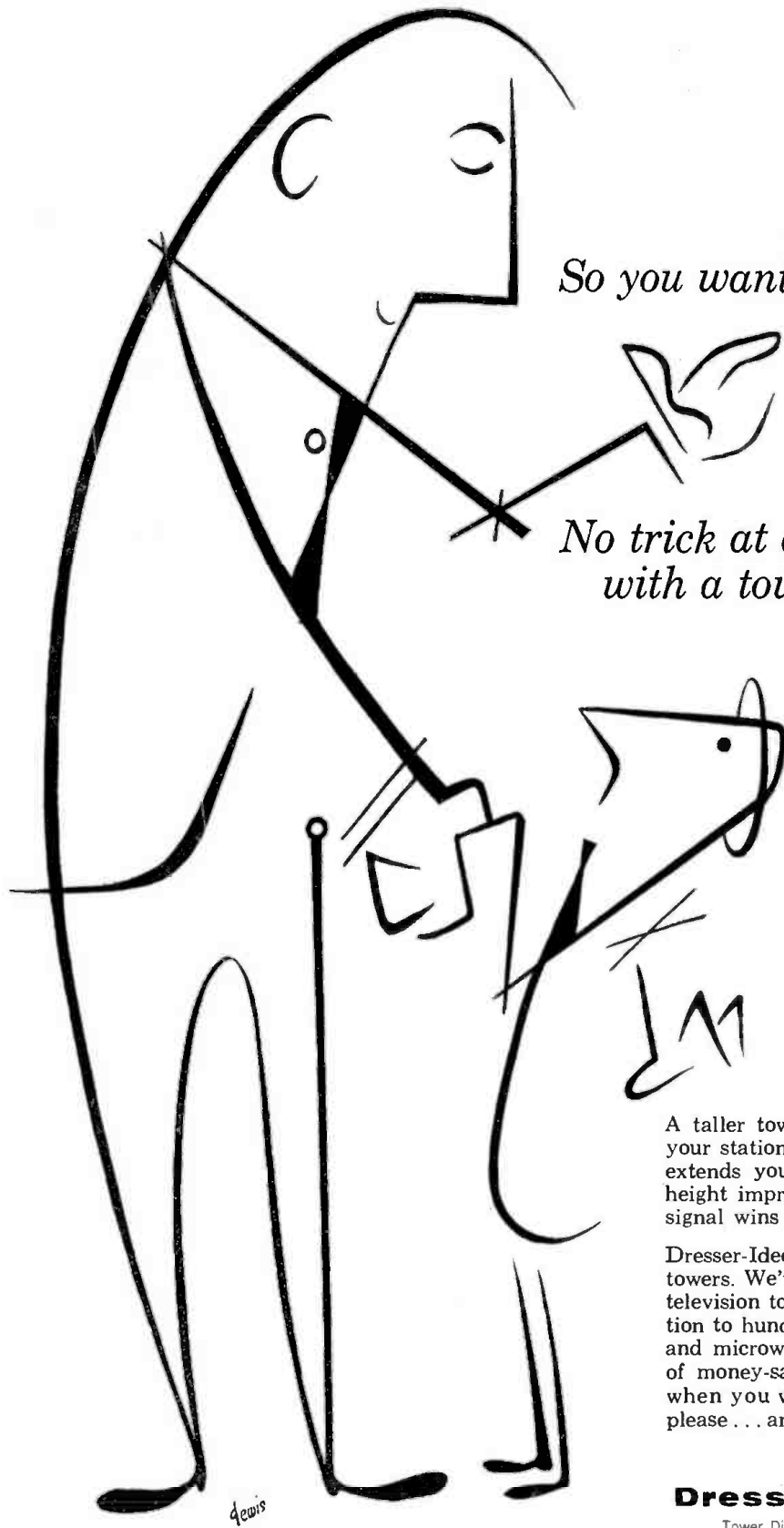
### TELESCRIPT-CSP INC.

Space 3E

The dual-head rear screen projector, single-head rear screen projector and a variety of tv studio prompting equipment are the highlights of this New York exhibitor.

Personnel: Peter Jackson and Robert Swanson.





*So you want to grow bigger?*

*No trick at all! Just grow taller  
with a tower by Dresser-Ideco*

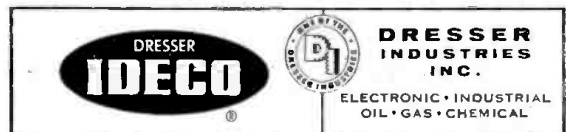
A taller tower by Dresser-Ideco can pay off for your station in these two ways. *Greater coverage* extends your market area... increased antenna height improves signal quality, and your clearer signal wins *greater audience loyalty*.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000'-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio, and microwave communication. You are assured of money-saving, time-saving attention to detail when you work with Dresser-Ideco. Write us, please... and ask for Tower Catalog T-57.

Talk to J. Roger Hayden and  
staff in suite 823 at the  
Conrad Hilton

### **Dresser-Ideco Company**

Tower Division, 887 Michigan Ave., Columbus 15, Ohio  
Branch: 2314 Redondo Beach Blvd., Gardena, Calif.



## NAB PREVIEW

EXHIBITS CONTINUED

### THOMPSON RAMO WOOLDRIDGE, DAGE DIV.

Space 24W

The Dage RGS-10 closed-circuit system, designed for operation in extreme environments and under hazardous conditions, will be demonstrated at the Dage exhibit. The all-transistorized unit operates satisfactorily with less than one-foot candle power and at temperatures as low as -30 degrees and as high as 160 degrees Fahrenheit. Over 200 of the RGS-10 units have been ordered for use in activating U. S. Air Force Atlas missile sites.

Personnel: W. G. Gordon, W. E. Smith, W. W. Elmendorf, J. A. Rickel, J. Campbell, B. Keach, D. Bowdish, C. Wenzinger, C. Hayworth, J. Alinsky, B. Relyea, D. Schonmeyer, C. Kennedy.

### TOWER COMMUNICATIONS CO.

Space 41W

Tower Communications Co. (formerly Tower Construction Co.) will display as in previous years the following line of equipment: Towers-microwave, am, fm and tv (both guyed and self-supporting); microwave passive re-

flectors; portable pre-built buildings; paradomes; guy tension devices, and erection and installation services.

Personnel: M. M. Lasensky, G. S. Chesen, G. C. Lasensky, L. J. Tokarczyk and J. E. Skarda.

### UTILITY TOWER CO.

Space 38W

The Utility Tower booth will demonstrate how the company manufactures and installs all types of radio, tv and microwave towers.

Personnel: C. E. Nelson, Jerry Nelson, V. G. Duvall, Pat Duvall, D. D. Giroux, M. N. Sholar, J. D. Nelson.

### VISUAL ELECTRONICS

Space 14E; Suite 1200

Visual's booth will show image orthicon tubes. Walter E. Turk, manager of English Electric Valve Co.'s photoelectric tube division, pioneer in commercial development of the 4½-inch image orthicon tube and 3-inch field mesh tube will be present to discuss tube operating problems. Visual will also have a hospitality suite. The Visual booth will include a tape cartridge display (see KRS Electronics).

The display will include a diversified line of program automation for video

and audio systems.

Personnel: James B. Tharpe, John B. Gallagher, F. Cecil Grace, Jess Rafsky, Charles E. Spicer, Leo L. Darigo, Robert Bollen, George H. Wagner, Donald Quinlan, Richard Koplitz, Morris A. Mayers, Hendrik J. Antonisse, Felix Bonvouloir, Shirley Bonvouloir, A. W. Greeson, A. R. Hopkins, Wayne March, Richard Witovski, Lyole O. Keys, Alfred M. Kallman, Leroy Kilpatrick.

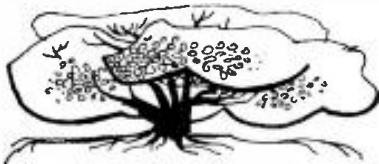
### VITRO ELECTRONICS DIV., VITRO CORP. OF AMERICA

Space to be assigned

The new Nems-Clarke fm rebroadcast receiver, designed to meet the high sensitivity requirements of fm networks, and the new Type 125 field intensity meter, developed to measure harmonic radiation of am broadcast transmitters, will be Vitro's new introductions to the broadcast industry. Other equipment on exhibit includes such broadcast standards as the Nems-Clarke Type 120-E field intensity meter, the 108-E phase monitor, and a complete line of audio and video jacks and patch cords.

Personnel: John Birch, K. B. Boothe, J. A. Smith, R. C. Curry, K. B. Redding.

## UNDER THE SPREADING ULLMAN TREE



Herb Berman, Ullman Regional sales manager, never has you barking up the wrong tree. He knows our new BIG SOUND plants your feet on really solid program ground. That's why it's the biggest selling service of its kind in the world. Prune away waste. See Herb.

### RICHARD H. ULLMAN, INC.

New York Dallas  
NAB Hdqrs: Suite 2000, CONRAD HILTON

## Station Representation Companies

### ABC-TV NATIONAL SALES

Executive House

Personnel: Ted Shaker, James Conley.

### ADAM YOUNG COMPANIES (Adam Young Inc., Young-Tv and Young Canadian Ltd.)

Suite 2200

Personnel: Adam Young, James O'Grady and Steve Machcinski.

### ADVERTISING TIME SALES

Essex Inn, Suite 301

Personnel: Thomas Campbell, Jim McManus, Taylor Eldon, Monroe Long, Bill Davidson, Jack Thompson, Alan Bell, George Harding, Jack Hetherington, Bob Brockman, Fred Weber, John Murphy, Dudley Brewer, Marshall Keeling, Bob Horen, Bob Ragland.

### AM RADIO SALES CO.

Sheraton Blackstone, Suite unassigned

Personnel: Jerry Glynn Jr.

### AVERY-KNODEL

Sheraton Blackstone, Suite 1108-09-10

Personnel: Lewis H. Avery, Thomas J. White Jr., Charles C. Coleman Jr.

### MORT BASSETT & CO.

Racquet Club

Personnel: Mort Bassett.

### JOHN BLAIR & CO.

BLAIR-TV

BLAIR TELEVISION ASSOC.

Sheraton-Blackstone, Suite 608-09-10

Personnel: John Blair, Edward P. Shurick, Arthur H. McCoy, Frank Martin, Louis Faust, James Theis, Dave Lundy.

### THE BOLLING CO.

Executive House, Suites 2011-2012

Personnel: George W. Bolling, Robert A. Schmid, G. William Bolling, G. Richard Swift, M. Trauner, Ralph Kelley, White Mitchell, T. W. Blakeslee.

### CBS TV NATIONAL SALES

Sheraton-Blackstone, Suite unassigned

Personnel: Bruce Bryant, Ted O'Connell, Richard Loftus.

### COUNTRY MUSIC NETWORK INC.

Suite unassigned

Personnel: Charles Bernard.

### HENRY I. CRISTAL CO.

Suite 1306

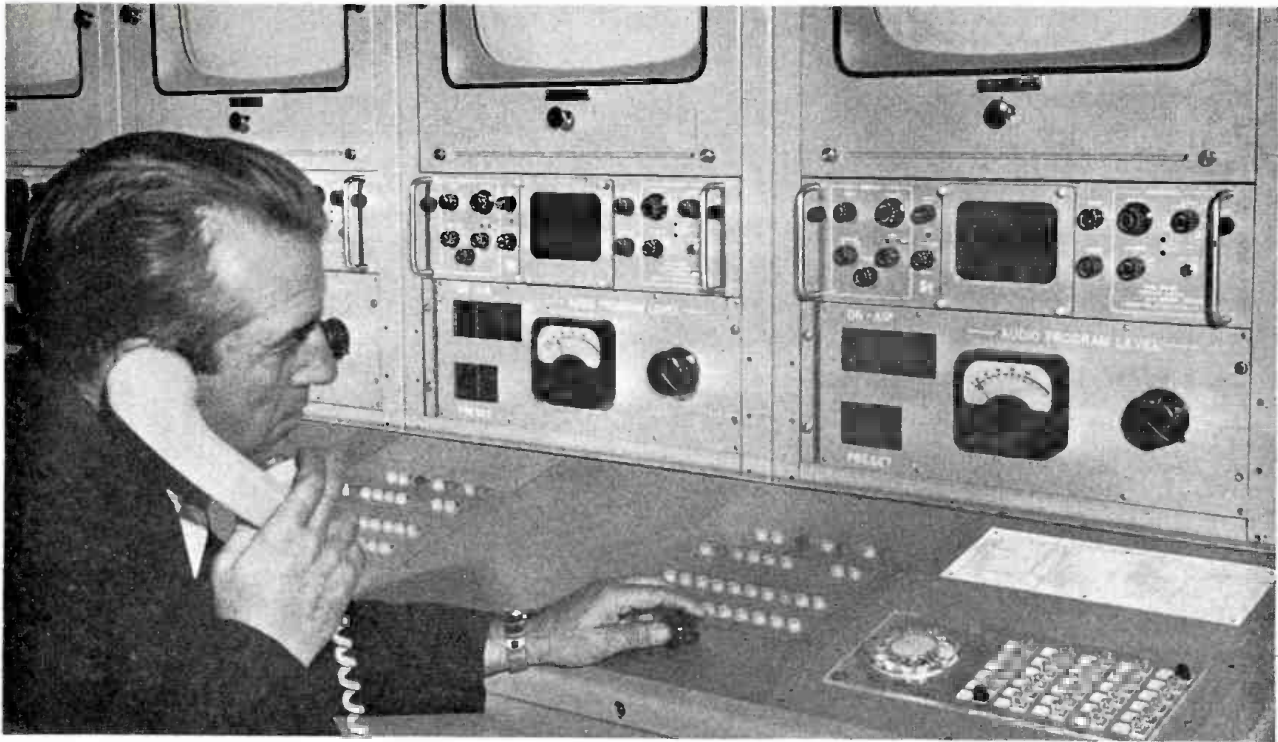
Personnel: Henry I. Cristal, Irvin Cross, Philbin Flanagan, Richard Charlton.

### CONTINENTAL BROADCASTING

Unassigned

Personnel: O. Wayne Rollins.

Television installation incorporating Tektronix Type RM527's in a Master Monitor console.

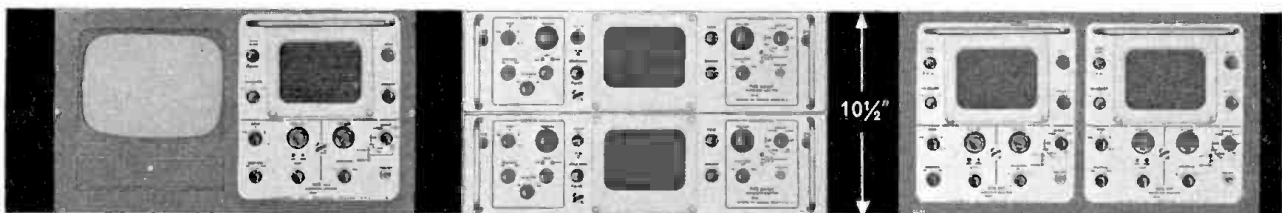


## PLAN YOUR MASTER MONITOR REQUIREMENTS AROUND THIS TEKTRONIX 5-INCH WAVEFORM MONITOR



You can use the dual inputs differentially. In addition to conventional two LINE and two FIELD displays, you can choose from three calibrated time-base rates, eliminating the need for time markers. And you can observe bright displays accurately and dependably over a full 7-cm by 10-cm viewing area.

Adaptable and versatile, this Tektronix Waveform Monitor features: amplitude linearity within 1% over full 7-cm of vertical deflection • sensitivity from 0.25 volt minimum to 1.6 volts maximum for 140 IRE units • response flat within 1% from 60 cycles to 5 mc or new IRE Rolloff • internal calibrator for 1.0 and 1.4 volt peak-to-peak signals • backporch dc restoration, *with no color-burst distortion.*



8" commercial picture monitor

Type 527

2-RM527's slide mounted

Type RM527 . . . . . \$1075  
5 1/4" high, 16 3/4" wide, 16" deep

2-527's cradle mounted

Type 527 . . . . . \$1000  
9 3/4" high, 8 1/2" wide, 16 3/4" deep

U. S. Sales Prices, f. o. b. Beaverton, Oregon

**CALL YOUR TEKTRONIX FIELD ENGINEER FOR A DEMONSTRATION**

**Tektronix, Inc.** P. O. BOX 500 · BEAVERTON, OREGON / Mitchell 4-0161 · TWX—BEAV 311 · Cable: TEKTRONIX

**TEKTRONIX FIELD OFFICES:** Albuquerque, N. Mex. • Atlanta, Ga. • Baltimore (Towson) Md. • Boston (Lexington) Mass. • Buffalo, N.Y. • Chicago (Park Ridge) Ill. • Cleveland, Ohio • Dallas, Texas • Dayton, Ohio • Denver, Colo. • Detroit (Lathrup Village) Mich. • Endicott (Endwell) N.Y. • Greensboro, N.C. • Houston, Texas • Indianapolis, Ind. • Kansas City (Mission) Kan. • Los Angeles, Calif. Area (East Los Angeles Encino • Pasadena • West Los Angeles) • Minneapolis, Minn. • Montreal, Quebec, Canada • New York City Area (Albertson, L.I., N.Y. • Stamford, Conn. • Union, N.J.) • Orlando, Fla. • Philadelphia, Pa. • Phoenix (Scottsdale) Ariz. • Portland, Ore. • Poughkeepsie, N.Y. • San Diego, Calif. • San Francisco, Calif. Area (Lafayette • Palo Alto) • Seattle, Wash. • Syracuse, N.Y. • Toronto (Willowdale) Ont., Canada • Washington, D.C. (Annandale, Va.).

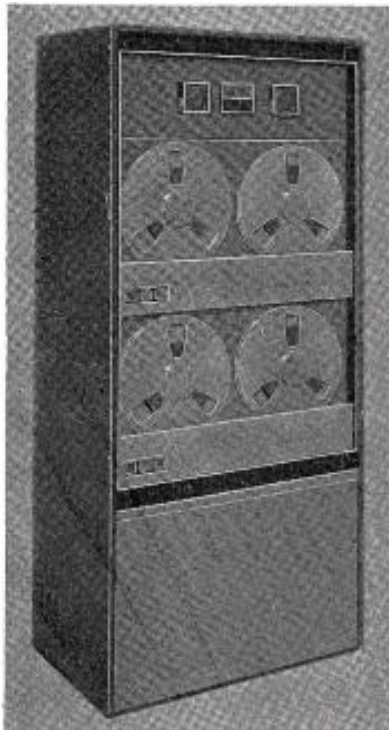
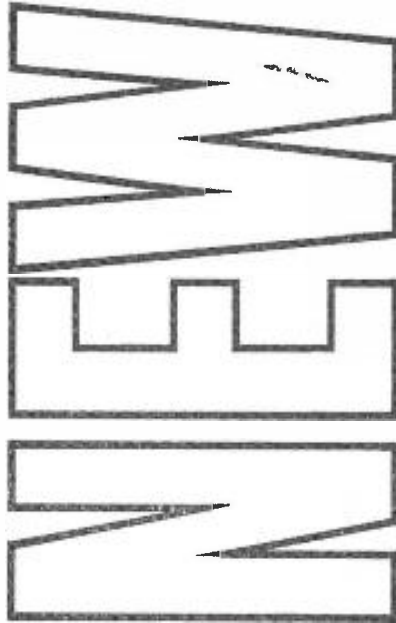
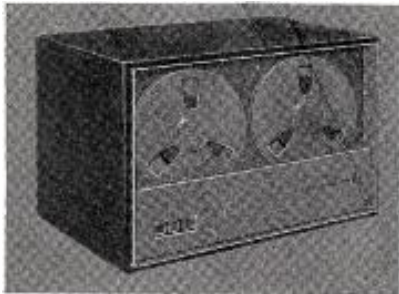
**ENGINEERING REPRESENTATIVES:** Kentron Hawaii Ltd., Honolulu, Hawaii. Tektronix is represented in twenty-five overseas countries by qualified engineering organizations. European and African countries, the countries of Lebanon and Turkey, please contact TEKTRONIX INTERNATIONAL A.G., Terrassenweg 1A, Zug, Switzerland, for the name of your local engineering representative. Other Overseas areas, please write or cable directly to Tektronix, Inc., International Marketing Department, P. O. Box 500, Beaverton, Oregon, U.S.A. Cable: TEKTRONIX.

**SEE THIS TEKTRONIX WAVEFORM MONITOR AT THE N.A.B. SHOW—BOOTH 28W**

**clark-root** introduces a completely new, professional tape transport for continuous, long playing, automatic programming... in mono or stereo... for AM or FM stations... designed in strict accordance with broadcast standards... available as individual units... or as the basic module of a Clark-Root simplified, automated system... offering new flexibility of performance... new reliability... new simplicity... new serviceability... new profitable operation for you. See this equipment in operation at NAB with the new concept in tape programming service by Alto Fonic for AM and FM, in mono or stereo... or send for new descriptive literature: #1100 Broadcast Automatic Programmer Brochure including Alto Fonic Tape Program Service; #700 Brochure, covering all other applications.

BOOTH 57, WEST HALL  
NAB CONVENTION

**clark-root**  
211 LAMBERT · PALO ALTO · CALIFORNIA



## NAB PREVIEW

### REPRESENTATIVES CONTINUED

#### ROBERT. E. EASTMAN CO.

*Executive House, Suite unassigned*

Personnel: Robert E. Eastman, Richard C. Arbuckle, George Dubinetz, Dale Stevens, Tom Cosgrove.

#### FORJOE & CO. and FORJOE-TV

*Suite unassigned*

Personnel: Joseph Bloom.

#### GILL-PERNA INC.

*Suite 2300*

Personnel: Helen Gill, John J. Perna Jr., Walter Beadell, Don Dalton, Bruce Houston, Dan Bowen.

#### HARRINGTON, RIGHTER & PARSONS

*Sheraton-Blackstone, Suite 708-09-10*

Personnel: John E. Harrington Jr., Volney F. Righter, James O. Parsons Jr., John F. Dickinson, Arthur C. Elliot, Cris Rashbaum, Carter Knight, Byington Colvig, Albert Neely, Kenneth Brown, Robert L. Gilbertson, Lon E. Nelles, William J. Yonan, Richard M. Gardner, Peter T. Childs.

#### GEORGE P. HOLLINGBERY CO.

*Suite 1600*

Personnel: George Hollingbery, Harry Wise Jr., Ed Spencer Jr., Fred Hague, Warren Nelson, Roy Edwards, George Hemmerle, Dick Hunter, Phil Corper.

#### HAL HOLMAN CO.

*Suite 1322-A*

Personnel: Hal Holman.

#### H-R REPRESENTATIVES

*Executive House, Suite 3711*

Personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Max Everett, James Alspaugh, Avery Gibson.

#### JACK MASLA CO.

*Unassigned*

#### DAREN F. MCGAVREN CO.

*Executive House, Unassigned*

Personnel: Daren F. McGavren, Ralph Guild, Ed Argow, Mike McNalley.

#### MEEKER CO.

*Conrad Hilton Hotel, Unassigned*

Personnel: Robert Meeker, Charles Standard, Robert Dudley, Martin Mills, Carl Jewett, Charles Compton, Fred Bauman, Ed Filion.

#### NBC SPOT SALES

*Ambassador East*

Personnel: Richard Close.

#### JOHN E. PEARSON CO.

*Congress Hotel, Suite unassigned*

Personnel: Joseph Savalli, William

Wilson, Bob Flanigan.

#### PETERS, GRIFFIN, WOODWARD

*Sheraton-Blackstone, Suite unassigned*

Personnel: H. Preston Peters, Lloyd Griffin, John Butler, William W. Bryan, Lon King, Arnold Knippenberg, Vic Piano, Lee Vanden-Handel.

#### EDWARD PETRY & CO.

*Suite 1400*

Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival.

#### RADIO-TV REPRESENTATIVES INC.

*Conrad Hilton Hotel, Suite 1224*

Personnel: Peggy Stone, Tom Carroll, Saul Frischling, Ed Nickey, Sy Thomas, Marshall Black.

#### PAUL H. RAYMER CO.

*Executive House*

Personnel: Paul H. Raymer, Stuart M. Kelly, Mitchell DeGroot, Powell Ensign.

#### SPOT TIME SALES

*Ascot Motel*

Personnel: Bill Heaton, John Erickson, Carl Loucks, John Shelton.

#### STORER TELEVISION SALES

*Executive House, Unassigned.*

Personnel: Peter Storer, Francis Barron.

#### TELEVISION ADVERTISING REPRESENTATIVES

*Drake, Suite unassigned*

Personnel: Robert M. McCredy, Benjamin Margolis, Larry Israel and Tommy Thompson.

#### VENARD, RINTOUL & MCCONNELL

*Suite 2100*

Personnel: Lloyd George Venard, James V. McConnell, Howdee Meyers, Steve Rintoul, James Brown, Alen Torbett, John Dragomeier, James Fox, Roland Durham.

#### WEED RADIO & TELEVISION CORPS.

*Sherman Hotel, Suite unassigned.*

Personnel: J. J. Weed, C. C. Weed, E. J. Fitzsimmons, Marvin D. Melnikoff, Robert Aissa, William Reilly, Dan Ruffo, John McGowan, Jack Hetherington.

## Networks

#### ABC RADIO

*Suite 1806A*

Personnel: Robert Pauley, Jim Duffy, Bill Rafael, Earl Mullin, Stephen Riddleberger, Jack Mann, Robert Holmgren, Don Schlosser, Ted Douglas, William MacCallum, Frank Atkinson, Ed-

BROADCASTING, March 26, 1962

AVAILABLE FROM BLONDER-TONGUE

## The new Benco T-6 VHF Translator Is Priced at \$845<sup>00</sup> (U. S. suggested list)



... It is  
FCC Type Accepted, Rugged,  
Available for Prompt Delivery

The Benco T-6 offers these advantages:

1. Meets all FCC specifications.
2. Provides constant output even in weak signal areas—preamp AGC activated by signals as low as 50 microvolts.
3. Automatic shutoff and identification.
4. Remote shutoff for any location up to 5 miles from the translator. (with RC-1).
5. Covers distances from 8 to 30 miles or more.
6. Prompt delivery to those who must have a low cost unit immediately to meet their 'on-the-air' time-schedule.

**BENCO VHF AND UHF TRANSLATORS FOR EVERY TYPE OF INSTALLATION**  
MODEL T-1 VHF TRANSLATOR FCC type-accepted. 1 watt output for U. S. use • ideal for future expansion • meets all FCC specifications • noise-proof automatic shutoff • regulated power supply for stable operation • under-rated output section for continuous service; weather-proof housing; quick easy coding of identification unit • built-in direct reading power meter.

TECHNICAL SPECIFICATIONS	
Primary Power Source	117 v ± 10% 60 c/s
Power Consumption	120 W
Temperature Ambient	-30°C to + 50°C
Overall Noise Figure	
Low Band	4 db ± 1 db
High Band	6 db ± 1 db
Recommended Input	50-4000 microvolts
Max. Permissible Power	1 Watt (Peak Power)
Frequency Stability	±0.2%
Gain (maximum)	105 db
Band Width	6 Mc (3 db points)
Dimensions (metal base)	18"x22½"
Weight	27 lbs.

MODEL T-14 VHF-TO-UHF TRANSLATOR. FCC type-accepted. 2.5 watts output. For U. S. use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 7-13.

MODEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 2-6.

If you're planning a translator installation, contact Blonder-Tongue.  
Free layout service and field engineering assistance  
are available at nominal cost.

engineered and manufactured by

## BLONDER-TONGUE

9 Alling St., Newark, N. J.

Canadian Div.: Benco Television Assoc., Tor., Ont. Export: Rocke Int'l. Corp., N.Y. 16—Cables: ARLAB  
home TV accessories • UHF converters • master TV systems • closed circuit TV systems

## NAB PREVIEW

### NETWORKS CONTINUED

ward Bischoff, William Cochran, Jack Mahoney, Richard Game, Richard Brahm.

#### ABC-TV

##### *Suite 1005*

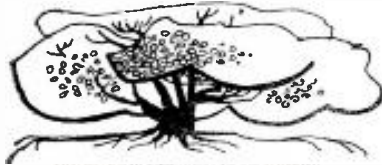
Personnel: Leonard Goldenson, Simon B. Siegel, Everett Erlick, Thomas W. Moore, Julius Barnathan, Alfred Beckman, Bert Briller, Giraud Chester, Robert Coe, Michael J. Foster, James Hagerty, Frank Marx, Edgar Scherick, Alfred Schneider, Theodore Setter, Donald Shaw, Joe Giaquinto, Alan Koenig, Mario Cucinotta, Charles Leasure, David App, Ralph Hatcher, Joseph Merkle, Bud Curran, Carmine Patti, Joseph Cox, Court McLeod.

#### CBS-TV

##### *2306, Royal Skyway Suite*

Personnel: James T. Aubrey Jr., William Lodge, Carl Ward, Edward Saxe, Joseph Ream, Gordon Hayes, Richard S. Salant, Theodore Koop, Robert Wood, Robert Jamieson, George Zurich, Robert Pike, Paul Levinson, Warren Ahneman, Richard Morgan, James Page, Christopher Parker, George Kolpin, Edward Scovill, Bert Lown, Charles Cadley, Leonard DeNooyer. David

### UNDER THE SPREADING ULLMAN TREE



Get off the trail of the lonesome pine with **GOLDEN ERA JINGLES**, most successful in all radio. Regional sales manager Gene Daniels has a 'tree-t' in store for you with these jingles set to the tunes of America's most "poplar" tunes. See him at NAB.

#### **RICHARD H. ULLMAN, INC.**

New York Dallas

**NAB Hdqrs: Suite 2000, CONRAD HILTON**

118 (NAB CONVENTION PREVIEW)

Williams, Donald Clancy, James Kane, Harry Feeny. Representing CBS-TV operations department: Joseph Flaherty, Robert Hammer, Herman Badler, Hugo Ripp and W. Copeland.

#### CBS RADIO

##### *Cairo Suite, 18th floor*

Personnel: Arthur Hull Hayes, James M. Seward, George Arkedis, W. Thomas Dawson, George Perkins, Fred Ruegg, William A. Schudt, Jr., Alvin Balkin, William H. Brennan Jr., Sidney Garfield, Edward E. Hall, Arthur L. Hecht, Richard F. Hess, Gordon Mason, Eric H. Salline.

#### NBC-TV, NBC-RADIO

##### *Sh-B, Presidential Suite*

Personnel: Robert Sarnoff, Robert Kintner, David Adams, Alan Baker, Harry Bannister, Joseph Berhalter, Lester Bernstein, Hugh Beville, William Breen, Anthony Cervini, Don Durgin, William Duttera, Syd Eiges, Thomas Ervin, Stephen Flynn, George

## Program producers & syndicators

#### ALLIED ARTISTS TELEVISION INC.

##### *Executive House, suite unassigned*

Personnel: Robert B. Morin, Peter Jaeger and James C. Stern.

#### CBS FILMS

##### *Suite 2306A*

Personnel: Sam Cooke Digges, Robert Lewine, James T. Victory, William Weiss, Joseph B. Irwin, Fred Mahlstedt, Eugene Moss, George Faber, Henry T. Gillespie, Frederick L. Gilson, Jack Waldrep, Carter Ringlep, Edward E. Hewitt, H. Roy Marks, James H. McCormick.

#### DESILU SALES

##### *Suite 1435-36A*

Programs to be shown are *Guestward Ho; Harrigan & Sons; Desilu Playhouse; The Texan*; a new documentary, *Window on the World* and a new sports show untitled.

Personnel: Richard W. Dinsmore.

#### INDEPENDENT TELEVISION CORP.

##### *Drake, Suite unassigned*

Personnel: Abe Mandel and Bert Weiland.

#### MCA-TV LTD.

##### *Unassigned*

Personnel: D. A. Werblin, David V. Sutton, Lou Friedland, De Arv Barton, Bob Greenberg, Frank Brill, Hal Golden, Ed Aaronoff.

#### MARS BROADCASTING

##### *Suite 1419A*

A new programming service, Demand

Fuchs, Richard Close, Joseph Goodfellow, Julian Goodman, George Graham, Paul Hancock, Sheldon Hickox, E. L. Jahncke, Arthur Johnson, William Kelley, Peter Kenney, Thomas Knode, Malcolm Laing, Thomas McGray, William McDaniel, Ellis Moore, Donald Mercer, Carl Lindemann, Raymond O'Connell, Thomas Phelan, Morris Rittenberg, Paul Rittenhouse, Al Rylander, Thomas Sarnoff, Walter Scott, Casey Shawhan, Ludwig Simmel, Robert Stone, P. A. Sugg, C. K. Sullivan, William Trevarthen, Raymond Welpott, Mort Werner, Alfred Stern, Robert Blackmore.

#### KEYSTONE BROADCASTING SYSTEM

##### *Suite 804*

#### MBS

##### *Suite 1606*

Personnel: Robert F. Hurleigh, Frank W. Erwin, Charles W. Godwin, Philip D'Antoni, Norman Baer, Charles A. King, Hal Wagner and Robert Lodbell.

Radio, will be introduced. It is aimed specifically at station owners not desirous of programming top tunes. It is customized to each station, providing a total programming service including everything on the schedule. New facilities have been added as well as new talent. Mars also produces customized contests.

#### MGM-TV

##### *Conrad Hilton, Suite 1800*

Personnel: John B. Burns, Richard A. Harper, Richard Yates, Lou Israel, Ed Montanus, William Robinson, Charles Alsop, Keith Culverhouse, Bob Chandler.

#### NATIONAL TELEFILM ASSOCIATES

##### *Conrad Hilton, Suite 1300*

Personnel: Pete Rodgers, Martin Roberts, Hal Fredericks, Floyd Weidman, Joe Moscato, Ed Uhler, Jerry Weisfeldt, Roy George, Charlie Britt, Joe Laconi.

#### OFFICIAL FILMS

##### *Suite 3011, Executive House*

Official distributes *Biography* and 37 other tv series.

Personnel: Seymour Reed, Robert A. Behrens, Russ Raycroft, Allen Ash, Stan Byrnes, Maury Lanken.

#### SCREEN GEMS

##### *Conrad Hilton, Suite 2500*

Personnel: Robert Seidelman, Stanley Dudelson, Daniel Goodman, William Hart, Marvin Lowe, Don Bryan, Frank Parton, Robert Newgard, Don Garrett.

BROADCASTING, March 26, 1962

# TAKE IT FROM THE TOP... like we did

Take 1	—	The genius of <b>RUSS GARCIA</b> Musical Director of Media Tempo, Inc.
Take 2	—	Unmatched facilities of <b>TODD-AO</b> Hollywood Soundstage A
Take 3	—	Incomparable quality recorded on <b>35MM magnetic FILM</b>
Take 4	—	Unlimited utility, <b>6 TRACK</b> equipment allowing 100% separation
Take 5	—	<b>TOP</b> west coast musicians
Take 6	—	<b>TOP</b> west coast vocalists

WE PUT 'EM IN A "MIXER" AND . . . THE RESULT?

our "REALLY RADIO" series of  
station ID's, and promo's.

You'll agree these are the most unique productions  
ever offered to radio with a definite identifiable  
musical signature throughout.

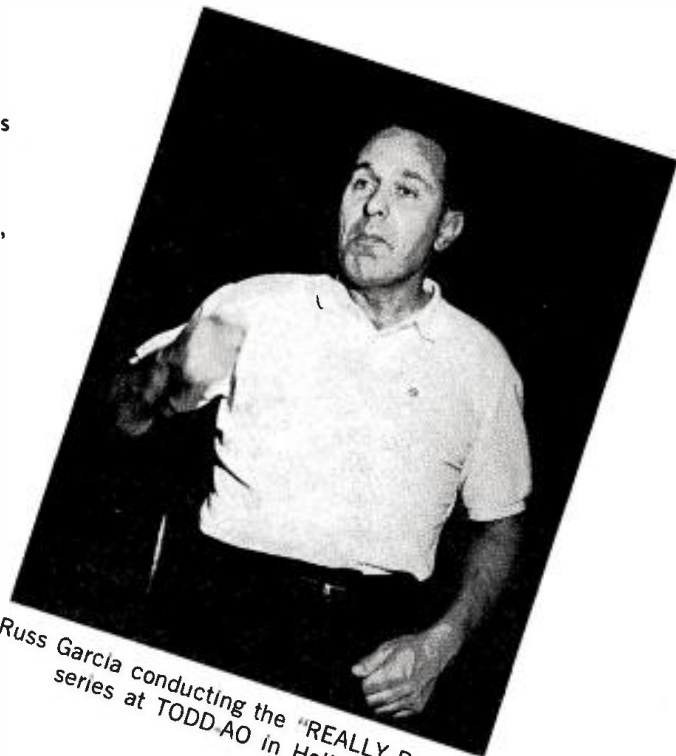
BE SURE YOU PREVIEW THE "REALLY RADIO"  
SERIES ON 3 TRACK AND MONAURAL  
EQUIPMENT AT THE NAB  
CONVENTION.

These stations took it From the Top . . .

K/MEN San Bernardino, California

K/MAK Fresno, California

K/POI Honolulu, Hawaii



Russ Garcia conducting the "REALLY RADIO"  
series at TODD-AO in Hollywood.



MEDIA TEMPO, INC. 1103 NORTH D ST., P. O. BOX 2411, SAN BERNARDINO, CALIF. • TU 9-6267



## NAB PREVIEW

### SYNDICATORS CONTINUED

#### SEVEN ARTS ASSOCIATED CORP.

##### *Suite 800*

Release of 13 one-hour tv concert specials featuring the Boston Symphony Orchestra is planned, available on video tape and film. Current activity includes tv distribution of 122 post-1950 Warner Bros. feature films and tv distribution of 191 Looney Tunes cartoons.

Personnel: W. Robert Rich, Donald Klauber, Herbert Richek, Kirk Torney, Harvey Chertok, Lloyd Krause, Jack Heim, Robert Hoffman, Harold Tunis, David Hunt, Carl Miller, George Mitchell, Lester Tobias.

#### SHOWCORPORATION

##### *Suite unassigned*

Release of 25 feature films produced in the late 50s will be announced. The Showcorporation Million Dollar Movies is the fourth package of new features offered in the last four years. Many new pictures in the group of 25 will be available beginning Sept. 1.

#### SPORTS NETWORK INC.

##### *Unassigned*

Personnel: Dick Bailey, Roy Sharp and Charles Voso.

#### STERLING TELEVISION

##### *Conrad Hilton, Suite unassigned*

Personnel: David Bader.

#### STORER PROGRAM SALES

##### *Suite 1005-A*

Personnel: Terry Lee, Jack Lieben-guth, Hank Davis.

#### TRANS-LUX CORP.

##### *Suite 700*

A sales meeting will be held prior to the convention. The hospitality suite will serve champagne and caviar 5-8 p.m. Souvenirs will be given. "How to Live Like a Millionaire" will be the theme. Two new tv series will be introduced.

Personnel: Murray Oken, Arthur Manheimer, Bud Ormond, Roslyn Karan, Barbara Wilkens, Richard Brandt, Richard Carlton.

#### 20TH CENTURY FOX TELEVISION

##### *Executive House, Suite 2040*

Personnel: George T. Shupert, Howard B. Anderson, John Rohrs, Bill Clark, Crenshaw Bonner.

#### RICHARD H. ULLMAN, DIV. OF PETER FRANK ORGANIZATION

##### *Suite 2000*

Distributors of radio and tv pro-

gram and production aids; station jingles and musical signatures; tailored and open end commercial jingles. Products to be shown: the big sound; formatic radio; dimensional radio; country and western radio; hit intro package; golden era jingles; velvet touch; "w" jingle series; one-derful jingles; country and western jingles.

Personnel: Peter Frank, Marvin A. Kempner, Richard Morrison, Herb Erman, Gene Daniels, Bernie Edelman, Charlie Grood, Harry Sanger, Fred Winton, Bernie Fineberg, Joey Levin and Bill Previtti.

#### U. S. ARMY, TELE-RADIO BRANCH

##### *Space 19E*

The office of the chief of information will have an exhibit showing the Army's weekly tv series, *The Big Picture*, and weekly radio series, *The Army Hour*.

## Other Convention Exhibitors

#### AMERICAN RESEARCH BUREAU

##### *Suite 900*

A nine-panel exhibit will show color blowups of new formats for local market service in 1962-63, including emphasis on audience characteristics. The new tv audience profile report will be explained as well as special studies and tabulations available with increased computer capacity.

Personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, James Rupp, Roger Cooper, C. A. Kellner, Bill Sedbrook, Clay Braun, Albert Petgen, Roger Hoeck.

#### ASSOCIATED PRESS

##### *Sheraton-Blackstone Ballroom*

Personnel: Oliver Gramling, Lou Kramp, Jim Coldsmith, Tom Cunningham, Jerry Gill, Douglas Lovelace, Frank Stearns, Andy Anderson, Tom Coleman, Burl Ely, Jim Firmin, Howard Grayes, Jim Keel, Tom Pendergast, Bob Shipley, Jim Smith, Roy Steinfort, Tom Stuetzer, Bob Sundy, Tom Tugman, Henry Blount, Tom Bratter.

#### BROADCAST CLEARING HOUSE

##### *Executive House Suite 2811*

Personnel: John Palmer, Lee Mehlig.

#### BROADCAST BILLING CO.

##### *Unassigned*

Personnel: George Schiele, Charles Shaffran.

#### FEDERAL COMMUNICATIONS COMMISSION

##### *Space 34W, Exhibits*

Personnel: Col. R. I. Shoemaker, Col. Gerhard E. Brown, Lt. Col. Thomas B. Claggett, Maj. William T. Ellington, Maj. John R. Swee, Stanley Field.

#### U. S. NAVY

##### *Space, West Exhibit Hall*

#### WBC PROGRAM SALES

##### *Suite unassigned*

Personnel: Michael Roberts.

#### ZIV-UNITED ARTISTS

##### *Conrad Hilton, Suite 1900*

Personnel: M. J. Rifkin, Len Firestone, Ed Broman, Al Goustin, Pierre Weis, Ken Joseph, Dick Lawrence, Jim Weathers, Leon Bernard, Dick Cool, Allen Martini, Ray McGuire, Phil Mergener, Mike Kieveman, Jack Martin.

#### CELLOMATIC DIV., SCREEN GEMS

##### *Suite 2500*

Cellomatic will have a Salesmobile trailer exhibit in the parking lot to the rear of the Conrad Hilton Hotel. It will demonstrate the new Futura, fully automated animation projected, and allied graphic arts. Screen Gems acquired Cellomatic last January.

Personnel: Milton Rogin, Tom Howell, Jack Arbib.

#### WILTON GUNZENDORFER & ASSOC.

##### *Unassigned*

#### A. C. NIELSEN COMPANY

##### *Suite 1000*

E. P. H. James, George Ralph, Henry Rahmel, George Baille, Erwin Ephron, Bill MacDonald, Dave Traylor, Don Waterbury, George Blechta, Bill Ryan, Joe Matthews, Bill Miller, John Churchill, Gene Woolpert, Ben Wilson, Gene McClure, Jim Monroe, Ed Evans, Wynn Busmann, Chat Shaw, Bill Wyatt, Jim Shoemaker.

#### THE PULSE INC.

##### *Suite 2320*

Personnel: George Sternberg, Allan Klein, Clay Forker.

#### JACK L. STOLL & ASSOC.

##### *Unassigned*

Personnel: Jack Stoll.

#### STORER BROADCASTING CO.

##### *Suite 1005-A*

#### TELEVISION AFFILIATES CORP.

##### *Suite 700*

The annual board meeting of TAC will be held April 1, 4 p.m. Future plans in the local programming field will be discussed.

Personnel: Robert Weisberg and Joseph Schackner; Richard Borel,



WBNS-TV Columbus, Ohio; Eldon Campbell, WFBM-TV Indianapolis; Jack Harris, KFRC-TV Houston; Norman Louvau, KCPX-TV Salt Lake City; David C. Moore, Transcontinent Television Corp., A. Louis Rezd, WDSU-TV New Orleans.

#### TV STATIONS INC.

Suite 2024A

Personnel: Herb Jacobs, Don Menchel, Grace Jacobs, Leo Brody, Roz

Rappaport.

#### UNITED PRESS INTERNATIONAL

Suite 600

Personnel: Leroy Keller, C. E. Allen, M. S. Greenman, R. W. Beaton, Alan Wade, Willis Evans, Sam Hales, Robert Crennen, Jack Limpert, Richard Fales, James Klockenkemper, Dean C. Miller, H. C. Thornton, John Pelletreau, Gene Gillette, Peter Willett, James Darr.

#### VIDEOTAPE PRODUCTIONS OF NEW YORK

Conrad Hilton, unassigned

Personnel: Howard S. Meighan, Donald Collins.

#### WESTINGHOUSE BCSTG. CO.

Unassigned

Personnel: Donald H. McGannon, A. W. Dannebaum Jr., Rolland V. Tooke.

# ADVANCE REGISTRATION NAB CONVENTION

## A

Abel, Charles F., KFMB San Diego, Calif.  
Abbott, Clint, Standard Rate & Data, Skokie, Ill.  
Abott, J. Harry, Harte-Hanks Newspapers, Corpus Christi, Tex.  
Abitz, Donald R., KDTH Dubuque, Iowa.  
Adams, David C., NBC, New York  
Adams, Irwin S., KGON Portland, Ore.  
Adams, Irwin S., Mrs., KGON Portland, Ore.  
Adams, Richard E., WKOX Framingham, Mass.  
Adams, Robert, KFH Wichita, Kan.  
Adams, Val, New York Times, New York  
Adanti, Paul, WHEN-AM-TV Syracuse, N. Y.  
Agostino, James R., KXLY Spokane, Wash.  
Ahner, Tom, KXMB-TV Bismarck, N. D.  
Akin, R. M., Storer Broadcasting Co., Miami, Fla.  
Aldridge, Mahlon, KFRU Columbia, Mo.  
Alexander, Jack, Futursonic Productions Inc., Dallas, Tex.  
Alexander, John, WFLA Tampa, Fla.  
Alcoate, Charles, Film Daily, New York  
Allen, C. Edmonds, United Press International, New York  
Allen, E. W. Jr., FCC, Washington, D. C.  
Allen, G. M., Statesville Broadcasting Co. Inc., Statesville, N. C.  
Allen, James E., WPB-TV Boston, Mass.  
Allen, James T., KPAR-TV Abilene, Tex.  
Allen, Lyle, The Ralph H. Jones Co., Cincinnati  
Alleto, Vincent, WWL New Orleans, La.  
Ailey, Wade H., WHIO Dayton, Ohio  
Allison, Duane B., KHAS-TV Hastings, Neb.  
Allman, Frederick L., WKBZ Muskegon, Mich.  
Alspaugh, H. P., Standard Rate & Data, Skokie, Ill.  
Alsum, Gordon, WCWC Ripon, Wis.  
Aisup, Charles, MGM-TV Culver City, Calif.  
Alter, Robert, RAB, New York  
Amaturo, Joseph C., WIRE Indianapolis, Ind.  
Amoo, Lloyd R., KXJB-TV Valley City, N. D.  
Anderson, A. L., KFJR-TV Bismarck, N. D.  
Anderson, Albert A., WKOX Framingham, Mass.  
Anderson, Carl Q., KREY-TV Montrose, Colo.  
Anderson, Elwood C., WORK York, Pa.  
Anderson, Geo. Basil, KLIR-KJRG-KJSK-KCLO Denver, Colo.  
Anderson, Gilbert L., WJW-TV Cleveland, Ohio  
Anderson, Harold E., WCCA-TV Columbia, S. C.  
Anderson, Howard B., ABC Films Inc., New York  
Andrews, Fred M., WATE Inc., Knoxville, Tenn.  
Andrews, G. D., MaCarTa Inc., Des Moines, Iowa  
Andrews, William P., Video House Inc., New York  
Andrick, George R., WSAZ Huntington, W. Va.  
Arenth, Rosemary D., New York  
Arkedis, George, CBS, New York  
Armstrong, George W., Storer Broadcasting Co., Kansas City, Mo.

Armstrong, W. L., KOSI Denver, Colo.  
Arne, Robert E., KTVU (TV) Oakland, Calif.  
Arnold, Russ, WTHI (TV) Terre Haute, Ind.  
Arnold, William, Time-Life Broadcast Inc., New York  
Arnoux, Campbell, WTAR Norfolk, Va.  
Artus, L. Russell, KELO-TV, KDLO-TV, KPLO-TV Sioux Falls, S. D.  
Arvidson, Paul G., Tri-City Broadcasting Co., Davenport, Iowa  
Ashenden, George K., FCC, Washington, D. C.  
Asher, Warren D., KSUM Fairmont, Minn.  
Askew, J., Albion Optical Co., Hollywood, Calif.  
Asse, Duane, KXMC-TV Minot, N. D.  
Atchely, Fred C., WSEV Sevierville, Tenn.  
Athanas, Peter, WRCO Richland Center, Wis.  
Atkinson, Frank, ABC, New York  
Attaway, Douglas F., KSLA-TV Shreveport, La.  
Atwood, Jack S., WCSH-TV Portland, Maine  
Aubrey Jr., James T., CBS-TV New York  
Avery, Lewis H., Avery-Knodel Inc., New York  
Axton, Bailey, KTOP Topeka, Kan.  
Azzato, Anthony, WBBQ Augusta, Ga.

## B

Babcock, John B., WLWI (TV) Indianapolis, Ind.  
Back, Frank, New York  
Bacus, Roy, WBAP Fort Worth, Tex.  
Bagwell, Ken, WAGA-TV Atlanta, Ga.  
Bagwell, Norman P., WKY Oklahoma City  
Bailey, Fred L., Bloomington Broadcasting Corp., Bloomington, Ill.  
Bailey, Richard E., Sports Network Inc., New York  
Baillie, G. M., A. C. Nielsen Co., Chicago  
Baird, Robert M., Blackburn & Co. Inc., Atlanta  
Baird, Will C. Jr., WFMB Nashville, Tenn.  
Baisch, Joseph M., WREX-TV Rockford, Ill.  
Baker, Alan, NBC, New York  
Baker, Philip M., Washington, D. C.  
Baker, R. Karl, WLDS Jacksonville, Ill.  
Baker, Ron, WWTW (TV) Cadillac, Mich.  
Baker, T. B. Jr., WLAC-TV Nashville, Tenn.  
Balch, Frank A., WJOY Burlington, Vt.  
Baldwin, John M., WTCN Minneapolis, Minn.  
Baltimore, David M., WBRE Wilkes-Barre, Pa.  
Bankson, John J. Jr., Miller & Schroeder, Washington, D. C.  
Bannister, Harry, NBC, New York  
Bannister, John G., KPTV (TV), KCOP (TV), KPTV (TV), Oakland, Calif.  
Bantle, Lou, TV Stations Inc., New York  
Barker, Ray, WMHE Toledo, Ohio  
Barnathan, Julius, ABC, New York  
Barnes, Tom, WDAY Fargo, N. D.  
Barnett, John A., KSWS-TV Roswell, N. M.  
Baron, Amos T., KCOP (TV) Hollywood, Calif.



Baron, Theodore, Scharfeld, Segal, Baron & Stambler, Washington, D. C.  
Barrington, D. Wayne, WISN-TV Milwaukee, Wis.  
Barrington, Jay P., WDAF Kansas City, Mo.  
Barron, Richard, WSJS Winston-Salem, N. C.  
Barry, William O., WFMB Nashville, Tenn.  
Bartel, Jean, Telefilm Magazine, Hollywood, Calif.  
Bartell, Gerald A., Bartell Group, Milwaukee  
Bartlett, Marcus, WSB-TV Atlanta  
Bartlett, Walter E., WLWC (TV) Columbus, Ohio  
Bartley, Hon. Robert T., FCC, Washington, D. C.  
Barton, Edgar E., KPLC Lake Charles, La.  
Barton, Morris C. Jr., KSLA-TV Shreveport, La.  
Basayne, Henry, KCBS San Francisco  
Bashaw, Thomas P., KFH Wichita, Kan.  
Bassett, Joe, WAMO Pittsburgh, Pa.  
Bater, William A., WDAF Kansas City, Mo.  
Batson, Charles A., WIS Columbia, S. C.  
Battison, John H., Broadcast Engineering, Washington, D. C.  
Battles, Roy, Clear Channel Broadcasting Service, Washington, D. C.  
Baudino, Joseph E., Westinghouse Broadcasting Co., Washington, D. C.  
Baughn, Edward F., WPAG Ann Arbor, Mich.  
Bauman, Frederick E., The Meeker Co., Chicago  
Baxter, Lionel F., Storer Broadcasting Co., Miami Beach, Fla.  
Beadell, Walter, Gili-Perna Inc., Chicago  
Beard, Fred L., WLBT (TV), WJDX Jackson, Miss.  
Beatty, J. Frank, BROADCASTING, Washington  
Beaudin, Ralph W., WLS Chicago  
Beazley, Frank, WCAU-TV Philadelphia

## NAB PREVIEW

### REGISTRATION CONTINUED

Bechtel, Gene A., Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.  
Beck, John, KTAR Phoenix, Ariz.  
Becker, A. Harry, Washington, D. C.  
Beckman, Alfred R., ABC, Washington, D. C.  
Beckwith, Dr. Gerald, Baylor U., Waco, Tex.  
Beerbower, R. G., WBEN Buffalo, N. Y.  
Beindorf, Ray, KNXT (TV) Los Angeles  
Bell, Edgar T., KWTU (TV) Oklahoma City  
Bell, William, WHEN Syracuse, N. Y.  
Bellwood, LeRoy A., KOGO San Diego, Calif.  
Bennett, Dale, WTNS Coshocton, Ohio  
Bennett, David J., Triangle Publications Inc., Philadelphia, Pa.  
Benson, E. K., CBS-TV, New York  
Berentson, Ben, WGN-TV Chicago  
Berg, Benjamin, Albion Optical Co., Hollywood  
Berger, Lawrence, KTWO Casper, Wyo.  
Bergson, Philip, Wilner, Bergson, Scheiner & Lessenco, Washington, D. C.  
Berhalter, Joseph J., NBC, New York  
Berkman, Jack N., WSTV-TV Steubenville, Ohio  
Bernard, Paul, Broadcast Music Inc., New York  
Bernstein, Lester, NBC, New York  
Bernton, William P., Mallick & Bernton, Washington, D. C.  
Berry, Gilbert, WIBC Indianapolis, Ind.  
Berryhill, J. L. (Lee), KRON-TV San Francisco  
Bert, Roger G., WAKR-TV Akron, Ohio  
Bert, S. Bernard, WAKR Akron, Ohio  
Best, Henry M. Jr., WCBT Roanoke Rapids, N. C.  
Beville, Hugh M. Jr., NBC, New York  
Beville, Ross, WWDC Washington, D. C.  
Bevis, Charles C. J., Assn. of Maximum Service Telecasters Inc., Washington, D. C.  
Biby, Richard L., George C. Davis, Washington, D. C.  
Bice, Arlow D. Jr., WCWC Ripon, Wis.  
Bice, Max H., KTNT Seattle, Wash.  
Biddle, Dick, WOWL Florence, Ala.  
Bidlack, Cecil S., Carl E. Smith Consulting Eng., Cleveland  
Biggar, George C., WLKB DeKalb, Ill.  
Biggs, M. Art, KHOU-TV Houston, Tex.  
Bingham, George W., WGNV/WKIP Newberg-Poughkeepsie, N. Y.  
Birch, J. K., Vitro Electronics, Silver Spring, Md.  
Biro, Nick, Billboard, Chicago  
Bishoff, Edward, ABC, Chicago  
Bishop, Burton, KCEN-TV Temple, Tex.  
Bishop, Sir Harold, British Broadcasting Corp., London, England  
Bishop, H. Harold, Bureau of Naval Personnel, Washington, D. C.  
Bishop, J. Dige, WCTA Andalusia, Ala.  
Bissell, George F., WEAV Plattsburg, N. Y.  
Bitzer, Ralph J., Consulting Engineers, St. Louis  
Bitzer, Mrs. Ralph J., Consulting Engineers, St. Louis  
Black, Norman D. Jr., WDAY Fargo, N. D.  
Blackburn, James W., Blackburn & Co. Inc., Washington, D. C.  
Blackburn, Richard K., WHEC Rochester, N. Y.  
Blackman, E. G., WLAC Nashville, Tenn.  
Blackstead, David J., KXMB-TV Bismarck, N. D.  
Blanchette, W. C., KFBB-TV Great Falls, Mont.  
Blair, John, John Blair & Co., New York  
Blair, Lewis R., U. S. Army, Pentagon, Washington, D. C.  
Bland, T. A., Crosley Broadcasting Corp., Cincinnati  
Blechta, G. E., A. C. Nielsen Co., New York  
Bleiweiss, Leo, Telescreen Inc., New York  
Block, Richard C., Kaiser Broadcasting, Oakland, Calif.  
Blohm, Charles, WDOE Dunkirk, N. Y.  
Bloom, J. D., WWL-TV New Orleans  
Bloyd, James E., WEWS (TV) Cleveland  
Blue, Paul, KLZ Denver, Colo.  
Blue, Ron B., KBYE Oklahoma City  
Blumberg, Marvin, A. D. Ring & Assoc., Washington, D. C.  
Blume, Jack P. Esq., Fly, Shuebruk, Blume & Gaguine, Washington, D. C.  
Bogan, Rupert, WBAP Fort Worth, Tex.  
Boier, John W., North Dakota Broadcasting Co., Fargo  
Bolling, George W., The Bolling Co. Inc., New York  
Bolling, G. William III, The Bolling Co. Inc., New York  
Bomar, Jack, KATV Inc., Little Rock, Ark.  
Bonansinga, Joe, WGEM Quincy, Ill.  
Bondy, Hugo A., WAGA-TV Atlanta  
Bonebrake, M. H., KOCY Oklahoma City  
Bookwalter, L. S., KOIN Portland, Ore.  
Boorem, Warren J., Hamilton-Landis & Assoc., Washington, D. C.  
Booth, John S., WCHA Chambersburg, Pa.  
Boothe, K. B., Vitro Electronics, Silver Spring, Md.  
Borel, Richard A., WBNS-TV Columbus, Ohio  
Bostic, Tom, Cascade Broadcasting Co., Yakima, Wash.  
Boundy, Glenn, Storer Broadcasting Co., Miami Beach, Fla.  
Bove, Enrico F., New York  
Bowen, Dan, Gill-Perna Inc., Detroit  
Bowers, M. C. Jr., Salem Broadcasting Corp., Salem, Va.  
Bowry, Walter A. Jr., WTVR (TV)-WMBG-WCDD Richmond, Va.  
Box, John F. Jr., The Balaban Stations, St. Louis  
Box, Norval, KCRG-AM-TV Cedar Rapids, Iowa  
Box, Ves R., KRLD-TV Dallas, Tex.  
Boyd, Raymond, KNOE-TV Monroe, La.  
Braden, Paul F., WPFB Middletown, Ohio  
Braden, Ruth M., WPFB Middletown, Ohio  
Bradley, Don, KRTV (TV) Great Falls, Mont.  
Bradshaw, J. D., WRFD Worthington, Ohio  
Bradshaw, Justin, Broadcast Music Inc., N. Y.  
Brakefield, Charles B., WREC Memphis, Tenn.  
Bramham, C. R., WSM-TV Nashville, Tenn.  
Brandborg, Gustav, KVOO Tulsa, Okla.  
Brandt, H. Dell, KOBH Hot Springs, S. D.  
Brandt, Otto, King Broadcasting Co., Seattle  
Brandt, Richard, Trans-Lux Television Corp., N.Y.  
Bratton, Veri, Colorado Springs, Colo.  
Braun, Warren L., WWSA Harrisonburg, Va.  
Bray, Robert W., WHNB-TV W. Hartford, Conn.  
Breazeal, Clarence E., KTTN Trenton, Mo.  
Brechtner, Joseph L., WLOF-TV Orlando, Fla.  
Breen, Edward, KVFD Fort Dodge, Iowa  
Brennan, A. Harrison, Employers Reinsurance Corp., New York  
Brennan, Charles E., Charles E. Brennan Consulting Eng., Milwaukee  
Bretherton, Thomas S., Community Broadcasting Co., Toledo, Ohio  
Bridge, H. A. (Tony) Jr., KLUE Longview, Tex.  
Bridge, Leonard, WOOD Grand Rapids, Mich.  
Bridges, Loren F., WFGW Black Mountain, N. C.  
Bridges, Walter C., WEAU-TV Eau Claire, Wis.  
Briggs, J. P., Shenandoah Life Stations Inc., Roanoke, Va.  
Bremster, Lyell, KFAB Omaha  
Brenner, Joseph, Broadcast Attorney, Beverly Hills, Calif.  
Brewster, F. Wayne, Bi-States Co., Holdrege, Neb.  
Briller, Bert, ABC-TV, New York  
Brines, Paul C., WSJV (TV)-WTRC South Bend, Ind.  
Brizzard, Alvin E., Security First Natl Bank, Los Angeles  
Broadhurst, Walter G., WWCH Clarion, Pa.  
Brokaw, Harold L., WOWO Fort Wayne, Ind.  
Broman, Ed, Ziv-United Artists Inc., New York  
Brown, Carleton D., WTVL Waterville, Maine  
Brown, Charles R., WCSH-TV Portland, Maine  
Brown, Clifford S., WTTC Towanda, Pa.  
Brown, Mrs. Doris B., Wilkes Broadcasting Co., N. Wilkesboro, N. C.  
Brown, Franklin H., WBMC McMinnville, Tenn.  
Brown, Dr. G. H., RCA, Princeton, N. J.  
Brown, Harry M., WTTC Towanda, Pa.  
Brown, John F., WJPS Evansville, Ind.  
Brown, John J., Armed Forces Radio & Tv, Los Angeles  
Brown, R. M., KPOJ Portland, Ore.  
Brown, Roy F., WILX-TV Lansing, Mich.  
Brown, Stanley K., KLZ Denver, Colo.  
Brown, W. Jack, WLON Lincoln, N. C.  
Browne, John F. X., Wayne State U., Detroit  
Brucker, Milton, Surrounding Sound Inc., Hollywood  
Bryant, Bruce, CBS-TV, New York  
Bryant, Joe H., KCBF-TV Lubbock, Tex.  
Buchan, Alexander, WING Dayton, Ohio  
Buchanan, Bruce, WFBC Greenville, S. C.  
Buford, Bob, KLTU (TV) Tyler, Tex.  
Buford, Mrs. Lucille, KLTU (TV) Tyler, Tex.  
Buford, William D., KMID-TV Midland, Tex.  
Bullitt, Dorothy S., King Broadcasting Co., Seattle  
Bullitt, Stimson, King Broadcasting Co., Seattle  
Burgess, Jack, WOSC-AM-FM Fulton, N. Y.  
Burgess, James H., WLWA (TV) Atlanta  
Burke, Daniel B., Capital Cities Broadcasting Corp., Albany, N. Y.  
Burns, John, MGM-TV, New York  
Burt, Richard H., WDOE Dunkirk, N. Y.  
Burton, Don, WLBC Muncie, Ind.  
Burton, Robert J., Broadcast Music Inc., New York  
Bush, E. O., WDLA Walton, N. Y.  
Bushnell, John, KVOO-TV Tulsa, Okla.  
Butler, James T., WISN Milwaukee  
Butterfield, Richard, KMSP-TV Minneapolis  
Butts, James H., KBTU (TV) Denver, Colo.  
Bryan, Don, Screen Gems Inc., New York  
Byrd, E. L., WILS Lansing, Mich.

**BCH**  
**BROADCAST**  
**CLEARING HOUSE**

**Executive**  
**House**  
**SUITE**  
**2811**

G

Cady, William R. Jr., KADY Inc., St. Charles, Mo.  
Cagle, Gene L., KFJZ Fort Worth, Tex.

## BROADCASTING staff

A staff of editors and reporters plus advertising representatives of Broadcasting Publications Inc. will attend the NAB Chicago convention. Headquarters will be in Suite 706A of the Conrad Hilton, overlooking Lake Michigan. A separate newsroom will be operated, with staff men assigned to every event, including unofficial meetings.

Representing **BROADCASTING** will be Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson B. Nail, Warren Middleton, Lawrence Christopher, Barbara Kolar, Bill Merritt.

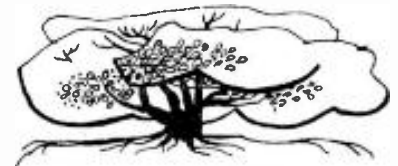
Representing *Television* will be Ken Cowan, Don West, Frank Chizzini.

Cahan, Herbert B., WJZ-TV Baltimore  
Cahill, Eugene F., WBCB Battle Creek, Mich.  
Cain, Perry H., Tinker AFB, USAF, Okla.  
Caldwell, John H., Sales Management Magazine, New York  
Caldwell, Spencer W., CTV TV Network Ltd., Toronto, Canada  
Calibraro, Daniel D., WGN Chicago  
Campbell, A. Hartwell, WNCT (TV) Greenville, N.C.  
Campbell, Eldon, WFBM Indianapolis  
Campbell, Harry, KSMN Mason City, Iowa  
Campbell, Mrs. Marianne B., WJEH Gallipolis, Ohio  
Campbell, Richard, WDVA Danville, Va.  
Campbell, Theodore E., WJAC Johnstown, Pa.  
Carino, Lawrence M., WJBK-TV Detroit  
Carlson, A., WSBA York, Pa.  
Carlson, George, WDSM Duluth, Minn.  
Carlton, Richard, Trans-Lux Television Corp., New York  
Carmichael, O. D., KNCO Garden City, Kan.  
Carow, Raymond E., Gray Television, Albany, Ga.  
Carpenter, Marshall M. Jr., WDTM Detroit  
Carpenter, Terry, KTCI Terrytown, Neb.  
Carr, Eugene, WHBC and WPDQ Canton, Ohio, Jacksonville, Fla.  
Carrera, Dillard, KVIL Dallas, Tex.  
Carroll, Thomas, Radio TV Representatives Inc., New York  
Carroll, Tom, WFBM Indianapolis  
Case, Ross E., KWAT Watertown, S. D.  
Casey, Arthur J., KSD St. Louis  
Cash, Norman E., Tv Bureau of Advertising, New York  
Casselberry, R. L., General Electric Co., Syracuse  
Cassens, G. L., WLDS Jacksonville, Ill.  
Cassill, H. W. (Dutch), Blackburn & Co. Inc., Sioux City, Iowa  
Castle, Clemens X., Storer Broadcasting Co., Miami Beach, Fla.  
Castle, Donald H., NBC, New York  
Caudle, L. L. Jr., WSOB Charlotte, N. C.  
Cavaluzzi, Nat., ABC, New York  
Cervini, Anthony A. Jr., NBC, New York  
Cervone, Larry, Gates Radio Co., Quincy, Ill.  
Chalmers, Richard, WNHC New Haven, Conn.  
Chamberlin, George, Capital Cities Broadcasting Corp., Albany, N. Y.  
Chamberlin, John, Standard Rate & Data, Skokie, Ill.  
Chambers, G. Russell, WAMS Wilmington, Del.  
Chandler, Bob, MGM-TV, New York

Chapin, Richard W., Stuart Radio Stations, Lincoln, Neb.  
Chapman, Reid G., WANE Fort Wayne, Ind.  
Chase, Eugene A., WKJG Fort Wayne, Ind.  
Chase, Janet, Washington, D. C.  
Chase, Sam, Billboard, New York  
Chase, Seymour M., Washington, D. C.  
Chauncey, Tom, KOOL Phoenix, Arizona  
Chauncey, Mrs. Tom, KOOL Phoenix, Ariz.  
Chenault, L. E., KYNO Fresno, Calif.  
Chernault, George W. Jr., WSLS Roanoke, Va.  
Chertok, Harvey, Seven Arts Assoc. Corp., New York  
Cheviot, Edward V., WOAI-TV San Antonio, Tex.  
Chisman, Thomas P., WVEC Hampton, Va.  
Chismark, Albert H., WHEN-TV Syracuse  
Chizzini, Frank, TELEVISION, New York  
Christal, Henry I., Henry I. Christal Co. Inc., New York  
Christopher, Larry, BROADCASTING, Chicago  
Christopher, Maurine, Advertising Age, New York  
Church, Abiah A., Storer Broadcasting Co., Miami Beach, Fla.  
Church, James D., KOSI Denver, Colo.  
Churchill, J. K., A. C. Nielsen Co., Chicago  
Clark, James D., WRVA-TV Richmond, Va.  
Clark, Peter B., WWJ Detroit, Mich.  
Clark, Stewart M., Western Ontario Broadcasting Co., Windsor, Ontario  
Clay, Henry B., KWKH Shreveport, La.  
Clay, John P., WSAZ-TV Huntington, W. Va.  
Clements, Jack B., WRVA Richmond, Va.  
Close, Richard H., NBC, New York  
Cobb, A. G., CJAY-TV Winnipeg, Man., Canada  
Cobb, Grover C., KVG B Great Bend, Kan.  
Cochran, William, ABC, Los Angeles  
Coddling, William J., WSUN St. Petersburg, Fla.  
Code, D. O., WWSA Gary, Ind.  
Codel, Edward, The Katz Agency Inc., New York  
Coe, Miss Gloria, FCC, Washington, D. C.  
Coe, Robert L., ABC-TV, New York  
Cohen, Israel, WCAP Lowell, Mass.  
Cohen, Jules, Jules Cohen, Washington, D. C.  
Cohen, Julius, George C. Davis, Washington, D.C.  
Cohen, Lester, Hogan & Hartson, Washington, D. C.  
Cohen, Sidney L., KUTV (TV) Salt Lake City  
Cohen, Stan, WDSU-TV New Orleans  
Cohen, Stanley E., Advertising Age, Washington, D. C.  
Cohn, Marcus, Cohn and Marks, Washington, D.C.  
Cohne, Gerald, Alford Manufacturing Co., Boston  
Colby, Lauren A., Attorney-at-Law, Washington, D. C.  
Cole, John, Needham, Louis & Brorby, Chicago  
Coleman, Q. P., KOLY Moberidge, S. D.  
Colledge, C. H., RCA, Camden, N. J.  
Collins, J. M., ASCAP, New York  
Collins, Keith B., McClatchy Broadcasting Co., Sacramento, Calif.  
Colvin, T. L. Sr., KTOC Jonesboro, La.  
Comas, John, WSJS Winston-Salem, N. C.  
Compton, Charles, The Meeker Co., Chicago  
Comte, George R., WTMJ-TV Milwaukee  
Conaway, Donald F., AFTRA, New York  
Conger, Fred L., KWBW Hutchinson, Kan.  
Conn, Robert A., Dunman & Jeffrey Inc., New York  
Connon, Carl, Broadcasting & Film Comm., New York  
Connor, Ralph, CKSO Sudbury, Ont., Canada  
Conroy, James J., KTVO (TV) Ottumwa, Iowa  
Constant, A. H. (Al), KRON-TV San Francisco  
Conwell, Frank, WLIQ Mobile, Ala.  
Conwell, John O., KOMU-TV Columbia, Mo.  
Cook, Charles R., WJPF Herrin, Ill.  
Cook, Dean C., Wayne State U., Detroit  
Cook, Hal B., Record Source Inc., New York  
Cook, Kenneth H., KTVH (TV) Wichita, Kan.  
Cooke, Turner, Broadcast Music Inc., New York  
Cooney, Edward, SESAC Inc., New York  
Coons, Joseph D., WOHI East Liverpool, Ohio  
Cooper, Grover C., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.  
Cooper, Jack D., Employers Reinsurance Corp., Kansas City, Mo.  
Cooper, Jim W., WFAA Dallas, Tex.

Cooper, Kenneth M., Modern Broadcast Sound Co. Inc., Fairfield, Conn.  
Cooper, Robert E., WSM Nashville, Tenn.  
Cooper, Roger, American Research Bureau, Washington, D. C.  
Coppone, Rupert, WWL-TV New Orleans  
Cord, Charles E., KFAC Los Angeles  
Cordier, Hugh, U. of Illinois, Urbana  
Corken, Maurice, WHBF Rock Island, Ill.  
Cornell, Weldon M., WAWK Kendallville, Ind.  
Corwin, Gerald S., Gerald S. Corwin & Assoc., Minneapolis  
Cote, Jean, National Film Board, Montreal, Que.  
Cottone, Benedict P., Cottone & Fanelli, Washington, D. C.  
Countiss, Art, WCYB-TV Bristol, Va.  
Covell, Arthur E., WKZO Kalamazoo, Mich.  
Covey, R. H. (Dick), KTAR Phoenix, Ariz.  
Covington, Oscar P., WCOV Montgomery, Ala.  
Cowan, Ken, TELEVISION  
Cowgill, Harold G., Smith, Hennessey & McDonald, Washington, D. C.  
Cox, James L., Surrounding Sound Inc., Hollywood  
Cox, Joseph, ABC-TV, New York  
Cox, Kenneth A., FCC, Washington, D. C.  
Cox, Kenneth D., IBEW, Washington, D. C.  
Cox, Lester L., KYTV (TV) Springfield, Mo.  
Cox, Robert F., Dept. of Defense, Washington, D. C.  
Coyle, John J., KVIL Dallas, Tex.  
Craddock, Douglas L., WLOE Leaksville, N. C.  
Craid, W. F. (Bill), WLBC Muncie, Ind.  
Crans, Richard, Broadcast Music Inc., New York  
Crater, Rufus, BROADCASTING, New York  
Crael, Robert H., Johns Hopkins U., Silver Spring, Md.  
Craven, Hon. T. A. M., FCC, Washington, D. C.  
Crawford, James H. Jr., WBTM Danville, Va.  
Crawford, Dr. Robert P., Queens College, Flushing, N. Y.

## UNDER THE SPREADING ULLMAN TREE



Regional sales manager Bernie Edelman will never leaf you out on a limb. Especially when he tells you how productive **DIMENSIONAL RADIO** is. It's Ullman's newest. Jingles and program aids as bright as tomorrow's blossom. Get on the sunny side of the ratings.

## RICHARD H. ULLMAN, INC.

New York Dallas

NAB Hdqrs: Suite 2000, CONRAD HILTON

## NAB PREVIEW

### REGISTRATION CONTINUED

Creutz, John, Creutz & Snowberger, Washington  
Crockett, Dave, KOMO-TV Seattle  
Croll, James G., Metropolitan Tv Co., Pueblo, Colo.  
Cross, Hon. John S., FCC, Washington  
Cross, Robert W., KROC Rochester, Minn.  
Crowl, H. K. (Bud), WAWI Dayton, Ohio  
Crutchfield, Charles H., WBT-WBTV (TV)-WBTV (TV) Charlotte, N. C.  
Crutchfield, J. Ralph, American Research Bureau, Washington  
Cullum, Wayne, CKSO Sudbury, Ont. Canada  
Culver, John P., WGKA Atlanta  
Culver, Keith, MGM-TV, New York  
Culver, Ronald H., Lohnes & Culver, Washington  
Cuneen, Mike, WDLA Walton, N. Y.  
Cupp, Roderick B., KOFO Ottawa, Kan.  
Curran, Don B., ABC, New York  
Curran, Robert E., ABC-TV, New York  
Currie, Robert C., Natl Council of Churches, New York  
Curtis, Ralph W., Walter Reed Army Medical Center, Washington  
Cusick, Jack, Standard Rate & Data, New York  
Custer, Frederick, KPOL Los Angeles  
Czarra, Edgar F. Jr., Assn. of Maximum Service Telecasters Inc., Washington

### D

Daggett, Parker, KVIL Dallas, Tex.  
Dahl, Howard, WKBH-WKBT (TV) La Crosse, Wis.  
Dahlsten, Bill, KAFM Salina, Kan.  
Dailey, Don C., KGBX Springfield, Mo.  
Daily, Gordon, WNAM Neenah, Wis.  
Dales, John L., SAG, Los Angeles

## UNDER THE SPREADING ULLMAN TREE



Our expert tree surgeon, Regional sales manager Charlie Grood, says get out of the woods with the new HIT INTRO PACKAGE. New jingles budding forth each month to intro the month's top tunes. There's Grood news tonight — and every night.

### RICHARD H. ULLMAN, INC.

New York Dallas

NAB Hdqrs: Suite 2000, CONRAD HILTON

Dalton, Don, Gill-Perna Inc., Chicago  
Daly, Harry J., Washington  
Damm, Walter J., Milwaukee Journal, Milwaukee  
Danely, Glenn E., KOCO-TV Oklahoma City  
Danford, Jerry, WCBST-TV New York  
Dannenbaum, Alexander Jr., Westinghouse Broadcasting Co. Inc., New York  
Darton, Heber E. Jr., WHBF Rock Island, Ill.  
Dauro, John, WOHO Toledo, Ohio  
David, Miles, Radio Advertising Bureau, New York  
Davidson, Bryan, WFIW Fairfield, Ill.  
Davidson, Mrs. Georgia M., KTVB (TV) Boise, Idaho  
Davidson, Sid, KOA Denver, Colo.  
Davies, Ogden R., WKAP Allentown, Pa.  
Davis, E. W., CBS-TV, New York  
Davis, Ed, WJWC Johnson City, Tenn.  
Davis, Edward, KDFC-FM San Francisco  
Davis, George C., George C. Davis, Washington  
Davis, Hugh E., KNDO-KNDU-TV Yakima, Wash.  
Davis, Roy L., WCBT Roanoke Rapids, N. C.  
Davison, Roger S., WJBO Baton Rouge, La.  
Dawson, Thomas, CBS, New York  
Dawson, Victor W., WFNC Fayetteville, N. C.  
Deaderick, Joseph G., Plough Broadcasting Co., Memphis, Tenn.  
Dean, William A., WWL New Orleans  
Deason, Willard, KVET Austin, Tex.  
Deckard, David, KVIL Dallas, Tex.  
DeGroot, Don, WWJ Detroit  
DeHaven, Robert E., KYSM Mankato, Minn.  
Delier, Jaquest, KWTW (TV) Oklahoma City  
DeLoach, Samuel T., Third U. S. Army, Fort McPherson, Ga.  
Denari, Gene, WTVO (TV) Rockford, Ill.  
Denious, Jess Jr., KGNO Dodge City, Kan.  
Dennis, Bruce, WGN Chicago  
Dennis, Harry, WERE Cleveland  
Dennis, Lloyd W., WTOP Washington  
Denny, C. R., RCA, New York  
Denny, Charles E., Major Tv Co., Grand Rapids  
DeRose, Charles N., WHYI Springfield, Mass.  
DeSmith, Donald W. Jr., WKZO-TV Kalamazoo  
Dettman, Robert A., KDAL Duluth, Minn.  
Devine, John, KVOO-TV Tulsa  
Devine, Otis E., WSM Nashville, Tenn.  
DeVries, Van Buren W., WGR Buffalo, N. Y.  
DeWitt, John H. Jr., WSM Nashville, Tenn.  
Diab, George, WTRF-TV Wheeling, W. Va.  
Dickinson, John, Harrington, Righter & Parsons Inc., New York  
Dickoff, Charles R., WEAQ-WIAL Eau Claire, Wis.  
Dickson, Walter L., The Hildreth Stations, Bangor, Maine  
Digges, Sam Cook, CBS Films Inc., New York  
Dillard, Everett L., WDON-WASH (FM) Washington  
Dille, John F. Jr., WSJV-TV, WTRC, WKJG-AM-TV Elkhart, Ind.  
Dillon, Robert W., KRNT Des Moines, Iowa  
Dinsmore, Richard, Desilu Sales Inc., Hollywood  
Dippell, Ralph E., Jr., George C. Davis, Consult. Eng., Washington  
Dirks, Dietrich, KTIV Sioux City, Iowa  
Dixon, Donald S., U. of Alabama  
Dixon, John J., WAPL Appleton, Wis.  
Dixon, Mason, KFTM Fort Morgan, Colo.  
Dixon, William E., WSIU-TV Carbondale, Ill.  
Doan, Richard K., Herald Tribune, New York  
Dobin, Paul, Cohn & Marks, Washington  
Dodd, Allen R. Jr., Printers' Ink, New York  
Dodson, Eugene B., WTVT (TV) Tampa, Fla.  
Doerfer, John C., Washington  
Doherty, Joseph, Media/Scope, New York  
Doherty, Richard P., TV-Radio Management Corp., Washington  
Donnelly, Dick, TV Age, New York  
Donovan, Robert B., KVTW (TV) Sioux City  
Doody, Thomas D., WHNB-TV W. Hartford, Conn.  
Doubleday, Robert D., KATV (TV) Little Rock, Ark.  
Dougherty, Joseph P., WPRO-TV Providence, R.I.  
Douglas, Harold, KMMO Marshall, Mo.  
Douglas, J. Creighton, Canadian Marconi Co., Montreal, Que., Canada  
Douglas, Jack E., WCSI Columbus, Ind.  
Douglass, J. W., WJAX Jacksonville, Fla.  
Dorschug, Harold A., WTIC Hartford, Conn.

Doyle, Edward L., WNDU-TV South Bend, Ind.  
Draughon, Louis R., WSIX Inc., Nashville, Tenn.  
Dreher, Robert L., WGAL-TV Lancaster, Pa.  
Dresbach, Oliver T., WPAY Portsmouth, Ohio  
Drewry, R. H., KSWO-TV Lawton, Okla.  
Drilling, Joseph C., WJW-TV Cleveland  
Drown, Douglas N., WTWN St. Johnsbury, Vt.  
Dryer, Lynn E., KABT Tempe, Ariz.  
Dudelson, Stanley, Screen Gems Inc., New York  
Dudley, Don, Telemet Corp., Amityville, N. Y.  
Dudley, Richard D., WSAU Wausau, Wis.  
Dudley, Robert L., The Meeker Co. Inc., New York  
Duffy, J. Morgan, Media/Scope, New York  
Duffy, James, ABC, New York  
Duhamel, Helen S., KOTA Rapid City, S. D.  
Duke, Charles R., WSIX Inc., Nashville, Tenn.  
Duke, Walter A., WFMB Nashville, Tenn.  
Dunbar, Paul, Bluegrass Broadcasting Co. Inc., Lexington, Ky.  
Duncan, Kathryn A., WTAY Robinson, Ill.  
Dundes, Jules, KCBS San Francisco  
Dunham, George, WNBK Binghamton, N. Y.  
Dunlea, R. A. Jr., WMFD Wilmington, N. C.  
Dunn, Jack, WDAY Fargo, N. D.  
Dunville, R. E., Crosley Broadcasting Corp., Cincinnati  
Durgin, Don, NBC, New York  
Durham, Hal, WBMC McMinnville, Tenn.  
Duttera, William S., NBC, New York  
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington  
Dye, Robert Paul, Western Michigan U., Kalamazoo, Mich.  
Dyson, Lloyd A. Jr., WDBJ-TV Roanoke, Va.

### E

Eagan, R. Russell, Kirkland, Ellis, Hodson, Chafetz & Masters, Washington  
Earle, Robert, WBR Baton Rouge, La.  
Early, J. Michael, WWL-TV New Orleans  
Eastwood, Clive, CFRB Toronto, Ont., Canada  
Ebel, A. James, KOLN-TV/KGIN-TV Lincoln, Neb.  
Edison, Edward, Hammett & Edison, San Francisco  
Edmondson, R., RCA, Camden, N. J.  
Edwards, Neal P., KXAB-TV Aberdeen, S. D.  
Edwards, Olvis L., USAF, Tinker AFB, Okla.  
Edwards, William J., WKNX Saginaw, Mich.  
Egan, Sherman, WGLI New York  
Eicholzer, Albert J., WSYR Syracuse  
Eiland, Theodore A., WLOS Asheville, N. C.  
Ekberg, D. Bryce, KRSI-AM-FM St. Louis Park, Minn.  
Ekberg, William A., Meyer Broadcasting Co., Bismarck, N. D.  
Ellerman, Gene, WWTW (TV) Cadillac, Mich.  
Elleson, Douglas J., KCPX Salt Lake City-Elliott, Art, KOTV (TV) Tulsa, Okla.  
Ellis, Elmo, WSB Atlanta  
Emerson, D. E., American Tel. & Tel. Co., New York  
Emerson, Leonidas P. B., FCC, Washington  
Emlen, Julian D., WSIU-FM Carbondale, Ill.  
Engelbrecht, John A., WIKY Evansville, Ind.  
Engelhardt, Robert G., KVTW (TV) Sioux City  
Engstrom, Dr. E. W., RCA, Princeton, N. J.  
Enoch, Robert D., WXLW Indianapolis  
Ephron, E. H., A. C. Nielsen Co., New York  
Eppel, Ray, KORN Mitchell, S. D.  
Epperson, Joseph B., Scripps-Howard Broadcasting Co., Cleveland  
Epstein, Frederick, KSTT Davenport, Iowa  
Erickson, Robert W., KOKX Keokuk, Iowa  
Erick, Everett, ABC-TV, New York  
Ervin, Thomas E., NBC, New York  
Erwin, Frank, Mutual Broadcasting System, New York  
Esau, John, Programatic Broadcasting Service, New York  
Evans, R. W., KCMO Kansas City, Mo.  
Evans, Ralph E., WOKY Milwaukee  
Evans, Rosa B., WOKY Milwaukee  
Evans, Shirl, WFBM Indianapolis  
Everist, Donald G., George C. Davis, Washington  
Ewansky, Joseph, Standard Electronics, Farmingdale, N. J.

F

Fagans, Allen, Standard Rate & Data, New York  
 Fairbanks, Richard M., WIBC Indianapolis  
 Falber, Ben Jr., WTHI Terre Haute, Ind.  
 Falkenstien, Max G., WREN Topeka, Kan.  
 Fallon, Jack, WIBW Topeka, Kan.  
 Faust, A. Donovan, WJRT (TV) Flint, Mich.  
 Fehlman, Robert C., WPDQ Jacksonville, Fla.  
 Feldman, Samuel E., WEBB Baltimore  
 Fender, R. E., Programatic Broadcasting Service, Dallas, Tex.  
 Ferguson, Robert W., WTRF-TV Wheeling, W. Va.  
 Fetterly, Jack, WBRB Mt. Clemens, Mich.  
 Fetzer, John E., Fetzer Broadcasting Co., Kalamazoo, Mich.  
 Fidler, Maurice, Radio Advertising Bureau, New York  
 Field, Joseph S. Jr., WIRK W. Palm Beach, Fla.  
 Field, Stanley, American U., Washington, D. C.  
 Fieding, James F., Midwest Tv Inc., Champaign, Ill.  
 Finch, Pete, Media/Scope, Skokie, Ill.  
 Fine, Jesse D., KFEQ St. Joseph, Mo.  
 Finger, Mike, WSMI Litchfield, Ill.  
 Finney, E. Dean, WTWN St. Johnsbury, Vt.  
 Firestone, Len, Ziv-United Artists Inc., New York  
 Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Washington  
 Fisher, Carl O., KUGN, KBZY, KUMA Eugene-Salem-Pendleton, Ore.  
 Fisher, Earl, WVJS Owensboro, Ky.  
 Fitch, Joseph, Standard Rate & Data, Los Angeles  
 Fitzgerald, Harold, SESAC Inc., New York  
 Fitzpatrick, Horace, WSLR Roanoke, Va.  
 Flaherty, Eugene T., KTIV Sioux City  
 Flambo, G. LaVerne, WQUA Moline, Ill.  
 Flanagan, Philbin S., Henry I. Christal Co. Inc., New York  
 Flanders, Robert, WFBM Indianapolis  
 Fletcher, Floyd, WTVD (TV) Durham, N. C.  
 Fletcher, Frank U., Spearman & Roberson, Washington

Fletcher, Henry H., KSEI Pocatello, Idaho  
 Fletcher, Ruthe A., KSEI Pocatello, Idaho  
 Flint, Glenn W., KCMT-TV Alexandria, Minn.  
 Floyd, Joe, KELO Sioux Falls, S. D.  
 Flynn, Bob, Associated Media Brokers, Ft. Lauderdale, Fla.  
 Flynn, Glenn, WOW-TV Omaha  
 Foerster, Richard D., WISN-TV Milwaukee  
 Fogarty, Frank P., Meredith Broadcasting Co., Omaha  
 Foster, Michael J., ABC, New York  
 Ford, Hon. Fred W., FCC, Washington  
 Ford, Herbert B., Automated Electronics Inc., Dallas, Tex.  
 Forker, Clay, The Pulse Inc., New York  
 Foster, Joe B., KTBS-TV Shreveport, La.  
 Foulkes, George A., WTHI Terre Haute, Ind.  
 Fox, Carl, KYTV (TV) Springfield, Mo.  
 Franck, Edward A., The National Foundation, New York  
 Frank, Peter, Richard H. Ullman Inc., New York  
 Frankel, James, Cleveland-Press, Cleveland  
 Franklin, N. Elmo, Bloomington Broadcasting Corp., Bloomington, Ill.  
 Franz, Hank, WFBM Indianapolis  
 Frase, E. C. Jr., Scripps-Howard Broadcasting Co., Memphis, Tenn.  
 Frazier, Howard S., WRSC State College, Pa.  
 Frazier, John K., Crosley Broadcasting Corp., Cincinnati  
 Frechette, Geo. T., WFHR Wisconsin Rapids, Wis.  
 Freilich, Arthur, Chrono-Log Corp., Broomall, Pa.  
 Friedenthal, A., WJR Detroit  
 Froelich, Harold, WTVO (TV) Rockford, Ill.  
 Froh, David L., WILS Lansing, Mich.  
 Fronczak, Peter G. Jr., WCEN Mt. Pleasant, Mich.  
 Fuchs, George H., NBC, New York  
 Fullen, Roy, WTVO (TV) Durham, N. C.  
 Fuller, Bob, Broadcast Music Inc., New York  
 Fullington, Wayland, Broadcast Music Inc., New York  
 Fulop, George E., WSPD Toledo, Ohio

G

Gaguine, Benito Esq., Fly, Shuebruk, Blume & Gaguine, Washington  
 Gaither, Frank, WSB Atlanta  
 Galusha, Merl L., WGY-WRGB (TV) Schenectady  
 Gamble, Joseph A., WRBL Columbus, Ga.  
 Gamble, Joseph E., KJOY Stockton, Calif.  
 Gardner, Jay, KRDO Colorado Springs, Colo.  
 Gardner, Redd, KCRG Cedar Rapids, Iowa  
 Garris, Lou, WJEF Hagerstown, Md.  
 Garrison, W. E., WFBC-TV Greenville, S. C.  
 Garten, C. Thomas, WSAZ Huntington, W. Va.  
 Gaston, Otis (Tony), WKZO Kalamazoo, Mich.  
 Gater, Charles, WGN Chicago  
 Gates, Hilliard, WKJG Ft. Wayne  
 Gay, Chuck, WHIO-TV Dayton, Ohio  
 Geller, Henry, FCC, Washington  
 George, Carl E., WGAR Cleveland  
 George, Clark, WBBM-TV Chicago  
 George, L. M., WGPC Albany, Ga.  
 George, Russ, Speidel Broadcasting Co., Columbia, S. C.  
 German, Daniel, WKTV (TV) Utica, N. Y.  
 Giaquinto, Joseph E., ABC, New York  
 Gibbens, Tom E., WAFB-TV Baton Rouge, La.  
 Gibbs, John D., KQV Pittsburgh  
 Giddens, Kenneth R., WKRG-TV Mobile, Ala.  
 Gilbert, Frederick S., Time-Life Broadcast Inc., New York  
 Gilbert, Jack, KHOL-TV Holdrege, Neb.  
 Gilbert, John O., WXYZ Detroit  
 Gilchrist, T. S. Jr., WESH-TV Daytona Beach, Fla.  
 Gill, Cliff, KEZY Anaheim, Calif.  
 Gill, George, Century Lighting Inc., New York  
 Gill, Miss Helen, Gill-Perna Inc., New York  
 Gilmor, Paul E., WHBC Canton, Ohio  
 Gilmore, John C., Community Club Awards Inc., Wesport, Conn.  
 Gilmore, William J., WAVI Dayton, Ohio  
 Gittleston, Norman, Broadcast House Enterprises Inc., Manchester, N. H.

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# NAB PREVIEW

## REGISTRATION CONTINUED

Glade, Carl F., WKBN Youngstown, Ohio  
 Gladstone, Arthur, FCC, Washington  
 Glazer, Ralph, CBS, New York  
 Gleason, James E., WJAR Providence, R. I.  
 Gluyas, T. M., RCA, Camden, N. J.  
 Glycadgis, Bruce, WJEF Grand Rapids, Mich.  
 Gochenour, Lloyd, WAFC & WSGM Staunton, Va.  
 Godwin, Charles W., Mutual Broadcasting System, New York  
 Goetz, Nathan L., KMAQ Maquoketa, Iowa  
 Goetze, William E., KOGO San Diego, Calif.  
 Goggin, Richard J., New York U., New York  
 Goldberg, Nelson L., WKPA New Kensington, Pa.  
 Goldenson, Leonard, AB-PT, New York  
 Goldin, Hyman, FCC, Washington  
 Goldman, Paul H., KNOE-TV Monroe, La.  
 Goldman, Simon, WJTN, WDOE, WGGO, WWTN Jamestown, N. Y.  
 Goldman, Sue, British Broadcasting Corp., New York  
 Golliday, C. Leslie, WEPM Martinsburg, W. Va.  
 Goode, Paul N., KSWO Lawton, Okla.  
 Goodfellow, Joseph, WRC Washington  
 Goodman, Dan, Screen Gems Inc., New York  
 Goodman, Harry S., Harry S. Goodman Productions Inc., New York  
 Goodman, Julian, NBC, New York  
 Goodnow, William C., WISN-TV Milwaukee  
 Goodspeed, Rev. A. B., S.J., WWL-TV New Orleans  
 Goodover, Pat M., KARR Great Falls, Mont.  
 Gordon, Jim, KCLE Cleburne, Tex.  
 Gordon, K. S., KDTH Dubuque, Iowa  
 Gordon, Ken, WFTR Front Royal, Va.  
 Gordon, Lawrence, WBUF Buffalo  
 Gordon, Mrs. Margaret, KCLE Cleburne, Tex.

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Gordon, Robert D., WCPO Cincinnati  
 Gore, Theodore, KAKE-TV Wichita, Kan.  
 Gorman, Leon P., WCCA-TV New York  
 Gorman, Thomas Y., WEEL Boston  
 Gort, John, KDLO-TV & KPLO-TV Sioux Falls, S.D.  
 Gosz, Rev. I. M., WBAY-TV Green Bay, Wis.  
 Gottlieb, Ralph, WKBR Manchester, N. H.  
 Gould, Robert, WBAP Fort Worth, Tex.  
 Goustin, Al, Ziv-United Artists Inc., New York  
 Graf, Stephen, KUST Vermillion, S. D.  
 Graff, Clifford, WDUZ Green Bay, Wis.  
 Graham, Edward Jr., WWNS Statesboro, Ga.  
 Gramman, E. G., Dynair Electronics Inc., Lemon Grove, Calif.  
 Grant, Douglas B., WMT-TV Cedar Rapids, Iowa  
 Grant, Michael, WCAU Philadelphia  
 Grant, William, KOA Denver, Colo.  
 Graves, L. Herschel, WCTV (TV) Tallahassee, Fla.  
 Gray, George J., WLWD (TV) Dayton, Ohio  
 Gray, Gordon, WKTV (TV) Utica, N. Y.  
 Gray, James E., WYDE Birmingham, Ala.  
 Gregg, Paul, Bauer Electronics Corp., San Carlos, Calif.  
 Green, C. N., Albion Optical Co., Hollywood  
 Green, Dave, KXLY Spokane, Wash.  
 Green, Dick, KAGI Inc., Grants Pass, Ore.  
 Green, Harold L., WMAL Washington  
 Green, Ralph H., KFKA Greeley, Colo.  
 Greenlee, Howard N., WAOV Vincennes, Ind.  
 Greenman, M. S., United Press Movietone, New York  
 Greenmeyer, P. A., RCA, Camden, N. J.  
 Greep, Malcom, WVJS Owensboro, Ky.  
 Grenier, Theodore B., ABC Hollywood  
 Griffith, E. T., RCA, Camden, N. J.  
 Griggs, Charles R., WVLN Olney, Ill.  
 Griggs, Keith, KAKE Wichita, Kan.  
 Grisham, Charles, WAPI Birmingham, Ala.  
 Griswold, Glenn G., KOMU-TV Columbia, Mo.  
 Grizzard, Ted, WVLC Lexington, Ky.  
 Groskin, Herbert, Franklin Broadcasting Co., Philadelphia  
 Gross, Horace W., WRSC State College, Pa.  
 Gross, Irvin, Henry I. Christal Co. Inc., New York  
 Gross, Paul D., WTPA-TV Harrisburg, Pa.  
 Grove, William C., KFBC-TV Cheyenne, Wyo.  
 Grubb, Gene V., KOA Denver, Colo.  
 Grundy, M. Darrell, Pams Advertising Agency, Dallas, Tex.  
 Grysén, J. C., WJBL Holland, Mich.  
 Guber, Sidney, SESAC Inc., New York  
 Gudridge, Ernest A., WIZE Springfield, Ohio  
 Guillerman, Maurice A., WWL-TV New Orleans  
 Gulick, J. Robert, WGAL Lancaster, Pa.  
 Gunn, Hartford N. Jr., WGBH Cambridge, Mass.  
 Gunzendorfer, Wilt, Wilt Gunzendorfer & Assoc., Los Angeles  
 Guth, Raymond E., WOC Davenport, Iowa  
 Guyan, George, KTAR Phoenix, Ariz.  
 Guzewicz, Henry J., Stainless Inc., North Wales, Pa.  
 Guzewicz, Walter L., Stainless Inc., North Wales, Pa.

**H**

Haahr, Donald K., Collins Radio Co., Cedar Rapids, Iowa  
 Haas, Harry J. Jr., Franklin Broadcasting Co., Philadelphia  
 Haas, Julian F. Sr., KAGH Crossett, Ark.  
 Haberman, John M., WTVT (TV) Tampa, Fla.  
 Haeg, Larry, WCCO Minneapolis  
 Haehnle, Clyde G., Crosley Broadcasting Corp., Cincinnati  
 Hagan, Hart, Bluegrass Broadcasting Co. Inc., Lexington, Ky.  
 Hagenau, Scott N., WSBT-TV South Bend, Ind.  
 Hagerty, James, ABC-TV, New York  
 Hague, Fred, Geo. P. Hollingbery Co., New York  
 Hahn, Clifford E., WDJ Decatur, Ill.  
 Hahn, Norman, WIBA Madison, Wis.  
 Haigh, Joseph B., WJBK-TV Detroit  
 Haines, Homer M., WNAE Warren, Pa.

Halbert, Edwin I., U. S. Savings Bonds Div. Treasury Dept., Washington  
 Haldi, John A., WBNS-TV Columbus, Ohio  
 Hale, Harold H., KWBB Wichita, Kan.  
 Haley, Andrew G., Haley, Wollenberg & Bader, Washington  
 Halff, Hugh Jr., WQAI-TV San Antonio, Tex.  
 Hall, Glenn H., WWTN-WCNY-TV Watertown, N.Y.  
 Hall, J. Milton, KWBB Wichita, Kan.  
 Hall, Payson, Meredith Broadcasting Co., Des Moines, Iowa  
 Halle, Charles F., WBBX Portsmouth, N. H.  
 Haller, Dr. G. L., General Electric Co., Syracuse  
 Hallinan, Charles, WKOP Binghamton, N. Y.  
 Hallstrom, John R., WIZZ Streator, Ill.  
 Haltenman, Charles, Broadcast Music Inc., New York  
 Halyard, O. C., WCMI Ashland, Ky.  
 Hamilton, A. Stanley, WMAL-FM Washington  
 Hamilton, Charles, KFI Los Angeles  
 Hamilton, G. Edward, Educ. TV for the Metro. Area Inc., New York  
 Hamilton, Ray V., Hamilton-Landis & Assoc., Washington  
 Hamilton, Wm. Thomas, WNDU-TV South Bend, Ind.  
 Hammett, Robert L., Hammett & Edison, San Francisco  
 Hance, K. M., KSTP St. Paul, Minn.  
 Hancock, Paul M., NBC, New York  
 Hanlon, James, WGN Chicago  
 Hanna, Boyce J., WADA Shelby, N. C.  
 Hanna, Motte, WADA Shelby, N. C.  
 Hansen, John S., KPTV (TV) Portland, Ore.  
 Hansen, Ralph, KTVI (TV) St. Louis  
 Hansen, Robert, Surrounding Sound Inc., Hollywood  
 Hansen, William, KBUR Burlington, Iowa  
 Hardesty, John F., Hamilton-Landis & Assoc., San Francisco  
 Hardin, William, WVEC Hampton, Va.  
 Hards, Joseph F., Magne-Tronics Inc., New York  
 Hardwick, Carter C., WSFA-TV Montgomery, Ala.  
 Harkrader, John, WDBJ-TV Roanoke, Va.  
 Harper, Fred, WPBS Philadelphia  
 Harper, Richard, MGM-TV, New York  
 Harrington, Howard, KOGA Ogallala, Neb.  
 Harrington, John, FCC, Washington  
 Harrington, John E. Jr., Harrington, Righter & Parsons Inc., New York  
 Harris, Buddy, Pames Syndicated Products, Dallas, Tex.  
 Harris, Burt I., KTWO (TV) Casper, Wyo.  
 Harris, Richard H., WDGY Minneapolis  
 Harris, Stanley, Hogan & Hartson, Washington  
 Harrison, William, WIMA Lima, Ohio  
 Hart, Bill, WPFB Middletown, Ohio  
 Hart, Charles A., WHDH Boston  
 Hart, John P., WBIR Knoxville, Tenn.  
 Hart, William J., WILX-TV Lansing, Mich.  
 Hartenbower, E. K. (Joe), KCMO Kansas City, Mo.  
 Hartford, George F., WTOP-TV Washington  
 Hartigan, John T., Keystone Broadcasting, Chicago  
 Hartman, Ward W. Jr., WRRR Rockford, Ill.  
 Harwood, Dr. Kenneth, U. of Southern California, Los Angeles  
 Hatch, George C., KUTV (TV) Salt Lake City  
 Hatch, Wilda Gene, KALL Salt Lake City  
 Hathaway, J. L., NBC, New York  
 Harvey, Geo. W., WFLA Tampa, Fla.  
 Harvey, Jack V., Blackburn & Co. Inc., Washington  
 Hasegawa, Kazutada, Yomiuri TV Broadcasting Co., Osaka, Japan  
 Hassan, Samuel A., WROY Carmi, Ill.  
 Hastie, Kenneth L., WMT Cedar Rapids, Iowa  
 Hatcher, Ralph, ABC-TV, New York  
 Hauesler, Henry, KXMC-TV Minot, N. D.  
 Havens, Wilbur M., WTVR (TV) Richmond, Va.  
 Haverlin, Carl, Broadcast Music Inc., New York  
 Hawkins, Woodrow, WSJV (TV)-WTRC South Bend  
 Hawkins, Lloyd, KURV Edinburg, Tex.  
 Hayden, J. Roger, Dresser-Ideco Co., Columbus, Ohio

Hayes, Arthur Hull, CBS, New York  
 Hayes, E. W., British Broadcasting Corp., London, England  
 Hayes, Gordon, CBS-TV, New York  
 Hayes, John S., Post-Newsweek Stations, Washington  
 Hayford, Beecher, WESH-TV Daytona Beach, Fla.  
 Hayard, Robert M., WKY Oklahoma City  
 Head, Howard T., A. D. Ring & Assoc., Washington  
 Headley, Sherman K., WCCO Minneapolis  
 Heald, Robert L. Esq., Spearman & Roberson, Washington  
 Hearon, James G., WJPS Evansville, Ind.  
 Heath, Harold, WHO Des Moines, Iowa  
 Heffelfinger, John B., J. B. Heffelfinger, Cons. Engrs., Kansas City, Mo.  
 Heffner, Richard D., Educ. TV for the Metro. Area Inc., New York  
 Heinecke, Miss Alice, SESAC Inc., New York  
 Heisel, Lee, WNEM-TV Flint-Saginaw, Mich.  
 Heiss, Robert J., WTMJ-TV Milwaukee  
 Heister, C. F., FCC, Washington  
 Heller, C. B., WIMA Lima, Ohio  
 Henderson, C. George, WSOC-TV Charlotte, N. C.  
 Henken, Mort, KSOO-AM-TV Sioux Falls, S. D.  
 Hennessey, Philip J. Jr., Smith, Hennessey & McDonald, Washington  
 Henninger, John H., WIBG Philadelphia  
 Henry, Ollie, KIRL Wichita, Kan.  
 Hensel, Len, WSM Nashville, Tenn.  
 Henzel, John R., WHDL Olean, N. Y.  
 Hepburn, Stuart J., KNOK Fort Worth, Tex.  
 Herman, A. M., WBAP Fort Worth, Tex.  
 Herndon, Ray, KMID-TV Midland, Tex.  
 Herold, Joseph, KBTW (TV) Denver, Colo.  
 Herold, Joseph, KGMB Honolulu  
 Hess, Richard F., CBS, New York  
 Hess, Roy, Media/Scope, Skokie, Ill.  
 Hester, Paul T., Assoc. of Maximum Service Telecasters Inc., Washington  
 Hetland, Julius, WDAY Fargo, N. D.  
 Hevel, Ben, KTUL-TV Tulsa  
 Hewitt, N., International TV Technical Review, Chevy Chase, Md.  
 Heywood, John J., Crosley Broadcasting Corp., Cincinnati  
 Hickerson, Earl, KOCO-TV Oklahoma City  
 Hickox, Shel, NBC, Burbank, Calif.  
 Hicks, John J., Hamilton Landis & Assoc., Port Arthur, Tex.  
 Higgins, J. M., WIBC Indianapolis  
 Higgins, James W., WWNY-WCNY-TV Watertown, N. Y.  
 Higgins, R., Broadcast Music Inc., New York  
 Hilgendorf, Robert D., KVGB Great Bend, Kan.  
 Hilker, Robert R., WCGC Belmont, N. C.  
 Hill, Eugene, Community Broadcasting Co., Toledo, Ohio  
 Hill, Fred C., KTRE-TV Lufkin, Tex.  
 Hill, J. E., RCA, Camden, N. J.  
 Hill, Ruane B., Syracuse U., Syracuse  
 Hillebrand, William A., WMHE Toledo, Ohio  
 Hillis, Russell W., WATE Inc., Knoxville, Tenn.  
 Hillstrom, Albin R., KOOL Phoenix, Ariz.  
 Hirsch, James F., Hirsch Broadcasting Co., Cape Girardeau, Mo.  
 Hirsch, Oscar C., Hirsch Broadcasting Co., Cape Girardeau, Mo.  
 Hirsch, Robert O., Hirsch Broadcasting Co., Cape Girardeau, Mo.  
 Hirschland, Lee D., KFSA-TV Fort Smith, Ark.  
 Hite, B. Vern, Collins Radio Co., Cedar Rapids  
 Hixenbaugh, George P., WMT Cedar Rapids  
 Hjorth, Arthur, NABET, Chicago  
 Hlavaty, Lad, KCRG-AM-TV Cedar Rapids  
 Hodges, Roy, KWPC Muscatine, Iowa  
 Hoffman, Karl B., Transcontinent TV Corp., Buffalo, N. Y.  
 Hoffman, Roger, WJEF Grand Rapids  
 Hogan & Hartson, Washington  
 Hogan, Thomas P., WPFB Middletown, Ohio  
 Holbert, Bernard P., KSAC Manhattan, Kan.  
 Holbrook, R. A., WSB Atlanta  
 Holiday, Jon A., WHYE & WAIR Roanoke, Va.-Winston-Salem, N. C.

Holle, Arlin, KWBE Beatrice, Neb.  
 Hollingbery, George P., Geo. P. Hollingbery Co., Chicago  
 Holm, William, WLPO LaSalle, Ill.  
 Holman, Hal, Hal Holman Co., Chicago  
 Holmes, Ben H., Edward Petry & Co. Inc., New York  
 Holmes, Harold, Community Broadcasting Co., Toledo, Ohio  
 Holmgren, Robert, ABC, New York  
 Holt, Charles W., WHSY Hattiesburg, Miss.  
 Holtman, H. B., WAVE Louisville, Ky.  
 Holtz, Edgar, Hogan & Hartson, Washington  
 Honeycutt, B. B., KRDL Dallas, Tex.  
 Hook, Art, WTV (TV) Indianapolis  
 Hook, R. E., WRHG Carrollton, Ala.  
 Hooker, Joseph C., WMAX Grand Rapids  
 Hooper, George F., WKBO Lancaster, Pa.  
 Hopkins, John, KTVT (TV) Fort Worth, Tex.  
 Horley, William L., KXMC-TV Minot, N. D.  
 Hornsby, Len, Community Club Awards Inc., New York  
 Horowitz, Murray, Variety, New York  
 Hoth, Harry W., KRDO Colorado Springs, Colo.  
 Hough, Hal, CBS-TV, New York  
 Hough, Harold, WBAP Fort Worth, Tex.  
 House, Herbert, WMBO Inc., Auburn, N. Y.  
 Houston, Bruce, Gill-Perna Inc., Chicago  
 Houwink, Frederick S., WMAL Washington  
 Howland, Henry S., WBEC Pittsfield, Mass.  
 Howard, Leo, WEAU-TV Eau Claire, Wis.  
 Howard, T. E., Standard Broadcasting Co., Charlotte, N. C.  
 Howe, James L., WIRA Fort Pierce, Fla.  
 Howell, Rex G., KREX Grand Junction, Colo.  
 Howlett, Frank, Lennen & Newell Inc., New York  
 Hoy, F. Parker, WLAM Lewiston, Maine  
 Hubbach, William J., KATU Portland, Ore.  
 Hubbard, J. H., KCTV (TV) San Angelo, Tex.  
 Hubbard, S. S., KSTP St. Paul, Minn.  
 Huber, Don, Media/Scope, New York  
 Hucaby, Ralph L., WLAC-TV Nashville, Tenn.  
 Hudalla, Donald F., M&H Comm. Co., Chicago  
 Hudalla, Ione, M&H Comm. Co., Chicago  
 Hudgens, Joe, KRNT Des Moines  
 Hudson, Wilbur E., WAVE Louisville, Ky.  
 Huffman, Dick, WNDB Daytona Beach, Fla.  
 Hunt, Clyde M., Post-Newsweek Stations, Washington  
 Hunter, William C., WJHL-TV Johnson City, Tenn.  
 Hurd, Paul, WHDH Boston  
 Hurlbut, John F., WVMC Mt. Carmel, Ill.  
 Hurlbut, Mrs. John F., WVMC Mt. Carmel, Ill.  
 Hurlleigh, Robert F., Mutual Broadcasting System, New York  
 Hussman, Walter E., KTAL-TV Shreveport, La.  
 Hutton, W. G., Carl E. Smith Consulting Eng., Cleveland  
 Hyde, Hon. Rosel H., FCC, Washington  
 Hydrick, Dan, KBOX Dallas, Tex.  
 Hyland, William B., CBS-TV, New York  
 Hyland, Robert F., KMOX St. Louis

I

Iemolo, Joseph V., WGBH Cambridge, Mass.  
 Inglis, A. F., RCA, Camden, N. J.  
 Ingraham, Ralph, WRIT Milwaukee  
 Ingram, Al, Standard Rate & Data, Skokie, Ill.  
 Ingram, Ward D., KTVU (TV) Oakland, Calif.  
 Ioset, Don, WPIT Pittsburgh, Pa.  
 Ishiiu, Masao, Yomiuri TV Broadcasting Co., Osaka, Japan  
 Israel, Larry, TV Advertising Representatives, New York  
 Israel, Lou, MGM-TV, New York  
 Ives, Paul H., WOC Davenport, Iowa  
 Ives, Timothy R., Bloomington Broadcasting Corp., Bloomington, Ill.

J

Jack, Lowell E., KMAN Manhattan, Kan.  
 Jacker, Edward W., WCRW Chicago  
 Jackson, Andrew M. Jr., WAVY Norfolk, Va.  
 Jackson, H. W. (Hub), Blackburn & Co. Inc., Chicago

Jett named to chair

E. K. Jett, WMAR (TV) Baltimore, has been named chairman of the resolutions committee for the 1962 NAB convention in Chicago, April 1-4. Other members are Tom Chauncey, KOOL-TV Phoenix, Ariz.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Carl E. George, WGAR Cleveland; Charles E. Hamilton, KFI Los Angeles; Richard H. Mason, WPTF Raleigh, N. C., and Owen L. Saddler, KMTV (TV) Omaha. Resolutions may be submitted prior to 5:30 p.m., April 3, to Douglas A. Anello, NAB general counsel, in Room 2 of the Conrad Hilton Hotel during the convention.

Jackson, Peter, Telescript CSP Inc., New York  
 Jackson, Ralph, WAVE Louisville, Ky.  
 Jacobs, Bernard, WFMT Chicago  
 Jacobs, Grace, TV Stations Inc., New York  
 Jacobs, Harry N., ABC, San Francisco  
 Jacobs, Herb, TV Stations Inc., New York  
 Jacobs, John W. Jr., WDUN Gainesville, Ga.  
 Jacobsen, Gene R., WSFA-TV Montgomery, Ala.  
 Jacobson, Daniel, FCC, Washington  
 Jacobson, Denman F., WWJ Detroit  
 Jae, James F. Jr., KHMN Hannibal, Mo.  
 Jahncke, Ernest Lee Jr., NBC, New York  
 James, E. P., A. C. Nielsen Co., Chicago  
 James, Edwin H., Television Magazine, Washington  
 James, Richard D., WBBW Youngstown, Ohio  
 James, Vir N., Consulting Radio Engineers, Denver, Colo.  
 Jameson, Edwin T., Time-Life Broadcast Inc., New York  
 Jeffers, Charles L., WOAI San Antonio, Tex.  
 Jeffrey, Lew, KFAB Omaha  
 Jenkins, Eugene F., KLZ Denver, Colo.  
 Jenkins, Jack, Bloomington Broadcasting Corp., Bloomington, Ill.  
 Jennes, Ernest W., Assoc. of Maximum Service Telecasters Inc., Washington  
 Jensen, J. Allen, KID Idaho Falls, Idaho  
 Jett, E. K., WMAR-TV Baltimore  
 Jewett, Carl F-J, The Meeker Co., Chicago  
 Jewett, William A. Jr., Duquesne U., Pittsburgh  
 Jobs, Ray, WROC Rochester, N. Y.  
 Johns, Dale M., United Press Intl., Boston  
 Johns, Myles H., Associated Media Brokers, Ft. Lauderdale, Fla.  
 Johnson, Arnold E., Needham, Louis & Brorby, Chicago  
 Johnson, Arthur J., NBC, New York  
 Johnson, George E., WHAS-TV Louisville, Ky.  
 Johnson, Howard A., WIBA Madison, Wis.  
 Johnson, J. Lee III, WBAP Fort Worth, Tex.  
 Johnson, Merrill C., WGL Fort Wayne, Ind.  
 Johnson, Ray, KMED Medford, Ore.  
 Johnson, Robert S., Automatic Tape Control Inc., Bloomington, Ill.  
 Johnson, Tom, KTOK Oklahoma City  
 Johnson, Walter C., WTIC Hartford, Conn.  
 Johnson, William L., WJMS Ironwood, Mich.  
 Jolley, R. A., WMRC Greenville, S. C.  
 Jones, Andrew J., WFMB Nashville, Tenn.  
 Jones, E. Z. (Easy), WBBB Burlington, N. C.  
 Jones, George E., CHUM Toronto, Ont., Canada  
 Jones, J. G., Conrac, Glendora, Calif.  
 Jones, Merle S., CBS-TV, New York  
 Jones, Theodore, WCRB Boston  
 Jones, Walter, WANE Fort Wayne, Ind.

# NAB PREVIEW

## REGISTRATION CONTINUED

Jones, William J., Post-Newsweek Stations, Washington  
Jordan, Noel L., U. of Denver, Denver, Colo.  
Jordan, Mrs. Noel L., U. of Denver, Denver, Colo.  
Jorgenson, T. O., WEAU-TV Eau Claire, Wis.  
Jorgenson, Wallace J., WBTV (TV) Charlotte, N.C.  
Joseph, Ken, Economee Television Programs, New York  
Juntilla, James, FCC, Washington

### K

Kadow, Francis M., WOMET Manitowoc, Wis.  
Kahle, Douglas D., Edwin Tornberg & Co. Inc., Pacific Grove, Calif.  
Kaiser, Henry R., WWSW, WIIC (TV) Pittsburgh  
Kaiser, John P., Media/Scope Magazine, New York  
Kalisch, Col. Bertram, Dept. of Defense, Washington  
Kany, Howard, CBS-TV, New York  
Kapel, George, WTOL-TV Toledo, Ohio  
Kapner, Leonard, WTAE Pittsburgh  
Karavakis, Thomas M., WDUZ Green Bay, Wis.  
Katz, Eugene, The Katz Agency Inc., New York  
Kaufman, Julian M., Bay City TV Inc., San Diego, Calif.  
Kaye, Gerald O., WGLI New York  
Kaye, Richard L., WCRB Boston  
Kaye, Sydney M., Broadcast Music Inc., New York  
Kean, Walter F., Walter F. Kean & Assoc., Riverside, Ill.  
Kearl, Wayne, KENS-TV San Antonio, Tex.  
Keating, Joseph, Mutual Broadcasting System, New York  
Keberlein, Al, WREN Topeka, Kan.  
Keenan, Jon J., WANE-TV Fort Wayne, Ind.  
Keer, Bob, Robert Keer Organization, New York  
Keesee, Frederick L., WMBO Inc., Auburn, N. Y.  
Keller, Oliver J., WTAX Springfield, Ill.  
Keller, Thomas B. Jr., WGBH Cambridge, Mass.  
Kelley, Gaines, WFMV-TV Greensboro, N. C.  
Kelley, W. B., AT&T, New York  
Kelley, William M., NBC, New York  
Kellogg, W. R., AT&T, Chicago  
Kelly, Charles, WCKT-TV Miami  
Kelly, J. J. (Chick), Storer Broadcasting Co., Miami Beach, Fla.  
Kelly, Robert, Lennen & Newell, New York  
Kellner, C. A., American Research Bureau, Chicago  
Kelsner, Phil, Philip L. Kelsner & Assoc., New York  
Kemme, Marjorie, Crosley Broadcasting Corp., Cincinnati  
Kempner, Marvin A., Richard H. Ullman Inc., New York  
Kendrick, C. O. (Ken), KENN Farmington, N. M.  
Kenefick, Ed, WBBM-TV Chicago  
Kenehan, Edward F., Natl Assn. of Fm Broadcasters, Washington  
Kennedy, Jack, CFRB Toronto, Ont., Canada  
Kennedy, John R., NBC, Burbank, Calif.  
Kennedy, Vann M., KZTV (TV), KSIX Corpus Christi, Tex.  
Kenney, Peter B., NBC, Washington  
Kenney, T. C., KDKA Pittsburgh  
Kennon, Leslie L., KWTO Springfield, Mo.  
Kepler, William B., WAOV Vincennes, Ind.  
Kern, E. Donald, WGUS Augusta, Ga.  
Kettler, Stanton P., Storer Broadcasting Co., Miami Beach, Fla.  
Keyworth, Mrs. Belva C., WBTV Bennington, Vt.  
Keyworth, J. Gordon, WBTV Bennington, Vt.  
Kicher, Charles F., ABC, Detroit  
Kinard, Floyd, WLBT (TV), WJDX Jackson, Miss.  
King, Al, Radio Concepts Inc., New York  
King, Art, BROADCASTING, Washington  
King, Charles, Mutual Broadcasting System, New York  
King, Eugene, WCBS New York

King, Frank G., KTVU (TV) San Francisco  
King, Jim, WKAI Macomb, Ill.  
King, John H., KBIM Roswell, N. M.  
King, Paul L., WAWK Kendallville, Ind.  
King, Robert, WKBW-TV Buffalo, N. Y.  
King, Robert B., WSOY Decatur, Ill.  
Kinsley, Charles H. Jr., KHSL Chico, Calif.  
Kirsch, Marvin, Radio TV Daily, New York  
Kirtland, Clifford M., Transcontinent TV Corp., New York  
Kiss, James M., TV Guide, Radnor, Pa.  
Kittross, Dr. John M., U. of Southern California, Los Angeles  
Kitzer, Pete, WOOD-TV Grand Rapids, Mich.  
Kjar, Joseph, KSL Salt Lake City  
Klann, Harvey, WHAK Rogers City, Mich.  
Klauber, Donald, Seven Arts Assoc. Corp., New York  
Klaus, Richard M., WERE Cleveland  
Klein, Allen, The Pulse Inc., New York  
Klemm, David, The Balaban Stations, St. Louis  
Kline, B. H., Kline Iron & Steel Co., Columbia, S. C.  
Klinger, A. A., Telescreen Inc., New York  
Klink, Granville Jr., WTOP Washington  
Knapp, Albert, WGY Schenectady, N. Y.  
Knight, D. T., KODE Joplin, Mo.  
Knight, John, NBC Inc., Los Angeles  
Knode, Thomas E., NBC, New York  
Knodel, J. W., Avery-Knodel Inc., Chicago  
Kobak, Edgar, WTWA Thomson, Ga.  
Koch, Clifford, KWBB Wichita, Kan.  
Kockritz, Ewald, Storer Broadcasting Co., Miami Beach, Fla.  
Koehler, Frank E., WOBJ Roanoke, Va.  
Koehler, George A., WFIL Philadelphia  
Koelker, Anthony J., KMA Shenandoah, Iowa  
Koepke, E. E., KDEN Denver, Colo.  
Koger, Leonard M. Jr., WSAB Mt. Carmel, Ill.  
Kolar, Barbara, BROADCASTING, Chicago  
Kolb, William E., KSWB-TV Roswell, N. M.  
Konose, Akira, Yomiuri Tv Broadcasting Co., Osaka, Japan  
Koop, Ted, CBS-TV, Washington  
Kops, Daniel W., WAVZ New Haven, Conn.  
Kornman, Homer, Shenandoah Life Stations Inc., Roanoke, Va.  
Kossuth, A. Keith, WDET Detroit  
Kost, O. D., WRMS Beardstown, Ill.  
Koster, H. William, WEAN, WPJB-FM Providence, R.I.  
Koteen, Bernard, Koteen & Burt, Washington  
Koten, Robert M., FCC, Washington  
Kramer, Worth, The Goodwill Stations Inc., Detroit  
Kreider, Kenneth L., WGAL Lancaster, Pa.  
Kriehoff, Robert, Community Broadcasting Co., Toledo, Ohio  
Krolik, Richard, Time-Life Broadcast Inc., New York  
Kroll, William H., WFIU Bloomington, Ind.  
Krueger, Herbert L., WTAG Worcester, Mass.  
Kudlata, Len, Standard Rate & Data, Skokie, Ill.  
Kunze, Kenneth E., WERT Van Wert, Ohio  
Kusack, William P., ABC, Chicago  
Kuyk, Don, BROADCASTING, New York  
Kyle, James W., WTVR (TV) Richmond, Va.

### L

Lachenbruch, David, Television Digest, New York  
Lackey, F. Ernest, WHOP Hopkinsville, Ky.  
Ladow, Burton B., KTVK (TV) Phoenix, Ariz.  
Laeser, Phillip B., WTMJ-TV Milwaukee  
LaHiff, William J., Standard Electronics Div., Farmingdale, N. J.  
Laing, Malcolm (Bud), NBC, New York  
Laird, Ben A., WDUZ Green Bay, Wis.  
Lamb, Maurice, WIMA-TV Lima, Ohio  
Lambe, Robert M., WTAR Norfolk, Va.  
Lambert, Edward C., KOMU-TV Columbia, Mo.  
Lambeth, Frank S., WMFR High Point, N. C.  
Lambeth, Ralph M., WGBG Greensboro, N. C.  
Lancaster, W. Hanes Jr., WJHL-TV Johnson City, Tenn.  
Land, Thomas S., WFIW Fairfield, Ill.

Landis, DeWitt, Hamilton Landis & Assoc., Dallas, Tex.  
Lane, C. Howard, KOIN-TV Portland, Ore.  
Lanford, T. B., KRMD Shreveport, La.  
Lange, Paul R., KDLR Inc., Devils Lake, N. D.  
Lange, Mrs. Paul R., KDLR Inc., Devils Lake, N. D.  
Lapham, Olin J., WWJ Detroit  
Lapkin, Nathaniel, WAST Albany, N. Y.  
Lareau, Michael O., WOOD Grand Rapids, Mich.  
Larsen, M. Dale, KTVH (TV) Wichita, Kan.  
Larson, C. A. (Al), WOW-TV Omaha  
Larson, Robert T., KFOR Lincoln, Neb.  
Lasker, H. Peter, Crosley Broadcasting Corp., New York  
Lasko, Edwin J., WTRC, WSJV (TV) South Bend, Ind.  
Laughlin, Frank E., WGEM Quincy, Ill.  
Lauth, Richard E., WHIO-TV Dayton, Ohio  
Laux, John J., WSTV-TV Steubenville, Ohio  
Lawhon, James D., WMAZ Macon, Ga.  
Lawrence, Craig, CBS-TV, New York  
Lawrence, Dick, Economee Television Programs, New York  
Layman, Mike, WSFC Somerset, Ky.  
Layton, DeForest T. Jr., WKTU (TV) Utica, N. Y.  
Layton, E., RCA, Princeton, N. J.  
Leach, Harold H., Alford Manufacturing Co., Boston  
Leach, Robert E., WSPA-TV Spartanburg, S. C.  
Leake, James C., Griffin Broadcast Inc., Tulsa  
Lee, Carl E., WKZO Kalamazoo, Mich.  
Lee, Jack, WPRO Providence, R. I.  
Lee, R. Frank, KCBD Lubbock, Tex.  
Lee, Hon. Robert E., FCC Washington  
Lee, Terry, Storer Programs Inc., New York  
Leeman, Alvin, WKBH, WKBT (TV) La Crosse, Wis.  
LeGrand, Roger W., WITI-TV Milwaukee  
Leitzell, Ted, WEFM (FM) Chicago  
Lemme, John H., KLTFF Little Falls, Minn.  
LeMoynes, Joseph H., WPFB Middletown, Ohio  
Lentz, John T., Educ. Tv for the Metro Area Inc., New York  
Lenwell, LeRoy W., KBRL McCook, Neb.  
Leopold, David F., WEBR Buffalo, N. Y.  
Leonard, Joe M., KGAF Gainesville, Tex.  
Leslie, John, WEEK-TV Peoria, Ill.  
Leslie, Richard V., Cedar Valley Broadcasting Co., Waverly, Iowa  
Levi, Win., BROADCASTING, New York  
Levitan, Don, KADY Inc., St. Charles, Mo.  
Lewin, Richman, KTRE-TV Lufkin, Tex.  
Lewis, Gordon D., Advertising Age, Chicago  
Lewis, John P., WHYL Carlisle, Pa.  
Lieb, Herbert S., U. S. Weather Bureau, Washington  
Lightsey, C. S. Jr., WHSY Hattiesburg, Miss.  
Linam, Winston B., KSLA (TV) Shreveport, La.  
Lind, A. H., RCA, Camden, N. J.  
Lindell, Richard L., WTAR Norfolk, Va.  
Lindemann, Carl Jr., NBC, New York  
Linder, H. W., Lakeland Broadcasting Co., Willmar, Minn.  
Linder, Val, WCCO Minneapolis  
Lindow, Lester W., Assoc. of Maximum Service Telecasters Inc., Washington  
Lindquist, Harold, Surrounding Sound Inc., Hollywood, Calif.  
Lindsay, Merrill, Illinois Broadcasting Co., Decatur, Ill.  
Link, Harry R., WDVA Danville, Va.  
Link, Jack J., KIDO-KETO-KPAM Seattle  
Lipman, William L., WLIP Kenosha, Wis.  
Lippert, George R., Federal Mfg. & Eng. Corp., Garden City, L. I., N. Y.  
Littauer, Clement L., WRSJ San Juan, Puerto Rico  
Littlejohn, Francis N., KITE San Antonio, Tex.  
Livesay, Carroll, WLBB Mattoon, Ill.  
Livesay, J. R., WLBH, Mattoon, Ill.  
Livingston, Sam, WPSD-TV Paducah, Ky.  
Lockwood, Corwin, Hogan & Hartson, Washington  
Lockwood, Edward C., WGBS Miami, Fla.  
Lodge, William B., CBS-TV, New York  
Loffler, Gene P., WTAP Parkersburg, W. Va.  
Loftus, Dick, CBS-TV, New York  
Lohnes, George M., Lohnes & Culver, Washington  
Long, Maury, BROADCASTING, Washington



Longfellow, Bruce S., FCC, Washington  
 Lorentz, Edward F., Commercial Radio Equipment Co., Washington  
 Louthier, Paul C., WROC Rochester, N. Y.  
 Louvau, Norman, KCPX Salt Lake City  
 Love, E. J., WWJ Detroit  
 Love, V. E., Raytheon Co., Norwood, Mass.  
 Lovell, H. J., WKY Oklahoma City  
 Lovely, Wayne, WEEK-TV Peoria, Ill.  
 Lovvorn, Dixon, WIS Columbia, S. C.  
 Lowen, Marvin, Screen Gems Inc., New York  
 Loyet, Paul A., WHO Des Moines, Iowa  
 Luddy, E. N., RCA, Camden, N. J.  
 Lukkason, Robert, KNOX-TV Grand Forks, N. D.  
 Luster, Betty, KUTV (TV) Salt Lake City  
 Luton, William F., KEYT (TV) Santa Barbara, Calif.  
 Lyke, Ervin F., WROC-TV Rochester, N. Y.  
 Lynch, Charles T., WKZO Kalamazoo, Mich.  
 Lynch, David J., KBYE Oklahoma City  
 Lynch, F. F. Mike, KBYE Oklahoma City  
 Lynch, Frank J., KBYE Oklahoma City  
 Lynch, Robert K., WKTX Atlantic Beach, Fla.  
 Lyons, Stanley, WAGM Presque Isle, Maine

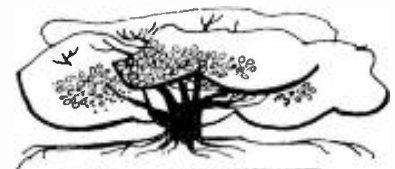
**M**

MacCallum, William, ABC, Chicago  
 MacDonald, Rod, Guild, Bascom & Bonfigli Inc., New York  
 MacFarland, F. R., AT&T, New York  
 Machcinski, Stephen A. Jr., Adam Young Inc., New York  
 Mackey, David R., KWHK Hutchinson, Kan.  
 Mackey, Wright, WRAP Williamsport, Pa.  
 MacLeod, R. W., KFYZ Bismarck, N. D.  
 MacMillan, Lowell H., WHEC Rochester, N. Y.  
 MacRae, John, WABI Bangor, Maine  
 MacRae, William B., Television Bureau of Advertising, New York  
 Magee, Robert G., WHUM Reading, Pa.  
 Maher, David W., Kirkland, Ellis, Hodson, Chaffetz & Masters, Chicago  
 Mahla, Louis E., WLEC Sandusky, Ohio  
 Main, Guy F., Midwest Tv Inc., Champaign, Ill.  
 Malang, Albert W., ABC, New York  
 Malone, Edward A., KAGI Inc., Grants Pass, Ore.  
 Malott, Floyd, WFUI Bloomington, Ind.  
 Maltz, Milton, WBRB Mt. Clemens, Mich.  
 Manders, Ron, Radio Advertising Bureau, New York  
 Mann, Jack, ABC, Los Angeles  
 Manship, Douglas L., WBRZ (TV) Baton Rouge, La.  
 Marcoux Rudolph O., WLBZ-TV Bangor, Maine  
 Margolis, Benjamin, TV Advertising Representative Inc., New York  
 Marion, Paul B., WBT Charlotte, N. C.  
 Marks, Leonard H., Cohn & Marks, Washington  
 Markward, John S., WOOD-TV Grand Rapids, Mich.  
 Marlin, Al, Broadcast Music Inc., New York  
 Mart, Robert I., WJRT Flint, Mich.  
 Marti, George W., KDNT Denton, Tex.  
 Marti, George, KCLE Cleburne, Tex.  
 Martin, Arthur L., WMRN Marion, Ohio  
 Martin, Bill, KMMJ-KXXX Grand Island, Neb.  
 Martin, Daniel E., WNDU South Bend, Ind.  
 Martin, Dwight W., WAFB-TV Baton Rouge, La.  
 Martin, Emery W., KFIZ Fond du Lac, Wis.

Martin, Joe, WDSG Dillon, S. C.  
 Martin, Leo, Michigan State U., East Lansing  
 Martin, Roy, WTVM Columbus, Ga.  
 Martin, Stuart T., WCAX-TV Burlington, Vt.  
 Marlin, Vincent P., WFBL Syracuse  
 Marshall, A. W., Canadian Marconi Co., Montreal, Canada  
 Marshall, Glenn Jr., WJXT Jacksonville, Fla.  
 Marshall, Clifford B., Blackburn & Co. Inc., Atlanta  
 Marston, J. Kenneth, The Dixie Network, Jackson, Tenn.  
 Mason, Richard H., WPTF Raleigh, N. C.  
 Mason, Robert T., WMRN Marion, Ohio  
 Marx, Frank L., ABC, New York  
 Maschmeier, Howard W., WNHC New Haven, Conn.  
 Mason, Curtis, KFI Los Angeles  
 Mason, Terry P., KMSO-TV Missoula, Mont.  
 Mathiot, J. E., WGAL Lancaster, Pa.  
 Matsuo, E. S., Okura Trading Co. Ltd., Tokyo, Japan  
 Mattenley, John, CKVR-TV Barrie, Ontario  
 Matthews, R. Jr., A. C. Nielsen Co., Menlo Park, Calif.  
 Mauger, Leonard A., Amalgamated Television Service, New York  
 May, Edward W., KMA Shenandoah, Iowa  
 Mayer, T., Marconi, Chelmsford, England  
 Mayfield, W. E., WMBI Chicago  
 Mazzie, Jack, WREX-TV Rockford, Ill.  
 McAbee, Charles, KMOX-TV St. Louis  
 McCabe, Aloysius B., Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington  
 McCarty, James E., KYFM (FM) Oklahoma City  
 McClain, C. A. (Bud), WFKY Frankfort, Ky.  
 McClanathan, George, KPHO Phoenix, Ariz.  
 McCloud, John T., WATE Inc., Knoxville, Tenn.  
 McClug, Mickey, KHSL Chico, Calif.  
 McClymonds, Clyde C., Storer Broadcasting Co., Miami Beach, Fla.  
 McCollough, Clair, WGAL-AM-TV Lancaster, Pa.  
 McConnell, James V., Venard, Rintoul & McConnell Inc., New York  
 McConnell, Robert B., WISH Indianapolis  
 McCoy, Dale W. Jr., KAKE Wichita, Kan.  
 McCray, Thomas C., KRCA (NBC) Los Angeles  
 McGredy, Robert M., TV Advertising Representatives Inc., New York  
 McDaniel, William K., National Broadcasting Co., New York  
 McDermott, Francis M., Air Safety Consultant, Washington  
 McDermott, G. B., The McDermott Co. Inc., Burlington, Iowa  
 McDermott, Mrs. G. B., The McDermott Co. Inc., Burlington, Iowa  
 McDonald, Joseph A., Smith, Hennessey & McDonald, Washington  
 McDonough, Francis C., Dow, Lohnes & Albertson, Washington  
 McDougald, Worth, U. of Georgia, Athens  
 McElroy, Ralph J., KWWL-AM-TV Waterloo, Iowa; KAUS, KMMT (TV) Austin, Minn.  
 McEvoy, Paul B., KSWV-TV Roswell, N. M.  
 McFarland, Ernest W., KTVK (TV) Phoenix, Ariz.  
 McGannon, Donald H., Westinghouse Broadcasting Co., New York  
 McIntosh, Frank H., McIntosh & Assoc., Washington  
 McKay, R. M. Jr., WKRM Columbia, Tenn.  
 McKenna, James A. Jr., McKenna & Wilkinson, Washington  
 McKenney, Keith T., WSPD-TV Toledo, Ohio  
 McKernan, Edward J. III, KVQE Emporia, Kan.  
 McKibben, Bill, WIL Radio, St. Louis  
 McKune, Robert, Radio Station KSAL Salina, Kan.  
 McLeod, Court, ABC-TV, Hollywood  
 McLouth, George, KTVK (TV) Phoenix, Ariz.  
 McMillan, Ray, KENS-TV San Antonio, Tex.  
 McMurry, James S., WSIX Inc., Nashville, Tenn.  
 McRoy, Paul F., WCIL Carbondale, Ill.  
 Mead, Warren, KWWL-AM-TV Waterloo, Iowa; KAUS, KMMT (TV) Austin, Minn.  
 Meador, Ralph E., KLEX Lexington, Mo.  
 Meadowcroft, Gar, WPON Pontiac, Mich.

Medley, Luke, WHUB Cookeville, Tenn.  
 Meeker, Robert D. C., The Meeker Co., New York  
 Meeks, William, Pams Syndicated Productions, Dallas, Tex.  
 Mehlig, Lee P., Broadcast Clearing House, New York  
 Melia, Kay, KLOE Inc., Goodland, Kan.  
 Meltzer, Philip, Radio Concepts Inc., New York  
 Menard, Len, KDB Santa Barbara, Calif.  
 Menchell, Don, TV Stations Inc., New York  
 Mendez, Carmina, WHOA San Juan, P. R.  
 Menke, Don, WFBM-TV Indianapolis  
 Menzies, Fred, WHEN-TV Syracuse  
 Mercer, Donald J., National Broadcasting Co., New York  
 Merkle, Joseph, ABC-TV, New York  
 Merrill, Bruce, KIVA Yuma, Ariz.  
 Merritt, Bill, BROADCASTING, Los Angeles  
 Meyers, Carl J., WGN Chicago  
 Meyers, Howard B., Venard, Rintoul & McConnell Inc., New York  
 Michael, Jack, WREC Memphis, Tenn.  
 Michaels, Bill, Storer Broadcasting Co., Miami Beach, Fla.  
 Michel, Donald, WRAJ Anna, Ill.  
 Mickelson, Sig, Time-Life Broadcast Inc., New York  
 Middleton, Tom, WVCG Coral Gables, Fla.  
 Middleton, Warren, BROADCASTING, Chicago  
 Midlen, John H., John H. Midlen—Law Offices, Washington  
 Miller, C. E., KOMO Seattle  
 Miller, Dean C., UPI Chicago  
 Miller, Garry, WTOL Toledo, Ohio  
 Miller, Harold E., WGAL-TV Lancaster, Pa.  
 Miller, James T., CKRM Regina, Sask.  
 Miller, Lincoln W., KIRO Seattle  
 Miller, Neville, Miller & Schroeder, Washington  
 Miller, Reed, Arnold, Fortas & Porter, Washington

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 Space 17E

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# NAB PREVIEW

## REGISTRATION CONTINUED

Miller, Robert E., KALB Alexandria, La.  
Miller, Roy, The Katz Agency, New York  
Miller, Samuel, Washington  
Mills, Frank, WBAP-FM Fort Worth, Tex.  
Mills, Martin, The Meeker Co. Inc., New York  
Milton, Vern A., WSAI Cincinnati  
Minow, Hon. Newton N., FCC, Washington  
Mitchell, James H., WNIL Niles, Mich.  
Miyahira, Ronald T., KGMB Honolulu, Hawaii  
Moeller, Donald S., WGAN-TV Portland, Maine  
Mohr, Phillip J., U. S. Army, Washington  
Molchin, Fred, WTTV (TV) Indianapolis  
Molinelli, E. J., Broadcast Music Inc., New York  
Molnar, Lorie M., Washington  
Molohon, Jim, KELO Sioux Falls, S. D.  
Monroe, R. B., CBS-TV, New York  
Montanus, Edward, MGM-TV, Chicago  
Moore, Aubrey L., WBRZ (TV) Baton Rouge, La.  
Moore, Dale G., KGVO Missoula, Mont.  
Moore, Ellis, NBC, New York  
Moore, F. S., The Goodwill Station Inc., Detroit  
Moore, Thomas, ABC-TV, New York  
Morales, Julio, WRSJ San Juan, P. R.  
Morby, Ole G., Time-Life Broadcast Inc., New York  
More, Herbert R., Kliegl Bros. Lighting, New York  
Moreland, Earl, WMCT (TV) Memphis, Tenn.  
Moreland, W. J., Conrac, Glendora, Calif.  
Morency, Paul W., WTIC Hartford, Conn.  
Morgan, John Carl, WFVA Fredericksburg, Va.  
Moroney, J. M. Sr., WFAA Dallas, Texas  
Moroney, J. M. Jr., WFAA Dallas, Texas  
Morris, Dave, KNUZ, KQUE (FM) Houston, Texas  
Morris, Lawrence A., WCRW Chicago  
Morris, Robert M., ABC, New York  
Mortensen, Robert A., WIIC (TV) Pittsburgh  
Mosby, Art, KMSO-TV Missoula, Mont.  
Moseley, John A., Moseley Assoc., Inc., Santa Barbara, Calif.  
Moseley, Thomas B., Continental Electronics, Dallas, Texas  
Motley, Lyle C., WMNA Gretna, Va.  
Motley, Ray, WMOH, WHOH (FM) Hamilton, Ohio  
Mott, Ernest D., CJAD Montreal P. Q., Canada  
Mott, Harold E., Welch, Mott & Morgan, Wash.  
Mott, Stacey, WHUB Cookeville, Tenn.  
Moyer, William J., KARD-TV Wichita, Kans.  
Moudy, Dale, WING Dayton, Ohio  
Mouse, Stanley G., WHIO-TV Dayton, Ohio  
Mowrey, Paul, MGM-TV New York  
Mueller, Fred C., WEEK-TV Peoria, WEEQ-TV La Salle, Ill.  
Mullen, Joseph, WHYE and WAIR Winston-Salem  
Mullin, Earl, ABC, New York  
Mullins, Bernard, WTIC Hartford, Conn.  
Murphy, C. J., WCTA Andalusia, Ala.  
Murphy, John S., World Broadcasting System Inc., Philadelphia  
Murphy, John T., Crosley Broadcasting Corp., Cincinnati  
Murphy, Pat, KCRC Enid, Okla.  
Murphy, Shaun F., KTVI (TV) St. Louis  
Murphy, Thomas, Capital Cities Broadcasting Corp., New York  
Murtha, Andrew J., Time-Life Broadcast, Inc., New York  
Myers, Maurice, WPAY Portsmouth, Ohio  
Myers, Robert L., Midwest TV, Inc., Champaign, Ill.  
Myers, W. F., SESAC, Inc., New York

**N**

Naber, Dave, WKAI Macomb, Ill.  
Naftalin, Alan Y., Koteen & Burt, Washington  
Nail, Dawson B., BROADCASTING, Washington  
Nail, William A., WEFM (FM) Chicago  
Neal, Harold L. Jr., WABC New York  
Neal, Wm. B., KSYN Joplin, Mo.  
Neipp, Morton, Community Broadcasting Co., Toledo

Nelson, Lt. Comdr. Dennis D., Armed Forces Radio & TV Serv., Los Angeles  
Nelson, Elmer, KOTA Rapid City, S. Dak.  
Nelson, Ivar, Meyer Broadcasting Co., Bismarck, N. Dak.  
Nelson, Louis J., Wade Advertising, Inc., Chicago  
Nelson, Ted, KFEQ St. Joseph, Mo.  
Nelson, Wayne, KLOE Goodland, Kans.  
Newby, Harold H., KAKE-TV Wichita, Kans.  
Newgard, Robert, Screen Gems, Inc., New York  
Newman, Cy, WAVY Norfolk, Va.  
Newman, J. Edward, WDBJ-TV Roanoke, Va.  
Newman, R. J., RCA, Camden, N. J.  
Newsham, Robert, TV Advertising Representatives, Detroit  
Nickey, Ed., Radio TV Representatives, Inc., Chicago  
Nierman, Martin L., Edward Petry & Co., Inc., New York  
Niven, Harold, U. of Washington, Seattle, Wash.  
Nixon, George M., NBC, New York  
Noe, James A. Jr., WNOE New Orleans  
Nolan, William J., WLS Chicago  
Nolte, Vernon A., Bloomington Broadcasting Corp., Bloomington, Ill.  
Nopper, C. G., WMAR-TV Baltimore  
Nord, Evans, KELO Sioux Falls, S. Dak.  
Norins, Leslie H., KEYT (TV) Santa Barbara, Calif.  
Norman, Don, Surrounding Sound, Inc., Hollywood  
Norman, Hugh R., Norman & Norman, Inc., Davenport, Iowa  
North, John E., WDXI Jackson, Tenn.  
North, Paul, WDDS Syracuse, N. Y.  
Norton, George W. IV, WAVE Louisville, Ky.  
Novak, Lee, Robert Kerr Organization, New York  
Novik, Harry, WLIB New York  
Novik, M. S., Consultant, New York  
Nugent, Burns, WEBC Duluth, Minn.  
Nunan, Thomas R. Jr., Crosley Broadcasting Corp., New York  
Nybo, Ken, KBYM Billings, Mont.

## O

Oakley, Ron, KFAC Los Angeles  
O'Brien, J. J., APA, Signal Corps, Washington  
O'Brien, John W., KTON Belton, Texas  
O'Brien, R. S., CBS-TV, New York  
O'Brien, Richard J., WMNB North Adams, Mass.  
O'Brien, Tom, ABC-Radio Network, New York  
O'Connell, Raymond T., NBC, New York  
O'Connell, Ted, CBS-TV, New York  
O'Hara, Tom, Standard Rate & Data, New York  
Ohleyer, Robert F., WISH Indianapolis  
O'Grady, James F. Jr., Adam Young Inc., N. Y.  
O'Hagan, Basil, WNDU-TV South Bend, Ind.  
Oliver, Harold, WBRB Mt. Clemens, Mich.  
Olsen, Tom, KGY Olympia, Wash.  
Olson, Robert, WJMS Ironwood, Mich.  
O'Neil, Arthur R., WSBT South Bend, Ind.  
Onken, Carl W., WJIM-TV, Lansing, Michigan  
Onnigian, Peter K., Jampro Antenna Co., Sacramento, Calif.  
Osabahr, Bernard F., Electronic Industries, Philadelphia, Pa.  
O'Shields, Claud, WECT (TV) Wilmington, N. C.  
Oster, A. W., KFI Los Angeles  
Oswald, Joe A., Hamilton-Landis & Assoc., New Orleans  
Ovenden, Kenneth, WEEI Boston  
Owen, Julia Cray, Palomar Broadcasting Co., Escondido, Calif.  
Owings, Dorsey, Broadcast Music, Inc., New York  
Owne, Reeve, WTVC (TV) Chattanooga, Tenn.

## P

Paasoh, Robert H., WCKT (TV) Miami, Fla.  
Pabst, William D., KTVU (TV) Oakland, Calif.  
Page, Allan, KGWA Enid, Okla.  
Pagin, Max, FCC, Washington  
Palmer, David D., Tri-City Broadcasting Co., Davenport, Iowa  
Palmer, John E., Broadcast Clearing House, New York  
Palmquist C. A., CBS-TV, New York  
Paretti, Joseph A., WVUE (TV) New Orleans

Parham, Carter M., WDEF-AM-TV, Chattanooga Park, Charles H. Jr., WBRB Mt. Clemens, Mich.  
Parker, J. D., CBS, New York  
Parks, Mal, Broadcast Engineering, Kansas City, Missouri  
Parks, Sherwood R., KGNO Dodge City, Kan.  
Parsons, James O. Jr., Harrington, Righter & Parsons, Inc., New York  
Parton, Frank, Screen Gems, Inc., New York  
Patricelli, Leonard J., WTIC Hartford, Conn.  
Patrick, C. L., WTVM (TV) Columbus, Ga.  
Patt, John F., The Goodwill Stations, Inc., Detroit  
Pattee, Lin, Broadcast Music, Inc., New York  
Patterson, W. Kenneth, WSIV Pekin, Ill.  
Patti, Carmine, ABC-TV, New York  
Patton, Billy L., WJAR Providence, R. I.  
Patton, Donald B., WKRG-TV, Mobile, Ala.  
Patton, William A., Acadian TV Corp., Lafayette, Louisiana  
Paul, Sol J., Television Age, New York  
Pauley, Robert R., ABC, New York  
Paxson, Robert O., KHOU-TV Houston, Texas  
Paxton, Fred, WPSD-TV Paducah, Ky.  
Payete, William C., UPI Dallas, Texas  
Payne, Bob, KZTV (TV) Corpus Christi, Texas  
Payne, Richard C., WSFA-TV Montgomery, Ala.  
Peck, Richard E., WREX-TV Rockford, Ill.  
Peden, Katherine G., WHOP Hopkinsville, Ky.  
Peebles, Hala D., WRCC Richland Center, Wis.  
Pegler, Bill, New York  
Pegler, Jack, New York  
Peitsch, Gerhardt, KXMC-TV Minot, N. Dak.  
Pell, Ernest, WPSD-TV Paducah, Ky.  
Pell, Lt. (JG) Ernest, Armed Forces Press, N. Y.  
Pels, Donald A., Capital Cities Broadcasting Corp., New York  
Pelletreau, John I., United Press International, Chicago  
Peltason, Paul E., KTVI (TV) St. Louis, Mo.  
Pengra, Marshall, KLTV (TV) Tyler, Texas  
Pepper, Vincent A., Smith & Pepper, Washington  
Perino, Joseph O., KCMT-TV, Alexandria, Minn.  
Perkins, C. A., Capitol Broadcasting Co., Jackson, Miss.  
Perkins, George, CBS, New York  
Perles, Arthur, Radio-TV Daily, New York  
Perna, John J. Jr., Gill-Perna, Inc., New York  
Perry, John H. Jr., WESH-TV Daytona Beach, Fla.  
Persons, C. P. Jr., WKRG-TV Mobile, Ala.  
Peters, Francis J., The Marion Broadcasting Co., Marion, Ohio  
Peters, Theodore J., WMAX, Grand Rapids, Mich.  
Peterson, E. R. Sr., Keystone Broadcasting, Chicago  
Peterson, E. R. Jr., Keystone Broadcasting, Detroit  
Peterson, Homer K., KALL Salt Lake City  
Petgen, Al, American Research Bureau, New York  
Petrik, Jack, KETV (TV) Omaha, Neb.  
Petry, Edward, Edward Petry & Co., Inc., N. Y.  
Petzke, Al, WTVO (TV) Rockford, Ill.  
Pfeiffer, Ed., WFAA-TV, Dallas, Texas  
Phelps, Gene, KPTV (TV) Portland, Ore.  
Phelps, Wayne, KALG Alamogordo, N. Mex.  
Pierce, Dr. J. R., Bell Telephone Labs., Murray Hill, N. J.  
Pierce, Theodore W., WEST Easton, Pa.  
Pierce, William, Standard Rate & Data, Atlanta  
Pittenger, Richard, WKRS Waukegan, Ill.  
Pival, John F., WXYZ Detroit  
Plank, Raymond A., WKLA Ludington, Mich.  
Plitt, Henry G., ABC Films, Inc., New York  
Plotkin, Harry M., Arent, Fox, Kintner, Plotkin & Kahn, Washington  
Pochednik, R. F. (Bob), KAFM Salina, Kan.  
Polinger, David H., WGLI New York  
Pollock, Clark, KTVU (TV) Sioux City, Iowa  
Pollock, James C., Acadian TV Corp., Lafayette, Louisiana  
Poole, James W., WFLS Fredericksburg, Va.  
Poole, John H., John Poole Broadcasting Co., Los Angeles  
Pope, Russell, KHSL Chico, Calif.  
Popwell, James D., WCEH Hawkinsville, Ga.

Potter, David, WNAE Warren, Pa.  
 Potter, Hugh O., WOMI Owensboro, Ky.  
 Potter, Roland B., Wilkes Broadcasting Co., N. Wilkesboro, N. C.  
 Potts, Bill, WDKN Dickson, Tenn.  
 Potts, Lo, WDKN Dickson, Tenn.  
 Powell, John W., KHAS Hastings, Neb.  
 Powers, Donald K., WCSH-TV, Portland, Maine  
 Powley, Allan T., WMAL Washington  
 Prager, E. S., SESAL, Inc., New York  
 Pratt, Dana, RCA, Camden, N. J.  
 Pratt, Robert L., KGGF Coffeyville, Kan.  
 Pratt, Roy W., WHO Des Moines  
 Preiss, Al, Telefilm Magazine, Hollywood  
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 Price, Ralph L., Pottsville Broadcasting Co., Pottsville, Pa.  
 Pricer, Robert H., WCLT Radio, Inc., Newark, Ohio  
 Prince, Jack B., WTAR Norfolk, Va.  
 Prior, T. Kenneth, WLKW Providence, R. I.  
 Prior, Thomas C. J., WJAR Providence, R. I.  
 Provost, D. L., WBAL Baltimore  
 Prusha, James, KUSD Vermillion, S. Dak.  
 Pullen, Weston C. Jr., Time-Life Broadcast, Inc., New York  
 Punzo, Richard, WGY Schenectady, N. Y.  
 Purcell, Robert L., Raymond E. Rohrer & Assoc., Washington  
 Purcell, Robert M., Crowell-Collier Broadcasting Corp., Hollywood  
 Putbren, Keith E., Smith & Pepper, Washington

**Q**

Quaal, Ward L., WGN, Inc., Chicago  
 Quarton, William B., WMT Cedar Rapids, Iowa  
 Quello, James H., WJR Detroit  
 Quentin, Chas. F., KRNT-TV Des Moines  
 Quinlan, Sterling C., ABC, Chicago  
 Quinn, James J., WPBS Philadelphia  
 Quinn, S. F., Canadian Broadcasting Corp., Montreal, Canada

**R**

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 Rabell, Fred, KITT San Diego  
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 Radetsky, Ralph, KOA Denver  
 Radoff, Sol, WMIL Milwaukee  
 Rafael, William, ABC, New York  
 Ragsdale, Frank, WTVM (TV) Columbus, Ga.  
 Rahall, Farris E., WLCY Radio, St. Petersburg  
 Rahall, Farris, The Rahall Stations, Allentown, Pa.  
 Rahall, N. Joe, The Rahall Stations, Allentown, Pa.  
 Rahall, Sam G., WLCY Radio, St. Petersburg  
 Rahall, Sam, The Rahall Stations, Allentown, Pa.  
 Rahmel, H. A., A. C. Nielsen Co., Chicago  
 Ramsey, Glenn, SESAC, Inc., New York  
 Ramsland, Odin S., KADL Duluth, Minn.  
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 Rauer, Guy, WEJL Scranton, Pa.  
 Rashbaum, Cris, Harrington, Righter & Parsons, Inc., New York  
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 Rawson, Robert, FCC, Washington  
 Raymond, Stan, WAOK Atlanta  
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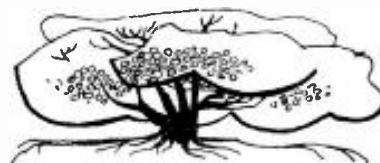
Reed, Elmo W., WEAU-TV Eau Claire, Wis.  
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Rosenbloom, Joel, FCC, Washington  
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 Ryan, William J., WNOG Naples, Fla.

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 Sarnoff, Thomas W., National Broadcasting Co., Burbank, Calif.  
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 Savitt, Max M., Judge, WCCC Hartford, Conn.  
 Savitt, William M., WCCC Hartford, Conn.  
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 Sawyer, Wayne, WGGD, Chester, S. C.  
 Saxe, Edward, CBS-TV New York  
 Saxon, Joe H., WTOK-TV Meridian, Miss.  
 Saxon, Merl, Consulting Radio Engineer, Lufkin, Texas  
 Scala, Edward M., WINR-AM-TV Binghamton, N. Y.  
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 Schafer, Paul C., Schafer Electronics, Burbank, Calif.  
 Scharfeld, Arthur W., Scharfeld, Segal, Baron & Stambler, Washington  
 Seferovich, George, Broadcast Engineering, Kansas City, Mo.  
 Scheiner, Arthur, Wilner, Bergson, Scheiner & Lessenco, Washington  
 Schen, John, WHBC Canton, Ohio  
 Scherer, Jacob P., WHFB Benton Harbor, Mich.  
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 Schroeder, Willard, WOOD Grand Rapids, Mich.  
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 Schultz, Len, Standard Rate & Data, Skokie, Ill.  
 Schiele, George W., Broadcast Billing Co., New York  
 Schwartz, Willis E., KBUR Burlington, Iowa  
 Scofield, Charles L., KEYZ Williston, N. D.  
 Scott, Claude, KTBS-TV Shreveport, La.  
 Scott, Robertson C., KPOL Los Angeles  
 Scully, Charles, SESAC Inc., New York  
 Sears, Charles, WJXT Jacksonville, Fla.  
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 Secrist, C. R., KID-TV Idaho Falls, Idaho  
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 Seebeck, Charles E., WTON Staunton, Va.  
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 Sells, Harry G., Dow, Lohnes & Albertson, Washington  
 Selph, Colin M., Blackburn & Co. Inc., Beverly Hills, Calif.  
 Seltz, Herbert A., WFIU, Bloomington, Ind.  
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 Serrao, John A., KHVH Honolulu, Hawaii  
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 Seward, James M., CBS, New York  
 Shafer, Bill, American Research Bureau, Los Angeles  
 Shaffer, Russel, KBOL Boulder, Colo.  
 Shaffo, G. Richard, WIS-TV Columbia S. C.  
 Shaheen, Richard A., Hamilton-Landis & Assoc., Chicago  
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 Shapiro, M. H. (Shap), Broadcast Pioneers, New York  
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 Sharratt, Robert H., WCRW Radio, Chicago  
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 Shelburne, Thomas P., WNEP-TV Scranton, Pa.  
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 Shelley, Mrs. Sally Swing, UNESCO, New York  
 Shepard, Harwell V., KDNT Denton, Tex.  
 Shepard, Richard C., WGR Radio Buffalo, N. Y.  
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 Sherman, Gordon, WMAY Springfield, Ill.  
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 Shott, John C., WHIS-TV Bluefield, W. Va.  
 Shouse, James D., Crosley Broadcasting Corp., Cincinnati  
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 Sigmon, Loyd C., Golden West Broadcasters, Los Angeles  
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 Sinnett, Robert J., WHBF Rock Island, Ill.  
 Sipherd Art, KDHI Twentynine Palms, Calif.  
 Sisson, Franklin G., WWJ-TV Detroit  
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 Skee, Vincent J., Electronic Applications Inc., Wilton, Conn.  
 Skinner, Paul F., WHBL Sheboygan, Wis.  
 Sklom, George M., Walter F. Kean & Assoc., Riverside, Ill.  
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 Slate, Sam J., WCBS New York  
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 Slavick, H. W., Scripps-Howard Bcstg Co., Memphis, Tenn.  
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 Small, Franklin H., WAWI Dayton, Ohio  
 Small, Kenneth F., WRUF Gainesville, Fla.  
 Smith, Alfred B., WFGW Black Mountain, N. C.  
 Smith, Alvin, KTIV-TV Co., Sioux City, Iowa  
 Smith, Bruce, KATV (TV) Little Rock, Ark.  
 Smith, Calvin J., KFAC Los Angeles  
 Smith, Daniel H., Capital Cities Bcstg. Corp., Albany, N. Y.  
 Smith, E. Berry, WFRY (TV) Green Bay, Wis.  
 Smith, Elmer F., WNAX Yankton, S. D.  
 Smith, E. Stratford, Smith & Pepper, Washington  
 Smith, Edward A. W., KQV Pittsburgh  
 Smith, George S., Smith, Hennessey & McDonald, Washington  
 Smith, George W., NABET, Chicago  
 Smith, Harvey C., WJEL Wilmington, Del.  
 Smith, H. E., General Electric Co., Syracuse, N. Y.  
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 Smith, Jim, WING Dayton, Ohio  
 Smith, Edmond H., Jr., WIRC Hickory, N.C.  
 Smith, Lee Allan, WKY Oklahoma City  
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 Smith, Lon "Champ," KARK-TV Little Rock, Ark.  
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 Sullivan, Donald D., KVTU (TV) Sioux City, Iowa  
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 Swift, G. Richard, The Bolling Co. Inc., New York  
 Swisher, Arden E., KMTV (TV) Omaha, Neb.

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 Theriot, Richard, KUTV (TV) Salt Lake City, Utah  
 Thomas, Eugene S., KETV (TV) Omaha, Neb.  
 Thomas, George H., KVOL, Lafayette, La.  
 Thomas, Dr. Kenneth E., KSAC Manhattan, Kans.  
 Thomas, Max W., WKNX-TV Saginaw, Mich.  
 Thomas, Robert D., WBNS-TV, Columbus, Ohio  
 Thomas, Robert E., Beef Empire Stations, Norfolk, Neb.  
 Thomas, Robert R., Jr., WOAY, Oak Hill, W. Va.  
 Thompson, C. Robert, WBEN, Buffalo, N. Y.  
 Thompson, Eugene O., Geneco Broadcasting, Marion, Ind.  
 Thompson, Lamont L., TV Advertising Representative, Inc., Chicago, Ill.  
 Thoms, Edward G., WKJG Fort Wayne, Ind.  
 Thornton, John R. L., WDLB Marshfield, Wis.  
 Thorpe, George W., WVCG Coral Gables, Fla.  
 Timberlake, F. A., WKBW-TV Buffalo, N. Y.  
 Timmons, Jack, KWKH Shreveport, La.  
 Tindal, Alan C., WSPR Springfield, Mass.  
 Tink, Edward M., KWVL Waterloo, Iowa  
 Tisdale, James M., WVCH Chester, Pa.  
 Tomberlin, Bill, KMLA Los Angeles  
 Tornberg, Edwin, Edwin Tornberg & Co. Inc., New York  
 Torret, Alan L., Venard, Rintoul & McConnell Inc., San Francisco  
 Torrey, W. H., KGNC Amarillo, Tex.  
 Towner, Orrin W., WHAS Louisville, Ky.  
 Tracy, E. C., RCA, Camden, N. J.  
 Trainer, M. A., RCA, Camden, N. J.  
 Trauner, Mel, The Bolling Co. Inc., New York  
 Traylor, Ferris E., WTVW (TV) Evansville, Ind.  
 Tremble, Sid, KCMO-TV Kansas City, Mo.  
 Treyz, Oliver, ABC-TV New York  
 Trompeter, Richard J., KTVI (TV) St. Louis  
 Trotter, Hugh E., WSEV, Sevierville, Tenn.  
 Trotter, J. R., Kline Iron & Steel Co., Columbia, S. C.  
 Trouant, V. E., RCA, Camden, N. J.  
 Thuman, Thomas W., WORD Spartanburg, S. C.  
 Thurston, Donald A., WMNB North Adams, Mass.  
 Townsden, Loren Keith, KAYS-TV Hays, Kans.  
 Trigg, Stephen K., KOSA Radio, Odessa, Texas  
 Troutman, Elmer H., WIRC Hickory, N. C.  
 Truscott, Robert G., WITI-TV Milwaukee  
 Tucker, Charlotte, Keystone Broadcasting, Chicago  
 Tuckwood, Don, KTVK (TV) Phoenix  
 Tuft, William H., WEEK-TV Peoria  
 Turner, Claude C., Armed Forces Radio & TV Service, Los Angeles  
 Turner, William F., KOTA Rapid City, S. D.  
 Turner-Hugher, C. K., Albion Optical Co., Hollywood, Calif.  
 Tykeson, Don, KPVT (TV) Portland, Ore.  
 Tyler, John S., KFDA-TV Amarillo, Texas  
 Tyrol, Robert S., WTIC Hartford, Conn.

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**NAB CONVENTION—ESSEX INN**

# NAB PREVIEW

## REGISTRATION CONTINUED

### U

Uker, Don, KDSN Denison, Iowa  
 Ulmer, James G.  
 Umansky, Martin, KAKE-TV Wichita, Kan.  
 Umlor, Eugene E., WCEN Mt. Pleasant, Mich.  
 Upton, Charles, KRDO Colorado Springs  
 Uram, John R., Jr., George C. Davis, Washington  
 Utley, George, WFAA Dallas

### V

Vadeboncoeur, E. R., WSYR, Syracuse  
 Van Amburg, Henry L., WPRO Providence, R. I.  
 Van Cantfort, A. R., WAVY-TV Norfolk  
 Vandagriff, Carl W., WOWO Fort Wayne  
 Van Dolen, Sheldon, WFMM New York  
 Van Duzer, Roger, KFAC Los Angeles  
 Van Hooser, Ray, KNED McAlester, Okla.  
 Van Nostrand, Lew, WMT-TV Cedar Rapids  
 Vance, Fred L., KVOA-TV Tucson  
 Varnum, W. B., RCA, Camden, N. J.  
 Vaughn, Miss Marge, WTVW (TV) Evansville, Ind.  
 Veihmeyer, Fred D., Lohnes and Culver, Wash-  
 ington  
 Venard, Lloyd George, Venard, Rintoul & Mc-  
 Connell Inc., New York  
 Verderose, Carolyn, TV Stations, Inc., New York  
 Vernon, Paul H., MaCarTa Inc., Des Moines  
 Victor, Herbert, WMAL-TV Washington  
 Vihon, Lester, WFMQ Chicago  
 Vincent, Emil P., ABC, New York  
 Volger, George J., KWPC, Muscatine, Iowa  
 Vordermark, Ernest, WJXT Jacksonville  
 Voso, Charles A., Sports Network Inc., N. Y.  
 Voss, George P., The National Foundation, N. Y.  
 Vovnow, Edward E., Edward Petry & Co. Inc.,  
 New York

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New York Dallas

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### W

Waddell, Hal, WKBZ Muskegon, Mich.  
 Wagner, George A., KFI Los Angeles  
 Wagner, Paul E., R. C. Crisler & Co. Inc., Cin-  
 cinnati  
 Wagner, Wm. D., Tri-City Broadcasting Co.,  
 Davenport  
 Wagstaff, Walter E., KGW-TV Portland, Ore.  
 Wahlmann, Ted, KADY Inc., St. Charles, Mo.  
 Waldron, Raymond, WERT, Van Wert, Ohio  
 Walgren, Fred M., KOBH Hot Springs, S. D.  
 Walk, Leonard E., WAMO Pittsburgh, Pa.  
 Walker, A. Prose, Collins Radio Company, Cedar  
 Rapids  
 Walker, Larry, WSOC-TV Charlotte, N. C.  
 Walker, W. E., Plains Radio Broadcasting, Am-  
 arillo, Texas  
 Walker, William R., WISM Madison, Wis.  
 Wall, John, General Electric Co., Syracuse  
 Wall, Thomas H., Dow, Lohnes & Albertson,  
 Washington  
 Wallace, Bruce, WTNS Coshocton, Ohio  
 Wallenhaupt, Lee, WSJS Winston-Salem  
 Waller, Thomas Nelson, WLVA Lynchburg, Va.  
 Walkmeyer, Jack, KWHT-TV Goodland, Kan.  
 Walt, Norm, WCBS-TV New York  
 Ward, Carl S., CBS-TV, New York  
 Ward, G. Pearson, KTTS Springfield, Mo.  
 Ward, Winston O., KIMP Mt. Pleasant, Texas  
 Warren, Albert, Television Digest, Washington  
 Warren, W. W., KOMO Seattle  
 Waters, G. E., Canadian Broadcasting Corp.,  
 Montreal, Canada  
 Watkins, Frank, SESAC Inc., New York  
 Watson, Bob, KGNC Amarillo, Texas  
 Watson, R. D., American Tel. & Tel. Co., Cin-  
 cinnati  
 Watts, Duane L., KHAS-TV Hastings, Neb.  
 Waugh, Irving C., WSM-TV Nashville  
 Wayland, Charles V., Fisher, Wayland, Duvall &  
 Southmayd, Washington  
 Wayne, Elmer O., KGO San Francisco  
 Wearn, Wilson C., WMRC Greenville, S. C.  
 Weathersby, J. Patrick, WBRZ-TV Baton Rouge  
 Weaver, Shelton, WJIC Pittsburgh, Pa.  
 Webb, Leon, WTVG (TV) Chattanooga  
 Weber, Fred, WSTV-TV Steubenville, Ohio  
 Weber, Gus, Programatic Broadcasting Service,  
 New York  
 Weber, L. E., ASCAP, New York  
 Webster, Maurie, CBS, New York  
 Weedon, Harfield, KNX Los Angeles  
 Werhman, Harvey E., KLZ Denver  
 Weinbach, Mortimer, ABC-TV New York  
 Weinberg, Edward KBBS Buffalo, Wyo.  
 Weis, Pierre, Economee Television Programs,  
 New York  
 Weisberg, Robert, Trans-Lux Television Corp.,  
 New York  
 Welcome, Paul E., WIS Columbia, S. C.  
 Weller, Donald A., Donald A. Weller, Consult.  
 Engr., Milwaukee  
 Welpott, Raymond W., WRCV Philadelphia  
 Welstead, Thomas A., WLBW-TV Miami  
 West, Ben K., KOCO-TV Oklahoma City  
 West, Donald V., Television Magazine, New York  
 West, Garland, WKCT Bowling Green, Ky.  
 West, J. A., Jr., KDMS El Dorado, Ark.  
 Weston, Robert G., FCC, Washington  
 Wetter, Edward, Edwin Tornberg & Co. Inc.,  
 New York  
 Wetzel, Lewis D., Triangle Publications Inc.,  
 Philadelphia  
 Wheeler, Leavenworth, KIVA Yuma, Ariz.  
 Whitacre, John, WILS Lansing, Mich.  
 White, Mr. & Mrs. Howard, WCTW New Castle,  
 Ind.  
 White, Pat J., KTBS-TV Shreveport, La.  
 White, Thomas P., WKZO Kalamazoo  
 Whitehorn, Jack, WFDR Manchester, Ga.  
 Whitney, George, KFMB San Diego  
 Whitney, George M., WGRY Gary, Ind.  
 Whitney, Philip, WINC Winchester, Va.  
 Wibby, John, WLBZ Bangor, Maine  
 Wickemeyer, James F., WKBY Richmond, Ind.  
 Widmer, Albert, WWL-TV New Orleans  
 Wilcox, Henry T., WFBL Syracuse

Wilkey, Gene, KMOX-TV St. Louis  
 Wilkin, Gene, WGAN-TV Portland, Maine  
 Wilkins, Joe, Jr., KFBB-AM-TV Great Falls, Mont.  
 Wilkinson, Darold A., KRDO Colorado Springs  
 Wilkinson, Glen A., Wilkinson, Cragun & Barker,  
 Washington  
 Wilkinson, Vernon L., McKenna & Wilkinson,  
 Washington  
 Wille, Robert, WKAI Macomb, Ill.  
 Williams, Carroll, WPFB Middletown, Ohio  
 Williams, Charles E., KWNO Winona, Minn.  
 Williams, David S., Wade Advertising Inc., Chi-  
 cago  
 Williams, J. P., Air Trails Network, Dayton, Ohio  
 Williams, Jack, Georgia Assn. of Broadcasters,  
 Atlanta, Ga.  
 Williams, Jack, Standard Rate & Data, New York  
 Williams, H. M., Jr., American Tel. & Tel. Co.,  
 Kansas City, Mo.  
 Williams, M. J., WEZE Boston  
 Williams, Ralph C., RCA Victor, New York  
 Williamson, W. P., Jr., WKBN Youngstown, Ohio  
 Williamson, W. P., III, WKBN Youngstown, Ohio  
 Willis, I. E., WAZY Lafayette, Ind.  
 Wilson, Edward E., WILX-TV Jackson, Mich.  
 Wilson, James C., WJCW Johnson City, Tenn.  
 Wilson, James L., NBC, New York  
 Wilson, Robert S., KXTV (TV) Sacramento  
 Wilson, Stan, KFJZ Ft. Worth  
 Wilson, Thomas W., Dow, Lohnes & Albertson,  
 Washington  
 Wilson, Walton W., KDEN Denver  
 Winchester, Edward, WABI Bangor, Maine  
 Winders, Paul, WIBW Topeka  
 Windle, Benjamin E., WCLT Newark, Ohio  
 Windsor, Walter M., KTAL-TV, Shreveport, La.  
 Wingard, Lloyd, WGAR Cleveland, Ohio  
 Winkler, Joe, WFIL Philadelphia  
 Winter, G., WSBA York, Pa.  
 Wirth, Don C., WNAM Neenah, Wis.  
 Wise, Harry, Geo. P. Hollingbery Co., New York  
 Wiseman, William O., WOW Omaha  
 Wismer, John F., WHLS Port Huron, Mich.  
 Witt, William U., Jr., WTVT (TV) Tampa, Fla.  
 Wittenberg, Lionel, WISN-TV Milwaukee  
 Woelfle, Albert, WNEM-TV, Flint-Saginaw, Mich.  
 Wolfe, Howard H., WKNX-AM-TV Saginaw, Mich.  
 Wolfe, Richard M., WBNS-TV Columbus, Ohio  
 Wolfenden, Robert C., WMEV Marion, Va.  
 Wolfenden, Mrs. Robert C., WMEV Marion, Va.  
 Wommack, David A., KALT Atlanta, Texas  
 Wood, Robert D., KNXT (TV) Los Angeles  
 Woodcell, Ken, WLBH Mattoon, Ill.  
 Woodland, Cecil, WEJL Scranton  
 Woodruff, J. W. Jr., WRBL Columbus, Ga.  
 Woodward, F. Robert Jr., Telegraph-Herald, Du-  
 buque, Iowa  
 Wooten, Hollis, WREC Memphis  
 Wormington, Robert, WDAF-TV Kansas City, Mo.  
 Worster, Merle C., ABC, New York  
 Worster, Ralph G., Bluegrass Bcstg. Inc.,  
 Lexington, Ky.  
 Wray, E. Newton, KTBS-TV Shreveport, La.  
 Wright, Jay W., King Broadcasting Co., Seattle  
 Wright, Melvin B., KID-TV Idaho Falls  
 Wright, Richard, WBRB Mt. Clemens, Mich.  
 Wright, Robert, WBRB Mt. Clemens, Mich.  
 Wright, Robert F., WTOK-TV Meridian, Miss.  
 Wright, Sterling, WSOC-AM-FM-TV Charlotte, N. C.  
 Wright, Thomas, Florida State University, Talla-  
 hassee, Fla.  
 Wright, Warren, WFBM-TV Indianapolis, Ind.  
 Wyatt, W. Judd, KMMO Marshall, Mo.  
 Wyatt, W. R., A. C. Nielsen Co., Chicago  
 Wyler, Karl O., KTSM El Paso  
 Wyman, Samuel, RDR Associates Inc., New York

### Y

Yates, Carl W., Jr., KSIS Sedalia, Mo.  
 Yates, Richard, MGM-TV, New York  
 Yarger, C. R., KSD, St. Louis, Mo.  
 Yeldell, Guy E., KSD-TV, St. Louis, Mo.  
 Yoder, Lloyd E., WNBQ (TV), WMAQ Chicago  
 Yoshimura, Francis, Fuji Telecasting Ltd.,  
 Tokyo, Japan  
 Young, Adam, Adam Young Inc., New York  
 Young, Chas. T., WBBB Burlington, N. C.

Young, J. E., RCA, Camden, N. J.  
 Young, Thomas L., KWVL-AM-TV, Waterloo, Iowa  
 KMMT (TV) Austin, Minn.  
 Youngsteadt, R. W., WPTF Raleigh, N. C.  
 Younts, Jack S., WEEB Southern Pines, N. C.

**Z**  
 Zapple, Nick, U. S. Senate Commerce Committee, Washington  
 Zellner, Fred L., ABC, New York  
 Zimmerman, Joe, WLYH-TV Lebanon, Pa.

## WHERE TO FIND IT

*Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 23 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.*

*Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.*

### EQUIPMENT MANUFACTURERS

Aitken Communications	Space 22W
Alford Manufacturing Co.	Space 20W
Alto Fonic Tape Service	Space 57W
American Microwave & Television Corp.	Space 53W
Ampex Corp.	Space 29W
Andrew Corp.	Space 54W
Automated Electronics	Space 65W
Automatic Tape Control	Space 26W
Bauer Electronics Corp.	Space 43W
Bogen-Presto Div. of the Siegler Corp.	Space 23W
Broadcast Electronics	Space 14E
CBS Laboratories	Space 64W
Century Lighting	Space 27W
Chrono-Log Corp.	Space 56W
Clark-Root Inc.	Space 57W
Collins Radio Co.	Space 18W
Conrac Division	Space 7E
Continental Electronics Manuf. Co.	Space 16E
Continental Manuf.	Space 32W
Dynair Electronics	Space 47W
Electronics Applications Inc.	Space 19W
Electronics, Missiles & Communications Inc.	Space 50W
EMI/US	Space 49W
Federal Manuf. & Engineering Corp. Television Specialty Co., Division	Space 40W
Fisher Radio Corp.	Space 58W
Gates Radio Co.	Space 31W
General Electric Co.	Space 9E
General Electronic Labs	Space 60W
GPL Division-General Precision	Space 12E
International Business Machines Corp.	Space 30W
International Good Music	Space 39W
ITA Electronics Corp.	Space 42W
Itek Electro-Products Co.	Space 37W
Jampro Antenna Co.	Space 36W
Johnson Electronics	Space 62W
Kliegl Bros.	Space 1E
MaCarTa Inc.	Space 59W
Magne-Tronics Inc.	Space 35W
McMartin Industries Inc.	Space 32W
Minnesota Mining & Manuf. Co.	Space 25W
Miratel Electronics	Space 55W
Moseley Associates	Space 51W
Ozalid Products, General Aniline & Film Corp.	Spaces 44W-45W
Programatic Broadcasting Service	Space 8E
Radio Corp. of America	Spaces 5E, 6E, 10E
Raytheon Co.	Space 18E
Sarkes Tarzian Inc.	Space 17E
Schafer Electronics	Space 52W
Scully Recording Instruments Corp.	Space 63W
The Soundsciber Corp.	Space 48W
Standard Electronics	Space 15E
Surrounding Sound Inc.	Space 4E
Tektronix Inc.	Space 28W
Telechrome Manuf. Corp.	Space 2E

Telemet Corp.	Space 2E
TelePrompter Corp.	Space 11E
The Telequip Co.	Space 33W
Telescript-CSP Inc.	Space 3E
Thompson Ramo Wooldridge Inc. Dage Div.	Space 24W
Tower Communications Co.	Space 41W
U. S. Army Tele-Radio Branch, Office, Chief of Information	Space 19E
U. S. Navy	West Exhibit Hall
Utility Tower Co.	Space 38W
Visual Electronics Corp.	Space 14E
Vitro Electronics	Space 21W

### NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager ..... Room 1  
 Everett E. Revercomb, secretary-treasurer

Convention Program ..... Room 4  
 Howard H. Bell, vice president for industry affairs

Engineering Conference ..... Room 1  
 George Bartlett, manager

Convention Exhibit...East and West Exhibit Halls  
 George E. 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, manager of public relations

Newsroom ..... Astoria Room

### NAB STAFF OFFICES

Executive vice president ..... Room 4  
 Vincent T. Wasilewski

Radio ..... Room 2  
 John F. Meagher, vice president

Television ..... Room 2  
 Dan Shields, special assistant for television

Station relations ..... Lower Lobby  
 William Carlisle, vice president for station services

Broadcast personnel and economics ..... Room 4  
 James Hulbert, manager

Government affairs ..... Room 2  
 Hollis Seavey, manager

Legal ..... Room 2  
 Douglas Anello, general counsel

Code Authority ..... Room 4  
 Robert D. Swezey, director  
 Edward H. Bronson, manager for television  
 Charles M. Stone, manager for radio

### EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co. .... Unassigned

American Telephone & Telegraph Co. .... Unassigned

Audiomation Labs. .... Unassigned

Bell & Howell ..... Unassigned

Blonder-Tongue ..... Unassigned

R. T. Bozak Mfg. Co. .... Unassigned

Conley Electronics Corp. .... Unassigned

Dresser-Ideco Co. .... 823

Eastman Kodak Co. .... Unassigned

Kahn Research Labs. .... Unassigned

Kline Iron & Steel Co. .... 1339

M & H Engineering Co. .... Unassigned

Minneapolis-Honeywell Regulator Co. .... Unassigned

Mitchell Vinten Inc. .... Unassigned

Modern Broadcast Sound Co. .... 2539

Moulic Specialties Co. .... Unassigned

Shure Brothers ..... Unassigned

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# NAB PREVIEW

## WHERE TO FIND IT CONTINUED

Sony Corp. of America	.....Unassigned
Stainless, Inc.	.....1506
Telecontrol Corp.	.....Unassigned
Television Zoomar Corp.	.....923
Trans-Lux Television Corp.	.....700
Westrex Corp.	.....Unassigned

### STATION BROKERS

Blackburn & Co.	.....Essex Inn 1403
Howard S. Frazier Inc.	.....Unassigned
Hamilton-Landis & Assoc.	.....714-16
Jack Masla Co.	.....Unassigned
Jack N. Stoll & Assoc.	.....Unassigned
Howard Stark	.....Essex Inn

### STATION REPRESENTATIVES

ABC Radio	.....1806A
ABC-TV National Sales	.....Executive House
Advertising Time Sales	.....Essex Inn 301
Am Radio Sales Co.	.....Sh-B
Avery-Knodel	.....Sh-B 1108-09-10
Mort Bassett & Co.	.....Racquet Club
John Blair & Co., Blair-Tv, and Blair Television Assoc.	.....Sh-B 608-09-10
The Bolling Co.	.....Executive House, 2011
CBS TV Stations National Sales	.....Sh-B Unassigned
Henry I. Christal Co.	.....1306
Continental Broadcasting	.....Unassigned
Country Music Network	.....Unassigned
Robert E. Eastman Co.	.....Executive House
Forjoe & Co., Forjoe-Tv	.....Unassigned
Gill-Perna	.....2300
Harrington, Righter & Parsons	.....Sh-B 708-09-10
George P. Hollingbery Co.	.....1600
Hal Holman Co.	.....1323A
H-R Representatives	.....Executive House, 3711
The Katz Agency	.....Executive House 3803
Robert Kerr Organization	.....1235A
Daren F. McGavren Co.	.....Executive House
The Meeker Co.	.....1700
NBC Spot Sales	.....Ambassador East
John E. Pearson Co.	.....Congress
Peters, Griffin, Woodward	.....Sh-B 704
Edward Petry & Co.	.....1400
Radio T.V. Representatives	.....1224
Paul H. Raymer Co.	.....Executive House
Spot Time Sales	.....Ascot Motel
Storer Television Sales	.....Executive House
Television Advertising Representatives	.....Drake
Venard, Rintoul & McConnell	.....2100
Grant Webb & Co.	.....Unassigned
Weed Radio & Television Corps.	.....Sherman
Adam Young Cos.	.....2200

### NETWORKS, GROUPS

ABC Radio	.....1806A-94A
ABC-TV	.....1005

CBS Radio	.....1804-06
CBS-TV	.....2306
Keystone Broadcasting System	.....804
Mutual Broadcasting System	.....1606A-04A
NBC Radio	.....Sh-B 508
NBC-TV	.....Sh-B 508
Sports Network	.....Unassigned
Storer Broadcasting Co.	.....1005A
Westinghouse Broadcasting Co.	.....Unassigned

### PROGRAM SERVICES

ABC Films	.....2319-16
M & A Alexander Productions	.....Unassigned
Allied Artists Television	.....Executive House
Jim Ameche Productions	.....Unassigned
Bonded TV Film Service	.....2235A
Buena Vista Distribution Co.	.....2139
CBS Films	.....2306A
Cellomatic Div., Screen Gems	.....2500
Creative Services	.....Essex Inn 1001
Desilu Sales	.....1435-36A
Futursonic Productions	.....1335A
Harry S. Goodman Productions	.....1218
International Good Music	.....835A
King Features Syndicate	.....Unassigned
Lang-Worth Feature Programs	.....Unassigned
Mars Broadcasting	.....1419A
MCA-TV	.....2400
Media Tempo	.....Unassigned
MGM-TV	.....1800
National Telefilm Assoc.	.....1300
Official Films	.....Executive House 3011
Pams Productions	.....Unassigned
Programatic Broadcasting Service	.....605
Radio Concepts	.....1135A
RCA Recorded Program Services	.....500
Record Source	.....Unassigned
Recorded Publications Labs.	.....Unassigned
Screen Gems	.....2500
SESAC	.....1206
Seven Arts Associated Corp.	.....800
Showcorporation	.....Unassigned
Sterling Television	.....Unassigned
Storer Program Sales	.....1095A
Telescreen	.....1319
Telescript-CSP	.....Unassigned
Television Affiliates Corp.	.....700
20th Century Fox Television	.....Executive House 2040

Richard H. Ullman	.....2000
United Press Movietone	.....600
Video House	.....2239
Videotape Productions of New York	.....Unassigned
WBC Program Sales	.....1615
World Broadcasting System	.....1518A
Ziv-United Artists	.....1900

### RESEARCH ORGANIZATIONS

American Research Bureau	.....900
A. C. Nielsen Co.	.....1000
The Pulse Inc.	.....2320

### MISCELLANEOUS

Advertising Age	.....1306
Advertising News of New York	.....Unassigned
Associated Press	.....Sh-B Ballroom
Better Broadcast Bureau	.....Racquet Club
Billboard	.....Unassigned
Broadcast Advertisers Reports	.....Unassigned
Broadcast Billing Co.	.....Unassigned
Broadcast Clearing House	.....Executive House 2811
Broadcast Engineering	.....Unassigned
Broadcasting Magazine	.....706A
Federal Communications Commission	.....Space 34W
Film Daily	.....936
Independent Television Corp.	.....Drake, Unassigned
Media/Scope	.....2139A
Jane Pinkerton Assoc.	.....Sheraton Chicago
Printers' Ink	.....1106A
Radio Advertising Bureau	.....Unassigned
Radio-Television Daily	.....906
Sales Management	.....Unassigned
Sponsor	.....Essex Inn
Standard Rate & Data Service	.....1706A
Telefilm Magazine	.....Unassigned
Television Age	.....1406
Television Bureau of Advertising	.....1906
Television Information Office	.....1223A
Television Digest	.....Unassigned
Television Magazine	.....706A
TV Guide	.....Unassigned
Tv Stations Inc.	.....2024A
United Press International	.....600
Variety	.....806A

## MOST DEPEND ON RADIO continued from page 68

two were "high" in offering release from psychological tensions and pressures, and two were "high" in providing "friendly companionship."

Only three of the ten stations were rated "high" in as many as two of these four functions. Six were rated

"low" on two or more.

**Why They Listen** - How do listeners become listeners? What gets them started listening to a specific station in the first place?

Among WMCA's listeners, chance was the biggest factor: 38% said they originally stumbled across WMCA while twisting the dial. The next largest group, 18%, attributed their discovery to the station's dial position (570 kc, which it promotes heavily as "first on your dial"), and another 18% said they started listening because someone recommended the station. The rest said they discovered the station in other ways, or couldn't remember how it happened that they first became aware of the station.

Researchers said they had no way of knowing how closely this pattern of discovery would apply to stations in other cities, although it seemed reasonable to assume that the principal factors—accident, dial position and recommendation—would also rank high in most

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*41 E. 42nd St., MU 7-8473*



other markets.

Once a dialer becomes a steady listener, the study found, he is apt to remain one. His patience is long and his loyalty high. More than half of WMCA's current listeners, for example, said they have been WMCA listeners for five years or longer, and the researchers found indications of similar longevity among the audiences of other stations.

**They're Open Minded** ■ The study notes that open-mindedness of listeners is evident in their attitudes toward what subjects should—or should not—be treated on the air. The form of presentation appears to be a more critical consideration than the topic presented. In fact, the report says, "practically anything goes—provided, of course, that it is considered to be enjoyable, unobtrusive and inoffensive."

Listeners frequently volunteered praise for stations, including WMCA, which use their facilities as forums for the presentation of divergent views.

The report stresses, however, that the listener's "willingness to hear varying opinions does not include slanting the news." The report continues:

"Political and social issues should be aired by the ideal radio station with accuracy, integrity and sincerity and without bias of any kind, according to the listeners studied. Controversial matters pertaining to ticklish moral topics were considered also to be generally appropriate for broadcasting, with some listeners relegating such subject matter to the late evening hours when younger members of the household are out of reach."

To illustrate the point, the report quotes one listener as saying: "It is important that a station take a stand to let an audience know. Sex may be discussed, but in late hours when the children are asleep. Actually, nothing is that holy, that it can't be discussed on radio."

Much the same attitude appears to exist toward commercials: People are inclined to "complain" about them—

possibly because this seems the thing to do—but few indicated they had stopped listening to a station because of its commercials. The key requirement seems to be that they be kept honest, believable and in good taste.

In listeners' open-mindedness the study also discerned a certain "dependence" or "sense of looking to others, radio stations among them, for cues and advice regarding their own behavior." The extent of this dependence appears to vary but was said to be evident among as many as 35% of WMCA's current listeners.

Radio listeners' reliance on other media is considerably less than their dependence on radio, the study indicated. It found that 25% of all respondents had not looked at a newspaper "yesterday," 64% had not looked at a magazine "yesterday, and 29% had not looked at television "yesterday."

Among those who had watched television, 31% had watched for two to four hours, 15% had watched more than four hours, and 24% had watched less than two hours.

**Change of Pace** ■ The study of "open-mindedness" also disclosed that listeners are inclined to spend some time—voluntarily—listening to programming that they don't really enjoy. This finding was used to point up the need for stations to include "a change of pace" in their programming. The report explained:

"Many listeners make a conscious effort to expose themselves to music that they normally feel is counter to their basic musical tastes . . .

"A number of listeners 'force' themselves to listen to music that does not jibe with their predominant taste patterns in order to expand the horizons of their own personal experience. Here the primary motivation seems to be that unless they consciously make efforts to listen to music they normally do not prefer, they miss out on something important.

"Sheer curiosity about 'what is going on on the other side of the fence,' as one listener put it, is responsible for a good deal of listening to 'counter-taste music.' This mode of behavior was particularly evident among listeners who reported a basic distaste for rock-and-roll music . . .

"The second manner in which WMCA listeners' needs for variety in music expresses itself is in the high degree of tolerance for all forms of modern music that was reflected in their musical tastes and preferences . . . Musical presentations that do not strictly conform with listeners' overall tastes are listened to by most WMCA listeners, because they are convinced that sooner or later material more suited to

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The report being made public by WMCA—109 pages plus 42 tables—is a digest of the survey's findings except for material considered confidential for WMCA's own use. Mr. Labunski and his associates already have begun showing it to agencies and advertisers. Requests for copies should be addressed to Mr. Labunski at WMCA, 415 Madison Ave., New York 17.

## Changing hands

**ANNOUNCED** ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ WHFC and WEHS (FM) Cicero-Chicago, Ill.: Sold by Richard W. Hoffman to LP Broadcasting Co. for \$1 million. LP Broadcasting is owned by Leonard and Philip Chess, Chicago record company executives. WHFC operates with 1 kw daytime, 250 w nighttime on 1450 kc. WEHS is on 97.9 mc with 75 kw. Broker was Blackburn & Co.

■ WDOF-AM-FM Chattanooga, Tenn.: Sold by Interstate Life Insurance Co. to Cy N. Bahakel for \$225,000. Mr. Bahakel already owns WABG-AM-TV

Greenwood, Miss.; WLBJ Bowling Green, Ky.; KXEL Waterloo, Iowa; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg and WRIS Roanoke, both Virginia. In order to stay within the limit of seven radio stations, as required in the FCC's duopoly rule, Mr. Bahakel is selling WKOZ Kosciusko, Miss., to Mims Bowswell Jr., manager of the station, for \$147,500. Coleman Austin Jr., manager of WRIS, will serve as manager of WDOF stations after FCC approval. WDOF is 5 kw fulltime on 1310 kc. WDOF-FM operates on 96.5 mc with 13 kw. Broker was Blackburn & Co.

■ WKYB-AM-FM Paducah, Ky.: Sold by Bruce Barrington to Arthur C. Schofield for \$140,000 plus \$50,000 for agreement not to compete. Mr. Schofield, a veteran broadcaster, is assistant to the president of Peoples Broadcasting Corp. and formerly was vice president in charge of advertising and promotion of Storer Broadcasting Co. Mr. Barrington owns also KCGM Columbia, Mo. WKYB is on 570 kc with 1 kw day, 500 w night. WKYB-FM operates on 93.3 mc with 31 kw. Broker was Hamilton-Landis & Assoc.

**APPROVED** ■ *The following transfers of stations interests were among those approved by the FCC last week (for other*

*commission activities see FOR THE RECORD, page 146).*

■ KOGO-AM-FM-TV San Diego, Calif.: Sold by Washington Post Co. and Fox, Wells & Rogers to Time-Life for \$6,125,000 (see separate story page 140).

■ KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku, Hawaii: 51.4% interest sold by estate of Wallace Rider Farrington to group of Hawaiian businessmen, for \$5,720,820 (see separate story page 140).

■ WDOK-AM-FM Cleveland, Ohio: Sold by Frederick C. Wolf and associates to Transcontinent Television Corp. for \$1.4 million (see separate story page 140).

■ KEEL Shreveport, La.: Sold by Gordon and Barton McLendon to KEEL Inc. for \$800,000. Buyer is wholly owned subsidiary of LIN Broadcasting Corp. which is headed by Frederick M. Gregg. Same group owns WMAK Nashville, Tenn., and WAKY Louisville, Ky.

■ WMET-AM-FM Miami Beach, Fla.: Sold by Community Service Broadcasters Inc. (James R. Williams, president) to Consolidated Communications Corp. for \$5,000 cash and assumption of \$248,000 in obligations. Consolidated is headed by Harry Trenner who owns WRBB Tarpon Springs, Fla. FCC grant is conditioned on Mr. Trenner disposing of his interest in WMBM Miami, which has been sold to Max C. Tavel for \$57,500.

■ KOOD Honolulu, Hawaii: Sold by Alister Macdonald, Maurice J. Sullivan and associates to Hawaiian Paradise Park Corp., owned by the Ellen Jensen Watumull family, for \$150,000.

■ WBIW Bedford, Ind.: Sold by Joseph H. and Agnes I. McGillvra to Lester G. Spencer and associates for \$140,000 and \$10,000 agreement not to compete. Mr. Spencer's group owns WKBV-AM-FM Richmond and WBAT Marion, both Indiana.

■ WMIN St. Paul, Minn.; WLOD Pompano Beach, Fla.; WWOM New Orleans, La.; WEW St. Louis, Mo.; KOME Tulsa, Okla.: Merger of Franklin Broadcasting Co. and Radio Concepts Inc. involving payment of 175,000 shares of Franklin Broadcasting to Philip Meltzer and Alvin Koenig for 100% of Radio Concepts. Radio Concepts, New York, distributes radio advertising and promotional material. Franklin Broadcasting stock is sold over the counter. The FCC's action last week approved the acquisition of negative control of Franklin Broadcasting by Messrs. Meltzer, Koenig and Minnesota Small Business Investment Co.

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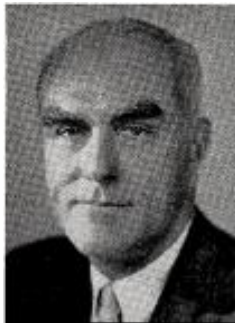
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# FCC OKAYS \$13 MILLION IN SALES

## San Diego, Hawaii, Cleveland acquisitions top year's trading

More than \$13 million in station ownership changes were approved by the FCC last week—the largest sum in station sales this year.

The three big sales:

- Time-Life's buy of KOGO-AM-FM-TV San Diego for \$6,125,000.

- The purchase of 51.4% of the *Honolulu Star-Bulletin* by a group of Hawaiian businessmen for \$5,720,820. The *Star-Bulletin* owns KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku.

- Transcontinent Television Corp.'s buy of WDOK-AM-FM Cleveland for \$1.4 million.

Still pending FCC approval are five multi-million-dollar tv-radio sales: 63% of KENS-AM-TV San Antonio to Harte-Hanks Newspapers (present 37% owner) for \$6.2 million; KTVT (TV) Fort Worth to WKY Television Systems Inc. for \$4 million; WEAU-TV Eau Claire, Wis., to the *Appleton* (Wis.) *Post-Crescent* for \$2.1 million; KTVR (TV) Denver to Bill Daniels for \$2 million; 50% of KCRA-AM-FM-TV Sacramento, Calif., to the estate of the late Ewing C. Kelley for \$2 million.

**Quota for Time** ▪ Time-Life's buy of the San Diego stations brings to five the number of broadcast properties owned by the magazine publication firm (*Time*, *Life*, *Fortune*, *Sports Illustrated*). The others are KLZ-AM-FM-TV Denver, WTCN-AM-FM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis, and WOOD-AM-FM-TV Grand Rapids.

The KOGO stations were owned by the Washington Post Co. (Post-Newsweek stations), the private investment

firm of Fox, Wells & Rogers and several individual minority stockholders. The stations were run by William E. Goetze who will continue as general manager, reporting administratively to Hugh B. Terry, head of Time-Life's Denver operation.

Post-Newsweek stations are WTOP-AM-FM-TV Washington, D.C., and WJXT (TV) Jacksonville, Fla. Fox, Wells & Rogers has a minority interest in Springfield Television Corp., licensee of uhf stations in Massachusetts.

Time-Life also holds an interest in tv station CLT Beirut, Lebanon, and is in partnership with M. Dumont Schauberg, a leading German publisher, in the production of tv films for the German market.

The purchase price includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

**Farrington Out** ▪ A syndicate of Hawaiian businessmen bought the Farrington 51.4% interest in the *Honolulu Star-Bulletin* which in turn owns the Hawaiian Broadcasting System Ltd. Paying \$53 per share, the group also offered to buy the remaining outstanding stock which in the aggregate would bring the total price to \$11.1 million. The syndicate includes the late J. Ballard Atherton, president of the Hawaiian Telephone Co.; Chinn Ho., president of Capital Investment Co.; John T. Waterhouse, vice president of Alexander & Baldwin; William H. Hill, president of Hilo Electric Light Co.; William H. Heen, an attorney, and Alexander Atherton, assistant vice president of the

Hawaiian Trust Co.

The Cleveland stations were sold by Frederick C. Wolf and associates to Transcontinent Television Corp. for \$1.4 million. The agreement provides for payment of \$1,666 per month for 12 months to Mr. Wolf as a consultant. TTC stations are WGR-AM-FM-TV Buffalo, N. Y., KFMB-AM-FM-TV San Diego, Calif.; WDAF-AM-FM-TV Kansas City, Mo.; KERO-TV Bakersfield, Calif. and 60% of WNEP-TV Scranton, Pa. TTC is paying \$600,000 for the remaining 40% of WNEP-TV (BROADCASTING, Feb. 19). Late last year TTC sold its WROC-TV Rochester, N.Y., to WVET-TV and WHEC-TV that city for \$6.5 million.

## WJIM revenues drop, dividends remain same

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) received \$2,348,253 in total broadcast revenues and \$144,301 in other income in 1961, its annual report for the year 1961 shows. Net income for the year was \$582,952 (\$1.46 per share). This compares to 1960's gross of \$2,580,112 and net income of \$639,715 (\$1.60 per share).

Common stockholders received \$1.60 per share in dividends in 1961, while Class B common stock owners received 30 cents. This was the same as in 1960. Dividends were paid on a total of 400,000 shares outstanding. Total dividends amounted to \$380,000.

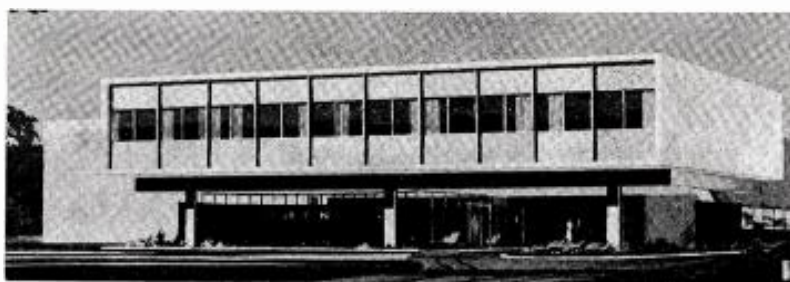
Harold F. Gross, president of the publicly held corporation, reported that the stations suffered a decrease in local and regional income due to continued local unemployment and depressed economic conditions during the greater part of 1961. Local sales in both radio and tv declined from 1960 levels, he said, while national spot income and network revenues remained about the same.

## Employment study to be reported at convention

Results of an employment study covering the broadcasting industry will be submitted to the Assn. for Professional Broadcasting Education, which meets March 31-April 1 at the Conrad Hilton Hotel, Chicago, as part of convention week. APBE is a professional education group receiving support from NAB.

The employe study will feature a March 31 session at which Dr. Bruce A. Linton, U. of Kansas and APBE president, will preside. James H. Hulbert, NAB broadcast personnel-economics manager, will present the report.

Howard H. Bell, NAB industry affairs vice president, is APBE executive secretary. Among speakers at the two-day meeting are Joe M. Baisch, WREX-TV Rockford, Ill. and a group of other



WHEIX-TV Studio

## Construction to start on new WHEN studios

This is the artist's conception of the new home of WHEN-AM-TV Syracuse, scheduled to start construction on April 15. The 46,000-square-foot air conditioned facility is being built at a cost said to be in excess of \$2 million.

The new facility is actually two buildings—a small administration center and an ultra-modern produc-

tion center. The entire ground floor of the production building will consist of television operations and staff facilities.

Located about one mile from downtown Syracuse on James Street, the new facility is being constructed by the Austin Co., Cleveland, which has designed and built 42 radio and television stations in the U.S.

broadcasters who will take part in panels. The group includes W. C. Swartley and Rolland Tooke, Westinghouse Broadcasting Co., APBE program chairman; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; Louis Hausman, Television Information Office; P. A. Sugg, NBC; Theodore N. McDowell, WMAL-TV Washington.

Among university participants are Prof. Raymond T. Bedwell Jr., Marquette U.; Dr. Edward C. Lambert, U. of Missouri; Dr. Stanley Donner, Stanford U.; Dr. Glenn Starlin, U. of State of New York; Dr. Robert E. Summers, U. of Texas; Dr. Harold Niven, U. of Washington; Dr. Hugh Cordier, U. of Illinois; Prof. Worth McDoubald, U. of Georgia; Dr. Edgar E. Willis, U. of Michigan; Prof. Buren C. Robbins, Southern Illinois U.; Prof. Robert B. Lacy, Oklahoma State U.; Dr. Sherman P. Lawton, U. of Oklahoma.

### Four fm stations form New York area chain

The formation of Fm Affiliates, which will join together four fm stations in the New York area for the purpose of selling time in a unit to advertisers, was announced last week. The stations are WRFM (FM) New York; WDHA-FM Dover, N.J.; WLIR (FM) Garden City, Long Island, N.Y., and WRNW (FM) Mt. Kisco, N.Y.

Although the stations will maintain their respective sales staffs for individual station sales, a unit purchase of the four-station combination will give the advertiser 28-county coverage with cost efficiency. Each station has locally oriented public affairs and news programming, but all are similar in "quality music" programming.

The office of Fm Affiliates is located at 507 Fifth Ave., with Norman H. Perreault Jr. in charge of sales.

### Stations aid educational tv

KLRN (TV), which is due to begin serving the Austin-San Antonio, area with educational tv on April 9, will go on by proxy. KTBC-TV Austin and KONO-TV San Antonio will provide the facilities.

The station, due to technical setbacks, has had to postpone its initial broadcast date by at least six weeks, and KTBC-TV and KONO-TV will each present KLRN-TV material one hour per day for that period (9:30 to 10:30 on KTBC-TV, 10 to 11 on KONO-TV).

### Seven more for ABC Radio

ABC Radio has signed seven new affiliates in New Mexico, bringing the total of ABC Radio outlets in that state to 13. The stations, which also became part of ABC Radio West,



### Quarter mile above Sacramento

Piercing through the clouds is the tip of the newly completed 1,548 foot television tower in suburban Sacramento, Calif., that is being shared by the three television stations in that market—KCRA-TV,

KOVR-TV (Stockton) and KXTV (TV). This photo was made from an airplane (wing reflection at top). The triangular platform which houses the three antennas is 105 feet wide.

a regional network now consisting of 46 stations in 11 western states, are: KPBM Carlsbad, 1 kw on 740 kc; KCLV Clovis, 1 kw-D and 250 w-N on 1240 kc; KYVA Gallup, 250 w on 1230 kc; KHOB Hobbs, 5 kw on 1390 kc; KGRT Las Cruces, 5 kw on 570 kc; KBIM Roswell, 5 kw on 910 kc, and KSIL Silver City, 1 kw-D and 250 w-N on 1340 kc.

### CBS-TV swaps outlets in West Virginia

CBS-TV is switching affiliates in the Kanawha Valley of West Virginia. Effective Sept. 21, WCHS-TV Charleston joins the network, replacing WHTN-TV Huntington. WCHS-TV, operating on ch. 8, is currently an ABC-TV affiliate.

ABC-TV said last week it does not yet have a new affiliate for the area.

WCHS-TV is owned by Rollins Broadcasting Inc., O. Wayne Rollins, president.

### Glenn's flight seen in 81% of tv homes

The largest audience in the history of daytime television—39.9 million homes—or 81% or the total tv homes—saw the orbital flight of Col. John Glenn carried by the three networks (BROADCASTING, Feb. 26), according to A. C. Nielsen Co. The average home viewed for 5 hours and 15 minutes of the 10-hour telecast.

Peak viewing times were at 9:45 a.m. EST, the quarter-hour during which the launching occurred (24.696 million homes), and around 2:30 p.m. EST as re-entry time (2:42 p.m. EST) approached, when 26.411 million homes were watching. The "low" during the flight—22.344 million homes—was around lunchtime, 11:30 a.m. EST. The low was still about 5 million more homes than usually watch NBC-TV's Wagon Train, normally tv's most popular program, according to Nielsen.

BROADCAST ADVERTISING

**Henry C. L. Johnson**, vp, general manager and chairman of plans board, Lippincott & Margulies, New York industrial design firm, elected president and member of board of directors, Birmingham, Castleman & Pierce, advertising agency, that city. Before joining L&M in June 1960 as assistant to president, Mr. Johnson served as vp and creative account supervisor at J. Walter Thompson, New York.



Mr. Johnson

**David G. Watrous**, vp and chairman of executive committee, Earle Ludgin & Co., Chicago-based advertising agency, elected president, succeeding **John H. Willmarth**, who retires for reasons of health. **George A. Rink**, vp and general manager, and **V. Hugh Wells**, vp and creative director, elected executive vp and vp in charge of all creative operations, respectively.

**Reggie Schuebel**, vp and director of network relations, Guild, Bascom & Bonfigli, New York, joins North Adv., that city, as vp in charge of radio, tv and media, effective April 15.

**Thomas F. Mason**, account executive on Irish International Airlines at Geyer, Morey, Madden & Ballard, New York, elected vp. Mr. Mason joined agency in January 1959 as media time buyer.

**Charles Cernera**, **William Moseley** and **William Brennan** elected vps of Norman, Craig & Kummel, New York. Mr. Cernera is in charge of production and art, Mr. Moseley of tv production and Mr. Brennan is account supervisor.

**John J. Calnan**, **Harold Kaufman** and **Joseph A. La Rosa** elected vps of Needham, Louis & Brorby, Chicago. Mr. Calnan, manager of radio-tv creative department, joined NL&B in 1957 as copywriter. Mr. Kaufman, who serves as senior writer in radio-tv creative department, has been with agency for three years. Mr. La Rosa is director of NL&B's New York art department. He rejoined organization last March from McCann-Erickson, having previously served on staff from 1956 to 1958.

**Henry P. Bernhard**, who joined Ogilvy, Benson & Mather Inc., New York, in 1960 as account executive, elected vp.

**Joseph J. Seregny**, account supervisor, Young & Rubicam, Detroit, elected vp. Mr. Seregny joined Y&R's contact department in December 1957, and was promoted to his present position

in April 1961.

**Roger A. Ragland**, assistant trade promotion manager, named advertising manager for corn goods and riko products, The Quaker Oats Co., Chicago. Mr. Ragland, who joined Quaker Co. in 1958, succeeds **David U. Mackenzie** who becomes advertising manager for company's Russ 'n Boots cat food. Mr. Mackenzie succeeds **U. B. (Ray) Shockley** who was appointed advertising manager for Ken-L-Products dog foods.

**Jean O. Rainey**, former vp in charge of pr, and **Timothy D. McEnroe**, former vp and copy chief, J. Gordon Manchester Adv., Washington, have established Rainey & McEnroe Inc., pr and association counseling firm, at 1028 Connecticut Ave., that city. Mrs. Rainey is president of Washington chapter of American Women in Radio & Television.

**Paul F. Dixon**, general sales manager, General Steel Wares Ltd., Toronto, Canada, joins Schick Inc., Lancaster, Pa., as director of marketing development.

**David O. Thomas**, formerly with WHBQ-AM-TV Memphis, joins Gardner-Taylor Adv., that city, as partner. Agency name has now been changed to Gardner, Taylor & Thomas Adv. **Anna Jones**, formerly with Sparrow Adv., Birmingham, joins GTT as media director.

**Paul R. Benson** joins Sullivan, Stauffer, Colwell & Bayles, New York, as associate media director on Lever Bros. account.

**Casper S. Yost**, president, Ridgway-Hirsch-French Adv., St. Louis, elected chairman of board of governors, St. Louis Council of American Assn. of Advertising Agencies, succeeding **Melvin F. Roman**, president, Roman Adv., that

Chairman Sarnoff

**Thomas W. Sarnoff**, vp, West Coast, NBC, accepts chairmanship of Hollywood Advertising Club's third annual International Broadcasting Awards Competition, to locate and honor best radio and tv commercials broadcast anywhere in the world during 1962. Last year's IBA chairman was **Kenneth C. T. Snyder**, vp and creative radio-tv director, Needham, Louis & Brorby, Los Angeles.



Mr. Sarnoff

city. Other officers elected: **John C. Macheca**, D'Arcy Adv., vice chairman, and **David P. Ferris**, Gardner Adv., secretary-treasurer. Elected to board for two-year terms: **Enno Winius**, board chairman, Winius-Brandon Co., and **Frank Block**, president, Frank Block Assoc.

**Jack Bucholtz**, radio-tv director, Tally Embry Inc., Miami, joins Gardner Adv. as regional account manager on Busch Bavarian Beer account of Anheuser-Busch Inc., with headquarters in Miami.

**Sterling R. Cassel**, for past 17 years account executive and media supervisor for Minneapolis and San Francisco offices, BBDO, New York, and **John Cail**, western division advertising coordinator, Theo. Hamm Brewing Co., St. Paul, Minn., join Post & Morr Inc., Chicago, as media research manager and marketing and merchandising manager, respectively, on Burgermeister beer account, subsidiary of Joseph Schlitz Brewing Co.

**John Marsh**, radio-tv producer, J. Walter Thompson Co., New York, since 1959 and formerly with Wilding Inc., Chicago, rejoins Wilding as tv producer-director. Mr. Marsh first joined Wilding in 1954.

**Earl Shorris**, copywriter, Kennedy-Hannaford Adv., San Francisco, joins creative staff, Fletcher Richards, Calkins & Holden, that city.

**Lane Johnstone**, copywriter, Price & Price Adv., Pittsburgh, joins creative staff, Fuller & Smith & Ross, that city. Previously, Miss Johnstone was assistant copy editor at Columbia Records, New York.



Mr. Jenkins

**Farish A. Jenkins**, senior vp in charge of Canadian operations, McCann-Erickson Inc., New York, elected executive-vp. Mr. Jenkins is also member of board of directors of Interpublic Inc., that city, parent company of McCann-Erickson.

**Charles M. Bauer**, assistant art director, Waldie & Briggs, Chicago, promoted to art director, succeeding **Edward Wentz**, who moves to Fensholt Adv., that city.

**John LaMonica**, former assistant art director, D'Arcy Adv., St. Louis, and **John Bartman**, national advertising director, Donald H. Shanedling Inc., shopping center developers, join Beckman-Koblitz Inc., Los Angeles advertising agency, as art director and copy chief, respectively.

## THE MEDIA

**Robert H. Teter**, former vp and radio director, Peters, Griffin, Woodward, New York (**WEEK'S HEADLINERS**, Dec. 25, 1961), joins WNBC-TV New Haven, Conn., as station and general sales manager.



Mr. Teter

He replaces **John F. Cundiff** who has been named general sales manager for WFIL-TV Philadelphia. Both stations are licensed to Triangle Publications Inc.

**Mrs. Frances Mohr**, comptroller, WBAB-AM-FM Babylon, N. Y., named station manager. **Jim McKay** joins station as news director. **Roy Whitfield** and **Steve Irwin** have been added to announcing staff.

**William B. Kline** named station manager and program director, WIBF (FM) Jenkintown, Pa. **Alvia G. Golden** and **Donald Steele** join station as continuity director and advertising manager, respectively.

**Everett L. Slosman**, promotion manager, WBUD Trenton, N. J., appointed station manager, WTOA (FM), that city. **Paul Fireman**, former chief engineer, WTOA, returns to station in similar capacity. **Chuck Read**, WTOA's chief announcer, promoted to program director.

**Robert D. Johnson**, former business manager, NBC Telesales, and recently engaged in private accounting practice, joins KYW-AM-FM-TV Cleveland as business manager, succeeding **Irv Ruby** who moves to KEX-AM-FM Portland, Ore., in similar capacity. Both stations are owned by Westinghouse Broadcasting Co.



Mr. Benson

**Mitchell M. Benson** appointed tv program manager for Westinghouse Broadcasting Co., New York. In new position he will work with program managers of WBC stations (WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) in building new formats for local tv shows. Mr. Benson joins WBC from Talent Assoc., New York.

**David Milam**, radio sales manager, Edward Petry & Co., Dallas, appointed office manager and tv sales manager for Petry's Dallas tv division. Mr. Milam joined Petry organization in 1958.

**William T. Cole**, former general sales manager, WHAT-AM-FM Philadelphia,

joins sales department, WDAS-AM-FM, that city.

**Pete Farrelly**, account executive, WIL-AM-FM St. Louis, promoted to local sales manager.

**Gary Howard**, announcer-salesman, WKNE Keene, N. H., joins WTWN St. Johnsbury, Vt., in similar capacity.

**Jerry Thompson**, sales representative, Commerce Clearing House, Urbana, Ill., publishing firm, joins sales department, WKID, that city.

**Dan Norton**, sales manager, KNTV (TV) San Jose, Calif., joins sales staff, KEWB Oakland-San Francisco. Other

additions to new KEWB sales department: **George Goldman**, KEWB's promotion manager, and **Lou Hurley**, KSAY San Francisco.

**William R. Murray**, formerly resident sales manager, WHTN Huntington (now WKEE), and **Ross Felton**, sales manager, WMMN Fairmont, join local sales department, WWVA - AM - FM Wheeling, all West Virginia.

**Ralph L. Storm**, formerly with Henry Tirrill & Co., joins WVMC-AM-FM Mt. Carmel, Ill., as account executive.

**Karl E. Hall Jr.**, general manager, WQXL (formerly WMSC) Columbia,

FOR THE LATEST IN AM AND TV ...

# See G.E. at N.A.B.

## BOOTH 9-E

At this year's NAB show, be sure to see the live demonstrations of General Electric's new 3-inch and 4½-inch I.O. Camera Channel, I.O. Color Camera Channel, special Remote Control Vidicon Camera Channel for live telecasting, and a Vidicon Film Camera Channel. Also in operation will be a Continuous Motion Projector, a Film Center Multiplexer, and a line of high-quality Utility Monitors.

Other General Electric broadcast products on display will include:

- VERTICAL INTERVAL SWITCHER
- SMALL VIDEO UTILITY SWITCHER
- TRANSISTORIZED VIDEO DISTRIBUTION AMPLIFIER plus other studio video products.
- COMPLETE LINE OF TRANSISTORIZED AUDIO EQUIPMENT including the Transistorized Audio Console, a new Microphone Amplifier, and a new Monaural/Stereo Transcription Preamplifier.
- 35-KW VHF HIGH CHANNEL TV AMPLIFIER and a 1-5-KW VHF High Channel TV Transmitter.
- MICROWAVE MULTIPLEX EQUIPMENT
- NEW 2-KMC HETERODYNE REPEATER
- COMPLETE LINE OF ANTENNAS

See General Electric at NAB. BOOTH 9-E

551-02

*Progress Is Our Most Important Product*

# GENERAL ELECTRIC



### West Virginia broadcasters honor state delegation

At the annual spring meeting of the West Virginia Broadcasters Assn. in Washington (BROADCASTING, March 19), the group honored its congressional delegation. See photo above.

Front row (l to r): A. G. Ferrise, WMMN Fairmont, vice president, WVBA; Mel Burka, WTIP Charleston, president, WVBA; Sen. Jennings

Randolph (D); Gov. Leroy Collins, NAB president and keynote speaker. Standing (l to r): Don Hayes, WKAZ Charleston, secretary-treasurer, WVBA; Congressman Cleveland M. Bailey (D.); Sen. Robert C. Byrd (D.); Congresswoman Elizabeth Kee (D.); Congressman Arch A. Moore Jr. (R.); Congressman John M. Slack Jr. (D.).

S. C., announces station's operating staff: **Andrew Scott**, assistant manager; **Mackie Quave**, program director; **Miller Montgomery**, sales manager; **Cornelia Thomas**, continuity director, and **Ann Fairbrother**, traffic director.

**Dave Steere**, d.j., KWK St. Louis, appointed operations director, KXLY-AM-FM Spokane, Wash.

**Herbert Gross**, manager of media research, Dancer-Fitzgerald-Sample Inc., New York, joins research department of CBS-TV as manager of coverage and research analysis.

**Stanley Simon**, formerly broadcast research analyst for Ogilvy, Benson & Mather and ABC, both New York, joins WPAT-AM-FM Paterson, N. J., as director of research and sales development.

**William H. Schwarz**, formerly with Westinghouse Broadcasting Co., New York, joins WNBC-AM-FM, that city, as program manager. **Jerry Marshall**, air personality, WMGM New York, to WNBC, in similar capacity.

**George W. Cyr**, former program manager and film buyer, WRCV-TV Philadelphia, appointed director of programming, WNAC-TV Boston.

**Dick Drury** and **David Klemm** appointed program director and promotion

director, respectively, WIL-AM-FM St. Louis. **Edward Douglas**, news director, WMAK Nashville, joins WIL as morning news editor.

**John Kulamer**, news director, KDKA-AM-FM Pittsburgh, promoted to public service director. **David J. Kelly**, KDKA's news editor, promoted to news director, succeeding Mr. Kulamer.

**Bob Bennett**, production director, WQAM Miami, joins Mars Broadcasting Inc., New York, as production specialist.

**Charles H. Schultz**, former associate producer on *Playhouse 90*, *Studio One* and other network series and specials, named executive producer for ch. 13, New York, station of Educational Television for Metropolitan Area Inc.

**Jerome Horwitz Jr.**, branch advertising manager, *TV Guide* magazine, resigns to join WTOP-AM-FM Washington as account executive.

**William F. Sherry**, account supervisor, S. E. Zubrow Co., Philadelphia advertising agency, joins WIBG-AM-FM, that city, as account executive.

**Norman Posen**, former sales manager, WCAW Charleston, W. Va., and until recently self-employed in Texas, joins WCHS Charleston as sales manager.

**Don Caron**, sales department, WIRD Lake Placid, N. Y., and **Larry Kirby**, sales representative, WAMS Wilmington, Del., joins WPTR Albany, N. Y., as account executives.

**Marvin Picard**, account executive, Ziv-United Artists, New York, and former sales manager, WHIY Orlando, Fla., joins WBRC-TV Birmingham, Ala., as account executive.

**James L. Barkley**, account executive, KVTV (TV) Sioux City, Iowa, joins WDGy Minneapolis, in similar capacity.

**Charles B. Pease**, announcer and copy chief, WWHG Hornell, and **Joan Rauscher**, music librarian, WHAM Rochester, both New York, join WROC-AM-FM Rochester as continuity and production director and program traffic manager, respectively. **Richard M. Waffles**, air personality, WINS New York, to WROC, in similar capacity.

**Walter A. Scanlon**, former merchandising and promotion manager, CBS Films Inc., New York, joins National Assn. of Broadcasters, Washington, as field representative in New England.

**John H. McLaughlin**, for past two years assistant agricultural editor, North Dakota State U., Fargo, named farm director, WDAY, that city.

**S. David Babbitt**, radio and tv writer-producer, joins creative department, KEX-AM-FM Portland, Ore.

**Gene K. Dillon** joins WCNS, WCNO (FM) Canton, Ohio, as sport director.

**Joseph H. Pate**, formerly with KSWSTV Roswell, N. M., joins WSBT-AM-TV South Bend, Ind., as assistant sports announcer.



Mr. Pierce

**Frederick Pierce**, research director, ABC-TV, New York, appointed director of research and sales development. Mr. Pierce joined network in 1956 as analyst in tv research department.

In 1957 he was named supervisor of audience measurements and following year was promoted to manager of that department. Mr. Pierce was named to his present post last year.

**Dave Martin**, sports editor, WHAS-AM-TV Louisville, Ky., joins WZOK-AM-FM Jacksonville, Fla., as sports director. Mr. Martin will handle play-by-play of Jacksonville Suns baseball games in International League.

**Sam Moll**, news director, KLUW-AM-FM Salt Lake City, joins KCPX-AM-FM, that city, in similar capacity.



### Soon to take office



Mr. McDaniel

**William K. McDaniel**, executive vp, NBC Radio, takes office May 16 as president of Radio & Television Executives Society, New York, succeeding **Matthew J. Culligan**, corporate executive, Interpublic Inc. Other RTES officers: **Sam Cook Digges**, administrative vp, CBS Films, first vp; **Robert H. Teter**, formerly with Peters, Griffin, Woodward, second vp; **Sol Paul**, publisher, *Television Age*, secretary, and **Sol Cornberg**, president, Space Communications Corp., treasurer.

**Hal Youngblood**, former news and public affairs director, WKBW-TV Buffalo, joins WEBR, that city, in similar capacity.

**Joseph Dembo**, executive producer, WCBS-AM-FM New York, named director of news and public affairs.

**Harry Holland**, manager, KXLY-AM-FM Spokane, joins KVI Seattle as announcer.

**Bill Maun**, formerly with WJBR (FM) Wilmington, Del., joins announcing staff, WXUR-AM-FM Media, Pa.

**Ted Schneider**, traffic director, WHN (formerly WMGM) New York, promoted to public affairs director. Mr. Schneider has been with station for 20 years and was director of news and public affairs at WMGM from 1957 to 1959. **Lillian Detweiler**, continuity director, appointed director of traffic and broadcast standards. **John Henninger**, chief engineer, WIBG-AM-FM Philadelphia, assumes additional duties as chief engineer for WHN. Both stations are owned by Storer Broadcasting Co.

**Earl Robbin**, air personality, WEAM Arlington, Va., joins WWDC-AM-FM Washington, in similar capacity.

**George Gregg**, air personality and music director, KSO Des Moines, joins KIOA, that city.

**Joe Niagara**, air personality, KBIG Santa Catalina, Calif., and Hy Lit, air personality and production manager, WDAS-AM-FM Philadelphia, join WIBG-AM-FM Philadelphia as air personalities.

**Frank Ford**, air personality, WPEN-

AM-FM Philadelphia, resigns, effective March 31. He will be succeeded by WPEN air personality **Red Benson**.

**Jay Marr**, air personality, WLOB-AM-FM Portland, Maine, to WGAN, that city, in similar capacity.

**Robert C. Diefenbach**, press and pr coordinator, WRC-TV Washington, elected vp, McGregor Carbon Forms Co., industrial printers, that city.

**Myrtle Labbitt**, women's editor, CKLW-AM-FM Windsor, Ont.-Detroit, for 27 years, resigns to devote time to writing, lecturing and world travel.

### PROGRAMMING

**Steve Krantz**, for past two years vp and general manager, Screen Gems (Canada) Ltd., returns to firm's executive headquarters in New York to take charge of sales of Screen Gem's international division under Lloyd Burns, vp in charge of international operations. Mr. Krantz, who joined Screen Gems in 1956 as director of program development, was named




Mr. Krantz


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And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.

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13

REMARKABLE ROCKFORD, ILLINOIS

 FIR  
Television, Inc.

general manager of Screen Gems (Canada) Ltd. early in 1960 and elected vp later that year.

**Harry M. Pimstein**, former vp and general counsel, RKO-Radio Pictures, joins Pathe News Inc., New York, as vp and general counsel. He was also elected to Pathe board of directors.

**Howard M. Lloyd**, western manager, Storer Programs Inc., joins ABC Films Inc., New York, as western division manager with headquarters in Beverly Hills.

**Thomas Armistead**, former tv producer-director, J. Walter Thompson Co., in New York and Hollywood, and for past several years freelance director at Screen Gems, Cascade Pictures, Filmways and Paramount, elected vp of Don Fedderson Productions, Hollywood. Mr. Armistead will serve as executive producer-director for commercial productions.



Mr. Armistead

**Vernon C. Doering**, manager, school services department, Jim Handy Organization, Washington, joins Norwood Studios, that city, as director of Norwood Films Div. Mr. Doering has served as sales promotion consultant for General Motors, Coca-Cola, American Standard and Libby-Owens-Ford.

**Ted Swift**, Ziv-UA, joins Universal Entertainment Corp., New York, as head of northeastern territory with headquarters in Boston.

**Robert Quinn**, CBS News tv director, assigned as director of *Sunday Night News Special* (Sun., 11-11:10 p.m., EST).

**Bert Herbert**, assistant research and sales promotion manager, CBS Films

## Commerce Dept. awards

**Kenneth A. Norton**, chief of radio propagation, Boulder Labs., National Bureau of Standards, Washington, has been awarded a gold medal for outstanding contributions and leadership in the field of radio propagation research by the U. S. Department of Commerce.



Mr. Norton

**Frederick Sera** and **William W. Brown**, NBS electronic engineers, were awarded silver medals for meritorious service by the Commerce Dept. Mr. Sera was honored for outstanding achievement in the operation and improvement of the continuous broadcast of technical radio services from WWV Beltsville, Md., and Mr. Brown, for outstanding engineering accomplishments in the establishment of long-wave standard frequency stations.

Inc., New York, joins syndication division of Buena Vista Distribution Co., that city, as research manager.



Mr. Anderson

**Howard B. Anderson** vp and sales manager, ABC Films Inc., New York, since 1959, appointed manager of syndication department, 20th Century-Fox Television Inc., Los Angeles, which plans to place at least two off-network programs into syndica-

tion shortly. Earlier Mr. Anderson had served ABC Films in Dallas and Chicago as central division sales manager. From 1948-51, he was with KDYL-TV (now KCPX-TV) Salt Lake City and WFAA-TV Dallas in various programming capacities.

## EQUIPMENT & ENGINEERING

**Francis X. Daly**, vp, Frank C. Brown & Co., New York management consultant firm, joins Allen B. Du Mont Laboratories, division of Fairchild Camera & Instrument Corp., Clifton, N. J., as administrative assistant to Charles J. O'Donnell, Du Mont's general manager.

**John A. Felthouse**, former chief engineer, WCLM (FM) Chicago, joins General Electronics Labs, Cambridge, Mass., as broadcast equipment sales representative for Indiana, Illinois and Wisconsin, with headquarters in Chicago.

**Edward Schoenfeld**, New York district manager, audio-visual division, DuKane Corp., St. Charles, Ill., communications equipment manufacturer, appointed special products manager, that division, responsible for marketing of DuKane microphotograph reading equipment.

**W. H. Johnson**, manager, engineering and technical information, Altec Lansing Corp., subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif., appointed assistant marketing director.

## DEATHS

**Claude E. Schoch**, 38, vp and general manager, WMIX-AM-FM Mt. Vernon, Ill., died March 17 at Barnes Hospital in St. Louis. He had undergone surgery two weeks ago after suffering cerebral hemorrhage while at work March 9. Mr. Schoch was president of C. Schoch Advertising & Merchandising Co.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 14 through March 21, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—social temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv stations

##### ACTION BY BROADCAST BUREAU

\*Pullman, Wash.—Washington State U. Granted vhf ch. 10- (192-198 mc); ERP 3.41 kw vis., 1.70 kw aur. Ant. height above average terrain 112 ft., above ground 132 ft. Estimated construction cost \$106,875; first year operating cost \$49,200; P. O. address Pullman. Studio and trans. location Pullman. Geographic coordinates 46° 43' 51" N. Lat., 117° 10' 00" W. Long. Trans. RCA TT-2-AH; ant. RCA TF-2-BH. Legal counsel Cohn and Marks, Washington, D.C. Consulting engineer George M. Frese, East Wenatchee, Wash. Action March 20.

#### New am stations

##### ACTIONS BY FCC

Lompoc, Calif.—Granted 1330 kc, 1 kw D. P. O. address 405 Central Tower Bldg., San Francisco. Estimated construction cost \$72,822; first year operating cost \$49,850; revenue \$60,000. Principals: Clifford A. Trotter (51%), Donald F. Ham (20%), Arthur L. Blum and Carl A. Nielsen (each

10%) and Earl W. Calvert (9%). Mr. Trotter is account executive for KCBS San Francisco and is partner in Trotter and Godfrey, applicant for am station in Hollister, Calif.; Mr. Ham is engineer for KCBS; Mr. Blum is in public relations and advertising business; Mr. Nielsen is salesman for KCBS; Mr. Calvert owns ranch. Action March 15.

Tawas City, Mich.—Superior Bestg. Corp. Granted 1480 kc, 1 kw D; pre-sunrise operation with facilities prohibited pending decision in Docket 14419. P. O. address box 215, Bay City, Mich. (On Jan. 10 Superior was granted temporary authority to operate 1280 kc facilities of WIOS, formerly held by Roger Underhill, whose license was revoked.) Superior is controlled by 24 businessmen. Action March 15.

##### ACTIONS BY BROADCAST BUREAU

Pearsall, Tex.—McKinley-Pilant Bestg. Co. Granted 1280 kc, 500 w D, P. O. address c/o Arthur E. McKinley, Pearsall. Estimated construction cost \$14,420; first year operating cost \$34,800; revenue \$39,500. Principals: Arthur E. McKinley and James O. Pilant (each one-half). Mr. McKinley owns furniture company; Mr. Pilant is telephone reenterman. Engineering condition and pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Action March 20.

### APPLICATIONS

Vivian, La.—North Caddo Bcstg. Co. 1600 kc, 500 w D. P. O. address Highway 1 North, Vivian. Estimated construction cost \$25,535; first year operating cost \$27,998; revenue \$35,000. Principals: David A. Wommack (63%) and Herman H. Wommack Jr. (37%). David Wommack is manager and 37% owner of KALT, Atlanta, Tex.; Herman Wommack is 63% owner of KALT and has controlling interest in clothing store. Ann. March 21.

Reno, Nev.—Circle L Inc. 780 kc, 50 kw unil. DA-N P. O. address 200 Court St., Reno. Estimated construction cost \$242,621; first year operating cost \$200,000; revenue \$215,000. Principals: E. L. Cord (90%) and Charles E. Cord (10%). E. L. Cord owns KFAC-AM-FM Los Angeles. Applicant is permittee of KCRL-TV Reno. Ann. March 19.

Alamo Heights, Tex.—National Enterprises Inc. 1110 kc, 1 kw D. P. O. address box 6628, Alamo Heights 9. Estimated construction cost \$30,500; first year operating cost \$40,000; revenue \$60,000. Principals: Samuel N. Morris (84.5%), Ray L. Morris (10%) and others. Dr. Samuel Morris is Baptist minister; Ray Morris is retired high school teacher and coach. Ann. March 21.

### Existing am stations

#### ACTIONS BY FCC

Following stations were granted renewal of license: WRIT Milwaukee, Wis.; WAAF Chicago, Ill. Action March 21.

WSLM Salem, Ind.—Designated for hearing application to increase power on 1220 kc, D, from 1 kw to 5 kw; made WERT Van Wert, Ohio; WFKN Franklin, Ky.; and WINN Louisville, Ky., parties to proceeding. Action March 21.

WOIA Saline, Mich.—Waived sec. 3.28(d) (3) of rules and granted application to change DA pattern. Chmn. Minow and Comr. Cross dissented. Action March 15.

WIDU Bcstg. Inc. Asheboro, N. C. and Al-Or Bcstg. Co. Mebane, N. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 1530 kc, 1 kw (250 w-CH). Action March 21.

WGSM Huntington, Long Island, N. Y.—Designated for hearing application to in-

crease power on 740 kc, D, from 1 kw to 5 kd, DA (1 kw-CR, non-DA). Comr. Craven dissented. Action March 21.

WABA Hector Reichard, Aquadilla, P. R.—Granted renewal of license. Chmn. Minow abstained from voting. Action March 21.

WNIK Arecibo, P. R.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action March 21.

### APPLICATION

KITE Terrell Hills, Tex.—Cp to increase nighttime power from 1 kw to 5 kw. Ann. March 21.

### New fm stations

#### ACTIONS BY FCC

Cocoa Beach, Fla.—Stereo Bcstg. Corp. Granted 101.1 mc, 2.775 kw. Ant. height above average terrain 240 ft. P. O. address c/o Sea Missile Motel, 4292 North Atlantic Ave., Cocoa Beach. Estimated construction cost \$20,451; first year operating cost \$45,500; revenue \$50,000. Principals: Nicholas P. Farinella, Francis R. Rantz, Harvey R. Meyers, Richard C. Lang (each 20.8%) and Leonard O. Mendelsohn (16.8%). Messrs. Farinella and Meyers are partners in stereo system sales company; Messrs. Rantz and Mendelsohn are partners in hi-fi retail sales company; Messrs. Farinella, Meyers, Rantz and Mendelsohn have interest in audio electronics firm; Mr. Lang is bank president. Action March 21.

South Bend, Ind.—South Bend Tribune. Granted 101.5 mc, 4.2 kw. Ant. height above average terrain 959 ft. P. O. address c/o Franklin D. Schurz, 300 W. Jefferson Blvd., South Bend. Estimated construction cost \$24,330; first year operating cost \$8,568; revenue none above am-tv operation. Permittee owns WSBT-AM-TV South Bend. Engineering conditions. Action March 21.

East Lansing, Mich.—WGSB Bcstg. Co. Granted 94.9 mc, 20 kw. Ant. height above average terrain 247.6 ft. P. O. address 1906 Michigan National Tower, Lansing 8. Estimated construction cost \$76,142; first year operating cost \$60,000; revenue \$50,000. Principals: Albin J. Wendrow, Norris E. Grover, Homer D. Shepard, Donald E.

Benson, Charles D. Benson, John K. Benson (all 11.11%), Henry J. Novakoski and Louis L. Wendrow (both 8.33%). Albin Wendrow is announcer and statistician for WKAR East Lansing and WILS Lansing and partner with Louis Wendrow in dry cleaning and coin laundry business; Mr. Grover is retired radio engineer for WKAR; Mr. Shepard owns shoe store; Donald Benson is D.D.S.; Charles Benson is D.V.M.; John Benson is D.O.; Mr. Novakoski is real estate and insurance broker. Mr. Grover and Mrs. Donald and Charles Benson have pending application for am cp and license in St. Ignace, Mich. Action March 15.

Kansas City, Mo.—Metromedia Inc. Granted 99.7 mc, 4.25 kw. Ant. height above terrain 950 ft. P. O. address 205 East 67th St., New York 21. Estimated construction cost \$31,352; first year operating cost \$26,400; revenue \$24,000. Metromedia is licensee of WNEW-AM-FM-TV New York; WTTG (TV) Washington, D. C.; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria, Ill.; WRUL Scituate, Mass.; KMBC-AM-TV Kansas City; owner of WTVP (TV) Decatur, Ill.; and 98.3% of KOVR (TV) Stockton, Calif. Granted without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with re applications of WORZ Inc., and Mid-Florida Tv Corp. for cps for new tv stations (ch. 9), docs. 11081 and 11083. Chmn. Minow dissented. Action March 15.

Kenosha, Wis.—Kenosha Bcstg. Inc. Granted 95.1 mc, 6.19 kw. Ant. height above average terrain 256 ft. P. O. address c/o Samuel Miller, Washington Bldg., Washington 5, D. C. Estimated construction cost \$16,300; first year operating cost \$4,000; revenue not above operating cost. William L. Lipman, sole owner, owns WLIP Kenosha. Ann. March 15.

#### ACTIONS BY BROADCAST BUREAU

Amarillo, Tex.—Panhandle Bcstrs. Granted 103.5 mc, 3.034 kw. Ant. height above average terrain 250 ft. P. O. address 528 Amarillo Bldg., Amarillo. Estimated construction cost \$12,490; first year operating cost \$21,600; revenue \$24,000. Principals: B. W. Spiller and U. S. Sterquell

# 1501

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(both 50%). Mr. Spiller has been general manager of KFDA-TV Amarillo and is manager of electronics supply company. Mr. Sterquell is CPA. Action March 15.

Winchester, Va.—Shenval Bestg. Corp. Granted 102.5 mc, 20 kw. Ant. height above average terrain 320 ft. P. O. address 2528 17th St., Washington, D. C. Estimated construction cost \$23,000; first year operating cost \$80,000; revenue \$90,000 (operating cost and revenue for am-fm operation). Edwin R. Fischer, sole owner, owns WHPL Winchester. Conditions. Action March 15.

#### APPLICATIONS

Willimantic, Conn.—The Willie Bestg. Co. 94.9 mc, 3.36 kw. Ant. height above average terrain 350 ft. P. O. address box 496, Willimantic. Estimated construction cost \$18,847; first year operating cost \$10,000; revenue \$11,000. Principals include: Herbert C. Rice (65%) and Ethel A. Rice (20%). Applicant owns 30% of WINY Putnam, Conn.; Mr. Rice owns 70% of WINY. Ann. March 15.

Grifton, N. C.—North Carolina Tv Inc. 98.5 mc, 1.78 kw. Ant. height above average terrain 1313 ft. P. O. address box 468, Washington, D. C. Estimated construction cost \$19,993; first year operating cost \$15,000; revenue \$15,000. Principals: William S. Page (24.3%), W. R. Roberson (20.8%) and J. Philmore Roberson (20%). Messrs. W. R. Roberson and J. P. Roberson own interest in WRRF Washington, N. C.; Mr. Page owns 80% of WGOL Goldsboro, N. C. Action March 15.

Hickory, N. C.—Foothills Bestg. Inc. 95.7 mc, 11.3 kw. Ant. height above average terrain 352 ft. P. O. address 329 First Avenue, NW, Hickory. Estimated construction cost \$24,344; first year operating cost \$7,000; revenue \$5,200. Principals: Edmond H. Smith Jr. (57.61%), Joseph A. Moretz Jr. (20.99%), and others. Mr. Smith is radio broadcaster; Mr. Moretz is furniture manufacturer. Applicant owns WIRC Hickory. Ann. March 15.

Chambersburg, Pa.—Reese Bestg. Corp. 96.5 mc, 20 kw. Ant. height above average terrain 65.25 ft. P. O. address 944 Lincoln Way West, Chambersburg. Estimated construction cost \$22,509; first year operating cost \$3,000; revenue \$4,500. Principals: Norman E. Messner, Samuel R. Youse,

John H. Norris and Lester J. Grenewalt (each one-fourth). Mr. Messner is president of corporation. Messrs. Youse, Norris and Grenewalt have interest in WGSA Ephrata, Pa., and WABW Annapolis, Md. Applicant is licensee of WCBG Chambersburg. Ann. March 19.

Ablene, Tex.—Westgate Bestg. Co. 100.7 mc, 3.6 kw. Ant. height above average terrain 205.5 ft. P. O. address box 5166, Abilene. Estimated construction cost \$14,065; first year operating cost \$24,000; revenue \$25,000. Jack Hughes, sole owner, owns KCAD Abilene. Ann. March 21.

#### Existing fm stations

##### ACTIONS BY FCC

WVCG-FM Coral Gables, Fla.—Granted increase of power (on 105.1 mc) from 18.8 kw to 160 kw. WVCG-FM is primary net station in Florida Defense Network (fm) which broadcasts hurricane warnings and other weather emergency information. Comrs. Craven and Ford dissented.

#### Ownership changes

##### ACTIONS BY FCC

WBLO, Evergreen Bestg. Co., Evergreen, Ala.—Granted (1) renewal of license and (2) assignment of license from Clayton W. Mapoles to Haskeew Radio Inc. (George B. and Ann P. Haskeew and Carl E. Jones); consideration \$25,000. Assignees own WTCE Flomaton, Ala. Action March 21.

KOGO-AM-FM-TV, ch. 10, KOGO Bestg. Corp., San Diego, Calif.—Granted assignment of licenses and cp to Time Life Broadcast Inc.; consideration \$8,125,000 and agreement not to compete in tv or radio broadcasting for five years within 75 miles of KOGO trans. These are fifth am-fm-tv (also maximum number of vhf's) stations for Time-Life. Others are KLZ AM-FM-TV Denver; WTCN AM-FM-TV Minneapolis; WFBM-AM-FM-TV Indianapolis; and WOOD-AM-FM-TV Grand Rapids. Action March 21.

KMSL, Jack L. and Alyce M. Powell, Ukiah, Calif.—Granted assignment of license to Edward B. Mulrooney; consideration \$60,000. Action March 21.

WMBM, Consolidated Communications

Corp., Miami, Fla.—Granted assignment of license to Latin Bestg. Corp. (Max C. Tavel); consideration approximately \$57,500, conditioned upon assignor not acquiring any interest in WMET Miami Beach, prior to assignor's complete disposition of any interest in WMBM. Action March 21.

WMBM-AM-FM, Community Service Bestrs. Inc., Miami Beach, Fla.—Granted transfer of control from James R. Williams, et al., to Consolidated Communications Corp. (WMBM Miami, and WRBB Tarpon Springs); consideration \$5,000 cash and guarantee payment of \$248,000 licensee liabilities, conditioned upon transferee disposing of all interest in WMBM prior to or simultaneous with consummation of this transaction. Action March 21.

KOOD, Ala Moana Bestg. Inc. Honolulu, Hawaii—Granted transfer of control of Hawaiian Pacific Inc., parent company, from Alister Macdonald, Maurice J. Sullivan, et al., to Hawaiian Paradise Park Corp. (Ellen Jensen Watmull family); consideration \$150,000. Action March 21.

KGMB-AM-TV, ch. 9, KHBC ch. 9, KMAU-TV, ch. 3, Hawaiian Bestg. System Ltd. Honolulu, Hilo, Wailuku, Hawaii—Granted transfer of control from Riley H. Allen, Edmond H. Leavey and Paul L. McIlree, trustees of estate of Wallace Rider Farrington, to Hawaiian Publishing Holding Corp.; consideration \$5,720,820 for 51.4% interest, subject to certain adjustments. (Includes tv translator stations and remote pickup and auxiliary stations). Action March 21.

WBIW, Bedford Bestg. Co., Bedford, Ind.—Granted assignment of licenses from Joseph H. and Agnes I. McGilvra to Central Bestg. Corp. (WKVB-AM-FM, Richmond, and 100% owner WBAT Marion); consideration \$140,000 and \$10,000 for agreement not to compete within 50 miles of WBIW trans. for ten years. Action March 21.

KEEL, Foster and Assoc. Inc., Shreveport, La.—Granted (1) renewal of license and (2) assignment of cp and licenses to KEEL Inc., with engineering condition; consideration \$800,000. Assignee is wholly owned subsidiary of LIN Bestg. Corp. (WMAK Nashville, Tenn., and WAKY Louisville, Ky.) Action March 21.

WDSK, Lawrence A. Feduccia, Cleveland, Miss.—Granted (1) renewal of license and (2) assignment of licenses to Lowry Tims Inc. (Lowry Tims family); consideration \$20,000. Action March 21.

WLNH, Northern Bestg. Corp., Laconia, N. H.—Granted assignment of licenses to WLNH Inc.; consideration \$132,000. Marion P. Lewis, president and majority stockholder of assignee, is principal stockholder of WINC and WRFL-FM Winchester, WSIG Mount Jackson, all Virginia; WELD Fisher, W. Va.; WAYZ Waynesboro, WHYL Carlisle, both Pennsylvania; and a minority stockholder of WFVA-AM-FM Fredericksburg, Va.; two other stockholders have minority interest in WINC, WHYL, WAYZ, and WFVA and one of these also has interest in WSIG. Action March 15.

WILY, H. & R. Electric Inc., Greenville, N. C.—Granted transfer of control from Wilbur and Jessie Reinsenweaver to John S. Townsend; consideration \$8,064. Comr. Bartley dissented. Action March 15.

WDOK-AM-FM, The Civic Bestrs. Inc. Cleveland, Ohio—Granted transfer of control from Frederick C. Wolf, et al., to Transcontinent Tv Corp.; consideration \$1,400,000 and agreement to pay Frederick C. Wolf, president of licensee, \$1,666 per month for 12 months as consultant. Transcontinent is licensee of WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego, Calif.; WDAF-AM-FM-TV Kansas City, Mo.; and KERO-TV Bakersfield, Calif.; also has interest in WNEP-TV Scranton. Action March 21.

WIOI, WIOI Inc., New Boston, Ohio—Granted assignment of license to New Boston Bestg. Corp. (Charles R. Maillet and David H. Dillard); consideration \$60,000. Action March 15.

WMIN St. Paul, Minn., WL0D Pompano Beach, Fla., WWOM New Orleans, La., WEW St. Louis, Mo., KOMA Tulsa, Okla.—Granted (1) renewal of licenses of WWOM, WEW and WMIN and (2) acquisition of negative control of Franklin Bestg. Co. (licensee of WMIN and owner of other four stations) by Philip Meltzer, Alvin Koenig and Minnesota Small Business Investment Co.; merger involves stock transaction. Action March 21.

KWLD, KWLD Bestg. Co., Liberty, Tex.

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 21

	ON AIR		TOTAL APPLICATIONS	
	Lic.	Cps.	CPS Not on air	For new stations
AM	3,646	65	146	633
FM	929	55	187	139
TV	484 <sup>1</sup>	74	85	107

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 21

	VHF	UHF	TOTAL TV
Commercial	468	90	558
Non-Commercial	42	14	56

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,636	908	484 <sup>1</sup>
Cps on air (new stations)	68	67	73
Cps not on air (new stations)	146	186	84
Total authorized stations	3,850	1,161	652 <sup>2</sup>
Applications for new stations (not in hearing)	450	119	40
Applications for new stations (in hearing)	182	19	65
Total applications for new stations	632	138	105
Applications for major changes (not in hearing)	486	88	38
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	547	92	49
Licenses deleted	1	0	2
Cps deleted	1	2	2

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. <sup>2</sup>Includes one STA.

—Granted assignment of licenses from Felix and James Joynt to company of same name (Lonzo A. Wofford family); consideration \$55,000. Action March 15.

#### APPLICATIONS

**KCKY Coolidge, KGLF Clifton, KGLU Safford, KVNC Winslow, KZOW, Globe, and KWJB-FM Globe, all Arizona**—Seeks involuntary assignment of licenses from Gila Bcstg. Co. to Lawrence Olason, as receiver. Ann. March 19.

**KFIF Tucson, Ariz.**—Seeks assignment of license from Southwest Bcstg. Co. to Earl R. Perrin (88.6%) and Earl V. Perrin (6.1%), d/b as Earl Perrin Co.; consideration \$317,600. Applicants are in advertising business. Ann. March 19.

**KSFE Needles, Calif.**—Seeks assignment of license from James Parr, sole owner, to James Parr (two-thirds) and Darwin Parr (one-third); consideration \$1.00 plus services rendered and to be rendered and assumption of one-third of debt. Ann. March 15.

**KTOB Petaluma, Calif.**—Seeks assignment of license and cp from Lloyd Burlingham to William T. Stubblefield, sole owner, d/b as Top of the Bay Inc.; consideration \$115,612. Mr. Stubblefield is radio and tv management consultant and 100% stockholder in WAGE Inc. Ann. March 15.

**KDAY Santa Monica, Calif.**—Seeks assignment of license from Radio California Inc. to Continental Bcstg. of Calif. Inc., which is wholly owned by Rollins Bcstg Inc. Principals: O. Wayne Rollins (two-thirds) and John W. Rollins (one-third). Company owns, directly or indirectly, following: WAMS Wilmington, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WPTZ-TV Plattsburgh, N. Y.; WEAR-TV Pensacola, Fla. Company is applicant for ch. 12 Wilmington, Del. and fm stations in Wilmington and Indianapolis. Ann. March 15.

**WGML Hinesville, Ga.**—Seeks transfer of two-thirds stock in Liberty Bcstg. Inc. from James H. Watson (present sole owner) to Charles C. Gillican and Hugh K. Tollison (each one-third). Messrs. Gillican and Tollison own Mr. Watson's \$18,000 promissory note and will secure \$35,000 loan for corporation. Mr. Gillican is bank director; Mr. Tollison is part owner of WGIG Brunswick and WEBT Lyons, both Georgia, and is bank director. Ann. March 15.

**KHAI Honolulu, Hawaii**—Seeks assignment of cp from Robert Sherman to Robert Sherman, d/b as Royal Bcstg. Inc.; no consideration involved. Ann. March 15.

**KWNT Davenport, Iowa**—Seeks assignment of license from Doralcar Assoc. Inc. to Robert W. Schmidt and Onetta G. Schmidt; consideration \$95,000. Mr. Schmidt is radio engineer with WLS Chicago; Mrs. Schmidt is housewife. Ann. March 21.

**WIDE Biddeford, Me.**—Seeks transfer of 1.61% stock in Biddeford-Saco Bcstg. Inc. from Sara J. Ball to M. Chester Ball (present owner of 48.39%); no financial consideration involved. Ann. March 15.

**WREB Holyoke, Mass.**—Seeks assignment of license from Donald T. Hancock to Donald T. Hancock (99.8%) and others, d/b as Don Hancock Bcstg. Inc.; no consideration involved. Ann. March 19.

**KCUE Red Wing, Minn.**—Seeks assignment of license from Hiawatha Valley Bcstg. Inc. to D. Eldon Lum and George L. Brooks (each 50%), d/b as Hiawatha Valley Public Service Bcstrs. Inc.; consideration \$87,500. Mr. Lum is 50% owner of two newspapers and partner in realty company; Mr. Brooks has been general manager of KOTE Fergus Falls and KMRS Morris and news director for KSUM Fairmont, all Minnesota. Ann. March 15.

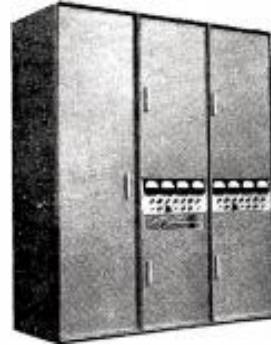
**WFOR Hattiesburg, Miss.**—Seeks assignment of license from Sheridan Inc. to Jerry A. Fortenberry (95.6%) and Sebe Dale Jr. (4.4%), d/b as Newforte Inc.; consideration \$120,000. Dr. Fortenberry is physician and director of WFFF Columbia, Miss. Mr. Dale is attorney. Ann. March 19.

**WHLO Akron, Ohio and WARM Scranton, Pa.**—Seeks involuntary transfer of 88.1% of outstanding stock in Susquehanna Bcstg. Co. (90% owner of Radio Akron Inc., licensee of WHLO; and WARM Bcstg. Co., licensee of WARM) from Helen P. Appell, Louis J. Appell Jr. and George N. Appell, executors of estate of Louis J. Appell, deceased, to Helen P. Appell, Louis J. Appell Jr., George N. Appell and Helen A. Norton, trustees of Louis J. Appell Residual Trust. Ann. March 19.

**KWBA Baytown, Tex.**—Seeks transfer of one-third of all stock in Bayshore Bcstg. Co. from Cloyd O. Kendrick to David R. Worley and Hugh DeWitt Landis (each



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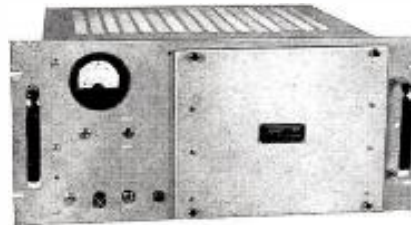
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present owner of one-third); consideration \$35,000. Ann. March 21.

**KRIC-AM-FM Beaumont, Tex.**—Seeks assignment of license and cp from The Enterprise Co. to Texas Coast Bcstrs. of Beaumont Inc.; consideration \$150,000. Principals: Max H. Jacobs, Douglas B. Hicks (each 23½%), Bailey Swenson, Leon Green (each 21½%), and David H. Morris (10%), d/b as Texas Coast Bcstrs. Inc., which owns 75% of assignee, David H. Morris (12.5%) and others; Texas Coast Bcstrs. Inc. is licensee of KNUZ and KQUE(FM) Houston, Tex. and permittee of KNUZ-TV. Ann. March 15.

**KSLT Tyler, Tex.**—Seeks transfer of all stock in Oil City Bcstg. Co. from L. S. Torrans, Margaret H. Torrans, Bryan L. Scott and Lois Scott to W. A. Pounds and Betty Reynolds (each 50%); consideration \$19,250. Mr. Pounds is partner in savings & loan business; Betty Reynolds is in advertising business. Ann. March 15.

**KSVN Ogden, Utah**—Seeks transfer of over 50% of stock in North America Bcstg. Co. from George I. Norman Jr. to LaVor R. Wood, C. Arnold Ferrin Jr. (each 11.3%) and others, all stockholders; consideration \$75,215. Mr. Wood is in automobile business; Mr. Ferrin is sales manager of distilling company and owns oil company. Ann. March 15.

**WKDE Altavista, Va.**—Seeks assignment of cp from Theodore J. Gray and Theodore J. Gray Jr. (each 50%) to Theodore J. Gray Jr. (69%) and others, d/b as Altavista Bcstrs. Corp.; consideration \$6000 and transfer of land and record collection from T. J. Gray Jr. to corporation. Ann. March 15.

**WBOF Virginia Beach, Va.**—Seeks transfer of control of Metro-WBOF Inc. from Temple W. Seay to Temple W. Seay and Elizabeth S. Seay, joint owners; no consideration involved. Ann. March 15.

**WCWT(TV) Wausau, Wis.**—Seeks assignment of cp from Central Wisconsin Tv Inc. to Joseph L. Floyd, N. L. Bentson and Edmond R. Ruben (each one-third), d/b as Midcontinent Bcstg. Co.; consideration amount of costs to Central Wisconsin Tv of procuring cp and prosecuting application. Applicant owns KDLO-TV Florence, and is licensee of KELO-AM-TV Sioux Falls, KPLO-TV Reliance, all South Dakota and WKOW-AM-TV Madison, Wis. Principals also have interests in WLOL-AM-FM Minneapolis and KSO Des Moines, Iowa. Ann. March 15.

## Hearing cases

### FINAL DECISIONS

■ Commission gives notice that January 22 initial decision which looked toward granting application of Kenosha Bcstg. Inc., for new fm station to operate on 95.1 mc, ERP 4 kw, ant. height 256 ft., in Kenosha, Wis.; engineering conditions became effective March 13 pursuant to Sec. 1.153 of rules. Action March 15.

■ Commission gives notice that January 22 initial decision which looked toward granting application of Virginia-Kentucky Bcstg. Inc., to change facilities of station Bcstg. Grundy, Va., from 1250 kc, 1 kw, D, to 940 kc, 5 kw, D became effective March 13 pursuant to Sec. 1.153 of rules. Action March 15.

### INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Interstate Bcstg. Inc., for modification of daytime operation of WQXR New York, (1560 kc, 50 kw, DA-1, unil.), by using new DA-D pattern until local sunset at Bakersfield, Calif., and denying application of Walter L. Follmer for new am station to operate on 1560 kc, 1 kw, DA-1, unil., in Hamilton, Ohio. Action March 21.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Raritan Valley Bcstg. Inc., to increase daytime power of WCTC New Brunswick, N. J., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions. Action March 21.

■ Hearing Examiner Annie Neal Hunting issued supplemental initial decision looking toward affirming May 11, 1960 decision which granted application of The Young People's Church of the Air Inc., for new class B fm station to operate on 104.5 mc in Philadelphia, Pa., and denied competing application of WJMJ Bcstg. Corp. This is Court of Appeals remand case. Action March 19.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Darrell Willis, W. R. Bentley, Phil Crenshaw, Galen O. Gilbert and Lew

D'Elia, d/b as Crosby County Bcstg. Co., for new am station to operate on 1530 kc, 1 kw, D, in Ralls, Tex., subject to condition that Phil Crenshaw, Galen O. Gilbert, Ruth Crenshaw, Elnora Gilbert, and J. R. Kincaid will, with prior commission consent, dispose of their entire interest in and, together with Darrell Willis, will sever all connection with KUKO Post, Tex., prior to date on which Ralls station is authorized to commence operation. Action March 15.

### OTHER ACTIONS

■ By memorandum opinion & order, commission terminated, without decision, proceeding of modification of license of Transcontinent Television Corp. (formerly Marietta Bcstg., Inc.) to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10 before expiration of its license term on Dec. 1, 1962. Based on record, commission feels sounder procedure appears to be to terminate case without decision, and to thereby allow KERO-TV to operate on ch. 10 until Dec. 1, 1962 (effective date of report & order in doc. 13608 deleting ch. 10 from Bakersfield and substituting ch. 23). Chmn. Minow concurred and issued statement in which Comr. Craven joined. Action March 21.

■ By memorandum opinion & order, commission granted petition by WAGE Inc., and enlarged issues in Syracuse, N. Y., tv ch. 9 proceeding in docs. 14367 et al., to include determination of location of A and B contours of applicants, comparison of areas and populations within such contours which might be expected to receive actual service and, in event it is established that any applicant would serve areas and populations not served by its competitors, determination of number of services presently available to such areas and populations; grant is without prejudice to other applicants amending to achieve similar coverage. Action March 21.

■ By memorandum opinion & order, commission granted motion of Donald R. Nelson and Quincy Valley Bcstrs. to extent of (1) accepting for filing forms 316 relating to assignors Richard C. Singleton and L. D. Adcox, together with amended ownership report for KPOR Quincy, Wash., and (2) terminated proceeding on its renewal application which had been designated for hearing on issues including unauthorized transfer of ownership or control, and returned renewal application to processing line. Action March 21.

■ By order, commission denied petition by WEHT Inc. (WEHT-TV ch. 50), Evansville, Ind., for leave to participate in March 29 oral argument in proceeding concerning order to Douglas H. McDonald, trustee, to show cause why authorization for WTVW Evansville, should not be modified to specify operation on ch. 31 in lieu of ch. 7; but afforded WEHT opportunity to file amicus brief by March 27. Comr. Cross not participating. Action March 21.

■ By memorandum opinion & order, commission dismissed petition by Putnam Bcstg. Corp., for reconsideration of December 27, 1961 action which granted without hearing application of Taconic Bcstrs. for new daytime am station to operate on 1510 kc, 1 kw, DA, in Brewster, N. Y. (Putnam is applicant for new station on 1590 kc in Brewster.) Action March 21.

■ By memorandum opinion & order, commission (1) designated for consolidated hearing applications of Grossco Inc. and The Valley Bcstg. Co. for new class B fm stations to operate on 102.1 mc in West Hartford and Ansonia, Conn., respectively—Grossco with ERP 20 kw, ant. height 5 ft., and Valley with ERP 5.36 kw, ant. height 146 ft., and (2) denied Grossco's petition to dismiss Valley's application for failure to publish a notice of its application within time prescribed by sec. 311 of Communications Act and sec. 1.359 of rules. Commission deems Valley's publication in substantial compliance with rules. Action March 21.

■ By letter, commission dismissed 10 petitions for waiver of previous provisions of sec. 1.351 of rules without prejudice to their being refiled for waiver of that section, as revised Jan. 31 in clear channel proceeding, to establish criteria for filing and processing applications to operate on channels within 30 kc of class 1-A channels. Accordingly, following related applications are retained in pending file: South Bay Bcstg. Co., Redwood City Radio Inc., Hometown Bcstrs. and Western States Bcstg. Co., (each for 850 kc), Redwood City, Calif.; John Patrick Gallagher and West Side Radio (710 kc), Tracy, Calif.; Olympic Bcstrs. Inc. (710 kc), Carmichael, Calif.; Eaglecon (800 kc), Rockville, Conn.; Service Bcstg. Co. (1110 kc), Roseville, Calif.; and WLIB Bcstg. Inc., to increase power of WLIB New York, N. Y., on 1190 kc, L-WOWO Fort Wayne, Ind.,

from 1 kw to 10 kw, with DA-1. Comr. Ford not participating. Action March 21.

■ By memorandum opinion & order, commission denied petition by Richard E. Jones (former employe and 10% stockholder) for reconsideration of Jan. 17 action which granted assignment of licenses of Spokane, Wash., stations KXLY-AM-FM from Northern Pacific Radio Corp. to Spokane Radio Inc., and KXLY-TV from KELP Tv Corp. to Spokane Tv Inc. None of matters complained of raise questions concerning station operation or character qualifications of assignors, and commission has consistently left resolution of enforcement of contractual rights and transactions involving exercise of business judgments to appropriate forum having jurisdiction. Action March 21.

■ By three separate orders, commission dismissed, for failure to comply with sec. 1.362(i) of rules, individual requests by each applicant for interim tv authorization to operate on ch. 13 in Rochester, N. Y., on ch. 9 in Syracuse, N. Y., and on ch. 13 in Grand Rapids, Mich. Sec. 1.362(i), which became effective Dec. 18, 1961 after filing of all of these individual requests, governs provision for making a conditional grant of interim operating authority during pendency of comparative tv proceedings to group of competing applicants. Action March 21.

■ By decision, commission granted applications of Green Bay Bcstg. Co. (WDUZ), Green Bay, Wis.; Racine Bcstg. Corp. (WRJN), Racine, Wis.; Booth Bcstg. Co. (WJLB), Detroit, Mich.; Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich.; Knorr Bcstg. Corp. (WSAM), Saginaw, Mich., and WSJM Inc. (WSJM), St. Joseph, Mich., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each with interference condition; North Suburban Radio, Inc., for new station on 1430 kc, 1 kw, DA, D, in Highland Park, Ill., and Elgin Bcstg. Co. to increase daytime power of WRMN Elgin, Ill., from 500 w to 1 kw, continued operation on 1410 kc, D, each with condition that pre-sunrise operation with daytime facilities is precluded pending decision in doc. 14419; also granted petition by Mid-America Bcstg. System Inc., to dismiss its application for new station on 1430 kc, 1 kw, DA, D, in Highland Park, Ill.; and dismissed motion by Elgin Bcstg. Co. to strike North Suburban's reply to exceptions. Chmn. Minow and Comr. Bartley not participating. Sept. 26, 1961 initial decision looked toward denying WRMN application and granting other applications and petition. Action March 15.

■ By supplemental decision, commission set aside its May 23, 1961 decision which granted application of Kingsport Bcstg. Inc., to change facilities of station WKPT Kingsport, Tenn., from 1400 kc, 250 w, unil., to 1550 kc, 10 kw, D, and which denied mutually exclusive application of John K. Rogers for new station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn., and (1) on request by Kingsport Bcstg. Inc., dismissed its subject application and (2) granted Mr. Rogers' application. Chmn. Minow not participating. Action March 15.

■ By memorandum opinion & order, commission denied petition by Six Nations Tv Corp. to delete issue concerning its ant. proposal in Syracuse, N. Y., tv ch. 9 comparative proceeding in docs. 14367 et al. Action March 15.

■ By memorandum opinion & order in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations to operate on 1600 kc, 500 w, D, in Hartford and Greenville, Ky., respectively, commission denied petition by Greenville for enlargement of issues to determine what efforts each applicant made to ascertain needs and interests of proposed service areas. Comr. Lee dissented; Comr. Bartley absent. Action March 15.

■ By order, commission granted petition by broadcast bureau and terminated proceeding on revocation of license of Neighborly Bcstg. Inc.'s fm station WLOV Cranston, R. I. (licensee waived hearing rights); extended time for 30 days after release of order for Neighborly to file statement denying or seeking to mitigate technical violations and misrepresentations complained of in commission's Nov. 1, 1961 show cause order. WLOV has authority to remain silent until May 15. Comr. Bartley absent. Action March 15.

■ By separate memorandum opinions & orders in Rochester, N. Y., tv ch. 13 comparative proceeding in docs. 14394 et al., commission (1) denied petition by Star Tv Inc., to delete issue concerning its financial qualifications, and dismissed as moot its request for expedited action, and (2) denied petition by Federal Bcstg. System Inc., to delete issue concerning its ant.

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proposal. Comr. Bartley absent. Action March 15.

By order, commission denied petition by Douglas H. McDonald to postpone March 29 oral argument in doc. 11757 concerning allocating ch. 31 to Evansville, Ind., deleting ch. 7 from that city and assigning it to Louisville, Ky., and modifying cp of Douglas H. McDonald, trustee, to specify operation of tv station WTVW on ch. 31 instead of ch. 7 in Evansville. Action March 15.

By decision, commission (1) denied petition by Eleven Ten Bcstg. Corp. to reopen record, (2) denied its applications for renewal of licenses of KRLA, and license to cover cp, Pasadena, Calif., and (3) allowed Eleven Ten until April 16, 1962 to operate KRLA in order to wind up its affairs. Comr. Cross concurred in part and issued statement. April 21, 1961 initial decision looked toward granting a one-year renewal term. KRLA was licensed on 1110 kc, 10 kw, unli.; held cp for 50 kw-LS, 10 kw-N. Action March 15.

By decision, commission revoked license of Leo Joseph Theriot for KLFT (1600 kc, 1 kw, D) Golden Meadow, La., effective April 16, for willful misrepresentations and non-compliance with commission's technical rules. Chmn. Minow not participating. Aug. 18, 1961 initial decision looked toward this action. Action March 15.

By memorandum opinion & order, commission denied petition by Northern California Educational Tv Assn., for reconsideration of previous denial to reserve ch. 9 in Redding, Calif., for noncommercial educational use. Applications are on file by Redding-Chico Tv Inc., for commercial use of that channel and by NCTA proposing educational operation. Commission feels that question of educational vs. commercial use of channel can best be determined by comparative evaluation of proposals of applicants. Chmn. Minow dissented; Comr. Bartley not participating. Action March 15.

By letter, commission granted request by Albert John Williams for removal of condition attached to March 22, 1961 grant of his application to increase power of KTYM Inglewood, Calif., from 1 kw to 5 kw, continued operation on 1460 kc, D, DA, which stipulated that program tests not be authorized until station KBLA Burbank, Calif., has begun program tests at its new site. (The commission on Nov. 4, 1960 granted KBLA's application to change ant.-trans. location, but move was not made, and authorization was forfeited.) Action March 15.

By memorandum opinion & order, commission designated for hearing application of Triangle Publications Inc., to change trans. location of WNHC-TV (ch. 8), New Haven, Conn., from about 5 miles north of New Haven on Gaylord Mountain near Hamden, to about 20 miles northeast of New Haven near Meriden, install DA system and increase ant. height from 720 ft. to 780 ft.; made Springfield Tv Bcstg. Corp. (WWLP, ch. 22), Springfield, Mass., and Connecticut TV, Inc. (WHNB-TV, ch. 30), New Britain, who filed opposing petition, parties to proceeding. Comr. Craven not participating. Action March 15.

Commission designated for consolidated hearing following 9 applications for new am stations involving use of 1490 and 1500 kc: 1490 kc: The Greenwich Bcstg. Corp. (250 w, unli.), Greenwich, Conn.; WPD Inc. (250 w, unli.), Danbury, Conn.; New Canaan Bcstg. Co. (250 w, unli.), New Canaan, Conn.; Fairfield Bcst. Service (250 w, unli.), New Canaan, Conn.; Rhode Island-Connecticut Radio Corp. (250 w, unli.), Madison, Conn.; The Berkshire Bcstg. Corp. (250 w, unli.), Stratford, Conn.; James Stolcz (250 w-N, 1kw-LS, DA, D), Shelton, Conn.; 1500 kc: Northcastle Radio Inc. (1 kw, DA, D), North White Plains, N. Y.; Milford Bcstg. Co. (5 kw, DA, D), Milford, Conn.; made WFI Mineola, WKNY Kingston, WHOM New York, and WDC Port Jervis, all New York, WTOR Torrington, Conn., WTOP Washington, D. C., WTKL West Springfield, Mass., WBCB Levittown-Fairless Hills, Pa., WNLC New London, Conn., and Federal Aviation Agency, parties to the proceeding. Action March 15.

Commission granted applications for renewal of licenses of Dot Bcstg. Corp. WDOT Burlington, Vt., and Progress Bcstg. Corp., stations WHOM-AM-FM and SCA New York, N. Y., without prejudice to whatever action, if any, commission may deem appropriate at such time as any of charges of report of State of New York Commission of Investigation concerning Fortune Pope (who, with Anthony Pope, owns licensee corporations) are judicially determined by any state or federal court. Chmn. Minow and Comrs. Bartley and Ford concurred but voted for one-year license. Action March 15.

## Routine roundup

### ACTIONS ON MOTIONS

Commission has revised its list of trans. and monitors considered acceptable, as of Feb. 5, for use in aural broadcast services (am and fm). List, "Radio Equipment List, Part B," includes those trans. which had been type-approved under rules existing prior to June 30, 1955. Under present rules, type-acceptance is required for trans. listing; for monitors, type approval requirements continue applicable. Copies of list are available for inspection at commission's offices in Washington and at each of its field offices. Industries and other interested parties may reproduce list in whole or in part if they so desire. Arrangements may be made through Technical Research Div. of Office of Chief Engineer for loan of copy for this purpose.

Commission on March 13 extended time from March 23 to June 22 for filing reply comments in proposals to reserve unli. chs. for noncommercial educational use in states of Florida, Kentucky, and Georgia.

By Commissioner John S. Cross

Granted petition by Broadcast Bureau and extended time to March 23 to respond to petition by Pioneer States Bcstrs. Inc., to enlarge issues in proceeding on its application for new am station in West Hartford, Conn. Action March 14.

By Acting Chief Hearing Examiner Jay A. Kyle

Granted petition by Hiawatha Valley Bcstg. Inc. for dismissal of its application for assignment of license of KCUE Red Wing, Minn., to Northland Radio Corp., but dismissed the application with prejudice and terminated proceeding. Action March 14.

Granted joint petition by Lindsay Bcstg. Co. and William H. Martin, applicants for new daytime am stations to operate on 1350 kc in Punta Gorda and Fort Myers, Fla., Mr. Lindsay with 500 w, DA, and Mr. Martin with 1 kw; approved agreement whereby Mr. Martin would pay Mr. Lindsay \$5,000 in partial payment of out-of-pocket expenses incurred in connection with Mr. Lindsay's application in return for its withdrawal; dismissed Mr. Lindsay's application but with prejudice, and retained in hearing status Mr. Martin's application and Peace River Bcstg. Corp., for am facilities in Punta Gorda. Action March 14.

Denied petition by Allen C. Bigham Jr., to enlarge issues with respect to application of John E. Grant, both for am facilities in Salinas, Calif., to determine whether or not Mr. Grant has reasonable expectancy of obtaining proposed trans. site set out in his application, and, if not, whether Mr. Grant's application should be dismissed pursuant to sec. 3.33(a) of rules. Action March 14.

Granted petition by M & M Telecasters, Santa Maria, Calif., for dismissal of its application for new tv station to operate on ch. 12 in Santa Maria, Calif., but dismissed application with prejudice and retained in hearing status remaining applications in Santa Maria ch. 12 proceeding. Action March 14.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Broadcast Bureau and extended time from March 19 to March 26 to file reply findings in proceeding on application of Radio Americana Inc., for new am station in Baltimore, Md. Action March 19.

Granted petition by Rounsaville of Miami Beach Inc., for dismissal of its application for modification of license of WFUN South Miami, Fla., but dismissed application with prejudice. Action March 15.

Scheduled prehearing conferences and hearings in following am proceedings on dates shown: April 16 and May 21: WPOW Inc., for renewal of license of WPOW New York, N. Y., Rensselaer Polytechnic Institute for renewal of license of WHAZ Troy, N. Y., and Debs Memorial Radio Fund Inc., for renewal of license of WEVD New York, N. Y.; April 17 and May 17: Potomac Bcstg. Corp. (WPIK), Alexandria, Va.; April 18 and May 15: The Mullins & Marion Bcstg. Co. (WJAY), Mullins, S. C. Action March 15.

Granted request by Mel-Lin Inc., intervenor in proceeding on an application of Andrew E. Letson (WZRO), Jacksonville, Fla., for reinstatement by incorporation of its petition to enlarge issues with respect to financial qualifications of applicant, and upon reinstatement and consideration, denied petition. Action March 15.

Denied petition by Dover Bcstg. for authority to file additional pleading in connection with pending petition to en-

large issues in proceeding on its application for new am station in Richmond, Va., et al. Action March 15.

By Hearing Examiner Asher H. Ende

Granted request by William H. Martin, Fort Myers, Fla., and Broadcast Bureau, and scheduled March 23 for resumption of further hearings in proceeding on Mr. Martin's application and Peace River Bcstg. Corp., Punta Gorda, Fla., for am facilities. Action March 16.

By Hearing Examiner Charles J. Frederick

Upon joint oral request of parties in proceeding on application of Willamette-Land Tv Inc., for new tv station to operate on ch. 3 in Salem, Ore., continued March 21 prehearing conference to March 28. Action March 19.

Scheduled further prehearing conference for March 21 in proceeding on application of Willamette-Land Tv Inc., for new tv station to operate on ch. 3 in Salem, Ore. Action March 15.

Granted motion by KSAY Bcstg. Co. and continued April 3 hearing to May 1, in San Francisco, in proceeding on its application for renewal of license of KSAY, San Francisco, Calif.; changed from March 20 to April 20 date for exchange of exhibits. Action March 14.

By Hearing Examiner Millard F. French

Upon request of applicants, and with consent of Broadcast Bureau, extended time from March 20 to March 27 for filing proposed findings and from March 27 to April 3 for filing replies in proceeding on application of Elbert H. Dean & B. L. Golden for new am station in Lemoore, Calif.

After March 16 prehearing conference in proceeding on an application of Dolphinette Bcstg. Co. (KUDE), Oceanside, Calif., scheduled May 1 for informal exchange of engineering exhibits; further prehearing conference for May 14, and continued April 13 hearing to a date to be set at next prehearing conference. Action March 16.

Granted petition by Bel Air Bcstg. Co., Bel Air, Md., and Bi-States Bcstrs., Ocean City-Somers Pt., N. J., and scheduled following dates which shall govern future conduct of proceeding for Groups I, II, and III of consolidated am proceeding in docs. 14425 et al.: exchange of exhibits on April 16; engineering conference on April 30 with prehearing conference to follow; May 14 hearing for Group I and May 7 hearing for Group II will be rescheduled at prehearing conference and hearing date for Group III will be set at April 30 prehearing conference. Action March 16.

By Hearing Examiner Walther W. Guenther

Received in evidence certain exhibits by applicant, and noted Feb. 5, 1959 date of indictment, and closed record in proceeding on application of W. E. Baysden for new am stations in Jacksonville, N. C., and ordered proposed findings to be filed by May 1 and reply pleadings by May 11. Action March 16.

By Hearing Examiner Isadore A. Honig

Denied petition to reopen record by counsel for Mrs. Evelyn R. Chauvin Schoonfield, Elmwood Park, Ill., and rejected evidentiary documents tendered therewith in fm proceeding in docs. 12604 et al. Action March 19.

Upon request by Broadcast Bureau for one-week postponement in hearing date, and with consent of applicant R. L. McAlister, ordered that hearing following remand in proceeding on Mr. McAlister's application and Western Bcstg. Co. for new am stations in Odessa, Tex., be postponed from April 24 to May 1. Action March 16. By Hearing Examiner Annie Neal Hunting

Granted petition by Rochester Bcstg. Corp. for leave to amend its application for new tv station to operate on ch. 13 in Rochester, N. Y., which is consolidated for hearing in docs. 14394 et al., to correct typographical errors in its program schedule. Action March 15.

Granted petition by The Downriver Bcstg. Assn. for leave to amend its application for new am station in Napoleon, Ohio, which is consolidated for hearing in docs. 14085 et al., to change frequency requested from 1540 kc to 1010 kc, reduce power from 500 w to 250 w, and make related changes, and removed amended application from hearing and returned it to processing line. Action March 15.

Granted petition by Lapeer Bcstg. Co. to sever from consolidated am proding in docs. 14085 et al. its application and that of Chief Pontiac Bcstg. Co. for new am sta-



tions in Lapeer, Mich. Action March 15.

■ Granted petition by Don F. Price to extent of accepting an amendment to his application for new am station in Battle Creek, Mich., which is consolidated for hearing in docs. 14085 et al., to reduce power from 5 kw to 1 kw, change proposed DA pattern, and make certain other changes in information supplied. Removed amended application from hearing and returned it to processing line. Action March 14.

■ Scheduled hearing for April 24 in remand proceeding on applications of Western Bcstg. Co. and R. L. McAlister for new am station in Odessa, Tex., on additional issues specified in commission's memorandum opinion & order released Feb. 26; ordered that Western will not be permitted to further participate in this proceeding as party. Examiner does not construe commission's above-mentioned memorandum as operating to set aside or vacate examiner's ruling of Feb. 1, 1961, which held Western in default in prosecution of its application; ordered that time for filing any appeal from examiner's action shall run from release date of this order. Action March 14.

By Hearing Examiner H. Gifford Irion  
■ Granted request of McAlister Bcstg. Corp. (KSEL), Lubbock, Tex., and extended time from March 16 to March 30 for filing replies in proceeding on application of Neil N. Levitt for new am station in Roswell, N. M. Action March 15.

By Hearing Examiner Forest L. McClenning

■ Granted petition by MKO Bcstg. Corp. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., (a) to show leasing agreements for its proposed main and auxiliary studios and in connection therewith to specify exact location of each and option agreement for purchase of main studio site; (b) to show in detail assets relied upon by subscribers to stock and debentures of MKO to meet their commitments; and (c) to show supplemental agreements relating to availability of bank loan; dismissed as moot MKO's petition for leave to file reply to opposition by Major TV Co.; application is consolidated for hearing in docs. 14407 et al. Action March 15.

■ Granted petitions by Grand Bcstg. Co. and Atlas Bcstg. Co. for leave to amend their applications for new tv stations to operate on ch. 13 in Grand Rapids, Mich., to supplement their financial showings. Action March 15.

■ Granted request by KWK Radio Inc. and extended from March 16 to March 19 date for filing proposed findings of fact and conclusions of law in matter of revocation of license for KWK St. Louis, Mo. Action March 15.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Grand Strand Bcstg. Co. for leave to amend its application for new am station in Myrtle Beach, S. C., to reduce ant. height by one foot from 165 to 164 ft.; application is consolidated for hearing with application of Lord Berkeley Bcstg. Inc., for new am station in Moncks Corner, S. C.

■ Scheduled further prehearing conference for March 20 in Santa Maria, Calif., tv ch. 12 proceeding. Action March 13.

By Hearing Examiner Elizabeth C. Smith

■ On own motion, with concurrence of all counsel, continued further prehearing conference scheduled for April 9 to May 2 in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action March 15.

■ On own motion, with concurrence of all counsel, continued March 22 prehearing conference to May 1 and continued April 19 hearing to date to be fixed at prehearing conference in proceeding on application of WDSU Bcstg. Corp. (WDSU), New Orleans, La. Action March 15.

■ Granted petition by Colonial Bcstg. Co. for leave to amend its application for new am station in New Milford, Conn., to correct inadvertent error in specifying geographical coordinates of proposed trans. site disclosed in course of evidentiary hearing; application is consolidated for hearing in docs. 14166 et al. Action March 14.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of March 20

WPFM(FM) Providence, R. I.—Granted SCA on multiplex basis.

WLAN Lancaster, Pa.—Granted license for alternate main trans.

KUTE(FM) Glendale, Calif.—Granted licenses to use trans. as auxiliary trans. (old

main trans.) with remote control operation; and covering installation of new trans.-ant.

WPRE Prairie du Chien, Wisc.—Granted license covering increase in power.

KIEN Afton, Wyo.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KID (ch. 3) Idaho Falls, Idaho.

K07BJ, K11BE Bowman, N. D.—Granted cps to replace expired permits for new vhf tv translator stations and specify primary tv station as KDSJ (ch. 5) Lead, S. D., and KFVR (ch. 5) Bismarck, N. D., make of trans. and make changes in ant. systems.

KNAI Knoxville, Iowa.—Granted cp to make changes in DA pattern.

KARO(FM) Houston, Tex.—Granted cp to increase ERP to 19.5 kw; install new ant.; ant. height 230 ft.; and changes in ant. system.

KEEE Nacogdoches, Tex.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

KAIM-FM Honolulu, Hawaii — Granted mod. of cp to change ERP to 37 kw; type trans.; type ant.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: KAIM-FM Honolulu, Hawaii, to Aug. 22; KDEF Albuquerque, N. M., to April 30.

##### Actions of March 19

WIGL, Radio Superior Inc., Superior, Wis.—Granted license for am station.

KFKF Bellevue, Wash.—Granted license covering increase in power, change to non-DA, installation new trans., change studio location and remote control operation.

WCVA Culpeper, Va.—Granted license covering increase in power and installation of a new trans.

WKVA Lewistown, Pa.—Granted license covering change of hours of operation and remote control operation daytime.

WCLW Mansfield, Ohio.—Granted license covering increase in power, change in DA system and ground system.

WAVO Decatur, Ga.—Granted license covering increase in power, changes in DA system and change station location.

WYLD New Orleans, La.—Granted license covering change in ant.-trans. location, nighttime DA system, ground system, installation new trans., and remote control operation daytime only.

■ Granted licenses covering increase in daytime power and installation new trans. for following stations: KIBS Bishop, Calif.; WBHF Cartersville, Ga.; WJIM Lansing, Mich.; WCBQ Whitehall, Mich.; KODE Joplin, Mo.; KSMI Sikeston, Mo.; WGRV Greeneville, Tenn.; WDXB Chattanooga, Tenn.

WESB Bradford, Pa.—Granted mod. of cp to change type trans.

KCSR Chadron, Nebr.—Granted extension of authority to Nov. 1 to sign-off at 6 p.m., MST, except for special events.

KKHI-FM San Francisco, Calif.—Granted extension of authority to May 15 to remain silent.

KGPO(FM) Grants Pass, Ore.—Granted extension of authority beginning March 1 and ending Sept. 1 to remain silent.

WETT Ocean City, Md.—Granted authority to May 1 to remain silent.

##### Actions of March 16

WHOM-FM New York, N. Y.—Granted license covering installation of new type

trans. as alternate main trans. at present main trans. site.

KRGV-TV Weslaco, Tex.—Granted cp to change type trans.

KTAL-TV Texarkana, Tex.—Granted cp to install auxiliary trans. at main trans. site.

KOCY Oklahoma City, Okla.—Granted extension of completion date to April 16.

##### Actions of March 15

Baker Electric Cooperative Inc., Cando, N. D.—Granted cps for new vhf tv translator stations on chs. 11 and 9 to translate programs of WDAY-TV (ch. 6) Fargo, and KXJB-TV (ch. 4) Valley City, both North Dakota.

Mott Tv Booster Club, Mott, N. D.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KFVR-TV (ch. 5) Bismarck, N. D.

KEX-FM, Westinghouse Bcstg. Inc., Portland, Ore.—Granted assignment of license to State of Oregon, acting by and through State Board of Higher Education; no monetary consideration. State proposes noncommercial educational operation.

WALK-FM Patchogue, N. Y.—Granted SCA to operate on multiplex basis.

WKTC, Queen City Bcstg. Co., Charlotte, N. C., and WCAY, Lexington County Bcstrs. Inc., Cayce, S. C.—Granted transfer of control from J. Olin Tice Jr., to Tico Enterprises Inc.

K07AV Stanford, Mont.—Waived Sec. 1.323(b) of rules and granted cp to replace expired permit for vhf tv translator station.

WDRK(FM) Greenville, Ohio — Granted mod. of cp to change type trans.

##### Action of March 14

Picture Gorge Tv, Kimberly, Ore.—Granted cp for new vhf tv translator station on ch. 5 to translate programs of KBOI-TV (ch. 2) Boise, Idaho.

WJBI, Johnson Bcstg. Corp., Indian Rocks Beach, Fla.—Granted transfer of control from Lloyd L. and Julia G. Johnson to The World Christian Radio Foundation Inc. (WGNB [FM] St. Petersburg, Fla.); no monetary consideration.

KQTY, Walter N. Nelskog, Everett, Wash.—Granted assignment of licenses to Snohomish County Bcstg. Corp.; consideration \$125,000 and assignor not to compete in radio broadcasting for five years at Everett, Snohomish, or Maryville, Wash.

KWIN, Rogue Valley Bcstrs. Inc., Ashland, Ore.—Granted transfer of control from Douglas D. Kahle to W. Henry Peck; consideration \$1,000 for 75% interest.

KNUZ KQUE(FM) and SCA, Veterans Bcstg. Co., Houston, Tex.—Granted assignment of licenses to Texas Coast Bcstrs. Inc. WJBI, Johnson Bcstg. Corp., Indian Rocks Beach, Fla.—Granted assignment of cp to The World Christian Radio Foundation Inc. WSUZ, Raymond P. McMillin, Palatka, Fla.—Granted involuntary assignment of license to George J. Duck, receiver.

K70AL, K73AD, K77AV, Palm Springs and Desert Hot Springs, Calif.—Granted licenses covering changes in uhf tv translator stations.

■ Granted cps for following new vhf tv translator stations: Shelby Tv Club Inc. on chs. 8, 10, and 12, Shelby, Mont., to translate programs of KRTV (ch. 3) Great Falls, Mont., KFBB-TV (ch. 5) Great Falls, via

Continued on page 158

## BROADCASTING

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Sales-minded general manager of independent in major Tennessee market. Substantial salary and profit incentive. Will also consider ownership incentive. Experienced man interested in permanent place in community. Replies to Box 180K, BROADCASTING.

Manager wanted for established southern New England AM station. 500,000 population primary area. Must be prepared to invest \$10,000 and upward for substantial share of stock. Principal owner has other business interests. Box 203K, BROADCASTING.

Manager at \$1,000.00 per month plus written agreement for share in profits and stock options. Fulltime in Texas city of 100,000 that is growing rapidly. Top 40 and rated No. 1 in the market. Must have management or sales management experience. Box 220K, BROADCASTING.

Perhaps you're the man we're looking for and don't know it! Actually you are now the manager or sales manager of a successful radio station—you're doing a good job and doing well where you are—but you have been keeping your eyes on Broadcasting's help wanted management section for just that right ad. If this describes you and you're the man we are looking for this is the ad you've been waiting for. The job is station manager of a highly successful, high rated radio station in the east. Although the opening is now available, if you're the man for this job according to what you tell us and what we can learn about you, we'll wait until you're ready to make the move. We're not testing the pulling power of this ad in the hopes of receiving lots of replies—we're interested in one man whose doing a good job now joining us and doing a great job of managing our radio station. Are you that man? Of course all replies confidential. Box 230K, BROADCASTING.

Sales manager for Michigan 180,000-market daytimer, due to promotion. Must be experienced, 25-40, able to sell and show others how. Commission on all station sales. Opportunity to become manager in a year. Michigan-Indiana men preferred. Personal interview required. Confidential. Box 305K, BROADCASTING.

Aggressive, ambitious general manager with real knowhow. Must have sales background. Midwest full time multiple owner. Number one latest survey. Replies confidential. Box 310K, BROADCASTING.

### Sales

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. \$100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Wanted—Hard working salesman for FM Radio in Westchester, N. Y. area. You'll be in good company. Box 269K, BROADCASTING.

You'll find a real sales opportunity in a top rated station in a well established, progressive community in western Montana. There are plenty of prospects for advancement and a large volume of sales for the right man. For complete information, send a complete resume to Box 196K, BROADCASTING.

Sales manager for 5 kw CBS outlet, medium market in midwest. Excellent opportunity. Radio experience necessary. Box 288K, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Salesmen-Announcers . . . New independent tv in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows . . . send photos and resume to Harold Gann, KDAS-TV, Kingsburg, California.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

In Michigan's leading market for business activity adding 2nd salesman-announcer, 25-45, with at least 2 years experience. Salary plus comm. Close-by men preferred. Personal interview required. Contact J. F. Butler, WKLZ, Kalamazoo.

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### Announcers

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, BROADCASTING.

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can quality write Box 214K, BROADCASTING. Permanent position. Salary open.

Summer replacement! Experienced announcer, good voice, ability to gather and deliver news, and take orders. Local condition, salary commensurate with ability. From approximately May 15th to September 1st. Box 213K, BROADCASTING.

Downstate Illinois—need experienced, loyal cooperative worker. \$90 or with first ticket, \$100. Send tape and resume. Box 244K, BROADCASTING.

Competitive market in Upper Midwest needs experienced, bright morning personality. Must be strong on commercial production. Fast paced but not screaming operation. Salary open. Send complete information at once to Box 294K, BROADCASTING.

Southeastern regional station — medium market—needs top flight morning man immediately. Must be personality with sellability and experience. Top dollar to right man. Send hour tape—resume, picture and references to Box 299K, BROADCASTING.

Announcer . . . first phone . . . experience not necessary. Must be willing to work and learn. Salary open. Send tape and resume with first letter. Box 340K, BROADCASTING.

Wanted—Combo man—Must be strong on announcing—good pay. Ideal working conditions in Tennessee. All replies confidential. Box 342K, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening announcer-production or announcer-sales. One of fastest growing Carolina areas. Lively daytimer. Better than average salary—opportunity if creative, aggressive and responsible. Box 343K, BROADCASTING.

New York State 5 kw good-music format needs a young yet mature-voiced announcer—5 day week, 40 hours, \$80.00. Basic qualifications necessary and if interested in learning, will teach. Send resume and tape. Box 351K, BROADCASTING.

News man, experienced in gathering, writing, local news. Must be able to report for both radio-tv. AM is state's largest independent. Send photo, tape, salary, to General Manager, KFBB, AM-TV, Great Falls, Montana.

Better music station in World's Fair city. Expanding. Mature baritone or bass announcers with first phone. Send tape and background. AFTRA scale. Wally Nelskog, KIXI, 910kc, University Bldg., Seattle 1, Washington.

Mature announcer. Immediate opening. Call or write, Gene Stanley—KLVT, Levelland, Texas.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Announcer for new, adult daytimer, around May 1st. Small staff, must be team-worker. Resume, picture, tape, John Clark, WDMC, Otsego, Michigan. Tapes returned.

Good pay for dependable, bright, and warm sounding d.j. Regional station—Top working conditions. Contact B. Mann, WEAV, Plattsburgh, N. Y.

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Wanted—Experienced announcer with good voice and first class ticket. Bill Hogan, WLBG, Laurens, South Carolina.

Immediate opening, experienced, mature delivery for 5-kw daytimer. Complete resume and audition to WLSI, Pikeville, Kentucky.

Announcer-Salesman, strong on sales, with car. Fully paid pension and hospitalization plans. For interview phone WNNJ, Newton, N. J.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

## Technical

Top notch Chief Engineer for 5 klowatt daytimer. Stress engineering and administrative ability. Box 179K, BROADCASTING.

Wanted, transmitter engineer, first ticket. Experience or car not required. Western Pennsylvania. Box 278K, BROADCASTING.

Chief. All around transmitter-mobile—audio-maintenance. Good salary for 1/c who will forget the clock and work alone with sleeves rolled up. N. Y. metropolitan area. Box 330K, BROADCASTING.

Wanted: Engineer-Announcer. Box 337K, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Wanted—First class radio telephone operator. Starting wage will be between \$375-\$400 which is average for this area. Man to be employed will work on a full time basis. Contact Mike Donovan, Radio Station KANA, Anaconda, Montana.

Immediate opening combination chief engineer, announcer. Single station, college community. KHAS Radio Station, Hastings, Nebraska.

Engineer-announcer immediately. Must be able to maintain and repair studio and transmitter equipment. Announcing time limited. Send full information to KMRC, Morgan City, Louisiana.

Working, chief engineer must be capable of handling regular schedule of transmitter and studio maintenance including equipment installation both AM and FM. Salary open. Submit experience, family status and recommendation by letter only. No phone calls. Position open next 30 to 90 days. See Leslie Golliday, General Manager, WEPM, Martinsburg, West Virginia.

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Wanted: Engineer to work with Chief Engineer for transmitter and regular maintenance duties—first phone necessary. Present engineer being drafted. Opening April 15th. Call or write WMIX, Mt. Vernon, Illinois.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

### Production-Programming, Others

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can qualify write Box 215K, BROADCASTING. Permanent position. Salary open.

New Jersey. Journalist-announcer for adult music station. Permanent. Send resume and tape. Box 264J, BROADCASTING.

Unusual opportunity. Illinois daytimer needs copywriter with first-phone. This is a top daytime station with lots of chances to advance. Also in need of news director with 1st phone. Salary open. Write Box 216K, BROADCASTING.

Northwestern Pennsylvania station in small one station college community has immediate opening for experienced program director. Better than average salary. Send tape and resume. Box 243K, BROADCASTING.

Pulse proven top station now interviewing for program manager. Must have proven rating success. Multiple ownership midwest. Real opportunity. Confidential. Box 309K, BROADCASTING.

Program Director, Florida—10,000 watt AM-FM. Permanent with opportunities. Prime qualifications: imagination and production skill. Good manager. Box 350K, BROADCASTING.

## RADIO

### Situations Wanted—Management

22 years broadcast experience; 15 years manager of one AM-FM met; 7 years chief engineer and chain chief. Desire general manager and/or chief engineer large facility. Box 39K, BROADCASTING.

General and sales management team-husband and wife. Local, regional, national radio and tv experience. Available for interviews NAB convention. Box 204K, BROADCASTING.

Experienced manager, announcer, Salesman, first phone. Prefer West Texas, New Mexico, Arizona. But will consider all offers. Box 352K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

Hardworking chief engineer desires manager—engineer position in small or medium Southern market. College graduate, married. Ten years experience 250w-5kw, directionals, construction, applications, business. Box 227K, BROADCASTING.

No station to small to operate profitably. Experienced Manager-Engineer. Proven sales record. Salary or percentage. Write Box 286K, BROADCASTING.

Mature, 32, major market announcer (Chicago, San Francisco, Detroit) seeks staff job in metropolitan area, or executive post near major area. Eight years radio and tv, including classics. No "format," screechers, or psychos, please. Sincere, honest efforts exchanged for humanistic management and a living wage. Box 292K, BROADCASTING.

Ready to manage: College grad, 28, married. Strong on sales, promotion, announcing, production, writing. 2½ years with present #1 station, major market. Also medium and small market experience. Market size and location unimportant. Opportunity for aggressive salesman thoroughly experienced in modern radio important. Box 295K, BROADCASTING.

"No Fancy Claims" just good, steady growth. Excellent sales record. Six years with present employer—family, 34—current earnings \$9,000.00. Sales manager. Box 298K, BROADCASTING.

Former station owner—15 years all phases of radio—now in television—if you want a strong organization—a station with a distinctive sound—a general manager who believes in radio. Then I'm ready to prove that no matter how good your station is, it can be better. Box 301K, BROADCASTING.

Executive, major market 50kw, wants return to managing small-medium midwest station. Experienced launching-managing new stations, all operations. Interview, NAB convention? Box 303K, BROADCASTING.

Ideas (Original) . . . Salesmanship (enthusiastic) . . . experienced (10 years). Sound like your general manager? Write Box 315K, BROADCASTING.

Available immediately — Bob Franklin, WAKY, Louisville, Kentucky. Formerly McLendon station. Call Glendale 9-2623. Available for interview at NAB.

Available immediately, sales manager of WAKY. Formerly McLendon station in Louisville. Excellent record in sales and sales management—best references in industry. Will be available at NAB for interview. John McCarthy, Whitehall 5-7381, New Albany, Indiana.

### Announcers

Sports announcer looking for sports minded station. Finest of references. Box 922J, BROADCASTING.

Announcer, dee-jay. Experienced, solid news, tight board, bright—happy sound. Want permanence. Box 201K, BROADCASTING.

Excellent staff announcer and/or format disc-jockey, 4 years experience, love to work? Desires change. Box 226K, BROADCASTING.

Announcer, resonate voice, tight board; experienced, veteran, want to settle, Box 232K, BROADCASTING.

Top 40 DJ leaving Army; 6 year background; results with teens, community. Box 259K, BROADCASTING.

Top 40—three years experience. Desire fast-paced station in midwest. Dependable, married. Best references. Box 266K, BROADCASTING.

5th market personality now available. 28, family man, first phone. Minimum \$125. Box 279K, BROADCASTING.

Announcer, 3 years experience; no screamer. Veteran, 30, willing to travel. Prefer Pacific Northwest, Hawaii. Box 284K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

First phone personality—Experienced dj, 26, single, veteran, college graduate, broadcasting schools. Now working in New England, want bigger market. Would like station with big ideas, any format. Do humor and sales, news and light maintenance. Box 281K, BROADCASTING.

Announcer-D.J. . . . Humorous, cheerful and swinging sound. Age 26, vet. Two years college and broadcast school grad. First phone and one year experience with No. 1 station in No. 3 market in state. Presently employed. Single, but reliable. Interested in advancing in any city with more than 150,000 pop. Box 282K, BROADCASTING.

Bright humorous morning man—tight production—good air sell, 1st phone—no maintenance. No drifter. Excellent references. 5 years experience. 150 miles from Twin Cities. Box 290K, BROADCASTING.

Mature, 32, major market announcer (Chicago, San Francisco, Detroit) seeks staff job in metropolitan area, or executive post near major area. Eight years radio and tv, including classics. No "format," screechers, or psychos, please. Sincere, honest efforts exchanged for humanistic management and a living wage. Box 291K, BROADCASTING.

Former top 40 jock in metropolitan markets, have had my fling at good music, want back with the swingers. Young, family man, \$125.00 minimum. Box 296K, BROADCASTING.

Announcer-Experienced in farm work—news gathering and writing—staff work. Box 306K, BROADCASTING.

Announcer-salesman seeking opportunity in Texas. Dependable, cooperative. Available now. Box 314K, BROADCASTING.

A 14 year veteran metropolitan dj, sportscaster, program director wants to work for you. Contact me! Box 319K, BROADCASTING.

Announcer/Engineer, young married, responsible, experienced in graphic arts, am & fm programming and maintenance. Wish steady friendly employment. Prefer all-night combo. Box 320K, BROADCASTING.

Responsible staff announcer: experienced, 26, family, pleasant appearance and personality. Authoritative, resonant delivery. 7 years college, draft exempt, available July 1st. Outline your opening. Box 321K, BROADCASTING.

Experienced fast format dj—tight board, bright sound, and production. First phone. Good man for your staff. Box 329K, BROADCASTING.

Experienced announcer-dj., two years experience in top 40 programming. Good mature voice. Available immediately, will relocate. Prefer Washington D. C. or East Coast. Resume on request. Box 332K, BROADCASTING.

Announcer, newscaster, tight production, authoritative news, selling sound. Family man. Box 334K, BROADCASTING.

Available first phone. Combo experienced—prefer N. Carolina, S. Carolina or Georgia. Box 336K, BROADCASTING.

Top Rated disc jockey. Personality plus, especially in morning. Five years radio. One year television. Married. Box 347K, BROADCASTING.

Familyman. 4½ years experience. Relocate within 100 miles NYC. Box 349K, BROADCASTING.

Hard-hitting newsmen—good background—experienced newscaster, reporter, writer. Dependable, aggressive, looking for station that wants a man willing to work for a living. If you want a newsmen who doesn't eat, sleep and live news, don't write. Am 29, family man. My resume is heavy. Want growing or new station. Am not a temporary man, write R. R. Bauder, 601 Howard Ave., Brooklyn 12, N. Y.

Announcer, 1st phone, no maintenance \$85, no car. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

## Situations Wanted—(Cont'd)

### Announcers

**Beginner:** Was at RCA Nashville when "Twistin Freeze" was recorded; I like top forty, have desire to learn, first phone, and want California bad. Johnny Bowles, 802 S. 33 St., Louisville, Kentucky.

**Available immediately—Young, single, draft free announcer.** Ability to work hard, with cooperation. Wayne Crego, WMNE, Menomonie, Wisconsin.

**Versatile format announcer-dj, tight production, broadcasting school grad., non-drinker, grew up in radio, 21, veteran, top references.** Prefer Phoenix or Central Arizona. Phone 969-3108, Mesa, Arizona.

**Newswork desired by university radio/television graduate with commercial experience.** Stable family man. Thomas Jones, 1760 Lawrence, Navy 990, FPO, San Francisco, California. (Air Mail)

**DJ—Announcer selling, tight board, authoritative news, no floater. Married, veteran—write Barry McGouran, 1751—67th St., Brooklyn 4, N. Y.**

**D.J. announcer, experienced, good music & top 40.** Want to come back to Michigan, Ohio. Presently employed S. California. 5 kw. Dan Newton, General Delivery, Apple Valley, California.

**School of Broadcasting and Announcing graduates available.** Thoroughly trained, eager. 1697 Broadway, N. Y.

### Technical

**Experienced engineer, including 50kw operation studio controls, recording, etc.** Desire to relocate. Seven years radio experience. Will be available April 2. Call Jackson 4-7488, or write T. O. Collins, 1127 S. W. 16th Ave., Ft. Lauderdale, Florida. No tv experience, but interested.

### Production—Programming, Others

**See Bob Hagen's display box ad—Newsmen.**

**Writer, director-producer wants responsible position overseas.** Box 9997, BROADCASTING.

**Experienced continuity writer.** Available now! Radio or TV! Box 285K, BROADCASTING.

**Creative copywriter, fast, mature, moderate habits.** Authoritative news, sports, weather, interviews. Unusual Book review. Over 20 years Radio, T.V. Production, Promotion, Public Relations. Never been fired. Presently TV don't have to leave. Tired of seven day week. Versatile experience valuable to any small station, that has to do something with nothing. Wife helps me with production typing, slide making and runs camera. Want reasonable hours, salary secondary. No hurry, will furnish proof of ability, want permanency. Box 328K, BROADCASTING.

**Family man wants immediate permanent position with advancement possibilities in radio or television.** Western States. Ten years experience. 733-7240, Twin Falls, Idaho.

## TELEVISION

### Help Wanted—Management

**Have opportunity developing soon for television manager with proven sales record.** Midwest network affiliate. Multiple owner. Present manager being promoted. Replies confidential. Box 311K, BROADCASTING.

### Sales

**Salesmen—Announcers . . . New independent tv in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows . . . send photos and resume to Harold Gann, KDAS-TV, Kingsburg, California.**

### Announcers

**TV newsmen for large Florida market.** Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

**Television and radio station in major market has opening for experienced sports announcer to handle one radio and three tv shows daily.** A background in athletics and ability to handle personal contacts in addition to on-the-air duties preferred. This is excellent opportunity for the right man. Send resume, picture, tapes, all pertinent information to Box 199K, BROADCASTING.

**VHF in East Texas—All networks—needs all around announcer for on-camera commercials, news, sports.** Prefer background in secondary market tv in Texas or general Southwest area. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, voice tape, snapshot. Apply Marshall Pengra, KLTW-TV, P. O. Box 957, Tyler, Texas.

### Technical

**TV trans. and studio engineer.** Minimum of 2 years experience both trans. and studio desired. Require operations and maintenance ability. Permanent position & auto. salary increases. WCCO-TV, 50 So. 9th St., Minneapolis 2, Minnesota, Att. Dir. of Eng.

### Production-Programming, Others

**A television station in a southeast coastal area wants a man to head its Production and Copy Departments.** He must be able to write, direct, produce commercial announcements and programs. He will be under a Program Director who does a lot of air work. He will have two (2) women to assist him in the preparation of copy. He must do some of his own writing and must be able to type. He will have an experienced floor and production crew including photographers and artists. He must know how to handle people with whom he will work, salesmen and customers, including agency personnel. The job will pay \$140.00 a week, plus life and medical insurance and a pension plan. No air work is expected. A lot of hard work, and sometimes long hours, is required. Apply with details and a picture. Box 304K, BROADCASTING.

**WMSB-TV, East Lansing, Michigan, seeks experienced photographer.** Film and still. Send resume to Box 325K, BROADCASTING.

**TV newsmen for mid-Atlantic station located within 4-hour drive to coast or mountains.** Emphasis on writing and reporting, should handle 16mm camera. Send resume, photo, sample film script. Box 345K, BROADCASTING.

**Production-Photographer, young man with studio experience and basic photographic background to fill immediate opening.** About age 25, draft exempt, willing to earn raises and promotions. Contact R. M. Lumpp, Program Manager, WCHU Television 33, Inman Hotel, Champaign, Ill. 352-7673.

## TELEVISION

### Situations Wanted—Management

**Experienced assistant manager.** 20 years, radio and tv. Family man. Box 16K, BROADCASTING.

**Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate—Prefer midwest.** Box 316K, BROADCASTING.

**Station or sales management.** Currently General Manager small market television station. Eight years experience. May change due to new ownership. Best references. Married, family, steady, sober. Available for personal interview NAB convention. Chicago. Midwest preferred. Jack Walkmeyer, KWHT-TV. Goodland, Kansas. TW 9-2321.

**Major advertising agency account supervisor, 12 years experience, heavy broadcast, desires position with network or station.** Understand programming, sales problems. Prefer East Coast. College graduate. Married. Currently employed. Box 223K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Sales

**Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing.** Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service; commissions and draw over \$20,000 exclusive of profit-sharing. Formulates own plans, designs questionnaires for pre-test, writes and delivers the final reports. Excellent board-room and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

### Announcers

**Excitingly different—Thoroughly proficient—Steeped in tv announcing lore.** Married. Reliable—loyal, to wife and employer. Prefer west. Be a pen pal and write Box 293K, BROADCASTING.

**Need a professional tv announcer for your staff? 11 years radio/tv.** Box 322K, BROADCASTING.

**Available March 26.** Five years radio. One year television. News—Sports—Weather—Dance Party—Booth. Box 348K, BROADCASTING.

### Technical

**Honest and dependable—10 years experience all phases of television—26 years old, married.** No drifter—Versatile, willing to learn more—Prefer switching and directing—Desire to relocate. For more information, write Box 302K, BROADCASTING.

**Four years studio operation and maintenance experience, one year tv.** Tape. First phone. Box 317K, BROADCASTING.

**First phone engineer, one year training, plus one year experience in tv station operations, seven years experience as licensed movie projectionist.** Trainee type position acceptable. Will relocate. Details, resume furnished. Box 346K, BROADCASTING.

**TV engineer—10 years experience, 34, presently employed Europe—return states May 31.** VTR operation, maintenance, editing, video, projection, first phone, highest references. H. J. Hall, 7 Square De Versailles, Grandes Terres, Marly Le Roi, France.

**Trained broadcast technicians available immediately.** 1st phone—Matus of Announcer Training Studios, 25 W. 43 St., NYC, N. Y.

### Production-Programming, Others

**All around production man.** 24, creative, degree, educational and commercial experience. Presently cameraman-director in Southwest. Seeks better opportunity. Box 277K, BROADCASTING.

**Television traffic director, 3 years experience.** Logs, weekly schedules, film orders, TWX, all reports (FCC, BMI etc.) Good with details. Thorough knowledge of television. Female, seeking advancement. Please write Box 300K, BROADCASTING.

**Director—Knowledge all phases Tv.** 5 years experience including network origination. BA, family. Seeking station with future. Box 307K, BROADCASTING.

**News Director: News-in-depth: 12-years top-rated competitive markets.** Favorite sport: scooping newspapers. Box 312K, BROADCASTING.

**Program manager, production manager, public affairs director—11 years experience.** All phases of television in large market. Desires any of the above—where he can create. Married—family man—late thirties. Box 333K, BROADCASTING.

## FOR SALE

### Equipment

**Used GPL 35MM telecast projector model PA-200.** Reasonable. Box 139K, BROADCASTING.

## FOR SALE

### Equipment

Excellent opportunity to buy latest model 530G Fairchild turntable in console cabinet with Gray 602C equalizer and S160 arm. Cost over \$700.00. \$495.00—in crate. Box 308K, BROADCASTING.

Color TV Monitor: RCA TM-21B. Provides accurate stabilized color display for quality control. 2 years old, little used, excellent condition. Cost \$3850.00, sell for \$1825.00 F.O.B. New York, N. Y. Write Box 318K, BROADCASTING.

1 TD-3A TV camera pedestal, excellent condition. Box 344K, BROADCASTING.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

G.E. 3kw FM transmitter—ready to go on the air—\$3,000.00. Jim Corry, KFMK, 1424 Westheimer. JA 6-2166, Houston 6, Texas.

Presto-8DG disc lathe; 3-speed. Send for photo and specifications. Box 832, Rochester, Minnesota.

Microwave Antennas. 6' Spun aluminum dish, Parabolic, Andrews #2006 W/T 4 mounting bracket, de-icer and dipole radiator. New crated. For export \$100.00 complete. One hundred available. Also rigid line, hangers & fittings. Sierra Western Electric, 1401 Middle Harbor Road, Oakland 20, California. TE 2-3527.

RCA 73-B disc cutter. Complete with B.W. amplifier—scope and console cabinet. Priced right. Dick Witkovski, 4007 Bellaire, Houston, Texas.

(Two) Gates ST-101 spot tape recorders. Used seven months. \$600.00 each, both for \$1,100.00. Presto 66-G disc recorder A-93 amplifier—1-D head. Like new \$1,200.00 Ken Forney, WHLL, Wheeling, West Virginia.

Two Ferrograph 3AN tape recorders, \$150 each. Two Ferrograph 3CP decks for background music, \$125 each. WLIR-FM, Garden City, New York.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 1/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydrators, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

## WANTED TO BUY

### Stations

Experienced broadcasters seek profitable multiple market facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 326K, BROADCASTING.

## WANTED TO BUY

### Equipment

Need up to 1100 feet of 3 1/8" inch coax transmission line. Write stating make, type, impedance, location, condition, length and price. Box 128K, BROADCASTING.

G.P.L. Film recorder with Maurer sound galvanometer unit. Good working order. Box 146K, BROADCASTING.

Used TV equipment; Special effects amplifier system, studio Zoomar lens, Video tape recorder. No junk. State prices wanted. Box 229K, BROADCASTING.

Amplitude modulated station purchaser requests thorough details of your equipment and market to Box 335K, BROADCASTING.

Wanted: Used micro-wave STL and TV studio equipment including live and film chains, switching, sync, etc. Any condition as long as standard line equipment and price consistent with condition. Contact Don Powers, Chief Engineer, KXGN-TV, Glendive, Montana.

## Wanted to Buy—(Cont'd)

### Equipment

Interested in 18 lbs., No 10 soft drawn copper wire. Need immediately. Address replies care of Box 341K, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OK 5-9245.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

## MISCELLANEOUS

All types of printed broadcast forms, program guides, etc. Write for samples. Lowest rates. Box 283K, BROADCASTING.

28,000 Professional Comedy Lines! Topical laugh service featuring dee-jay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Station Services, 1st National Bank, Peoria, Illinois, contacts radio stations throughout States and Canada via direct mail and personal contact. We would like to add your products/services to our "portfolio" if non-conflicting. Would you care to consider such an arrangement?

## RADIO

### Help Wanted—Management

#### TEXAS BROADCAST EXECUTIVE WANTED

Full time travel—radio-tv experience a must. Car, ambition, ability can earn you up to \$25,000, salary-commission. Resume, pix-CCA, P. O. Box 537, Westport, Conn. or interview. Hospitality suite, NAB, Congress-Pick Hotel, Chicago. John C. Gilmore.

## Help Wanted—(Cont'd)

### Management

General Manager for 50,000 watt Florida—Important Market. Exceptional opportunity for experienced executive, with emphasis on sales. Salary plus override. Laggards need not apply. Box 324K, BROADCASTING

### Sales

## BROKER WANTED EAST

Broker of Television and Radio Stations to live in the Washington, D. C. area. Background—Previous Radio or Television ownership or management desirable. Able to finance self for four or five months while learning brokerage. Write full and complete details in first letter outlining chronologically your experience, education, physical appearance and background. Extremely lucrative for the right individual.

**BEGGS PERSONNEL SERVICE**  
519 Transportation Bldg.  
Washington, D. C.  
ME 8-4877

## INTERVIEWING AT NAB CONVENTION

Need sales representative to travel and sell newest and most outstanding promotion to radio/tv stations.  
1 man—Midwest  
1 man—West Coast  
Only top drawer sales executives need apply. See Mr. Gittleson, Suite 1201-1201A, Pick Congress Hotel.

## RADIO

### Situations Wanted—Announcers

"Quality, mature music personality now at major market SE 50 kw desires change to major northern or eastern market. Know music, smooth style, sober, 32 No screamers or top 40s please. Tape and resume on request.

Box 281K, BROADCASTING

## Production—Programming, Others

### BOB HAGEN

Experienced Cleveland Newsman  
—Ask Cleveland About Me!  
Use to \$10,000 plus.  
7321 Parma Park Blvd., 845-0736  
Parma 30, Ohio

**TELEVISION**

**Help Wanted**

**Production—Programming, Others**

**TV PROGRAM MANAGER WANTED**

Major market midwestern station, network affiliated, has an opening for an experienced program director well versed in production, film buying et al. Excellent opportunity for program director in middle-sized market to "move up." Fine working conditions, the best of facilities. Please send picture and full details to:

Box 338K, BROADCASTING

**NEWSMEN NEEDED**

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**Stations**

**NEW ENGLAND DAYTIMER**

Small but exceptional market, 250 w on a Clear Channel. Can go to 1 kw. \$20,000 down will handle and terms on balance at 6% up to 10 years, easily handled on current earnings. Qualified principals only.

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**For Sale—(Cont'd)**

**Stations**

**MIDWEST STATION.** Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

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5,000 watt low frequency fulltimer grossing in excess of \$200,000 and showing a high profit. Due to circumstances requiring a quick sale, this fine property is priced at less than one and one half annual gross and about four times cash flow. 29% down and up to 10 years on balance.

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**5 KW FULLTIMER**

For Sale or participation—5 kw Seattle daytimer with fulltime CP. World's Fair places eyes of nation on 15th market. Approximately \$300,000 cash will deliver. Participation available for minimum of \$50,000.

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Ala	metro	daytime	\$110M	terms
Ark	metro	daytimer	75M	\$40dn
Ca	metro	fulltime	137M	29%
Ind	metro	fulltime	410M	\$90dn
La	metro	daytimer	135M	29%
N. Y.	metro	fulltime	235M	29%
Tenn	metro	fulltime	400M	\$100dn
Va	metro	fulltime	350M	29%
Wash	metro	daytimer	105M	terms

and others; also newspapers & trade journals.

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**PATT McDONALD CO**  
Box 9266—CL. 3-8080  
AUSTIN 17, TEXAS

*Continued from page 153*

intermediate translator, condition, and CJLH (ch. 7) Lethbridge, Canada, via intermediate translator, condition; Windsor Area Jaycee's Inc. on chs. 6, 10 and 13, Windsor, Vt., WRLP (ch. 32) Greenfield, Mass., WCAX-TV (ch. 3) Burlington, Vt., and WMTW-TV (ch. 8) Poland Springs, Me.

K04CC Oakridge, Ore.—Granted mod. of cp to change frequency to ch. 4 and type trans.

**Actions of March 13**

■ Granted cps for following new vhf tv translator stations: Glendale Tv Boosters Club on chs. 7 and 2, Glendale, Ore., to translate programs of KBES-TV (ch. 5) Medford, condition, and KEZI-TV (ch. 9) Eugene, Ore., condition; 3 Cities Tv Club Inc. on chs. 2 and 7, Riddle, Canyonville, Tri City, and Myrtle Creek, Ore. KEZI-TV (ch. 9) Eugene, condition, and KBES-TV (ch. 5), Medford, both Oregon, condition.

**Actions of February 27**

KHQ Spokane, Wash.—Remote control permitted.

**Translators**

Sam S. Broach, Big Stone Gap, Va.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of WLOS-TV (ch. 13) Asheville, N. C. By letter, denied opposing petition of Kenneth Jenkins and Arnold A. Fraley and stated, in part that commission "would not be warranted in depriving people of Big Stone Gap and surrounding area of reception of proposed vhf translator signals in order to protect alleged direct reception of distant tv signals by two individuals from interference." Applicant submitted petition by over 100 local individuals requesting approval of application. Action March 21.

Weber County School District, Huntsville, Utah, and Ogden Valley Tv Repeater Assn., Huntsville, Utah—On commission's own motion, waived requirements of sec. 4.702(f) of rules and granted applications for two new vhf tv translator stations on adjacent ch. assignments—Weber on ch. 13 to translate programs of \*KWCS-TV (ch. 18) Ogden, and Ogden Valley on ch. 12 to translate programs of KSL (ch. 5) Salt Lake City with engineering condition on Ogden Valley grant. Comrs. Bartley and Lee dissented. Action March 15.

**Rulemakings**

Sec. 3.606 The Alabama Educational Television Commission, Birmingham, Ala. (3-15-62)—Requests amendment of rules so as

**For Sale—(Cont'd)**

**Stations**

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WEST NORTH CENTRAL. Top market in area. Daytime. Gross \$105,000 in 1961. Asking \$150,000. 29% down.  
ROCKY MOUNTAIN. Full time. Absentee owned. Gross \$42,000. Asking \$55,000. Terms.  
NORTHWEST. Medium market. Full time. Absentee owned. Gross \$85,000 in 1961. Asking \$125,000 plus assumption of \$35,000 in obligations.  
CALIFORNIA. Full time. Medium market. \$18,000 down.

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Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

to assign ch. 44 to Huntsville, Ala. and reserve it for non-commercial educational use by making following proposed changes:

	Present	Proposed
Huntsville, Ala.	19, 31+, 25+	19, 25+, 31+, 44-
Pulaski, Tenn.	44-	-

## FCC'S LETTER TO COMMERCE COMMITTEE RE DEINTERMIXTURE IN 8 CITIES

(see story, GOVERNMENT section)

March 16, 1962

Hon. Oren Harris  
Chairman, Committee on Interstate and Foreign Commerce  
House of Representatives  
Washington 25, D. C.

Dear Chairman Harris:

At the March 8th hearing before your committee on H.R. 8031 and other bills, it was requested that the commission submit its views on four questions, dealing with the effect of the enactment of all-channel tv receiver legislation on commission proceedings proposing to deintermix particular areas to all-uhf. The questions and our views thereon are set out below.

1. Is the commission in a position to make a representation to the committee that if legislation providing for all-channel receiving sets is enacted, the commission would postpone any further consideration of all deintermixture until such time as it could see from experience how the all-channel receiver authority will work out—perhaps five, six, seven years? (Tr. 201). The commission, after study, has made the following judgment: The commission would regard enactment by this Congress of the all-channel receiver legislation as a major change in the circumstances affecting its deintermixture proposals and as a major factor to be considered in determining whether or not the public interest would be served by deintermixing any of the communities now under consideration. As the commission made clear in its Statement of March 6th, we do not conceive of selective deintermixture as a general or long-range solution for the television allocations problem. Rather, we believe that we will need a system using both uhf and vhf channels, and that all-channel receiver legislation is the basic and essential key to that long-range goal. For with this legislation, time would begin to run in favor of the uhf development. The uhf operator (both commercial and educational) could look forward to uhf receiver saturation not only in his home city but in the surrounding rural area as well, and could expect improvement in the quality of the uhf portion of the receivers in the hands of the public. With increased use of uhf, and increased incentive for both equipment manufacturers and station operators to exploit its maximum potential, there is reason to believe that several of the problems which presently restrict the coverage of uhf stations would be overcome. Statement of March 6th, pp. 13, 17.

In short, as we stated in our Notice of Proposed Rule Making in Docket No. 14229, the all-channel receiver is "critically important" because it is directed squarely to "the root problem of receiver incompatibility." It is our hope and belief that the achievement of set compatibility will make possible a satisfactory system of intermixed assignments, and immeasurably promote educational tv. Statement of March 6th, pp. 20-21. It will enhance the development of three fully competitive network services and perhaps eventually of still further network service. For these reasons, the commission makes the representation to your committee that if the all-channel receiver tv legislation is enacted by this Congress, it is the judgment of the commission (with the qualification noted in 4, *infra*) that it would be inappropriate, in the light of this important new development, to proceed with the eight deintermixture proceedings initiated on July 27, 1961, and that, on the contrary, a sufficient period of time should be allowed to indicate whether the all-channel receiver authority would in fact achieve the commission's overall allocations goals.

The argument has been made that the commission is not in a position to transmit this judgment to the Congress for two reasons: (1) that such action would contravene the principle set forth in the *Sangamon Valley* decision [269 F. 2d 221 (C.A.D.C.)]; and (2) that under the Communications Act, the commission is required to go forward to a resolution of

Sec. 3.606 Sonoma State College Foundation Inc., Cotati, Calif. (3-15-62)—Requests allocation of ch. 17 to Cotati, Calif. and its reservation for non-commercial educational tv use.

■ Commission adopted new broadcast rule which, with certain exceptions, will require hearings on applications filed after March 23, 1962, for voluntary assignments or

transfers of am, fm or tv stations within three years (normal license period) of their acquisitions. It did this by report and order that added sec. 1.365 to its procedural rules and finalized, with editorial and other changes, proposed rule making of Dec. 7, 1960. Comrs. Hyde and Craven dissented; Comrs. Barley and Cross concurred in commission's action.

the deintermixture proceedings on their merits. We do not believe that either argument has merit. As to the second, the commission has in the past suspended or terminated its processes because of the emergence of new overriding factors not foreseen at the time of institution of those processes. We think such decisions to defer or postpone action fall within the discretion of the commission [cf. *Coastal Bend Television Corp. v. U. S.*, 234 F. 2d 686 (C.A.D.C.)], subject of course, to review by the courts to determine whether the action is arbitrary. We regard our position in this instance as wholly reasonable in the light of the considerations set out in the prior paragraph.

As to the *Sangamon Valley* question, the commission is well aware of its responsibilities under this decision. Thus, as we made clear in our recent testimony before your committee (and were sustained by the chairman of the committee—see, e.g., Tr. 281-82, 285), the commission cannot and will not take into account non-record presentations by interested parties, or those acting on their behalf, as to the issues in the pending proceedings (such as the amount of "white area" that would result from any deintermixture action). But *Sangamon Valley* does not preclude congressional inquiry, in connection with pending legislation, as to possible overall commission action in the event of enactment of that legislation, nor does it preclude the commission from supplying to the Congress such information of an overall nature as Congress deems necessary in its consideration of the legislation. The facts of *Sangamon Valley* involve, we believe, the wholly different question of *ex parte* presentations by an interested party made in the offices of commissioners on the particular merits of the pending rule making proceeding.

In short, we believe that it is wholly proper to transmit this judgment to the committee. We wish to make clear that in doing so, we are not foreclosing fair consideration of any further pleadings in these proceedings (such as a petition for reconsideration under Section 405 of any final order issued by the commission). Under the law such pleadings must be considered on their merits and they will be so considered. But, in connection with your consideration of pending legislation, you have asked for the commission's judgment as to what it would do in the event of enactment of the all-channel receiver legislation by the Congress, and we have given you that judgment.

2. In connection with the foregoing matter, would the commission also make the further representation that before any general policy concerning deintermixture would be undertaken at the conclusion of the moratorium period, this committee would be advised? (Tr. 202). The commission does make this representation. The commission would give the committee and other interested congressional committees periodic reports during any moratorium period decided upon. Before undertaking the implementation of any policy concerning deintermixture, the commission would advise the committee of its plans and give it an appropriate period of time to consider the commission's proposals.

3. Would the commission consider a moratorium written into the law and providing that the commission will not take any further action looking to deintermixture of an area to all-uhf until the Congress permits such action? (Tr. 202-203). As we understand this proposal, a statutory prohibition against any commission action shifting a vhf operator to uhf in order to effectuate an all-uhf area, would continue until ended by action of both houses of Congress. The commission does not favor this approach. For, it means, in effect, that if the all-channel legislation proves inadequate and the commission feels that some form of deintermixture is desirable in order to achieve the purposes of the Communications Act [e.g., Sections 1.303(g)],

it would have to seek the equivalent of an amendment to the Act. In our opinion, such a statutory scheme would render administrative policy inflexible and ineffective.

The commission hopes and believes that the all-channel legislation will achieve its goal and make possible "a satisfactory system of intermixed assignments" (par. 10, Notice of Proposed Rule Making, Docket No. 14229). But if it does not, the agency clearly has the duty to take further action. For, such action will have to be based on evaluation of complex economic and engineering factors. It is for this reason—to facilitate action taken after this kind of evaluation—that Congress created the agency. Congress recognized the desirability of delegating to the commission the task of sifting the factors involved in complex allocations proceedings such as a Sixth Report and Order or a Clear Channel Report and Order. It therefore gave the commission the broadest flexibility to deal with this dynamic industry. *F.C.C. v. Pottsville Bcstg. Co.*, 309 U. S. 134, 137-38; *NBC v. U. S.*, 319 U. S. 190, 215-219.

Under this proposal (Tr. 202-03), however, the commission would be stripped of much of its flexibility at the critical period when it was most needed. We fully recognize that in the event the all-channel legislation falls short of achieving its goals, Congress will want to carefully consider any commission proposals. We would welcome such consideration. But if Congress restricts the commission's discretion in this vital area, then it must act itself. The responsibility for development of the nationwide television system would then rest with the Congress, and, contrary to sound and well-established tradition and policy, the agency will have only the most limited role and discretion.

For these reasons, we strongly urge that the commission not be deprived, in this area, of the broad discretion which Congress gave it to meet changing problems and circumstances. We believe that there is no reason for not following the established policy of over a quarter of a century of permitting commission action under the public interest standard, subject to congressional and judicial review. See Statement of March 6th, p. 18.

4. With respect to any moratorium would deintermixture proceedings such as the Springfield, Ill., proceedings fall into the same category as the eight deintermixture proceedings proposed last July 27th? (Tr. 320). For reasons fully developed in the attached appendix, the commission believes that any agency moratorium (see 1) on deintermixture to all-uhf would not be applicable to the deintermixture proceedings in (1) Springfield, Ill. (Docket No. 14267). (2) Peoria, Ill. (Docket No. 11749). (3) Bakersfield, Calif. (Docket No. 13608). (4) Evansville, Ind. (Docket No. 11757).

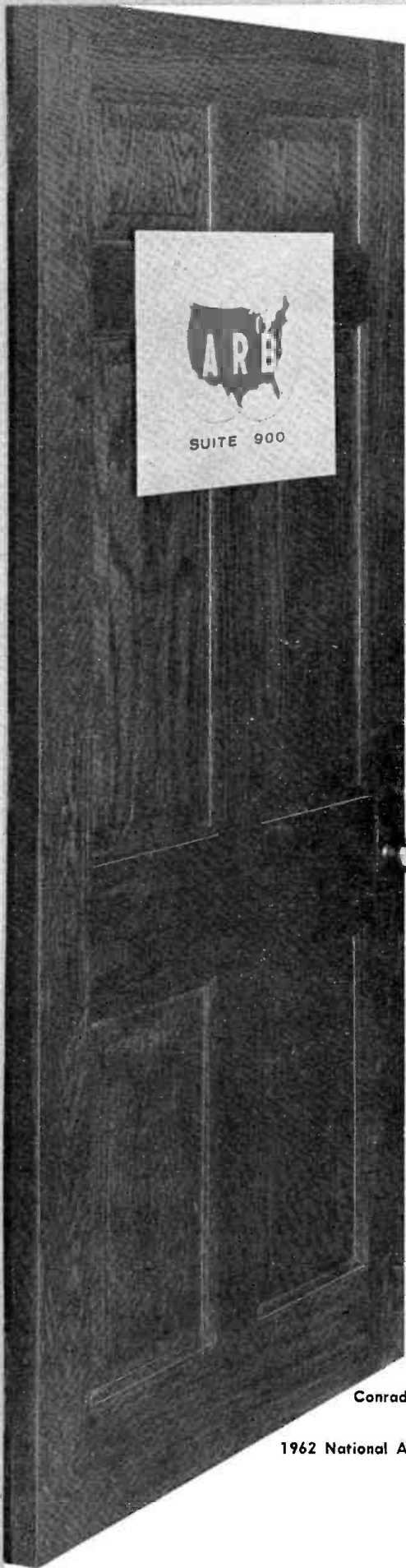
We hope that the foregoing and the attached appendix make clear our views. If, however, your committee has any further questions, we shall be glad to answer them.

Thank you again for permitting us to state so fully our views on this most important matter. We greatly appreciate the committee's efforts on behalf of this legislation (H.R. 8031), so essential to the development of the truly nationwide tv system described in our statement of March 6th.

BY DIRECTION OF THE COMMISSION\*  
Newton N. Minow  
Chairman

\*Commissioner Lee maintains his position as set forth in his statement before the committee.

Because of his former connection (prior to nomination as commissioner) as engineering consultant in regard to the deintermixture of Springfield and Peoria, Illinois, Commissioner T.A.M. Craven did not participate in the consideration of the commission's comments in this letter with respect to those areas. Otherwise, Commissioner Craven concurs with the views of the commission majority.



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1962 National Association of Broadcasters  
Convention

APRIL 1 - 4



## OUR RESPECTS to Ralph Newton Harmon, vp, Westinghouse Broadcasting Co.

### The technical end of broadcasting is his personal 'baby'

Ralph N. Harmon steps up on the platform at next week's NAB convention to receive its annual Engineering Achievement Award. As he does so, he can look back on a third of a century devoted to bettering "the state of the art" of broadcasting through constant refinement and improvement of its technical equipment.

Vice president of engineering for Westinghouse Broadcasting Co. since 1954, Mr. Harmon can trace the progress of the technical end of the business from his beginning days in February 1929 as a Westinghouse Electric & Manufacturing Co. junior radio engineer.

His path is marked with numerous road signs pointing the way to more reliable performance of the technical hardware housed "out in the meadows" where transmitters are usually found.

In radio's early days, that medium was plagued with equipment that would frequently burn out or in other ways cause interruptions in the broadcast schedule.

In the Thirties, transmitter tubes were much like today's electric light bulbs. Their lifetimes were decidedly limited, usually to around 3,000 hours (or 125 days for a station on the air 24 hours a day). This limitation caused many interruptions in *Ma Perkins* and *The Metropolitan Opera* as burned-out tubes knocked stations off the air for repairs.

**Longlived** ■ This led Mr. Harmon to work on the development of long-life transmitter tubes. There were many technical problems to be solved. But today, instead of 3,000 hours, the average transmitter tube has a life of up to 120,000 hours. One tube at KDKA Pittsburgh has been in use since 1946. (KDKA-AM-FM-TV are Westinghouse stations, as are WBZ-AM-FM-TV Boston; KYW - AM - FM - TV Cleveland; KPIX [TV] San Francisco; WBZA-AM-FM Springfield, Mass.; WOWO Ft. Wayne, Ind.; KEX-AM-FM Portland, Ore.; WIND Chicago, and WJZ-TV Baltimore.)

**In the Family** ■ Ralph Newton Harmon was born Aug. 29, 1906, in California, Pa., the son of a science teacher. Where the conquest of space captures the imagination and interest of today's younger generation, and consequently of their teachers too, in those days the student-teacher interest revolved around the then-emerging field of "electromagnetic" communications. And where today's students and teachers are building and firing rockets, in Mr. Harmon's youth, they were building and operating radio rigs (including

one in the Harmon home).

During World War I, Mr. Harmon's father and two students went to Washington to work for the Bureau of Standards on the development of communications gear for the military. When they returned, the stories of the students—one of whom was his older brother—stimulated Ralph Harmon's imagination and his desire for a career in electronics.

So upon graduation from high school in Grove City, Pa., it was only natural that young Ralph should follow his interest in things electrical. This he did at Carnegie Institute of Technology, Pittsburgh, graduating in 1928 with a B.S. degree in electrical engineering.

**Full Schedule** ■ Mr. Harmon's school days were not completely occupied with the why's of electricity. In his sophomore year, "about 1925," he married Ella Mae McDonald, whom he'd first met in high school.

Studies and married life, however, did not prevent him from finding time for college athletics. He recalls the thrills of the gridiron, especially two games in which he played against the legendary "Four Horsemen" of Notre Dame U. and which Carnegie Tech won. He also crowded part-time work for the Duquesne Light Co. into his schedule.

From the time he joined Westinghouse in 1929 until 1940, Mr. Harmon devoted most of his time to the maintenance and improvement of equipment for the Westinghouse radio stations. In 1931, he was named headquarters engineer, and from 1932 to 1940 he served as supervisor of West-

inghouse Radio Operations Engineering Dept.

In 1940, Mr. Harmon found himself beginning what was to be an eight-year separation from the Westinghouse broadcast operations. He was transferred to the Westinghouse Electronics Div. as section engineer in charge of designing commercial broadcast equipment.

With the beginning of World War II, Mr. Harmon, like everyone else, went to war. His battlefield, however, was the Westinghouse plant in Baltimore, where he was in charge of developing military apparatus including proximity fuses for bombs and rockets, and night-fighter plane radar. In 1943, he became manager of engineering for the Westinghouse Electronics Div., and in 1954 his domain was expanded to include the X-Ray Div.

**Back Home Again** ■ In September 1948, Mr. Harmon returned to Westinghouse Radio Stations Inc. as manager of engineering. In 1952, he was elected a director and in October 1954, he was made vice president of engineering for WBC.

Mr. Harmon's membership on the Broadcast Advisory Committee of the U.S. Information Agency took him to Russia in October 1958, for a tour of broadcasting facilities behind the Iron Curtain. He is a Fellow of the Institute of Radio Engineers, past chairman of the Baltimore Section of IRE and has been a member of many IRE committees. Other memberships include NAB, American Institute of Electrical Engineers, National Electrical Manufacturer's Assn., Society of Motion Picture & Television Engineers, and Television Allocation Study Organization.

Ralph Harmon's main hobby these days consists of his three grandchildren (two girls and a boy), the children of his daughters Nancy Smith and Betty Lou Heimer, whose ages Mr. Harmon doesn't recall. "Women don't like things like that publicized anyway," he says.

He has taken over 4,000 feet of color film of the three youngsters and has an ever-growing film biography of their lives.

For further relaxation, he turns to the golf links and the swimming pool.

For the future, Ralph Harmon says he only wishes he could be around for another third of a century to witness the progress he envisions in the world of electronic communications—progress which he believes will make what has already happened seem only a shaky beginning by comparison.



Ralph Newton Harmon  
The art advances

**NAB: one convention later**

**N**AB conventions no longer are conventional. Broadcasters do not meet to discuss their many problems in open session and hammer out definitive actions.

Now several thousand broadcasters, their networks, their suppliers and (most important) members of the FCC and key staff officials meet, greet and eat.

And they listen to speeches.

Eleven months ago, the NAB convention was held in Washington. There were two memorable speeches. The FCC's chairman, two months in office, delivered an address that was to make him one of the best known personages in the nation.

LeRoy Collins, the NAB's new president, made his keynote address and, to the chagrin of his membership, gave no evidence of willingness to resist the threats to free broadcasting enunciated by Mr. Minow or to challenge the validity of his reckless charges.

Next week the NAB gathers in Chicago. The key speakers again will be Chairman Minow and President Collins. Mr. Minow already has telegraphed word that he will talk radio—not television—this time. He is a year older and perhaps a year wiser. He hasn't had it all his way at the FCC, but the record shows that he is progressing with his calculated plan of program controls.

Mr. Minow isn't happy about all of his FCC colleagues. He would like to remake the FCC in his own image by replacing present members with vest-pocket votes as terms expire one a year each June 30. If broadcasters stand by and allow this kind of manipulation they will see the day of one-man control of the seven-man agency. This would have happened a year ago if the administration's plan to reorganize the FCC had not been resisted.

Gov. Collins hasn't telegraphed the nature of his keynote speech. In the past 11 months he has avoided controversy. He has said that he will resist government intrusion in areas where it does not belong.

Gov. Collins feels he can do more for broadcasters by working with the administration than in any other way.

He may be right, but the record shows that broadcasters have never been in deeper trouble.

What will happen in Chicago? Except for the open forum with the FCC where individual broadcasters can ill afford to get their necks out, and a possible outbreak on the copyright front where no government issue is involved, it will be all according to prefabricated schedule. There is the hope that a sufficient number of NAB members will become sufficiently articulate in hospitality suites and other gatherings to impress upon the incoming NAB board that work needs to be done.

**Economy of scarcity**

**B**y yielding to a moratorium on deintermixture of eight cities, the FCC has alleviated the immediate crisis in television allocations. The preliminary battle is won but not the allocations war—if indeed it ever can be won.

Even if the intermixed use of 12 vhf and 70 uhf channels proved adequate to meet the eventual demand for broadcast service, there would be the potshotting of industrial users for the same spectrum space. There never has been a time when spectrum supply exceeded overall demand.

The moratorium could not have happened if it had not been for the leadership of House Commerce Committee Chairman Oren Harris, backed up by other committee members and by other members of both Senate and House. We

do not particularly relish the bargaining by the FCC in its letter to the House committee wherein it consented to a conditional delay of selective deintermixture premised upon passage of all-channel legislation at this session. Congress created the FCC and Congress can tell it what to do.

The important point is that there will be no deintermixture now or in the foreseeable future and that it won't happen without the consent of Congress, whatever individual members of the FCC may think. It would be idiotic if not fatal for the FCC to defy Congress. A ripper bill abolishing the agency and creating a new one would not be hard to get through in such circumstances.

Prospects for all-channel legislation are infinitely brighter. President Kennedy's endorsement of it in his special message to Congress on "Protecting the Consumer Interest" should do much to dispel lingering doubts of any fence-straddling members. Broadcasters who waged the fight against deintermixture also are committed to support all-channel legislation.

If all-channel legislation fails at this session there could be dire consequences. As we have said, the FCC won't reinstate the deintermixture rulemaking. For the same reason it would not attempt to implement full-scale transition to uhf and abandonment of vhf.

The likely course of the FCC to provide greater competition in markets with less than three outlets would be through vhf drop-ins at sub-standard separations. In other words, a downgrading of coverage of existing vhf stations and a breakdown of engineering standards.

A longer range partial remedy may be in sight. Dr. Irvin Stewart, an original member of the FCC (1934-37) who has been appointed President Kennedy's director of telecommunications management, said at his confirmation hearing last week that he would not hesitate to require the military to relinquish for commercial use spectrum space which may be held "in reserve" if he found this to be in the public interest.

Dr. Stewart just might be able to accomplish what no one has ever done before. He has the broadest delegation of authority ever given a government official in dealing with government allocations.

It's not in the cards for either the FCC or Congress to wait. The job now is to get all-channel receiver legislation through at this session.



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On Tuesdays and Thursdays, it's JEFF'S COLLIE, and on Mondays, Wednesdays and Fridays the exciting BRAVE STALLION takes over the kid market.

With contests, give-aways and prizes to add to the excitement, T. N. Tatters is a show that can sell for you.

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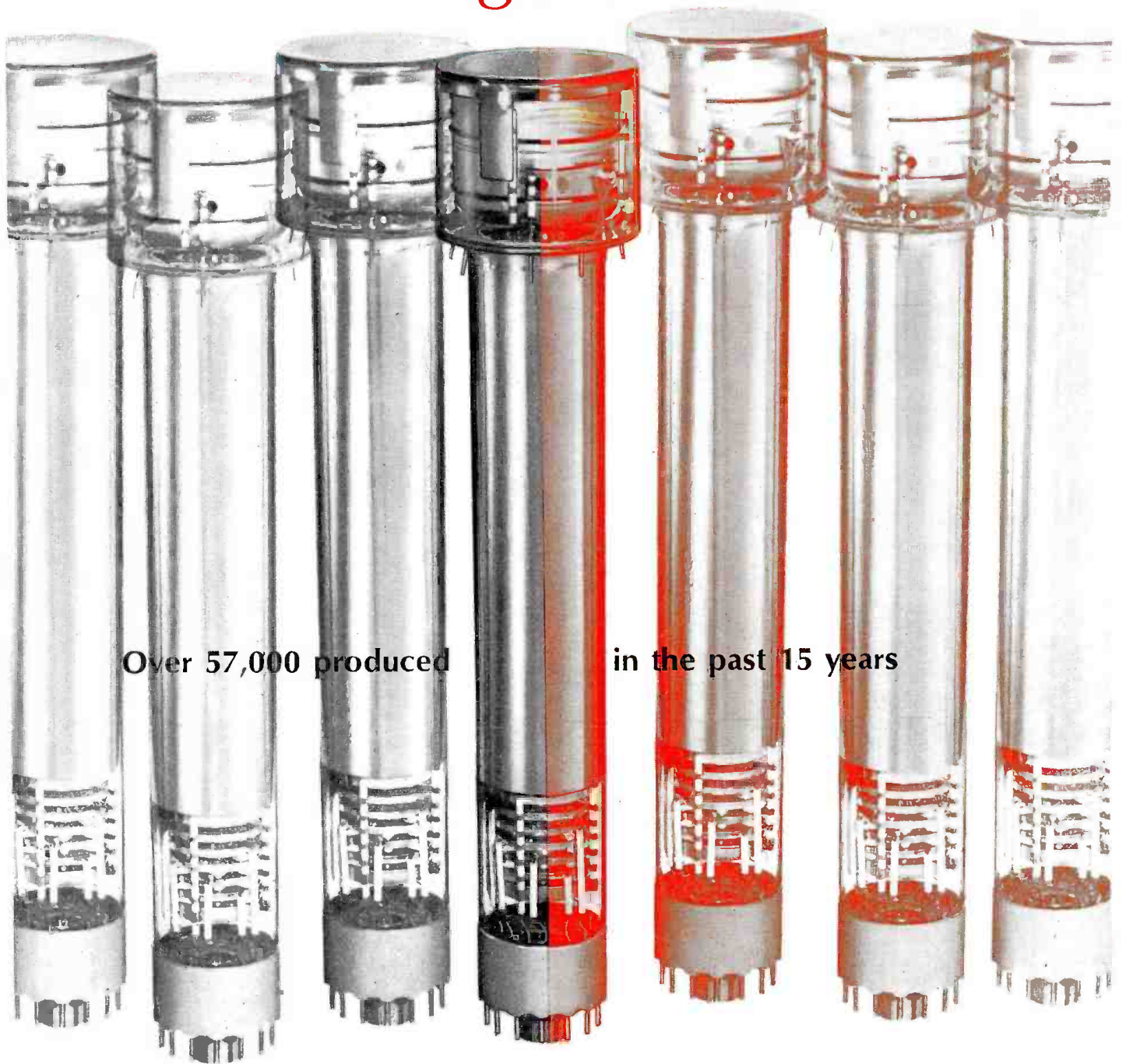
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