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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Petry plan may spark spot-network fireworks. p33
Affiliates taking close look at new ABC pacts. p58
Film syndicators all packed for Chicago TFE. p99
Preview: what's on tap at the NAB convention. p126

Carl B. Ylvisaker Library
March 27 1967
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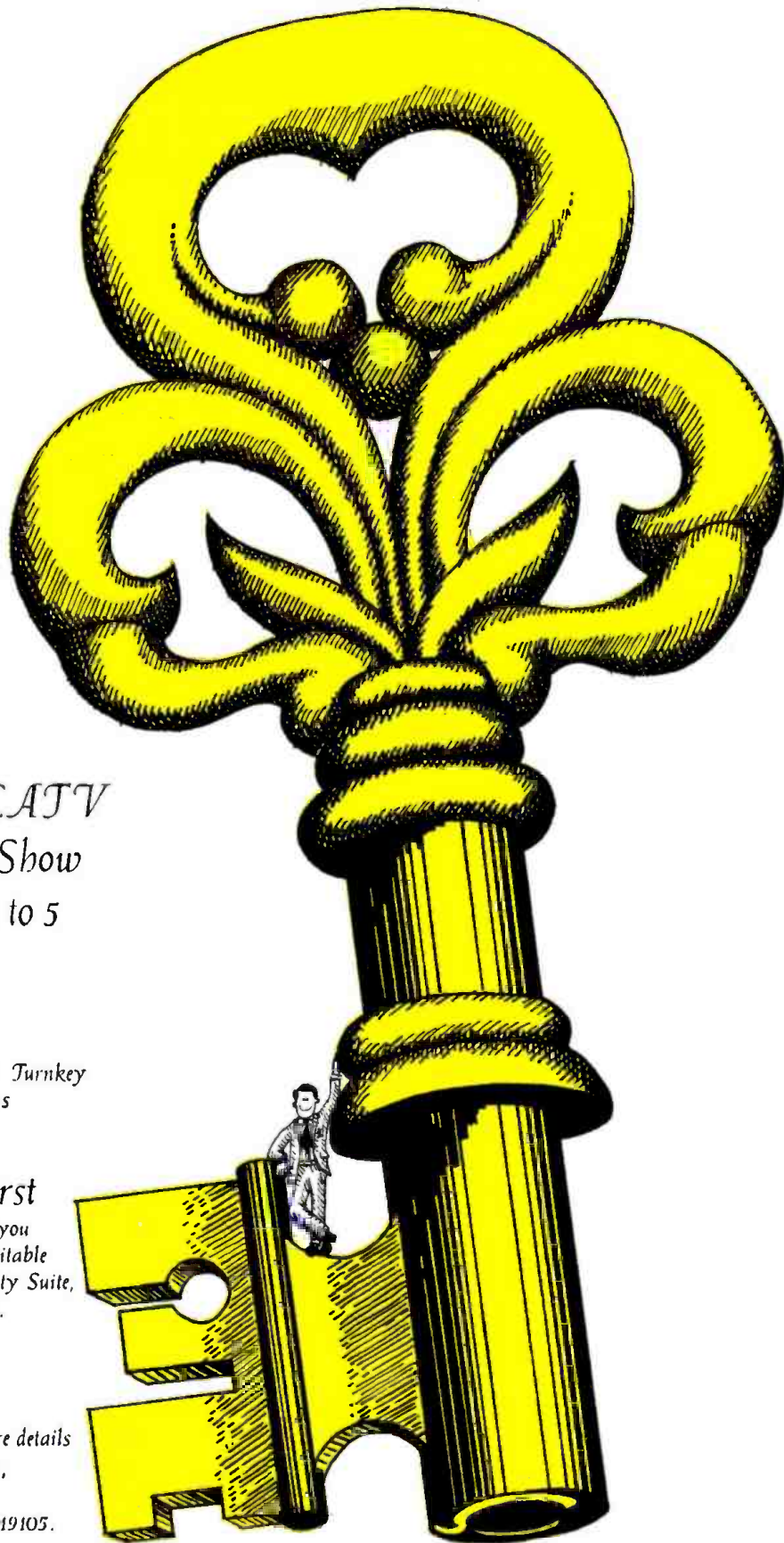
62

counties make up the
Minneapolis-St. Paul
TV Market and no one
covers them like WCCO*
... the station is The
Difference between GOOD
and GREAT in Twin City
television!



REPS: PETERS, GRIFFIN,
WOODWARD, INC.

*Want proof? Write for a copy . . . Box 9, WCCO Television, 50 South 9th St., Minneapolis



*Jerrold
Total Turnkey CATV
at the '67 NAB Show
Chicago, April 2 to 5*

*Visit Booth 322
and find out what our Total Turnkey
capability can mean in terms
of CATV profits.*

*Quench your thirst
for more information while you
watch the magic of the inimitable
Don Allen at our Hospitality Suite,
Conrad Hilton, Room 2022.*

*And if you miss
the show write for more details
to CATV Systems Division,
Jerrold Electronics Corp.,
401 Walnut St., Phila., Pa. 19105.
Or phone (215) 925-9870.*

JERROLD® *FIRST IN CATV*
— The nation's
largest, most experienced
manufacturer/supplier of CATV
equipment and services.



Miss Lois & Jerry Mahoney entertain *41% of St. Louis weekday mornings

*61,900 total homes (70% increase over Nov.)

*83,400 children (87% increase over Nov.)

8 a.m. to 10 a.m.
Monday through Friday

*ARB Audience Estimates
Nov. 1966 and Jan. 1967

KTVI^{abc}**2**
HR ST. LOUIS

is this your customer?



For the greatest unduplicated housewives television audience, your best buy in the Dallas-Ft. Worth market is KRLD-TV prime time.

The most recent ARB audience estimates point up the continued preference of housewives for Channel 4, 6:30 p.m. to 10:00 p.m., Sunday through Saturday. KRLD-TV delivers 25.5% more housewives per average quarter-hour than the second station; 27.6% more than the third station; and 190.3% more than the fourth station.*

Call your H-R representative for choice prime time availabilities on KRLD-TV, the housewives' favorite.

*ARB January 1967 Market Report.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Music settlement

Three-year-old lawsuit to fix "reasonable" fees for radio station use of music of American Society of Composers, Authors and Publishers appears to be over, except for apparently minor formalities. ASCAP and All-Industry Radio Station Music License Committee have come to terms on agreement calling for reduction of about 6% in stations' current commercial fees to ASCAP and 10% reduction in sustaining fees, amounting altogether to about \$800,000 saving annually.

New contract, which though approved by industry committee must be accepted or rejected by radio stations individually, would be retroactive to July 1, 1965, and run for five years from March 1 this year, meaning ASCAP rate issue for radio stations shouldn't rise again before 1972. Agreement was negotiated by all-industry committee headed by Elliott M. Sanger of WQXR New York as acting chairman (succeeding late Robert T. Mason of WMRN Marion, Ohio) and Emanuel Dannett and Bernard Buchholz of McGoldrick, Dannett, Horowitz & Golub, New York legal counsel to committee, and ASCAP group headed by president, Stanley Adams, and general counsel, Herman Finkelstein.

Fox trot

Although ABC-TV's new-season schedule won't be officially released until affiliates meeting next Saturday, it appears likely that 20th Century-Fox TV will be big winner in lineup. Studio apparently has received renewals from network on *Peyton Place*, *Felony Squad*, and *Voyage to the Bottom of the Sea*. It also has likely sold two new hour series to ABC-TV, *Judd* and *Custer*. Still pending at network is renewal of Fox's *Batman* series and acceptance of new hour series, *The Hardy Boys*. Production company already has placed *Lost in Space* again on CBS-TV and *Daniel Boone* on NBC-TV.

Home of its own

FCC's housing problem may be solved this year. New midtown Washington office building under construction is slated to become headquarters for agency, which has been stepchild in borrowed government space since its predecessor, Federal Radio Commission, was created in 1927. General

CLOSED CIRCUIT®

Services Administration, federal government's real-estate arm, is negotiating for structure to house FCC's 1,100 Washington employees under one roof (now in two locations).

Higher wire

Cost of news is on upswing with Associated Press informing subscribers of rate increases effective with start of next contract periods. Notices of jump, up to 20% in some cases, are going out up to nine months in advance of effective date. Late last year AP had been reported considering 8%-9% increase for its members and was pushing for decision by first of this year (CLOSED CIRCUIT, Dec. 5, 1966).

Short memory

Grave doubts about course House Commerce Committee may steer under chairmanship of Harley Staggers (D-W. Va.) are assailing broadcasters these days. Recovering from surprise over Mr. Staggers's outburst at hearings fortnight ago (BROADCASTING, March 20), Washington observers are left without easy explanation of chairman's behavior.

Especially troubling was Mr. Staggers's emotional "discovery" that FCC was considering rule to approve pay TV. Insiders knew that months ago he was given detailed and personal briefing on history of pay-TV movement and status and outlook of current FCC proceedings. Not only that, his briefer left behind written summary, plus texts of other pay-TV matter, including notice of FCC rulemaking.

No dice

National Association of Broadcasters appears to be in for disappointment in effort to persuade FCC to permit remote control of VHF television transmitters. Commission is expected this week to scuttle proposal. Action would be particularly disappointing to NAB officials, who had urged issuance of notice of rulemaking. They had been informed in November that FCC staff was recommending approval. It was, reportedly, commissioners themselves who determined subsequently that showing in support of proposed rule had been inadequate.

Double barrel

Recording industry and performing artists displayed high-caliber lobbying arsenal in Washington last week in appeal to Senate copyright subcommittee for royalty fee from broadcasters for every record played on air (see page 90). Broadcasters' efforts to counter industry arguments on Capitol Hill will run up against pair of opponents with close ties in Washington.

Lobbying for recording artists is former Ohio Governor Mike DiSalle, now practicing law in D. C. and influential in Democratic affairs. Representing Record Industry Association is 12-year veteran of Congress, Ross Bass. Mr. Bass, former congressman and senator who was defeated last year, hails from Tennessee, which boasts new "music capital," in Nashville.

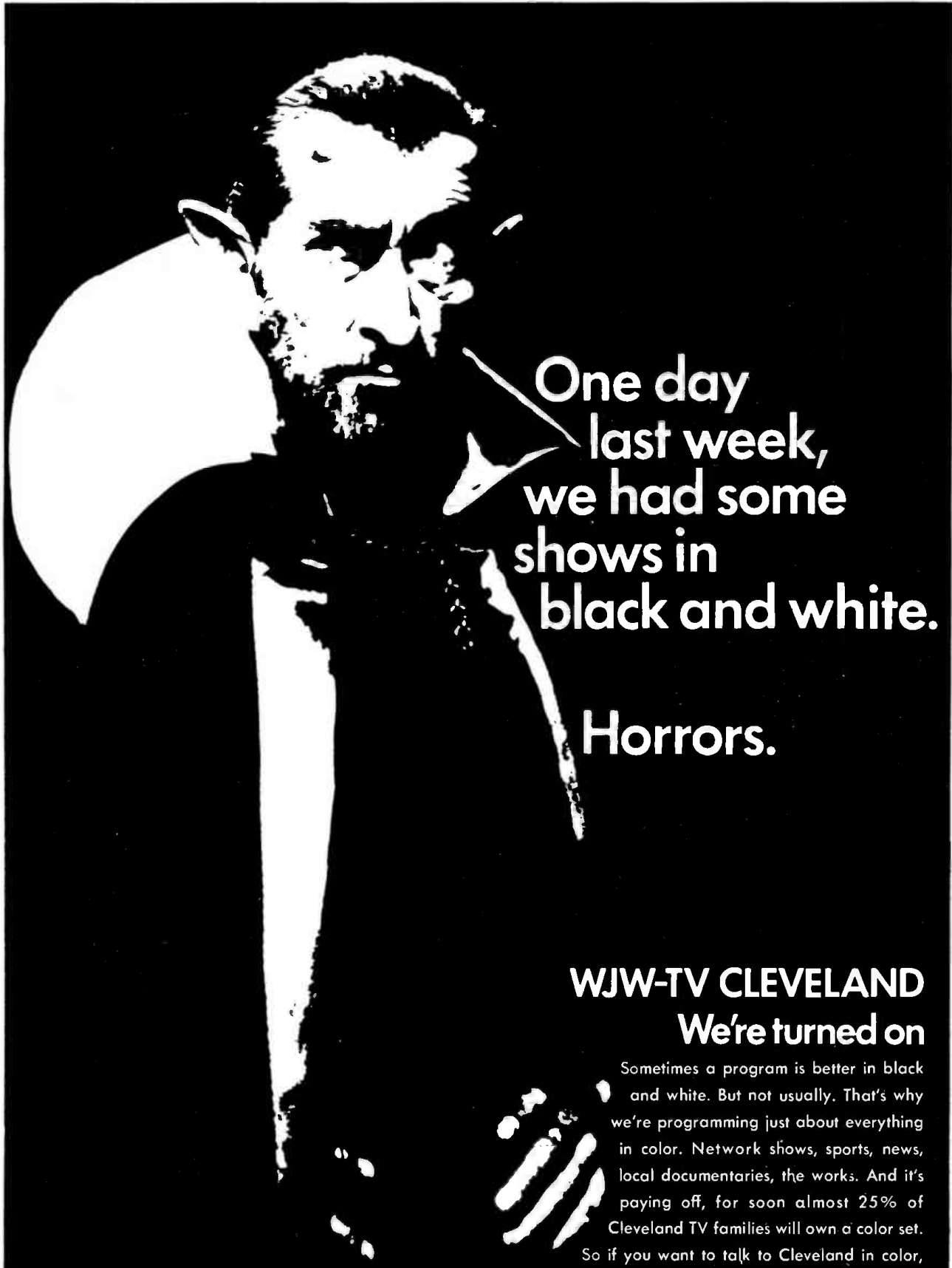
Disputed waivers

FCC commissioners had another ding-dong battle over CATV last week. Issue involved seven requests for waiver of top-100 market rule for CATV systems that propose importing distant signals into 25 communities in Harrisburg-Lancaster-Lebanon-York, Pa., market (which is 33d). When debate ended commission had reached at least tentative decision to grant most of what petitioners had requested. (Hearings, reportedly, would be ordered on importing signals of WRC-TV Washington and of outside ETV outlets).

Kenneth A. Cox, reportedly only member to vote to deny petitions, is writing dissent. FCC majority apparently was persuaded by two principal factors: CATV systems now abound in area, and UHF stations, intended as principal beneficiary of top-100 rule, posed no objection. Only opposition came from WGAL-TV, dominant VHF in market, and some ETV outlets.

Tax threat

Little publicized tax bill introduced in California Assembly has local broadcasters and advertisers concerned. Introduced on March 13, bill would impose tax of 4% on gross advertising receipts of radio and television stations. American Advertising Federation, for one, is urging its member clubs and others to contact their representatives in Sacramento pointing out economic dangers of such bill, which, it's feared, could cover other media.



One day
last week,
we had some
shows in
black and white.

Horrors.

WJW-TV CLEVELAND We're turned on

Sometimes a program is better in black and white. But not usually. That's why we're programming just about everything in color. Network shows, sports, news, local documentaries, the works. And it's paying off, for soon almost 25% of Cleveland TV families will own a color set.

So if you want to talk to Cleveland in color, talk to us. We turn each other on.

Photo courtesy of "The Twilight Zone." CBS

LOS ANGELES KGBS	PHILADELPHIA WTBG	DETROIT WJBL	MIAMI WGFS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WHN	DETROIT WJBL-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Petry offers new TV commercial time-standard proposal that asks networks, stations to cut ad time to 12 minutes per hour. Plan, with built-in controversy, calls for less clutter without clustering. See . . .

FIRST SHOT IN SPOT WAR . . . 33

Average cost of network minute in prime time will jump to \$55,000 in 1972 from \$37,000 in 1966 as TV advertising increases to more than \$5 billion. ANA told that 30's will become basic spot. See . . .

\$5 BILLION BILL . . . 40

National Association of Broadcasters gets ready for its biggest convention in history opening in Chicago next week. Registration expected to go way over 5,000; 116 equipment manufacturers will display wares. See . . .

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NAFMB conference in Chicago this week to be highlighted by report of FM programing survey. Poll will show popular music is most frequently programed. Sales, promotion, research, engineering panels set. See . . .

NAFMB'S SURVEY . . . 78

FCC postpones date of ABC-ITT merger hearing until April 10. Delay was requested by Justice Department, opposed by ABC-ITT. Ruling permits consideration of possible ITT influence over ABC news operations. See . . .

FCC GRANTS DELAY . . . 66

ABC-TV distributes new affiliation contracts that up station compensation rates. Some affiliates confused over terms. Pacts to be discussed at meeting during NAB Chicago convention. See . . .

ABC-TV NEW DEAL . . . 58

More than 50 TV program syndicators will gather at NAB convention and offer something for everyone. Features, comedies, westerns and sleepers in color and B&W will be pitched. See . . .

SYNDICATORS HAVE PITCHES . . . 99

Radio broadcasters face determined record industry at Senate copyright hearings. Disk men want fees collected for each record aired. They cite report showing broadcasters could 'well afford' fees. See . . .

PAY FOR EVERY PLAY . . . 90

After two-and-a-half years Connecticut PUC finally hands out CATV franchises for 83 communities, but in process puts ban on TV-owned CATV's saying they would create conflicts of interest. See . . .

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Broadcasting

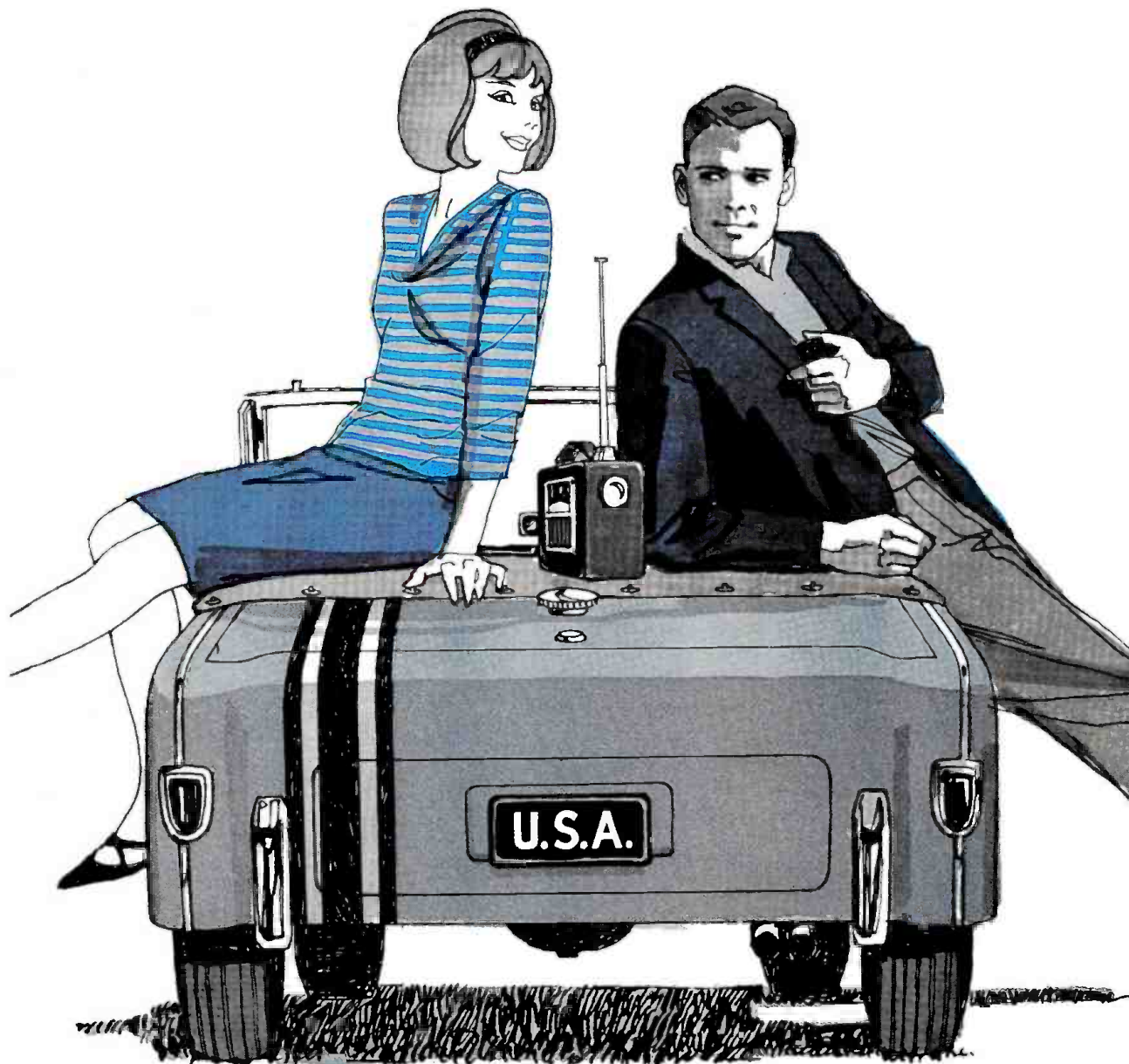
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what is an influencible?



One of the lively ones. Intense, interested, keenly attuned. This vital market of young adults has tremendous buying power, and Storz radio reaches them. The influencibles are mostly Young Marrieds with children, so chances are they're in the market for your product or service. Concentrate on this lively, responsible audience and get sales action fast. Influence the influencibles.®

STORZ

WDGY Minneapolis-St. Paul (Blair) WHB Kansas City (Blair) KOMA Oklahoma City (Blair)
KXOK St. Louis (R.A.R., Inc.) WTIX New Orleans (Eastman) WQAM Miami (Blair)

United wants FCC to reconsider order

New tangle was added Friday (March 24) to procedural snarl involving FCC's handling of consolidated hearing on legality of CATV channel-service tariffs offered by telephone companies (see page 76).

United Utilities Inc. says commission should reconsider order calling for expedited hearing and find that proceeding is adjudicatory. At issue in hearing is question of whether common carriers must obtain commission permission before building or extending lines to serve CATV's.

Commission has treated hearing as rulemaking. One result of changed status would be to bar commission staff from discussing case with commission.

In addition, United Utilities said that if hearing is adjudicatory, commission would have to provide for initial or recommended decision by examiner and to permit parties to file proposed findings. Under procedures now being followed, examiner will certify completed record to commission without issuing initial decision.

United's petition comes in wake of letter from another company in proceeding, General Telephone & Electronics Co., claiming that hearing is adjudicatory.

GT&E made claim in course of asserting that commission task force's contacts with commissioners on case constitute ex parte communications.

United says commission's own rule supports position that case is adjudicatory. Company cites rule stating that "all adjudicative proceedings," including those "conducted pursuant to 214 (a)" are designated for hearing until they are no longer subject to reconsideration by or to review by commission. Section 214(a) of Communications Act is at issue in hearing.

FM is getting numbers

How strong is FM in getting audience? CBS/FM claims, on basis of its analysis of new American Research Bureau material, that FM "has captured as high as 25%" of total AM-FM listening audience during 6 p.m.-midnight period in one major market surveyed, and over 20% in two other markets. Also: FM has "just under 25%" of total radio listening audience between 8-9 p.m. weekdays and 23% from 6

p.m.-midnight Sundays in Philadelphia; near 22% in 7-8 p.m. period weekdays and 20% in 6 p.m.-midnight Saturdays in San Francisco; 21% from 7-8 p.m. weekdays in Chicago.

CBS analyzed those markets plus Los Angeles, New York, St. Louis and Boston which had highs of 19%, 17%, 16% and 13%, respectively.

CBS has owned stations in each of those seven markets.

Support for radio-TV coverage of courts

Members of California state assembly had in their hands Friday (March 24), substance of report urging radio and TV coverage of court trials. Report comes from free press-fair trial subcommittee, which has heard 38 witnesses in last year. Its conclusion is that broadcast equipment could be operated discreetly and quietly and that authority over conduct of news media should be restored to trial judges.

Two winters ago, state judicial council voted to bar all photographers and broadcasters from trials in California courtrooms (BROADCASTING, Dec. 6, 1965).

Canary Bird set to join intercontinental flock

Communications Satellite Corp. engineers were planning to place new Atlantic relay satellite into stationary orbit, 22,300 miles above equator near Grand Canary Island, on Saturday morning (March 25). If successful, Intelsat II (Atlantic) will join pioneer Early Bird as communications link between U.S. and Europe, but will also

be capable of reaching west coast of Africa and South America. Plan is to go commercial in two weeks.

Satellite, nicknamed Canary Bird, was launched from Cape Kennedy last Thursday.

Like its sister, Lani Bird now over Pacific, new Atlantic bird is capable of carrying two TV channels or one two-way TV channel or 240 voice circuits.

Early Bird was launched in 1965. Transoceanic communications satellites are operated by Comsat for 56-nation international consortium.

Isolated closed-circuit coverage irks Moss

Office of Representative John E. Moss (D-Calif.) is working to see what can be done to avoid repetition of situation existing during last week's heavy-weight championship bout, when public in areas near fighters' home towns had to pay to watch fight while rest of country saw it free over home broadcast.

Another exception was New York City where fight was blacked out entirely because it was site of clash. But Representative Moss was reported upset over arrangement for closed-circuit theater TV in Louisville, Ky., Cassius Clay's birthplace, and Tucson, Ariz., and Phoenix, near Zora Folley's home.

Madison Square Garden-RKO General Sports Presentations, holder of radio-TV rights to fight, arranged closed-circuit TV for those markets rather than commercial telecast as in 154 other cities because of "business decision" based on belief those markets would generate more revenue.

Representative Moss's office contacted Justice Department's antitrust division

Ted Mack's Original Political Hour

After many years of broadcasting reports to constituency while he was in Congress, former Senator Paul H. Douglas (D-Ill.) at last has joined broadcasting union. Over weekend in Chicago he picked up his card from local of American Federation of Television and Radio Artists.

Mr. Douglas voluntarily joined union after concluding agreement with NBC to produce and conduct series of national affairs TV programs in New York. Illinois Repub-

lican Senator Everett Dirksen also carries AFTRA card these days, having picked it up when he began making TV appearances to plug his album, "The Gallant Men."

Senator Dirksen, along with Los Angeles Democratic Mayor Sam Yorty, also got into another non-political group last week when both were elected members of American Society of Composers, Authors and Publishers. Mayor Yorty has written tune, "Take 'a Me Back 'a Tony."

WEEK'S HEADLINERS



Mr. Hyman

M. Kenneth Hyman, independent producer in England for past 18 months, named executive VP in charge of Seven Arts Productions Ltd., New York, effective April 3. From 1961 to 1965 Mr. Hyman was VP in charge

of foreign operations for Seven Arts. He is son of Eliot Hyman, Seven Arts president.

Harry Sosnik, director of music, Ted Bates & Co., New York, named VP of Ambroad Music Services Corp., newly formed wholly owned subsidiary of ABC Inc. (see page 95).

Paul C. Harper Jr., president, Needham, Harper & Steers Inc., elected chairman of board and executive committee. Former Chairman **William B.**

Steers named chairman of policy committee. **James L. Isham**, executive VP and director of Chicago division, elected president in new alignment (see page 52).



Mr. Burke

he will also continue with his duties as general manager of Capital Cities' WJR-AM-FM Detroit. Mr. Burke joined organization in July 1961 as general manager of WTEN(TV) Albany, N. Y., and became VP of parent company in January 1962.

Daniel B. Burke named executive VP of Capital Cities Broadcasting Corp. Mr. Burke will work on special projects with Thomas S. Murphy, firm's president and chairman. For immediate future

For other personnel changes of the week see FATES & FORTUNES

and FCC to determine if practice was permissible. Apparently told it was, his staff now feels only way to avoid repetition would be legislation.

\$405,000 for WBNR

WBNR Beacon, N. Y. sold by Robert Gessner and Cy and Alfred Dresner, to Robert and Al Lessner for \$405,000 subject to FCC approval. Messrs. Lessner are with Lance Productions, TV film syndicators in New York. WBNR is on 1260 kc with 1 kw daytime only. Broker: Blackburn & Co.

Triangle considering Conn. CATV appeal

Triangle Publications Inc., one of CATV applicants denied in Connecticut Public Utilities Commission order earlier in week (see page 70) has its lawyers studying document to determine whether appeal should be taken. Triangle had asked for cable franchise for New Haven and environs where it owns WNHC-AM-FM-TV, but PUC set as policy prohibition against cross-ownership of TV stations and CATV.

What riles Triangle broadcast executives is fact that six of 17 who received Connecticut grants have broadcast interests. Triangle itself has dual TV and CATV ownership in four areas—Philadelphia; Fresno, Calif.; Binghamton, N. Y., and Lebanon, Pa.

Harcourt, Brace joins with 'Denver Post' for ch. 20

Harcourt, Brace & World Inc., which received construction permit for channel 20 in Denver last December, wants to switch CP to Harbon Broad-

Chicago UHF meeting set

Meeting of independent UHF operators with eye toward forming own organization has been set for Marina City, Chicago, Sunday, April 2 at 2:30 p.m. Site is home of WFLD(TV) Chicago, whose president, Sterling C. (Red) Quinlan, is member of group planning for meeting (see page 74).

It's understood more than 300 letters have gone out to UHF broadcasters inviting them to session.

Meeting will be held at same time as National Association of Broadcasters' convention opening television session devoted to problems of secondary-market stations. Opening TV session at last year's convention was aimed at operating independent stations and Mr. Quinlan was member of panel.

casting Co., limited partnership of HB&W and *Denver Post*. Move would be Harcourt's second partnership with another publisher.

Earlier it and Harman-Slocum Publishing Inc. formed Harbinger Broadcasting Co., which received CP for channel 54 in Augusta, Ga. Harbinger also seeks channel 14 in Salt Lake City.

Under its own name, HB&W has applications pending for UHF's in Portland, Ore., Phoenix and Rochester, N. Y.

FCC should tell station name of its accuser

Request that FCC reconsider its decision not to reveal name of person who filed complaint against WHAM Rochester, N. Y. has been made by Laurence E. Richardson, president, Post-Newsweek Stations, Washington.

In letter to FCC Chairman Rosel Hyde, Mr. Richardson said commission's decision (BROADCASTING, March 13), "is at odds with basic American standards of fairness" in letting accused know identity of accuser.

If decision to withhold identity stands, he said, "broadcasters would be open to most unfair manner of criticism, and irresponsible complainants would be shielded and encouraged." Those stations that do editorialize and have programs on controversial issues "are most likely to be the target of anonymous, unfounded vituperation," he added.

FCC had told WHAM that complainant, who requested his name not be used, had claimed station engaged in racist propaganda in open-mike show, and FCC asked station if it wanted to comment on allegation. However, commission denied WHAM's request for disclosure of complainant.

CBS ties with French reporter on China news

CBS Radio became second U. S. network to originate spot reports from Peking for regular news programing Thursday evening (March 23). Agence France-Presse correspondent Bernard Ullman covered Red Chinese reaction to Guam conference, and Friday (March 24) appearance of Premier Chou En-lai at reception marking Pakistan's national day.

NBC Radio has carried six reports by Reuters's correspondents in Peking Virgil Berger and Anthony Gary since March 7. Both CBS and NBC correspondents telephone reports to network news bureaus in Tokyo, where they are relayed by radio circuit to states.



**IN ONLY 274 DAYS WJKS - TV 17 SET A NEW
INDUSTRY RECORD FOR MARKET PENETRATION!**

The impact and excitement of the
WJKS - TV 17 entrance into Jacksonville

created

**THE FASTEST GROWING NEW UHF
STATION AUDIENCE IN THE COUNTRY**

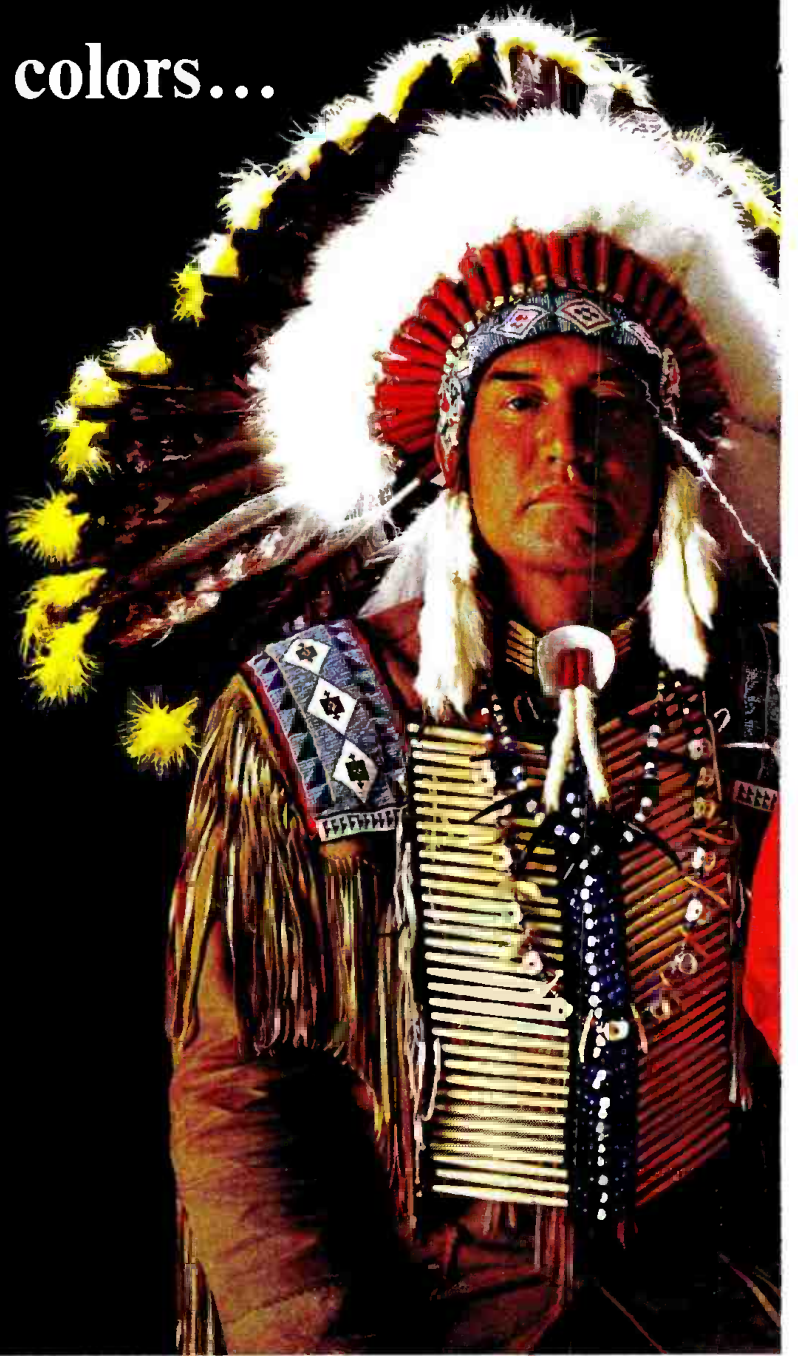
65%*

- UNDUPLICATED ABC - TV PRIMARY SERVICE
- OVER 1 MILLION WATTS POWER
- MODERN TELEVISION FOR THE FLORIDA CROWN



A RUST CRAFT STATION — REPRESENTED BY EDWARD PETRY & CO., INC.

Livelier and truer colors...



Livelier, truer colors: Colors appear brighter, clearer, lifelike. Up to 5db better signal-to-noise ratio for multiple generation copies. New oxide, new binder, new coating technique make this possible.

Perfect copies: Create up to 4th generation duplicates that only the most experienced eye can distinguish from the master tape.

Stronger black and whites: Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly alive!

Improved sound: Tape background noise is significantly reduced. New No. 399 gives you living sound to match the picture!

Total versatility: Can be used for both high-band and low-band recording. Recorders need no special adjustments or set-ups.

Cleaner running: Will not shed, block or rub-off. Leaves no oxide deposit on heads or guides. Assures better results—averages less than 15 dropouts per minute.

Longer life: Capable of three times the life of previous video tapes.

No visible indication of head to tape contact. Almost impossible to wear out. Virtually unlimited shelf life.

Field proven: Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.

Find out how Color Tape Plus can add an exciting new dimension to your programming. Write: Magnetic Products Division, 3M Co., St. Paul, Minnesota 55119.

Magnetic Products Division **3M**
CORPORATION
THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M COMPANY

plus copies you can't tell from the original



and
how!



color
tape
plus!

“Scotch” Brand Video Tape No.399

MONDAY MEMO

from GILBERT (GIB) FRYE, president of Frye-Sills & Bridges, Denver

As the saying goes, its pays to advertise

Of all the paradoxes that surround the business of advertising these days, none is harder to comprehend than the case of agencies who plead, preach and cajole for consistency of advertising by their clients while totally ignoring the effort for themselves. Indeed, so few agencies bother with self-advertising today that it leads one to wonder just how sincerely they really do believe in the strength of their own wares.

At Frye-Sills & Bridges, we have reaped substantial benefits from a consistent program of self-advertising that traces back 10 years to the agency's beginning. Because of the quality of our advertising, the program has been a big factor in an exceptional record of growth in the Denver market.

What motivated us to initiate regular self-advertising and what has been the incentive to maintain it where other agencies have either advertised only half-heartedly or not at all?

In the beginning, it was a clear case of challenge; challenge and impatience on the part of our handful of creative ad people to compete with and overtake a field of more than 100 agencies in the Denver market in the shortest possible time. With a sure sense of what advertising could do for ourselves as well as for our clients, we put it to work to hasten our successful growth.

Add Pride ■ Pride played its big part in motivating the program, too; pride, first of all, for an industry that has always been too-much maligned and too-seldom supported and clarified to the public; pride in our capabilities to produce outstanding advertising. Increasingly, solid results from a steady, consistent voice to the marketplace have been reason enough to encourage us to continue and, indeed, steadily increase our advertising efforts.

From the first, because of a concern for the public's misshapen image of advertising and its capabilities, FSB advertising has carried a strong, altruistic philosophy, or theme, "believe in the power of advertising, believe in the *people* of advertising!" For the most part, agency sell has been largely limited to subtle, yet clear identity with the force of advertising—what it is, what it has achieved, and what it can do "when applied steadily, consistently, imaginatively." Specifically, it has continually underscored what the people of advertising can do, if given the confidence, encouragement and trust of business and industry.

Individual ad messages of the campaigns have ranged from "Meet Mr.

Complacency" (the disdainful nonadvertiser) to an off-beat offer of a "Free turn-of-the-century eye shade for do-it-yourself advertisers."

An editorial-type campaign, under such headlines as "Honestly, what do you think of today's advertising?" and "If you're going to use advertising, why the heck don't you use it—to the hilt!" jibed at the quality—or lack of quality—of advertising by business and industry.

Only recently have we taken an aggressive line to sell the agency and its capabilities first—and the cause of advertising second. Last fall, for the first time, we initiated FSB advertising on radio. Working with the promotion staff at Denver's KLZ and the station's widely known personality, Don Roberts, we developed a campaign titled, "The measure of an advertising agency". The objectives of the campaign were to voice the criteria of quality and service in an agency; to define the depth of service of a qualified agency; to give strong personal identity to the individuals of our organization, and to relate dramatically to experience and performance for clients.

Clear Field ■ Not only was this our first experience with self-advertising on radio; it was, to our knowledge, the first time any Denver agency had advertised on radio. Thus, although we had a clear field in which to test our self-promotion, there was no precedent by which to anticipate response or results.

Our first weeks of radio were a cautious wait-and-see period. Then, with rather surprising speed, reaction to the campaign began to compound itself. Though we received a large number of inquiries from small retail firms who could hardly justify the cost of an agen-

cy, we also began to get more and more interest from major advertisers.

To date, since the start of FSB radio, the agency has added nearly a half-million dollars in billings directly attributed to the KLZ spots. In addition, we know from comment within and outside the business community that the campaign has extended our influence—far beyond original expectations. With clients, with our employees, as well as with prospects, radio has produced a new level of awareness, prestige—and action. The proof is in the pudding, and, increasingly, we have found ourselves encouraging clients toward greater use of radio because of its success for us.

Sweet Mystery ■ For all the progress and success we have realized with the help of a consistent program of self-advertising (from 105th place to second place among Denver agencies in 10 years), the silence of our sister agencies persists. It is, frankly, a mystery to us that they should ignore the force so readily at their disposal, the force they so vociferously put to work daily for others.

We will hardly lose sleep over their unwillingness or reluctance to advertise. Indeed, we will continue to capitalize on it.

Yet we would sincerely hope that more and more agencies would recognize their prerogative and their opportunity to contribute to greater understand of advertising as well as to lend new strength and growth for themselves through self-promotion.

Beyond a shadow of a doubt, the people of Frye-Sills & Bridges have proven to themselves that it does pay to believe in the power of advertising, to believe in the *people* of advertising; that it pays to consider radio as a prime medium for agency self-promotion.



Gilbert (Gib) Frye, president of Frye-Sills & Bridges, Denver, was one of three founders of the agency that carries his name. He is a former newspaperman, editor and copywriter. His firm, which started as a graphic arts and publishing organization, became an agency with four modest accounts just 10 years ago. Today, it is one of Denver's three largest agencies. Mr. Frye is creative director as well as president of FSB, and is past chairman of the Rocky Mountain Council, AAAA.

WGN

*...the most
respected call letters
in broadcasting*

WGN CONTINENTAL BROADCASTING COMPANY

- **Chicago:** WGN Radio, WGN Television, WGN Continental Productions Company
- **Duluth:** KDAL Radio, KDAL Television
- **Denver:** KWGN Television
- **Michigan:** WGN Televents, community antenna television
- **New York and Chicago:** WGN Continental Sales Company

Gr



Trans-Lux, now in its 2nd decade, is one of the most consistently successful programming sources in television. And the line-up keeps growing! **THE GOLDEN EAGLE**, the most exciting new adventure cartoon series of the year. **THE BIG ATTACK**, action-packed human dramas of World War II. **PICK A SHOW**, a unique game format that promotes your station. **GIGANTOR, THE MIGHTY HERCULES** and **FELIX THE CAT**, cartoons that grow greater every year. **MACK AND MYER FOR HIRE**, spot-em-any-

wth!

where comedies. **HOLLYWOOD GUEST SHOT**, personality specials. **TOP DRAW FEATURES**, an adult film package. **IT'S A WONDERFUL WORLD**, visits to fascinating places. **THE MAGIC ROOM**, people, places and events excitingly presented. **JUNIOR SCIENCE**, creative excitement in the laboratory. All from the company that knows what audience appeal is all about...and has proven it!

Want facts, figures, ratings or previews?

See Trans-Lux at TFE, Suite 557A, Conrad Hilton Hotel

NEWEST IDEA "ON THE MARKET"!

You're invited to the Trans-Lux TFE suite, to check the ticker tape direct from the Stock Exchange...a new, programming concept for broadcasters and CATV.



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Trans-Lux Television International Corporation • Zurich, Switzerland

**Best Gulf
Coast
Combo ---
Best Gulf
Coast Buy**

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Houston's proven producer with professional personalities and award winning news staff. 24 Hours.

KOUE

Number 1 FM in Houston with 280,000 watts of wonderful stereo. Soon 560,000 watts with twice the pleasure. 24 Hours.

KAY-5

Beaumont's flagship station with personalities and line ratings to make sales for products. 24 Hours.

For Complete Information



THE KATZ AGENCY, Inc.
STATION REPRESENTATIVES

QMI

represents K-Que in New York, Chicago, Detroit and Los Angeles.

In Houston call Dave Morris JA 3-2581

DATEBOOK

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

■ Indicates first or revised listing.

MARCH

March 27—Deadline for national awards entries from members of National Academy of Television Arts and Sciences and from television producers.

March 27—Deadline for reply comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land-mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

■ March 27-31—Course for marketing and advertising executives on "the new uses of information in advertising decisions" sponsored by the Crowell Collier Institute of Continuing Education, Hotel Plaza, New York. For further information contact Dr. Aaron Feinsot at the institute, 866 Third Ave., New York 10022.

March 28—Annual meeting of shareholders of the General Tire & Rubber Co. to elect directors and to transact other business. 1708 Englewood Ave., Akron, Ohio.

March 28—Writers Guild of America 19th annual awards show. Century Plaza hotel, Los Angeles.

■ March 28—Annual meeting of shareholders of Gross Telecasting Inc. 2820 East Saginaw St., Lansing, Mich.

March 29—Annual luncheon meeting of the Chicago council, American Association of Advertising Agencies. Speaker is Sterling C. Quinlan, president, WFLD(TV) Chicago. Drake hotel, Chicago.

March 30—Deadline for entries in annual Alfred P. Sloan Radio-TV Awards for Highway Safety. Mail entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

■ March 30-31—18th annual Atlanta Advertising Institute sponsored by the Atlanta Advertising Club and the southeastern council of the American Association of Advertising Agencies. Speakers include Matthew J. Culligan, president of the Mutual Broadcasting System; Daniel Overmyer of D. H. Overmyer stations; Robert E. Anderson of BBDO, Detroit; William L. Rindfuss of Young & Rubicam, New York; and Daniel E. Kelly of Foote, Cone & Belding, Chicago. Marriott motor hotel, Atlanta. Registration applications may be obtained from Edward E. Schirmer, Regional Manager, McGraw Hill, 1375 Peachtree St. N.E., Atlanta 30309.

March 31—Deadline for reply comments on proposed FCC rulemaking that would require all existing class C FM stations operating with less than 50 kw to boost their minimum power output to 50 kw within five years. Proposal also calls for the operation of all new FM's in this category with a minimum of 50 kw. Current commission rules require that class C FM's operate with at least 25 kw.

March 31—Deadline for comments in FCC inquiry into possibilities of using radio for the promotion of highway safety. The commission has urged that the comments be tendered on the broadest possible basis.

March 31—Entry deadline for annual awards competition for outstanding public-service journalistic achievements, sponsored by Deadline Club of New York. Entries may be submitted from daily newspapers, wire services, radio and television stations in the New York metropolitan area. Entry forms and additional details may be obtained from Robert McDevitt, Deadline Club Awards, Arthur Young & Co., 277 Park Avenue, New York 10017.

■ March 31—Seminar on creative advertising

REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

April 18—Downtowner motor inn, New Orleans
April 21—Sheraton Blackstone, Chicago
May 10—Hyatt House motor hotel, Burlingame, Calif.
May 11—Cherry Creek Inn, Denver
May 12—Town House motor inn, Omaha
May 22—Schine Ten Eyck hotel, Albany, N. Y.
May 28—Sheraton Barringer hotel, Charlotte, N. C.
June 12—Boston Statler Hilton, Boston
June 16—Sheraton hotel, Philadelphia

and public relations at the third annual management conference on franchising sponsored by AAMCO Transmissions, Boston College, Boston.

March 31-April 1—Region 3 conference of Sigma Delta Chi, professional journalistic society. Columbia, S. C.

March 31-April 2—Convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1—Technical committee meeting and board of directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

April 1—Technical committee meeting and executive committee meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

April 1—Region 2 conference of Sigma Delta Chi, professional journalistic society. American University, Washington.

■ April 1-2—Annual meeting of the Association for Professional Broadcasting Education. Speakers include FCC Commissioner Lee Loevinger; Sterling C. (Red) Quinlan, president of WFLD(TV) Chicago; Eldon Campbell, WFBS-AM-FM-TV Indianapolis; Dean Behrend, Opinion Research Corp., Princeton, N. J.; and Seymour Banks, Leo Burnett Co. Pick-Congress hotel, Chicago.

April 2—Fourth annual meeting of Society of Broadcast Engineers. Conrad Hilton hotel, Chicago.

April 2—Membership meeting and board of directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

April 2—Board of directors meeting and membership meeting of the Association on Broadcasting Standards. Conrad Hilton hotel, Chicago.

April 2—Annual meeting of Daytime Broadcasters Association. Conrad Hilton hotel, Chicago.

April 2-5—Forty-fifth annual convention of National Association of Broadcasters. Conrad Hilton hotel, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

April 3—Deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

April 3-6th annual programing and sales seminar sponsored by Mark Century Corp. The topic will be: "Radio—the big sale." Panelists include Phil Nolan, national radio programing manager of Westinghouse Broadcasting Co.; Thomas C. Harrison, president of Blair Radio, and Kent Burkhardt, vice president and general manager



**the more we talk...
the more Chicago listens**



(and we're talking more than ever)

JERRY WILLIAMS . . . 6-10 AM A swinging morning radio show. People and issues currently being talked about. News, service features, guests **DR. FRED A KEHM, Ph.D. . . . 11:30-12 N** answers questions on child care **MAL BELLAIRS . . . 12-3 PM** Strictly "woman talk". Guest experts **TOM CLARK . . . 3-5 PM** Current events talk for men and women **RICK WEAVER . . . 6-6:30 PM** Sports talk and guests **ART MERCIER . . . 7:30-8 PM** Tips and talk for outdoor enthusiasts **DON CANNON . . . 8-11 PM** America's Largest Town Meeting of the Air. Stimulating! Provocative!

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WBBM RADIO-780
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How much can Blair Radio



service give you?



This much.

When you need schedules on one station or on fifty, you need them *right now*.

And when you need program information, or research data on certain markets, or recommendations for implementing a marketing plan, you don't want to wait in line for that material, either. This is a fast-moving business.

And that's exactly why Blair Radio gives you the biggest—and the best—sales force in the station representative industry.

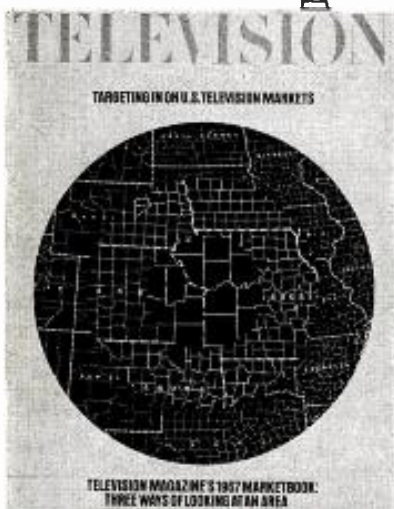
Who says so?

The people in the industry say so. Every one of the surveys taken by Sales Management magazine show our sales force to rate number one.

So when you need help, holler our way. A call to your Blair man for any aid affecting any radio market in the country gets you just one response: *At your service.*

Blair Radio 

We get channels you can't get anywhere else.



In April: The 1967 Marketbook with three ways to figure television market sizes. How advertisers have shaped their distribution patterns to correspond with television markets. Will Hollywood's 'sex is fun' kick keep some of its best movies off the home tube? The economic binds of TV sports. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036. (202) 638-1022. Or bureaus in New York, Chicago, and Hollywood.

22 (DATEBOOK)

of WQXI Atlanta. Conrad Hilton hotel, Chicago.

■April 3—Twelfth annual membership breakfast meeting of TV Stations Inc. Sheraton-Blackstone hotel, Chicago.

■April 3-7—Interational convention of the International Christian Broadcasters, London.

April 5—Deadline for comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

April 5—Deadline for comments on FCC's proposed rulemaking that would prohibit AM, FM, and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

April 7—Regional conference of Sigma Delta Chi, professional journalistic society, for members in Indiana, Illinois, Kentucky and Wisconsin. Indianapolis.

April 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

■April 7-8—American Bar Association national institute on federal agency law practice. Meeting is to be addressed by Associate Justice Byron R. White of the U. S. Supreme Court. Among those participating on panels will be FCC Commissioner Lee Loevinger, Federal Trade Commissioner Philip Elman, Securities & Exchange Commission Chairman Manuel F. Cohen, and Washington attorneys J. Roger Wollenberg and William C. Burt. Mayflower hotel, Washington.

April 7-8—Region 4 conference of Sigma Delta Chi, professional journalistic society. Kent State University, Kent, Ohio.

April 7-8—Region 7 conference of Sigma Delta Chi, professional journalistic society. University of Missouri, Columbia.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th Street, New York 10036. Telephone PLaza 7-0695.

■April 9-12—Fourth annual Hollywood Festival of World Television. Speakers include Marshall McLuhan and Louis Nizer. La Costa Country Club, Carlsbad, Calif.

April 10—Annual meeting of stockholders of Wometco Enterprises Inc. Miami.

■April 11—Annual meeting of stockholders of John Blair & Co. Blair Building, Chicago.

April 13—Annual meeting of stockholders of Avco Corp. to elect directors and to transact other business. Hotel Dupont, Wilmington, Del.

■April 14—New deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

April 14—Annual meeting of the Michigan AP Broadcast Association. Capitol Park Inn, Lansing.

April 14—Spring meeting of the Indiana AP Broadcasters. Essex House, Indianapolis.

April 14-15—Meeting of the Alabama AP Broadcasters. Huntsville.

April 14-15—Two-day forum on defamation and privacy sponsored by the Practising Law Institute. Statler-Hilton hotel, New York.

■April 14-16—Region 8 conference of Sigma

NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City
 May 22-23—Rickey's Hyatt House, Palo Alto, Calif.
 May 25-26—Skirvin hotel, Oklahoma City
 June 4-5—Holiday Inn, Nashville
 June 6-7—Sheraton Cadillac, Detroit
 June 8-9—Marriott motor hotel, Philadelphia

Delta Chi, professional journalistic society, Statler-Hilton hotel, Dallas.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Luncheon speaker will be R. Peter Straus, president of the Straus Broadcasting Group. University Heights campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. Speakers include Varner Paulsen, program director of KNEW Oakland, Calif., and Ney Landry, supervising engineer of the FCC's San Francisco office. University of California, Berkeley.

April 15-17—Annual spring meeting of Texas Association of Broadcasters. Sheraton Motor Inn, El Paso.

April 16-18—Annual meeting, Southern CATV Association. Grove Park Inn, Asheville, N.C.

April 16-18—Meeting of National Educational Television. Statler Hilton hotel, New York.

April 16-21—101st semiannual technical conference of the Society of Motion Picture and Television Engineers. New York Hilton hotel, New York.

April 16-25—Fifteenth Cine-Meeting of the International Film, TV-film and Documentary Market (MIFED). Milan, Italy. Information may be obtained from MIFED Largo Domodossola 1 Milano, Italy.

April 17-18—Spring meeting, Mid-America CATV Association. Broadmoor hotel, Colorado Springs.

April 17-18—Special dinner-reception and briefing session for staff and elected heads of advertising agency associations throughout the free world sponsored by the American Association of Advertising Agencies. Speakers include William W. Weilbacher, partner, Jack Tinker and Partners, and Thomas Wright, vice president of Leo Burnett Co. Sky Club and New York Hilton, New York.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Educational Broadcasters, the Electronics Industries Association and the Educational Media Council. Biltmore hotel, New York.

April 19—Deadline for reply comments on FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than specified in its license."

■April 19—Annual stockholders meeting of CBS Inc. CBS Broadcast Center, New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Penn Garden hotel, New York.

April 19—Annual meeting of the stockholders of General Telephone & Electronics Corp. to elect directors and to transact other business. California Masonic Memorial Temple, San Francisco.

April 20—Deadline for reply comments in FCC inquiry on need to establish rules for FM broadcast translators similar to those in

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52 "Films of the 50's and 60's"



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Please contact your nearest Seven Arts sales office for market availability and complete details for Volume 12 "Films of the 50's and 60's".



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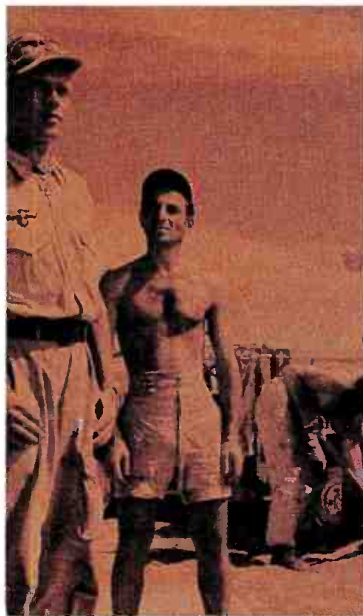
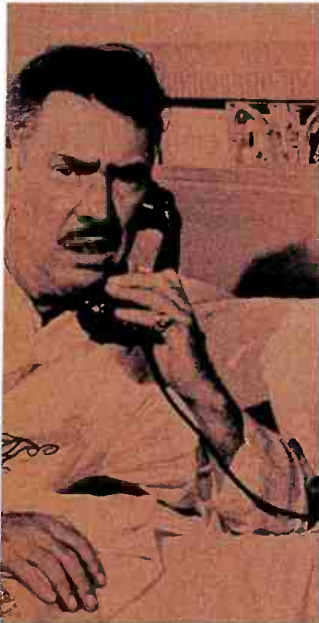
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*Reg. U. S. Patent Office
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BROADCASTING, March 27, 1967

existence for TV translators. Comments are specifically invited on such things as limitations on use of FM translators, channels in which they should be authorized, power, and equipment specifications. Rules will be proposed at later date in event need and demand exists for such service, the commission said.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

■April 20—Annual meeting of stockholders of Time Inc. Time & Life Building, New York.

April 20-23—50th anniversary annual meeting of the American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Vincent Wasilewski, president, National Association of Broadcasters. Maverick hotel, Bend.

April 20-22—Seventh annual convention, Texas CATV Association, Marriott motor hotel, Dallas.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 21-29—Seventh annual "Golden Rose of Montreux" television contest sponsored by the European Broadcasting Union (EBU) and organized by the City of Montreux in collaboration with the Swiss Broadcasting Corp. Montreux, Switzerland.

■April 22—Meeting of the Georgia AP Broadcasters Association. Parliament House, Atlanta.

April 22—Final deadline for film entries in the 14th International Advertising Film Festival, to be held in Cannes, France, sponsored by the Screen Advertising World Association. Information may be obtained from Movierecord Inc., 845 Third Ave., New York, SAWA's U.S. representative.

■April 22—Region 10 conference of Sigma Delta Chi, professional journalistic society. Pullman, Wash., and Moscow, Idaho.

■April 22-23—Spring convention of the Louisiana Association of Broadcasters. Shreveport.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

■April 24-28—Seventh annual television newsfilm workshop sponsored by the National Press Photographers Association. University of Oklahoma, Norman.

■April 26—Annual convention luncheon of the American Newspaper Publishers Association. Speaker will be James McCormack, chairman and chief executive officer of the Communications Satellite Corp. Waldorf-Astoria hotel, New York.

■April 27-29—Spring meeting. Kentucky CATV Association. Continental Inn, Lexington.

■April 29—Region 9 conference of Sigma Delta Chi, professional journalistic society. Laramie, Wyo.

■April 29—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Elmer Lower, president of news, special events and public affairs for ABC, New York. Washington State University, Pullman.

MAY

■May 1—New deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

■May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

■Indicates first or revised listing.

IF YOUR UNION OR YOUR BOSS SAYS

You're too old to work!

BUT YOU SAY

You're too young to quit!

HAVE WE GOT A JOB FOR YOU!

We're looking for men who are still flirting with fifty but because they started young must now be pensioned . . . so lads with little experience and large opinions can really louse-up our craft.

We want the "old" men who helped TV become great and wished they had a hand in keeping it that way. We need all kinds of craftsmen with all kinds of enthusiasm.

We are interested in TV guys angry with enforced retirement. Men who need to exercise their brains and supplement their pensions so that they can contentedly indulge themselves the rest of the week.

Whatever you do, if you do it well whatever time you want on the job . . . we'll juggle schedules. But we warn one and all: Time spent with us must be dedicated time.

Note to man who can find romance with an RCA TT12E: if "you want to be alone" you can spend 2 or 3, or even 7 days weekly on TXR Hill!

TV needs creative imagination harnessed with experience; Judgement honed by practice; Responsibility enriched by maturity. Nuts to premature retirement!

Tell us what you can/will do; for how much and for how long. If you fit in, we'll fit you in.

Geniuses need not apply. We've got a station genius. (He owns it!)

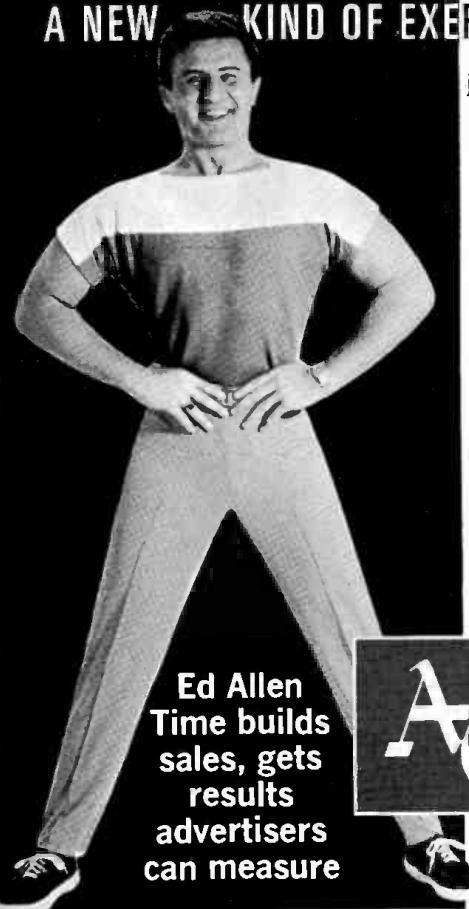
Technical, film, news, program people: please detail everything to

CHARLES VANDA,
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(DATEBOOK) 27

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Financing the Economy of the Nation

OPEN MIKE®

Tribute to a first citizen

EDITOR: In the passing of Les Johnson, broadcasting loses another of its first citizens [BROADCASTING, March 20]. His service spanned nearly four decades with one organization—WHBF-AM-FM-TV in Rock Island, Ill.—and included many important industry and community responsibilities. Those of us who knew Les well will remember him as tough without being ruthless, blunt without being rude, and dedicated without the compulsion to dominate. A strong leader, a fine human being and a good friend.—*C. H. (Chuck) Tower, executive vice president, Corinthian Broadcasting Corp., New York.*

Fireproof research

EDITOR: I read with interest your article on the McCormick Place fire and resultant "quick change" artistry employed in relocating the heavy schedule of events booked into the Chicago facility.

For the information of your readers, Schwerin Research Corp.—which has tested TV commercials and programs in the McCormick Place Little Theater since 1964—managed to transfer the extensive Chicago testing schedule within one week of the fire.

To meet all commitments, sessions were held for 22 consecutive nights in Detroit's Cobo Hall. And beginning Friday, Feb. 6, Chicago testing resumed in the auditorium of the Prudential building, Prudential Plaza.—*Horace S. Scherwin, Scherwin Research Corp., New York.*

Educational pioneer

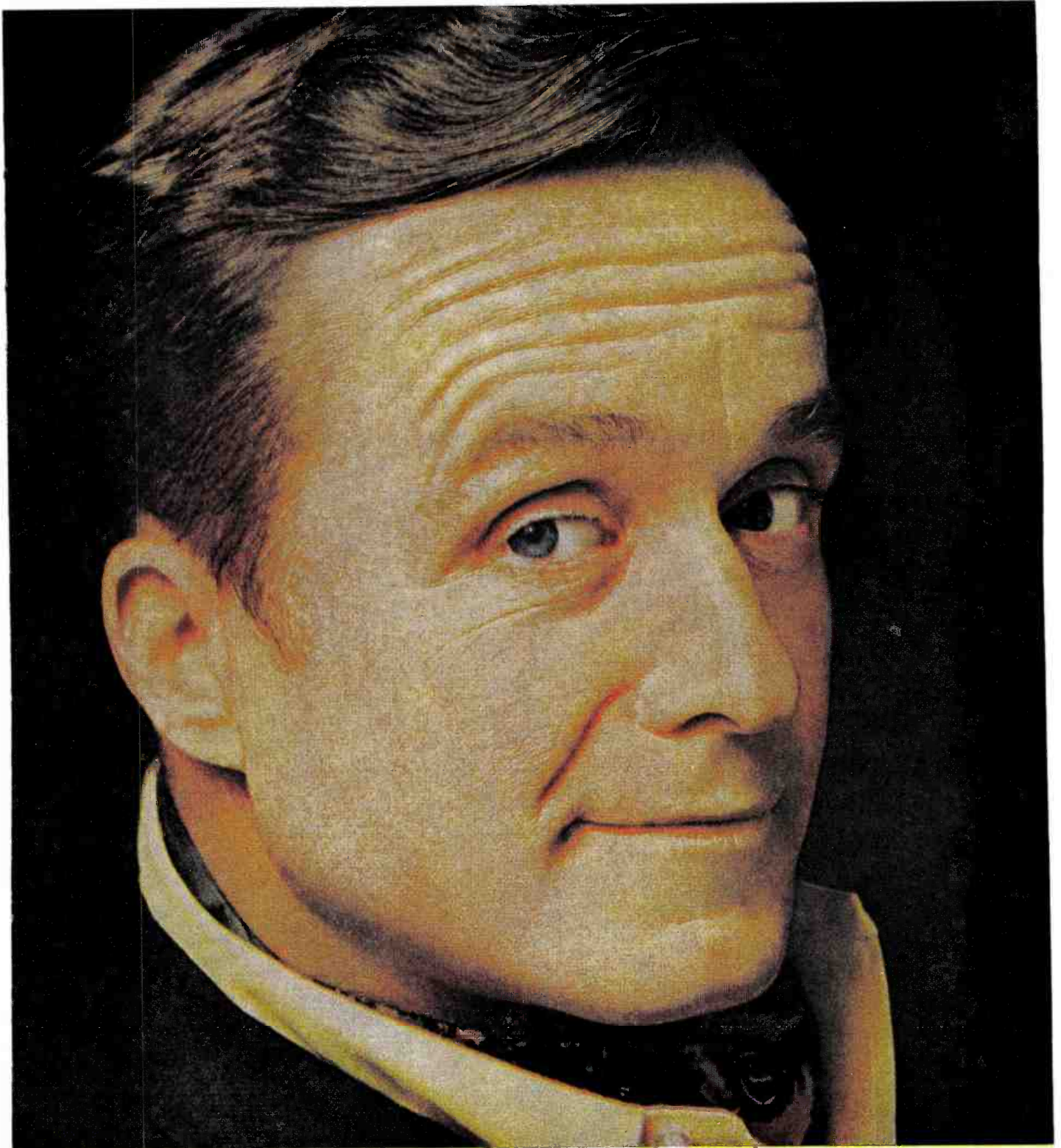
EDITOR: In your March 6 story headed "Educational radio in news," you failed to include WOSU Columbus, Ohio, as one of the "old-timers" in radio.

WOSU is an educational radio station owned and operated by the Ohio State University. It received an experimental license on March 23, 1920, under the call 8XI for one year and then 8XL for another six months. Then on June 3, 1922, the Ohio State University was issued a broadcast license with call letters WEAO. These were subsequently changed to WOSU in September 1933.—*W. B. Steis, general manager, WOSU Columbus, Ohio.*

Legal advertising

EDITOR: I want to agree wholeheartedly with your editorial, "Not yet out of control" (BROADCASTING, March 13).

However, I don't think that you have gone far enough. You say that "it



**Now, women have one more reason to go ga-ga over Mike Douglas.
His baby blue eyes.**

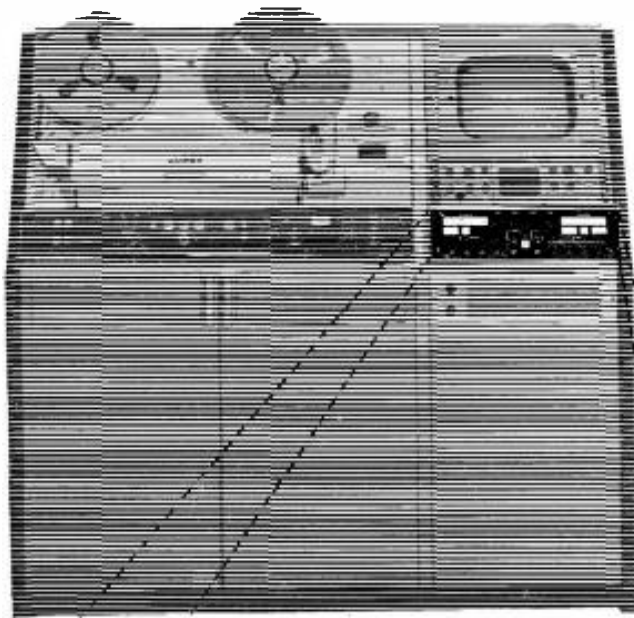
The Mike Douglas Show is now available in color. (In Black & White he managed to run up a startling track record in 130 markets — 80 of the top 80 and 95 of the top 100.) Ask your rep about Mike's Nielsen rating and what he can do for your business. Millions of

women were mad about Mike before — but wait 'til they see him in glorious color! Call WBC Program Sales for the earliest availability in your area.

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THIS NEW CHANGE IN YOUR TV RECORDER OFFERS FANTASTIC IMPROVEMENT IN TAPE EDITING AND CONTROL



ON TIME

Editing and Control Equipment for TV Tape Recorders



EECO's **ON TIME** SYSTEM records a time code on the cue track. With this precise control . . .



SCENES are QUICKLY LOCATED.



"ELECTRONIC" SPLICING is FAST and ACCURATE.



The transport can be stopped and started AUTOMATICALLY

. . . at PRECISE, PRESET TIMES.

For more information or a DEMONSTRATION on your recorder, contact . . .



Electronic Engineering Company

of California
1601 East Chestnut Avenue (Box 58)
Santa Ana, California 92702

S.M.P.T.E. at Booth 37

seems to us that the only answer that broadcasters can put forward with assurance is that as long as the distribution of cigarettes is legal, the advertising of cigarettes must be legal too."

By the same token, as long as the distribution of hard liquor is legal, the advertising of hard liquor must be legal too.

When are those of us engaged in broadcasting and advertising going to stop being hypocrites and start accepting hard liquor advertising on an industry-wide basis?—*Cy Newman, president, KSTV-TV Hanford, Calif.*

EDITOR: Re your editorial, "Not yet out of control":

There are many sincere persons who advocate the legalization of prostitution in the hope that this would reduce crime.

On your argument that "if it's legal to sell it, it's legal to advertise it", I look forward to some edifying commercials when that happy day arrives!—*Clarence W. Metcalf, Sharon, Mass.*

BOOK NOTE

"*The Play Theory of Mass Communications*," by William Stephenson. The University of Chicago Press, Chicago and London. 225pp. \$5.

The scholarly world of the communicationist is in ferment. Reeling from the impact of Marshall McLuhan on the meaning of the media, the professional communicator must now contemplate the thesis of Dr. Stephenson "that at its best mass communications allow people to become absorbed in subjective play."

Indeed, there may be something to it. The viewing, reading and listening public would not spend the astronomical amount of time devoted to the pursuit of media unless the product was enjoyable. However, in urging a shift in focus to a "far more serious regard of play, and not of information, as the primary concern of any communication theory," the author's approach cannot be regarded as frivolous. Much of the play theory rests empirically on use of "Q-technique" for measuring subjective responses, and the presentation leans toward the technical.

Dr. Stephenson sees mass media as a means for individuals to enhance and ultimately develop their private, subjective selves. In directing attention away from consideration of the influence mass communication has or does not have on people's opinions, Dr. Stephenson is charting a whole new course for research. Professionals can profit from his insights while mulling the truth or relevance of a statement on the book's flyleaf: "What is most characteristic of mass communication . . . is the entertainment it affords."



Local color can do a lot for your profit picture

Now that you're transmitting network color, the next step is obvious—and necessary and profitable. You should be filming your news in color and broadcasting it to a rapidly growing TV audience that appreciates this extra concern you show for local events. Kodak makes it all possible with a versatile new system: *Kodak Ektachrome EF Films* and a virtually foolproof process with easy-to-use chemistry. Immediate laboratory processing is available in many areas. But if not in yours, consider processing the film yourself. Kodak engineers will "fine tune" your process. They'll provide your cameramen with technical information, your lab technician with training and reference materials. Naturally, they'll always be available for continued service. For complete information, call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company

Atlanta: 404/GI 7-5211 Chicago: 312/654-0200
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

Kodak
TRADEMARK

MCLENDON DALS

TO BART MC LENDON - SAIGON

BART, CONNECTIONS MUDDY DURING YOUR DIRECT TRANSMISSION
WEDNESDAY. SUGGEST YOU REPEAT BY TAPE, UPDATING REPORTS
SIDE BARS AND POSSIBLE COMMENT FROM VN OFFICIALS.

NEW SUBSCRIBERS FOR REPORTS INCLUDE MARKETS:

WIXY, CLEVELAND; ATTN: GEORGE BREWER
WIFI, PHILADELPHIA; ATTN: MELVIN GOLLUB
WEAM, WASH. D.C.; ATTN: HARRY AVERILL

OTHERS FOLLOW. CAN YOU CUT PERSONALIZED INTROS AND
STATIONS ASAP. WILL HANDLE ALL MAILING FROM HERE.

WDTM, DETROIT, REQUESTS INTERVIEW WITH FIELD MECH
TRANSPORT VEHICLES DOING THERE.

JIMMY BOYD SAID YOU HAVE PIX OF YOU WITH NANCY SINATRA
RESTAURANT. NATL MAG NEEDS FOR STORY. ALSO YOU WITH
JIM PETERSON FOR HOSPITAL STORY FOR CHI SUN-TIMES. I

NEED REACTION OUR EDITORIAL PROJECT, "OPERATION ALL-OUT"
GET TO TOP COMMAND NEXT DAY OR TWO. DIRECT INTERVIEWS
FIFTEEN (15) MIN LIVE REPORT IF YOU CAN FOR DIRECT TR
IF NOT AVAILABLE, TRADE YOUR REGULAR TIME WITH OTHER
MOST IMPORTANT TO ALL STATIONS NOW.

CAMERA EQUIPMENT SENT. LAST FILM TOP GRADE. THANK B
ASSISTANCE. HAVE FEELER FOR POSSIBLE ILLUS BOOK.

T W X

Destination: SAIGON

to: Bart McLendon

U.S. Press Mission

% U.S. Embassy-Saigon

APO 96243

San Francisco, Calif.

from: M. Lewis*

2008 Jackson St

Dallas, Texas

***AVAILABLE FOR RADIO/A PUBLIC SERVICE**

Bart McLendon's back, up-front in Vietnam! Returning again to the war-front, ex-Marine McLendon offers "Top 100" radio stations his exclusive reports — live and direct — as a public service. His first assignment, as broadcasting's first teenage war correspondent, attracting a multi-million people audience. National newspaper syndication followed. Exclusive, battle-line commentaries of the crucial, blistering hours of war as lived by award-winning Bart McLendon — presently available in 37 of "Top 100" markets. Write, wire, phone (A/C 214; RI 7-9311)

First shot in spot-network war?

Major rep urges commercial limit of 12 minutes an hour day and night, with stations getting expanded breaks and networks getting extra 30's

A new TV commercial time-standards proposal based on give-and-take between networks and stations was advanced by Edward Petry & Co. last week as the basis for "a dialogue" that seemed, to observers, apt to build into a roaring controversy with the networks.

It calls for both networks and stations to curtail commercial time but, to keep from curtailing their revenues as well, would also give them new and better-priced commercial opportunities. The plan holds out a promise of better advertising values for the advertiser, with less clutter and without clustering, and a less "commercial" look to TV from the viewer's standpoint.

Highlights of the proposals (for more detail, see pages 34 and 35):

- Commercial time, day and night, to be limited to 12 minutes an hour, or six minutes a half-hour. (Current Na-

tional Association of Broadcasters code limits are 10 minutes 20 seconds an hour in prime time, which is any three continuous hours between 6 p.m. and midnight, and 16 minutes 20 seconds an hour in all other periods.)

- To offset the revenue loss this reduction would cause networks, which Petry estimated at \$150 million a year, the plan would give networks an extra 30 seconds to sell in each half-hour program between 7:30 and 11 p.m., bringing the network to three and a half minutes per half-hour at night.

- To make up the losses that stations would suffer from the cutback, estimated at probably as much as 25% of their revenues, affiliates would be given 92-second breaks between network programs, day and night. As a rule, they now get 70-second breaks in daytime and 42-second breaks at night

plus shorter, usually 30-second, breaks within hour programs. All such breaks would be 92 seconds under the proposal.

- Product impressions would be limited to 16 per hour or eight per half-hour, which together with the proposed limit of 12 commercial minutes per hour or six per half-hour would permit two piggybacks in every six commercials but would serve to "harness the present runaway splitting of commercials."

- No more than three products could be scheduled back-to-back, and the number of program interruptions would be limited to three per half-hour: two in the program and one at the break.

- Billboards would be permitted only on sponsored programs; they would be eliminated on programs sold on a par-

TV Code Authority asks broadcasters to take their pick

Would you prefer a prime-time hour with 12 minutes of nonprogram time and include in this period, all nonprogram material such as commercials, billboards, public service announcements, all promos and all closing credits?

Or would you prefer the present standard of 10 minutes, 20 seconds of commercial time in prime hours and include in this figure only commercials, billboards, below-the-line credits, public service announcements and promos for other shows?

TV broadcasters last week were being asked to judge the relative merits of these two proposals and others, and pass their comments to the National Association of Broadcasters Code Authority as an aid in the proposed overhaul of the TV code time standards. The concept is based on three proposed standards:

limiting nonprogram time, limiting the number of interruptions and limiting the number of viewer appeals.

Last week's letter from Howard Bell, director of the Code Authority, and Clair McCollough, Steinman Stations, Lancaster, Pa., chairman of the TV code board, was aimed at getting the stations' views on the concept proposed by the code board last month (BROADCASTING, Feb. 27).

The letter noted that if nonprogram elements are redefined for prime time, it would also probably apply to nonprime time, since removing the disparity between the two times (nonprime allows 16 minutes, 20 seconds per hour) is one aim of the code board.

Messrs. Bell and McCollough also point out that the concept encour-

ages grouping of nonprogram material "to provide fewer interruptions in the flow of programing." Such a move would leave it up to the broadcaster to decide how many interruptions he wants, how long they should last and how to group the material in them. Acceptance of this concept, the letter notes, would eliminate such present "detailed restrictions" as three consecutive announcements, multiple product announcement criteria and separate station break standards.

The broadcasters are also asked to comment on the proposal to limit viewer appeals to a "possible . . . 24" per hour. This thinking would have each commercial, promo or public service spot counting as one message. "A commercial for two products would count twice and a promo for two programs would count twice."

ticipating basis, day or night.

Recognizing that independents could not afford to abide by limits set for network affiliates, the plan would apply less stringent standards for independent stations: for instance, upper limits of 16 minutes of commercial time, 22 product impressions and eight interruptions per hour.

In releasing details of the proposal Martin L. Nierman, president of the Petry company, said it was not offered as "the" answer to the current controversy over time standards but as a basis for extensive discussion on a problem that needs action now.

"We want to start a dialogue," he said. "We hope this will be a beginning."

Submitted to NAB ■ It was drafted under the direction of Al Masini, Petry vice president and group sales manager, and although work on it predated the NAB Code Authority's general call for suggestions (see page 33), a copy was sent last week to Clair R. McCollough of the Steinman stations, chairman of the TV code review board, and Howard Bell, director of

the code authority.

Copies were also sent to Petry-represented stations and are expected to go to the Television Bureau of Advertising, the Association of National Advertisers and the American Association of Advertising Agencies.

It is expected to get wide discussion during the NAB convention in Chicago next week. Mr. Nierman said no special meeting of Petry stations had been called but that Petry officials would be on hand for detailed discussions in the company's convention suite.

Under the warning that "nobody will win if we don't change TV's basic ground rules," the plan is addressed to "all affiliates" as a proposal to "change the entire network-station commercial structure as well as the TV code controlling it."

While the proposal undertakes to reconcile the varying interests of stations, networks, advertisers and viewers—and, as the subtitle asserts, to "benefit" them all—observers thought that networks would see much more to lose than to gain by it.

Opposition Expected ■ The plan itself

anticipates network opposition, for the analysis accompanying it contends, in arguing for more 30-second positions for sale to spot advertisers, that networks "would prefer to keep the affiliates selling 20-second commercials which are not in demand, since stations and networks both go after the same advertising dollar."

Moreover, the analysis asserts, if networks gave affiliates longer breaks to accommodate 30-second and 60-second announcements rather than 20's, they would only be returning to stations what the stations "should have gotten long ago when the networks got into the spot business and advertisers began wanting longer copy."

What is needed, the analysis declares, is "intelligent compromise."

Broadcasters have "for some time now" been aware of the need for reforms in the code. Although commercial limits per hour have not been changed, the analysis says, the number of product impressions and frequency of commercial interruptions have "grown at an alarming rate since the advent of piggybacks"—and threaten to worsen with increasing emphasis on 30-second announcements.

"Both stations and networks will try

Three formats suggested for network affiliates

Here are three ways suggested by the Petry Co. to schedule commercials under code it proposed.

Daytime and Fringe One-half Hour Format:

1st interruption	Minute Network Minute Network	or 30 seconds } 30 seconds }	or piggyback
2nd interruption	Minute Network Minute Network		
3rd interruption (on the hour and half-hour break)	Minute TV spot 32-second TV spot	or 30 second } 30 second }	or piggyback

Five minutes 30 seconds of commercial time
Eight product impressions
Three interruptions—two in the program, one on the break
No more than three products in a back-to-back position
One piggyback or two 30's for the network and one piggyback or two 30's for the affiliate.

Nighttime 7:30 to 11:00 p.m. One-half Hour Format:

1st interruption	Minute Network Minute Network	or 30 second } 30 second }	or piggyback
2nd interruption	Minute Network		

Here's how the commercial format for a half-hour program would look in three different situations under the proposal advanced by Edward Petry & Co., (see page 33). The first example shows how network and affiliate would divide commercial positions in a network half-

hour in daytime or fringe time. The second shows how the division would be in nighttime network half hour and the third shows the commercial make-up of a purely local half hour. Beneath each example is a summary. These show that, from the viewer's standpoint,

3rd interruption (on the hour and half-hour break)	30-second Network Minute TV Spot	or 30 second } 30 second }	or piggyback
	32-second TV spot		

Five minutes of commercial time
Eight product impression
Three interruptions—two in the program, one on the break
No more than three products in a back-to-back position
One piggyback or two 30's for the network and one piggyback or two 30's for the affiliate.

Local Program Commercial Format

1st interruption	Minute TV spot Minute TV spot	or 30 second } 30 second }	or piggyback
2nd interruption	Minute TV spot Minute TV spot		
3rd interruption (on the hour and half-hour break)	Minute TV spot	or 30 second } 30 second }	or piggyback

Six minutes of commercial time
Eight product impressions
Three interruptions—two in the program, one on the break
No more than three products in a back-to-back position
Two piggybacks or four 30's in the half hour including one break

the only difference is that total commercial time on a network daytime program would be 30 seconds more than on a network nighttime half hour, while on the local program it would be 30-seconds more than on a daytime network half hour.

Code for network affiliates under Petry proposal

The commercial code proposed for network-affiliated stations last week by Edward Petry & Co., station representation firm (see page 33), is reprinted below.

In addition, the Petry plan would require a curtailment of network commercials in all but the nighttime hours. To compensate the networks for revenues lost through this cut-back, they would be given an extra 30 seconds to sell in each network half-hour program between 7:30 and 11 p.m.

To compensate the stations for revenue losses through their own reductions in commercial time, Petry proposes that the networks extend the length of breaks between and in network programs, now generally 70 seconds in daytime and 42 seconds at night plus about 30 seconds within programs, to a uniform 92 seconds day and night.

For independent stations, the proposal recommends somewhat less stringent standards than those for affiliates on the ground that they operate on narrower profit margins and cannot afford to meet the standards set for affiliates.

To "compensate" for their "unique

status," as compensation was provided networks and stations for their reductions in commercial time, Petry proposed to let independents carry a maximum of 16 minutes of commercials per hour (including break positions), a maximum of 22 product impressions per hour and a maximum of eight interruptions per hour (including the breaks). Half-hour limits would be one-half of these hourly maximums.

In other respects the proposed codes for affiliates and independents are the same.

The proposed code for affiliates:

There is no differentiation between prime and nonprime time. Commercial rules apply to the entire broadcast day.

1) Commercial time in any hour, day or night, shall not exceed 12 minutes, including break positions. Each half hour shall not exceed six minutes of commercial time including one break.

2) In any hour, commercial content shall not exceed 16 product impressions. In any half hour, commercial content shall not exceed eight product impressions. There is no distinction between integrated or non-

integrated commercials. Each product mention counts.

3) At no time will more than three products be scheduled consecutively.

4) Commercial interruptions in an hour program will be limited to four plus the half hour and hour breaks (total six). Commercial interruptions in a half hour program will be limited to two plus one break position (total three). Commercial interruptions in each program of five minutes to 25 minutes in length will be limited to one interruption. The station can use break positions between various programs that are five to 25 minutes in length for commercial announcements, but commercial content for the entire period will also be governed by rules one, two and three.

5) Billboards on fully sponsored programs do not count as commercial material, a product impression or program interruption. Billboards on other than fully sponsored programs do count as commercial material, a product impression and a program interruption.

6) Public service announcements, promotional announcements and below the line credits are subject to the same rules as commercial copy.

to adjust to accommodate this new form, with the inevitable result of more clutter," the proposal continues, warning that "if commercialization gets out of hand" the broadcaster's stock in trade—viewers—could decline.

The code board has recognized a need for change but has taken "no concrete action," even though "piggybacks are here and 30-second spots are upon us and a solution is needed now," the analysis contends.

Impediments ■ It reasons that "a strong effective code will be approved only if it simultaneously satisfies the stations, the network, the advertiser and the viewer." It assumes that "present conditions make passage of a strong effective code impossible," points out that "most changes would result in significant losses to the stations" and offers this analysis of "sizable impediments" to adoption of a strong code:

■ Eliminating distinction between prime and nonprime time:—makes sense; the viewer draws no distinction. But adopting nonprime standards as universal would increase commercialization in prime time, while prime-time standards would "substantially cut" station income if extended to other parts of the day. "Reasonable compromise":

12 minutes of commercial content per hour, or six per half-hour, day or night. The figure was chosen midway between the present prime-time and nonprime time standards but "favoring the law side."

■ Limiting commercial interruptions—would help "tremendously" in reducing viewer impression of commercialization and clutter but would require scheduling of more commercials back to back. But agencies and advertisers won't accept anything in excess of triple-spotting, and anyway, in Petry's opinion, stringing more commercials together would invite the viewer to "take time-out from the TV set." The proposed six-minute commercial time limit per half-hour would allow for three interruptions in that period: two in the program, one in the break.

■ Existing unrealistic network-station commercial format, due to competition between networks and stations, makes it impossible to limit the number of product impressions—networks carry six minutes of commercials in half-hour daytime shows, five minutes in half-hour early-evening news shows and three minutes in nighttime half-hours, and are gradually adding more nighttime minutes. Addition of one minute

to each network half-hour between 7:30 and 11 p.m. would increase network income by \$300 million a year, or "over 40% of the total TV spot revenues."

"As long as this threat exists," the analysis continues, "very few stations will accept any restriction on themselves that might lessen their competitive position. Keeping the networks' commercial allocation to the present level is necessary for any intelligent code reforms."

The Bind ■ Stations, on the other hand, now have two 20-second positions between network nighttime shows. But many advertisers want 30's, not 20's, so that the affiliate's "best audience delivery is its least saleable."

"The problem is also a matter of what you get for your money," the analysis continues. "The networks offer minutes and 30's in prime time. Spot TV offers 20-second (announcements) in prime time and they are priced comparable to the networks' minutes. If the networks offered (single) 30's in prime time they probably would price them anywhere from 55% to 100% of the minute rate. Thirty-second spots in spot TV are actually 120% to 150% of the 20-second

FIRST SHOT IN SPOT-NETWORK WAR? continued

rate. Under one present structure, 30's in prime time, in spot, compared to 30's on the network would be anywhere from 50% to 100% higher.

"The network would prefer to keep the affiliates selling 20-second commercials which are not in demand since the stations and networks both go after the same advertising dollar. As a result, the big areas in spot TV are the fringe areas for a network affiliate. Therefore, any attempt at restricting product impressions in these areas will meet with immediate opposition."

Other Problems ■ Continuing its review, the analysis examines a "further complication":

"In general, most stations have priced minutes, 30's and 20's at the same price in fringe time," the report asserts. Then came the piggyback and no premium was charged because the network charged no premium. Thus a piggyback user was getting 30 seconds at one-half the minute rate, while the straight 30-second advertiser was paying twice that. Although advertisers want single 30's at 50% to 60% of the minute rate, trends indicate that 30's in fringe time will cost 50% to 80% of the minute rate while 30's in prime time would be 120% to 150% of the fringe-minute rate.

"This incongruity can never be ironed out," the analysis continues, "unless the affiliates can convert the two 20's to one minute and 30 seconds between network shows. The stations must have sufficient time between network shows so that 30-second commercials can have the same relationship to minutes as they have on the networks and on the station itself in fringe time."

In present circumstances, the report says, "strong effective code reforms will be doomed" because the station will be reluctant to limit itself to fewer product impressions or fewer interruptions "as long as it has a major ailment and a major inconsistency in its key delivery (high audience) areas and must rely on heavy selling in fringe areas to stay ahead."

Need for Limit ■ The Petry study concludes that "limiting the number of product impressions is vital if we hope not to drive the viewer away." Under the present code, it notes, it is possible to get 15 product impressions and five interruptions in a half-hour—and the figure could go "well beyond 15" if the station wanted to increase the number of interruptions, on which the code places no restrictions.

Worse yet, the analysis continues, some piggybacks promote more than two products and there's talk of splitting the 30's into two 15's.

"Even though the total amount of commercial time may not increase," the report asserts, "the viewer reacts to each of these product impressions and feels that there is more commercialization. Placing a limit on the number of product impressions will require most stations to limit the number of piggybacks in each area. Limiting the number of product impressions will also limit the use of 30-second spots in fringe time. Under the existing network structure no station will accept strong restrictions on product impressions . . .

"With 12 minute commercials in the hour, a limit of 16 product impressions

On-the-spot spots

Color footage shot at the American Fashion Critics award show forms the basis of commercials to be highlighted in a new 10-week spot-TV campaign by the Coty Division of Charles Pfizer & Co., New York, to introduce its new line of cosmetics. The spot effort will be on 20 markets and will begin on April 3. The agency is Warren, Muller, Dolobowsky, New York.

per hour would seem to be necessary to harness the present runaway splitting of commercials. In every half-hour there would be six minutes of commercial time and eight product impressions. This means two out of every six minute commercials could be a piggyback (or each piggyback could also be two 30-second commercials)."

Against this background, the analysis offers what it calls "the only intelligent compromise that sets the stage for a strong effective code." It calls for:

■ **NETWORKS**—should reduce their commercial time from six minutes per half-hour in daytime shows and five minutes in early evening news shows to four minutes per half-hour in nonprime time with only two interruptions per show. Assuming sold-out status, this cutback would cost the networks approximately \$150 million a year. To make this up, stations should give networks an additional 30-second commercial in each half-hour network show between 7:30 and 11. Each half-hour would contain two interruptions. Billboards would be limited to sponsored programs, would not be allowed on participating programs day or night. Only one network commercial minute in each half-hour could be a piggyback or two 30's. No more than three products could be scheduled back to back.

■ **AFFILIATES**—would also cut down commercial time in all local programming to four minutes in each half-hour with two interruptions plus a third interruption on the break, which could consist of two minutes. Only one minute in the program could be a piggyback or two 30's, and the same restriction would apply to the break. Since current code permits 16 commercial minutes an hour, stations "obviously would lose enormous sums, probably as much as 25% of their revenue," by a cutback of this magnitude. To offset these losses, networks should give affiliates one minute 32 seconds on each break between network programs, and within longer network programs, day and night.

The Reason ■ Why a minute and 32 seconds? Why not just a minute? The Petry study gave this explanation:

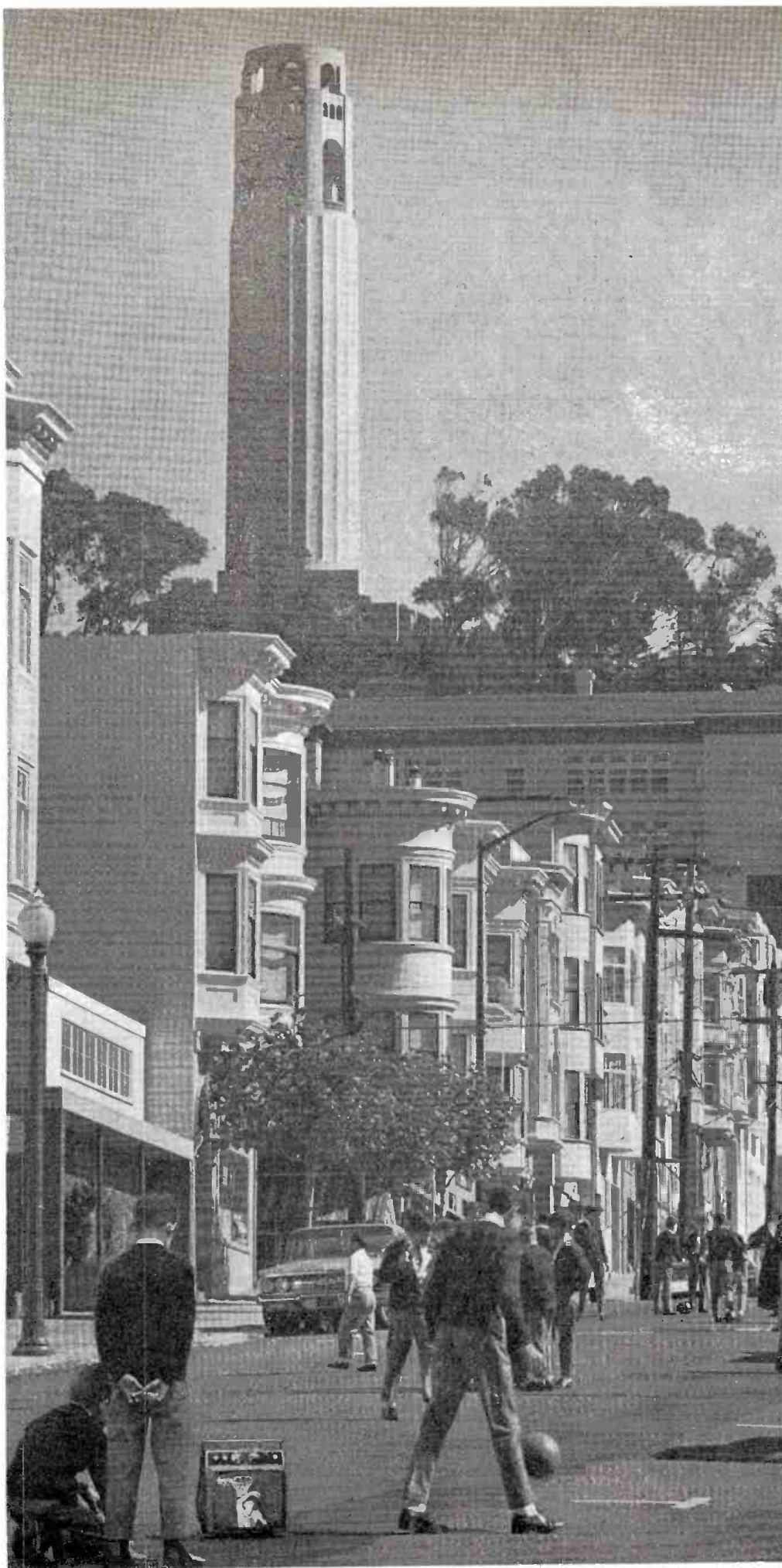
"The answer is simply that the entire network-affiliate exchange is to structure both network and station to be able to accept code reforms without gain or loss of revenue. Less than a minute and 32 seconds would cause the station financial loss."

In addition, the present break patterns accommodating 20-second rather than 30-second commercials were established when "agencies were using 20-second commercials and the networks were not in the spot business but instead were selling sponsorships. Now, networks are in the spot business and advertisers require a modification in the type of commercial.

"If the (present) two 20's were converted to two 30's, the networks would be giving to the affiliates what they should have gotten long ago when the networks got into the spot business and advertisers began wanting longer copy. The additional 30 seconds (being proposed) in network daytime areas will counter-balance losses as a result of code reforms in local daytime programs (and) in nighttime areas will counter-balance losses as a result of code reforms in key nighttime fringe and news areas."

Code Board Changes ■ The Petry proposal also claims that stations are not adequately represented on the NAB code board, with the networks having three of its nine members. It suggests network representation be reduced to one member or that the code board be enlarged, presumably with station reps, perhaps through the Station Representatives Association, given board membership.

The proposal also recommends that independent stations be represented on the code board and points out that, although the number of independents is small, it is growing and that in any event they cannot adhere to the standards set for affiliated stations without



San Francisco's sporting season is year 'round on KTVU.

You'll have a hard time separating a sports-minded San Franciscan from the rest of the city—because the Bay Area runs to "big league" in every sport. And you'll have a hard time separating any San Franciscan from the station that provides his own favorite sport—college and professional basketball, Giants-Dodgers baseball—football, track, golf, horse racing to ice hockey. KTVU, the Nation's LEADING Independent Television Station.

KTVU
2

SAN FRANCISCO-OAKLAND
Represented by H-R Television

CBC Cox Broadcasting Corporation stations:
WSB AM-FM-TV, Atlanta; WHIO
AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte;
WIOD AM-FM, Miami; WIIC-TV, Pittsburgh;
KTVU, San Francisco-Oakland

FIRST SHOT IN SPOT-NETWORK WAR? continued

losing money and hence in many cases cannot afford to be code subscribers.

"If we do not foster independent television," Petry asserts, "UHF will never expand and flourish, and the code would be accused of stifling competition and, therefore, not acting in the public interest. If the code is to be truly meaningful, it should embrace all stations."

Benefits Listed ■ The proposed code for independents would grant them more commercial leeway but would still "have more restrictions than exist for all stations at present." (for details see page 35).

Who would gain what under these proposals? As seen by Petry, the benefits would be as follows:

■ The affiliated station would lose income from a reduction of commercials in local day and fringe time, but would be compensated by more saleable, longer commercials in network time. All length commercials would be put in their proper frame of reference and, as a result, would permit the station to price minutes and 30's more intelligently. The basic commodity of the TV station would be minutes and

30's. Piggybacks and 30's would both be made available, but not on an unlimited basis. Two piggybacks or four 30's per half hour would be maximum because of code limitations.

■ The independent station will be able to accept a code that does not strangle its economic growth while still offering better commercial environment than exists for network stations today. Independents would hate to lose their exclusivity on minutes and 30's in key areas (network affiliated stations can now only offer 20's). However, an advertiser does not go into spot TV or manufacture commercials just to buy the independents. Minutes and 30's available on affiliates in key areas in all markets might bring more accounts into spot TV for which the independent can then vie. Independents will still have the advantage of better efficiencies and the majority of their commercials within programs.

■ The networks would lose time in daytime and early-evening news and have to give up billboards in participating shows but would be compensated by income from the extra 30 seconds in each half-hour in their key

areas. The network would get more network clearances since most stations are now knocking out network shows only to get shows in which to place minute commercials. The network would benefit from fewer product impressions and interruptions.

■ The advertiser would get 30 seconds in the network key areas, minutes and 30 seconds on network affiliates in high-audience areas, less clutter, a guarantee of no more than three products back to back, 30's in fringe time and 30's in prime time at rates consistent with the market, and a minimum number of interruptions but still no clustering of many commercials. On independents, commercial environment superior to that now existing on network affiliates would become available to the advertiser.

■ The viewer would get: (1) a consistent commercial policy for daytime, fringe time and mid-evening; (2) constant commercial policies for all half-hours; (3) less commercialization in fringe time; (4) a limited number of product impressions per half-hour; (5) no more than three products; (6) elimination of billboards on all but sponsored programs.

COMMERCIAL PREVIEW: EUE/SG makes 36 for Celanese



The mood is upbeat, mod, fashionable. The theme is that garments manufactured with Celanese fibers are both fashionable and durable. The tag line for each television commercial is "add a fiber from Celanese and good things get better." There are going to be 36 one-minute spots in all filmed by EUE/Screen Gems for Celanese Fibers Marketing Co., out of Grey Advertising Co., New York.

They'll all be shown on *Celanese Center Stage*, a series of color specials showing in the top-50 and three



additional markets from March through September. Almost all of the spots, produced in color at a cost of \$12,000 each to the advertiser, will be limited to one-shot showings on the specials, six to an hour program. Thirty of them were produced in Hollywood under the direction of Richard M. Kerns, vice president in charge of the West Coast branch of the commercial division of EUE/Screen Gems, and Charles Hyman, group creative supervisor for Grey. The remaining six spots were filmed in New York. Nearly all of the 36



were shot on location. The aim was to seek out interesting and unusual visual effects and backgrounds.

That's where the West Coast came in. It could provide the locations: the Los Angeles Music Center, Pacific Ocean Park, a bull ring in Tijuana, the antique train exhibit in Griffith Park. Each commercial took one day to shoot. The 36 were all produced in three months of flexible, hard and concentrated filming from January through March. Together they represent \$400,000 worth of business to EUE/Screen Gems.

NEW!

Volume

12

**52 "Films of the 50's and 60's"
28 available in color!**



**WHY AVCO BROADCASTING'S
WOAI-TV, SAN ANTONIO
BECAME THE 100th STATION TO BUY**

VOLUME 10

**41 "FILMS OF THE 50's AND 60's"
31 IN COLOR**



Edward Chevot
Vice President
and General Manager, WOAI-TV

"We needed BLOCKBUSTER
feature films for our

**NEW LOCAL
PRIME TIME MOVIE
IN COLOR**

which premiered with
DAVID AND BATHSHEBA
on Tuesday, February 21 —
8:00 - 10:00 PM"

**Seven Arts' Volume 11 premiered
IN COLOR
in Philadelphia and Boston with**

CALL ME MADAM

... ON WFIL-TV, PHILADELPHIA —
MONDAY, 7:30-9:30 P.M., JANUARY 23:

Joan Crawford introduced
the Philadelphia TV Debut of
CALL ME MADAM
sponsored by the
Pepsi Cola Bottlers of
Delaware Valley as
the first in their
new series of
Philadelphia TV
Movie Specials.*

... ON WHDH-TV,
BOSTON —
THURSDAY,
7:00-9:00 P.M.,
JANUARY 26:

In addition to its
Boston TV Debut,
CALL ME MADAM
also premiered
WHDH-TV's new Thursday
evening Prime Time Double
Feature schedule which pairs
their own feature film presentation
with the CBS Thursday Night Movie.



*And, for WFIL-TV's smash hit
encore, **ANASTASIA** followed
on March 16!

Volume 11 — In the Winner's Circle
for Championship Entertainment:
52 "Films of the 50's and 60's" —
30 in Color!

**TELEVISION'S EXTRAORDINARY DETECTIVE
IN HIS 21 BEST MYSTERY FEATURES:**



**Charlie
Chan**

From Broadway to Shanghai and from Rio
to Monte Carlo the incredible Oriental
mastermind of mystery solves unsolvable
crimes in 21 suspenseful tales of action
intrigue and murder.

Now available in selected markets.



Seven Arts Associated Corp.

A Subsidiary of Seven Arts Productions, Ltd.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



\$5 billion TV bill seen for 1972

ANA told 30's will be basic commercials in five years, they will be grouped together and will be personalized for appeal to special audiences

Television advertising will soar to more than \$5 billion in 1972 from almost \$3 billion this past year, and the average cost of a network minute in prime time will rise to \$55,000 from \$37,000 in 1966.

The 30-second commercial will be the basic unit of nighttime, daytime and spot TV five years from now and commercials will be grouped into "commercial islands" rather than spaced through programs as they are today.

Movies will be telecast in prime time on at least one network a night, and it's possible there will be movie-versus-movie competition even before 1972. Commercials will become personalized appealing to old people, teen-agers, young marrieds under 25, and gourmets.

These were some of the projections of things-to-come in 1972 by a group of executives speaking before an Association of National Advertisers television workshop in New York last Thursday (March 23). Though some of the speakers dwelt on the future, others concentrated on the present but throughout their talks was threaded a common theme: the need to keep costs down and creativity high as a means of continuing television as an effective and efficient advertising medium.

A Challenge ■ Edward Grey, vice chairman of McCann-Erickson, challenged commercial television to continue to earn sponsor and viewer support by becoming innovative instead of imitative, and renewed an earlier demand that networks guarantee circulation for which the advertisers pay.

In a prelude to his hard-nosed remarks on improving programing and restructuring prices in accordance with audience delivery, Mr. Grey paid tribute to television as a medium that has been incomparable in the launching of new products, rejuvenating old products, building name brands and involving top management in the advertising and marketing roles of corporations.

But in a sobering mood, Mr. Grey conjectured that after 21 years audiences may now have reached a level of sophistication that will cause them to reject virtually all previously acceptable programing and commercial standards. With educational and intellectual levels rising, he continued, communications

tastes must also be raised. He acknowledged that it is not known if the better-educated or more affluent audiences have deserted TV, but said that "we do sense the danger signs."

To preclude the abandonment of TV by this elite group of viewers, Mr. Grey asserted, commercial TV must "face up to the challenges" posed by the advertisers. He noted that TV is entering its second generation and advertisers must use their "fiscal muscles to augment these challenges."

Limited ■ He urged commercial TV to continue to earn sponsor and viewer support by becoming innovative rather than imitative. Mr. Grey pointed out that only television of all the communications media is limited to an established set of time or space specifics.

"Why must we always communicate in precisely 30 or 60 or 90-minute forms in television?" he demanded. "Why not 23, or 36, or 51 or 78 minutes? I don't know of a single medium of communications that imposes these artificial and unrealistic limitations and destructive disciplines on the creative or communicative forces."

Mr. Grey challenged networks to justify the prices they charge for programs, which he said are based on the estimated audience of the presentations. He added that if a program is estimated to reach an audience of nine million and is priced at that level and ultimately it reaches six-million homes, advertisers and agencies "supposedly have no recourse except nonrenewal."

It was at this point that Mr. Grey voiced his demand for "a guaranteed delivery, or pro-rata rebate or compensatory circulation" to all television advertisers. He urged advertisers to demand that networks and stations stand behind their judgments and audience forecasts.

"... It is not our intention to reduce, or limit, network and station profits," Mr. Grey stated, "but let it be just as clearly understood—neither do we intend to reduce nor limit our own!"

Shorter Unit ■ The emergence of the 30-second commercial as spot TV's newest trend was described in detail by Sam B. Vitt, senior vice president and director of the media-program department of Ted Bates & Co. He urged that stations price 30's at 50% of the

minute rate to insure profitability for tomorrow.

He acknowledged there may be some instances in which the 50% formula may handicap some stations but maintained that the principle should be "rigorously followed as closely as possible" to pave the way for future gains.

Mr. Vitt prefaced his recommendation of the 50% formula by pointing out that the 30-second commercial as a form has been endorsed by stations and representatives as well as agencies. He said the reason for this unanimity is that the singly sold 30 eliminates all current piggybacking complexities while "increasing the advantages which initially propelled piggybacking into use." And, he added, the individually sold 30 would "return spot TV's historical value of greater flexibility and even increase it further."

The unanimity on 30's, Mr. Vitt said, does not extend to pricing. One school of thought believes it should be charged at half the minute rate since it is half the time, while another claims it should be charged "somewhat more" because it supposedly gives relatively more value per cost of time than does a minute.

Solution to Piggyback ■ The advantages of the singly sold 30 to agencies and advertisers, he pointed out, are that it would mean eliminating the piggyback problem of matching, splicing, coordinating and "other countless details" generated by these commercials. For stations and their representatives, he continued, the single 30 would result in many of these advantages, and, in addition, would provide more time to sell; result in fewer make-goods because of nonarrival of films, and in less time spent unraveling billing problems.

Mr. Vitt raised the question that if the single 30 is adapted, would it lead to a piggybacked 15? He rejected this possibility, saying that extensive industry experience with 10- and 20-second spots indicates strongly that a 15-second piggyback would not survive.

He stressed that the pricing of the single 30 was initiated by some stations and reps and not by agencies and advertisers. Though he conceded there was some opposition from other stations and reps seeking a higher percentage, Mr. Vitt defended the 50% for-

mula in these words:

"Even at 50% of the minute rate, stations (and their reps) would in fact make increased profits. They would do so because they would have more and better time to sell . . . and they would operate more efficiently in the areas of selling, trafficking and accounting. And the savings would be considerable."

A team from Benton & Bowles gave a presentation on "Management of TV Commercials," touching upon an analysis of the present, and a prediction of the future in the creation, production, scheduling, control and evaluation of commercials.

Changes Seen ■ Victor Bloede, executive vice president and newly named

manager of client services at B&B, offered a projection of the evolutionary changes that will occur over the next five years in the use of TV by advertisers and agencies and the effect these developments will have on the creation and scheduling of commercials.

By 1972, Mr. Bloede predicted, annual advertising expenditures will grow from \$17.5 billion to about \$24 billion, with TV growing from almost \$3 billion to slightly more than \$5 billion. Television penetration will rise to 96%, with two-thirds of the homes in color, according to Mr. Bloede.

He envisioned only three commercial networks in 1972 and said: "The nearest thing to a true fourth network

will be noncommercial and educational."

He predicted that prime network time will have expanded from three commercial minutes to four commercial minutes per half-hour; daytime network to as much as seven or eight commercials per half hour and fringe time to as much as 18 minutes per hour. Commercial time, he estimated, will have increased from 1,000 minutes a day to more than 1,200 minutes a day by 1972.

Mr. Bloede prognosticated that the basic unit of sale five years hence will be the 30-second commercial and the networks will sell it from between 60 and 70% of the cost of a minute. He

Latest Nielsen data shows 'elite' TV habits unchanged

Replying to recent studies purporting to show that upper-income and better-educated viewers are becoming "television drop-outs," the A. C. Nielsen Co. released information at the Association of National Advertisers workshop last week that refuted this contention on several counts.

Nielsen's latest findings on the subject, which has drawn the interest and concern of Broadcasters, agencies and advertisers, were reported by Charles Besosa, a vice president of the research firm, in answer to Louis Harris and other surveys in 1965 and 1967 (though he did not mention any of the pollsters by name).

Mr. Besosa said that on the basis of October-December Nielsen data for 1964, 1965 and 1966, levels of viewing of evening TV by the select audience has remained virtually constant over the past three years. He revealed new information showing there is scant difference in the viewing habits of the "elite" population and the total population, and, measured on an individual rather than a household basis, the upper-income and college-educated viewers tended to watch television as much in 1966 as they did in 1965 (tables below).

Mr. Besosa said Nielsen undertook a study of TV usage levels by income and education on an individual basis because some critics of TV had argued that measurements reported on a household basis "hide the true state of affairs." Taking November 1965 and November 1966 as the basis, the Nielsen analysis of the Monday-through-Sunday, 8:30-9 p.m. and 10-10:30 p.m. periods showed there was a slight

viewing decline on the part of all adults, which Mr. Besosa pointed out may not be indicative of a trend because of minor variations from month to month. He added:

"In connection with my assignment today, the most interesting fact shown by the table is that it indicates no decline for either the upper-income or the better-educated man or woman. It also highlights the fact during 1966 these individuals viewed network TV at levels 85% to 95% as great—depending on the time of evening—as those of the total adult population.

Mr. Besosa added that television viewing over the past four years, as measured by Nielsen, has shown little change. Average viewing for the total day, for example, amounted

to 5 hours 30 minutes in 1963; 5 hours 56 minutes in 1964; 5 hours 44 minutes in 1965 and 5 hours 45 minutes in 1966. The corresponding figures for prime time were 2 hours 4 minutes; 2 hours 8 minutes; 2 hours 2 minutes and 2 hours 2 minutes. These figures were based on Nielsen computation during the October-December period.

Mr. Besosa expressed the view that "one-shot" surveys among the better educated and more affluent often operate with a "prestige" bias, leading some people to answer that they don't watch TV. He claimed that professional research in TV can produce acceptable results only when there is continuity of effort, adequate samples and good cross-sections.

Percent adults viewing network TV
November each year: Monday through Sunday
Average audience

	8:30-9:00 P.M.		10-10:30 P.M.	
	1965	1966	1965	1966
Men				
Total U. S.	39.3	36.8	34.6	32.1
Upper income	29.9	31.3	31.7	32.2
College educated	32.0	33.8	34.8	34.5
Women				
Total U. S.	46.7	44.4	41.2	38.5
Upper income	36.8	38.1	36.8	38.3
College educated	36.8	38.8	37.8	37.6

Household average audience ratings by program type
for evening programs 7:30-11 p.m.
October-December 1966

	No. Pgms	Total U.S.	Upper income	College educated
Feature films	5	21.0	24.2	23.9
General drama	6	17.6	18.9	18.0
Suspense & mystery				
Drama	9	17.1	18.9	17.2
Science fiction	3	17.5	18.7	16.6
Situation comedy	28	18.5	18.7	16.9
Variety	11	18.4	17.8	16.1
Adventure	11	17.4	17.2	15.4
Western drama	9	18.8	16.8	14.3
Quiz & aud. part.	4	13.9	13.0	12.5

pictured commercials grouped into so-called "commercial islands," rather than spaced through programs as today. For example, in a half-hour of prime time, there probably will be two commercial islands, each of which will be two minutes long, he forecast. Because the 30-second commercial will be basic, he continued, these islands will consist of four 30-second commercials.

Higher and Higher ■ The costs will continue to escalate by 1972, Mr. Bloede stated, with the average cost of a network minute in prime time running about \$55,000 as compared to \$37,000 this past year. Cost-per-thousand will be up 35% for minutes and almost 59% for 30-second commercials because of rising costs and a slight decline in ratings, he projected.

Mr. Bloede expressed the view that by 1972 the gap between the cost of network and spot will narrow, predicting that the cost of nighttime spot will rise about 35% for minutes and 45% for 30-second commercials.

The longer unit will be dominant in TV, according to Mr. Bloede. Motion pictures will be telecast in prime time on at least one network a night, perhaps with movies competing with movies on some nights, and this will cause a decline in the production of half-hour programs, he ventured.

As a result of these projected changes, Mr. Bloede concluded, advertisers and agencies will use TV more

selectively than ever before to reach special-interest groups. Television advertising, he said will be researched more pragmatically to ascertain its effects on sales rather than "scores."

Gordon Webber, vice president, director of TV commercials production, Benton & Bowles, pointed to costs, creativity and credibility as the three chief problems facing the commercials field in the next five years.

Costs Up ■ He reported that the average cost for producing a one-minute black-and-white commercial rose from \$6,500 in 1959 to \$9,000 in 1964, and, with color, the average cost today is \$15,000 to \$17,000 for a spot. He expressed the view that by 1972 the average one-minute color spot will range between \$20,000 and \$23,000.

Mr. Webber indicated that length of commercial and frequency of exposure may have to be reduced to offset higher time and production costs. To continue the advertising efficiency of dollars spent, he continued, commercials must be improved.

He said he noted two trends aimed at bolstering advertising efficiency: the use of small, creative film-producer organizations built around talented filmmakers and, in the opposite direction, the employment of certain large film companies with which agencies have negotiated volume-discount deals.

To cope with the problem of creativity in commercial production, Mr. Webber suggested, there will be more

attention paid to the film form itself though the selling idea will still be vital. He predicted there will be more experimentation in film forms, particularly by advertising agencies that will test new concepts in their own television workshops with low-cost video-tape systems and on 16-mm film.

Mr. Webber said that perhaps the most important challenge is "the credibility gap in advertising." He said that consumers are not angry with advertising nor do they dislike advertising but they "just don't believe a lot of it." He offered no solution, but emphasized that the most obvious way to increase the efficiency of the advertising dollar is to increase the credibility of commercials.

Personal Appeal ■ He predicted that over the next five years products will become personal and commercials too will become more personalized; there will be more commercials with surprising and unexpected visual detail to win attention; the "slice-of-life" commercial will continue to flourish; there will be a more effective use of the film medium in evoking emotion, particularly through expanded use of color.

The third member of the B&B team on the TV commercials panel was Richard Casey Sr., vice president and director of administrative management, who discussed the possibilities of pre-testing commercials as a means of determining which kinds are likely to achieve desired sales results.

Mr. Casey acknowledged that to date B&B's research, aimed at gauging sales results, has been limited to tests of media. But he said there was no reason why copy tests could not be conducted as well. The major hurdle, he indicated, is "the exorbitant cost" of cutting into a network show in a number of markets. But he felt this approach could be applied to spot-TV commercials.

A blunt warning of a "steady erosion of potential commercial effectiveness" in television was sounded by keynoter Samuel Thurm, vice president, advertising, Lever Bros. Co., who is ANA's board chairman.

Mr. Thurm said the advertiser's complaint was not about his "risk" in using television but about the rewards received. Rewards to the advertiser in the past "have been great," Mr. Thurm said, "but unfortunately they are diminishing." The ANA chairman said he had no pat solution, noting that advertisers would desert TV only if and when the effectiveness and rewards "become greater in another medium."

He said that for the nonce, the advertiser must concentrate on finding "better ways" to deliver his message and obtain acceptable value for his expenditure.

Losing Ground ■ Mr. Thurm said

Readers for the 'Globe' told why


The Boston Globe began using spot TV last week to tell the story: "Maybe that's why everybody's reading the *Globe* these days."



Each spot emphasizes a single *Globe* department: sports, financial, news, etc. In one spot (see picture), the announcer asks: "What's your favorite sport? Football, hockey, fishing, boxing, baseball, etc.," while an actor in a business suit is seen switching sports gear. "Whatever your favorite sport," the spot concludes, "*The Boston Globe* must be your favorite newspaper. You get the most and best sports columnists in New England and every sports-writer has his own specialty . . . Maybe that's how come . . ."

The Boston office of BBDO is the agency.



WILL BE AT THE  ON THE  FLOOR IN SUITE 

WHILE YOU'RE ENJOYING A  WE'LL SCREEN  FOR YOU.

THEN YOU CAN LOOK AT  ** AND  PLUS

TELEVISION'S ONLY PROGRAMS ON THE NEWS-MAKING SUBJECT 

OF COURSE WE'VE GOT  BUT NOW IN 39 HALF-HOUR SEGMENTS. THEN

THE BRIGHTEST  SURPRISES OF THE YEAR  AND

 BOTH NEW AND IN  COLOR. BEST OF ALL, THE  WIN-

NING  WE'LL PUT OUT THE  SO DON'T MISS US IN SUITE 

*The Alan Burke show is brand new and it's hot! It's already pre-sold in N.Y., L.A., Phila., Boston, Detroit, Chi., St. Louis.

**Popular T or C host Bob Barker will be there in person to tell you about the amazing syndication success of the all-new Truth or Consequences.



WOLPER TELEVISION SALES
485 Lexington Ave., N.Y., N.Y. 10017
(212) 682-9100
8544 Sunset Blvd., Hollywood, Calif. 90069
(213) OL 2-7075

TELEVISION
FILM
TFE 67

Ordinarily,

UPI reports news.

Today,

UPI makes news.

EARLY IN APRIL, UPI will begin field-testing its new communications system for gathering and delivering the news. It represents an historic and pioneering effort by UPI of benefit to the entire U.S. communications industry, and is the culmination of three years of intensive planning and research.

Called the UPI Sked-4 News Network, the system creates 22 two-way Teletype and Teletypesetter circuits within the bandwidth or frequency range of one voice-grade (telephone quality) AT&T channel. A voice-grade channel used in this manner is called a Schedule-4 data circuit; hence the name of the new UPI system.

Initially the new UPI Sked-4 News Network will:

1. Help hold the line on rising communications costs that are already scheduled to go into effect May 1, 1967 with the demise of some Tel-pak pricing and increases in other private line rates.

2. Provide a faster, more efficient system of collecting and transmitting news.

3. Reduce printer and wire trouble.

Among its long-range benefits will be the extension of UPI's news services into areas it has been economically impossible to serve before.

UPI has been aware for a long time that there were great advantages to such a system. But historically, channeling or multiplexing was prohibited to private customers through FCC tariff restrictions.

IN 1964, UPI found what appeared to be an ambiguity in the tariff, and it was through UPI's efforts that changes were made that permit UPI, as well as other AT&T customers, to use the new system.

UPI's communications department and its electronic consultants conceived and designed equipment for the transmission of all UPI's basic domestic news circuits on a single voice-grade AT&T channel. A 3,000-mile test system was set up and operated over a period of several months. It was demonstrated to AT&T, whose engineers confirmed its soundness. AT&T then volunteered to file a new tariff.

Western Union filed objections and as a result the FCC did not finally approve the tariff modification until late in 1966. Western Union subsequently modified its data tariff to conform to AT&T's.

The Sked-4 principle may be compared to a radio station signal. But instead of one signal

over a single frequency, the UPI network will broadcast up to 22 two-way signals (or news circuits) into a single voice channel. In effect, this means it will have 44 one-way circuits distributing news around the country. For example, newswires filed exclusively out of New York will utilize one side of a circuit to receive news from outlying bureaus while the other side is transmitting.

EACH CIRCUIT will have its own transmitting frequency keyed by electronic devices called "subsets." These are activated by Teletype signals. Matching subsets at subscriber and UPI bureau points will be "tuned" to that precise frequency for the reception of only that particular Teletype or Teletypesetter service.

The heart of the UPI network is a unique and tested electronic component called the "splitting module," developed to UPI's specifications. This electronic "traffic cop," operating via frequency filters, has enabled UPI to set up a nationwide network without recourse to the traditional and expensive Teletype test-board operation.

The system has built-in safeguards insuring continuity of service on all channels in the event of power failures or local cable breaks.

The UPI Sked-4 News Network will operate from a "backbone" linking New York and Washington, D.C., with division headquarters in Boston, Pittsburgh, Atlanta, Chicago, Dallas, and San Francisco. Regional networks will connect with the "backbone" at division headquarters. In general, one network will serve each state and as many states as possible will be served through individual division headquarters.

The main terminal for the entire Sked-4 News Network was established at UPI's New York headquarters on Feb. 10, 1967 when Lenkurt Electric Company delivered new 25A frequency division multiplexing (FDM) channelizing equipment.

ADDITIONAL EQUIPMENT is now being installed throughout New Jersey, test state for the new system which will be extended progressively throughout the country over the next 18 months.

Now in its 60th year, UPI continues to pioneer in the field of news communications.

\$5 BILLION TV BILL SEEN FOR 1972 continued

that from the advertiser's point of view, the "deterioration" in television was in two areas—in the economics and in the "effectiveness." He counted off several factors as symptomatic in the so-called erosion in values:

The price of TV advertising has been rising steadily, he said. Over the period 1961-66, cost of an average TV minute in nighttime has risen 30%, and in daytime the increase has been 80%, though in that same period, TV has increased its reach (additional homes) only by 13% on the average in nighttime and 50% in daytime. Advertising costs, he emphasized, have outpaced circulation.

Other factors contributing to higher costs and "erosion" cited by Mr. Thurm: "a scarcity of rare talent" in TV, such moves as the most recent proposals of additional commercial time sought in network presentation of feature film (see page 58); clustering of commercials; credits; promos; talk of increasing length of station breaks; the rise of movies supplanting the 30-minute show; scatter plans (participations as opposed to sole sponsorship); and the disappearance of product protection.

Mr. Thurm also was critical of what he called the move of TV almost entirely to film because of, in part, a "drive for residual rights"; a willingness of advertisers to pay for "nonproductive" clauses thus increasing costs without a commensurate rise in value.

Though Mr. Thurm was harsh on these aspects of the business, he acknowledged TV to be "a fabulous medium in reaching the consumer."

Crossroads ■ In a similar vein, Alfred Plant, vice president, advertising, Block Drug Co., and chairman of the ANA television committee, noted that while TV had "shaped marketing and moved merchandise" as had no other medium and done more than any other one medium—and "perhaps more than all other media combined—to "fuel up our economy," television was now "at the crossroads. We are concerned about TV and the future of TV programing." Mr. Plant was moderator of a panel session on TV programing.

Lee Rich, president of Mirisch-Rich TV Productions, Los Angeles, addressed himself to three questions—"one nobody can answer, one anybody can answer, one nobody should ask."

"What is the future of TV programing?" Mr. Rich sees the development of several regional networks, specializing in sports and public service programing; a decline in the number of independent producers to four or five, producing primarily 90-minute and two-hour programs, and "the development of a public television which will take

the top fifth of the commercial audience and destroy the incentive for quality programing by commercial TV."

"What are the cost trends for TV advertising?" According to Mr. Rich: "Anybody can see they will continue to increase 8% to 10% a year. But that shouldn't bother anybody here, because none of you know what you're buying anyway."

That launched Mr. Rich into the question nobody should ask and the point of his talk.

"What's it like to produce TV shows? What's it like to live in Hollywood?" These questions show, said Mr. Rich, "an appalling lack of sophistication on the part of advertisers and agency people about the television business."

Advertisers who don't understand the television business are "like small-time pickle packers," he said and went on to request "guidelines for independent producers and network programing people from advertisers and agency men knowledgeable about the business."

"You people spend \$10-, \$20-, even \$50- or \$100-million a year in television, and you don't even know what you're buying," he lamented.

Welcome Ready ■ Michael H. Dann, senior vice president, programing, CBS-TV, refuted the notion that a television network will not accept an advertiser-originated series, insisting that the "welcome mat is out" at CBS for a program concept that is "practical product and can be interestingly sold."

Mr. Dann reported that over the past decade the role of the advertiser has changed from a program buyer to a media buyer and he said he found this development "regrettable." He said it is "more crucial than ever for programs to be flowing in from every conceivable source."

He indicated that sharply rising program costs have been a factor in advertisers' abdicating their role in programing. Mr. Dann pointed out that five years ago advertisers and agencies made pilots for 25 TV shows; this season, they made only five.

Though extending an invitation to advertisers and agencies to bring in their programing ideas, Mr. Dann stressed that CBS cannot abrogate its responsibility for making the ultimate decision on what goes into its programing schedule.

Sterling C. Quinlan, president of Fields Communications Corp., predicted there will be some fragmentation of audiences as UHF, CATV, educational TV and other forces emerge over the next five years, but offsetting it will be a marked increase in the TV audience.

He asserted that a crucial problem

that faces TV is not fragmentation, but proper measurement of the television audience. He pointed out none of the major rating services measure commercial UHF stations and only in New York City have they introduced electronic measurement devices for the UHF's.

His strong point was that the many new UHF stations will not fragment the existing audience substantially but will supplement it. They will be specialized, such as all-Negro, all-sports, all-news, ethnic. But he stressed that there must be an updating of rating techniques to measure these specialized audiences, which he feels are largely supplementary, as well as the multiset homes.

"My deep fear is that the industry will shortchange itself as badly as radio did by clinging to measurement standards that are outmoded," Mr. Quinlan asserted.

Network move disturbs ANA

More commercials in movies at increase in price bring

criticism at New York meeting

The possibility next fall of more and higher-priced commercial positions in prime-time network movies and lengthened station breaks provided a dour note to an Association of National Advertisers TV workshop meeting in New York last week (see page 40).

Edward Grey, vice chairman, McCann-Erickson, New York, departed from his prepared text to comment that the proposal to increase minute positions in movies from the present 14 to 16 would mean "\$10 million more in the [networks'] till in the year." In a reference to network diversification in areas other than broadcasting, citing one network (CBS) with ownership of a professional baseball team (New York Yankees), Mr. Grey said that perhaps the thinking at some networks would be that "if we go to 18 minutes in 1968 it'll get us a pro-football team."

Samuel Thurm of Lever Bros., ANA's board chairman, in his keynote address to the workshop, reminded his audience that the pattern in TV had been three-minute positions in each half-hour of programing, but said that the push up to 16 minutes in the two-hour movie block—or four minutes per half-hour—represented an increase in commercial time of 33%. "The only result," he said, "will be to diminish

Only the sunshine covers South Florida better than WTVJ*

* In prime time,
53% more women
watch WTVJ
than the
second station.

Miami ARB, January 1967; total women watching per average quarter-hour, 7:30 to 11:00 P.M., Sunday through Saturday. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



further the effectiveness of TV advertising."

In the same context, he included proposals for expanding regular station breaks. (NBC-TV has suggested to its affiliates the insertion by the networks of a 62-second break at or near 11 p.m. in Saturday movies that ran overtime. This would be a third station break added to the two currently given affiliates in the 9-11 p.m. movies on Tuesday and Saturdays.)

Follow the Leader ■ There were indications last week that both ABC-TV and CBS-TV would follow NBC-TV's lead should that network schedule 16 minutes of commercial time in prime-time movies next fall.

ABC-TV President Thomas W. Moore said the choice would have to be to increase positions and prices, though the network would be "reluctant" to do so.

CBS-TV officials said their network would probably also move up to 16 to remain competitive. All three networks next season will be programming movies two nights a week, making a total of 12 hours of weekly prime-time occupied by feature film. The increase of two minutes per movie night, per network, would open a total of 12 additional network minute positions to advertisers in a single week.

NBC-TV plans next fall to increase the price of a one-minute position in its Tuesday and Saturday movies to \$57,000, up from a current pricing of \$55,000 on Tuesday and \$50,000 on Saturday.

Disclosure of NBC's pricing plans brought a general disagreement over just how much revenue and profit would—or could—accrue to the network. Network sources, however, gave this general rundown on movie pricing and revenues, based on a \$57,000 per one-minute commercial charge.

The Mathematics ■ The NBC estimates are based roughly on the price of approximately \$1 million the network pays for rights to two showings of a motion picture—one, the original exposure (priced at \$57,000 per minute to the advertiser) and the other, a repeat during the same season (priced at \$45,000). Sixteen positions in the original showing at the \$57,000 price come to \$912,000 from which must be deducted agency commissions, estimated station compensation (approximately \$150,000 for the two hours), line costs and production of prints. Income, after deductions, is \$585,200 for one original showing.

Computation for 16 positions in the repeat showing indicates income, after deductions, to be \$501,000. Together—original and repeat—the income per picture comes to \$1,086,000, from which the \$1 million payment for rights



Mr. Grey



Mr. Thurm

must be deducted. This leaves \$86,200 income per picture, provided, the NBC spokesman said, "all positions are sold." But, he said, "this is not clear profit for the network, for still other expenses—sales, promotion and other such costs—must be deducted."

The NBC-proposed move from the present 14 to 16 positions in movies next fall was discussed initially in New York several weeks ago at an affiliates board of delegates meeting and detailed at the annual convention of NBC-TV affiliates in Beverly Hills, Calif. (BROADCASTING, March 20).

Business briefly . . .

The Mennen Co., Morristown, N. J., through J. Walter Thompson, New York, has purchased sponsorship in eight NBC-TV series: *The Saint*, *The Andy Williams Show*, *The Girl from U.N.C.L.E.*, *Daniel Boone*, *Star Trek*,

Laredo, and the Tuesday and Saturday movie nights. The company has also bought sponsorship in two NBC News series: *The Scherer-MacNeil Report* and *The Frank McGee Report*.

John H. Breck Co., Springfield, Mass., through Young & Rubicam Co., New York, and Tidewater Oil, Los Angeles, through Grey Advertising, New York, have joined advertisers on the New York City Suburban Group, composed of WBAB-AM-FM Babylon, N. Y., WGCH Greenwich, Conn., WTHE Mineola, WVIP-AM-FM Mount Kisco, WVOX-AM-FM New Rochelle, WALK-AM-FM Patchogue, WRIV Riverhead, and WRKL New York, all New York. Other clients listed are Plymouth, Whitehall Laboratories, Esso, and Preston.

Noxell Corp., New York, has expanded its Cover Girl make-up line with the introduction of "Glow Lightly" brush-on blusher and "Ice Breakers" lipsticks. Both new products are being heavily promoted through magazines, and network and spot TV.

Treesweet Products Co., Santa Ana, Calif., subsidiary of DiGiorgio Corp., through Eisaman, Johns & Laws Inc., Los Angeles, has allocated the largest advertising budget in its history to promote frozen orange juice. Both radio and print, in saturation drives, will be used. Radio will emphasize that frozen orange juice is "now at the best price in years."

ID waiver denied

The FCC has denied a petition by Chester County Broadcasting Co., WCOJ Coatesville, Pa., for waiver of the sponsorship-identification rule regarding a proposed help-wanted ad sponsored by a corporation. The commission previously has granted waivers for classified ads sponsored by private individuals to protect those persons from possible crank calls following broadcast of their names. The commission also noted that a proposed rulemaking on this subject would limit such waivers solely to private individuals (BROADCASTING, March 6).

Agency appointments . . .

■ **Perfection Brand Macaroni Co.**, Fresno and Oakland, Calif., has appointed Geyer, Morey, Ballard, San Francisco, to handle its advertising and marketing. Plans are being made to introduce a new line of related products to 14 western states.

■ **Dictaphone Corp.**, New York, has assigned Young & Rubicam, same city, to handle the advertising for DOT Services, its temporary office-help subsidiary. Y&R has been handling the Dictaphone account since 1946.

**When it's
springtime in
New York**



...watch it!*

Warm one moment, wintry the next... rain on Long Island, snow in Westchester... is it any wonder that the weather is of vital concern to New Yorkers? Or that they keep a weather eye on WCBS-TV?

For WCBS-TV is the *only* New York television station which operates its own Weather Bureau, manned by *three* highly-experienced, full-time meteorologists—Harry Geise, Gordon

Barnes and Conrad Gosset—with over 60 years of meteorological experience and a quarter-million forecasts to their credit. Thus, during one recent four-week period, WCBS-TV was able to flash 26 weather “extras” (in addition to its regular weather coverage, of course). And to broadcast “heavy snow” warnings the night before the big blizzard hit town... *hours before anyone else.*

It's safe to forecast that New Yorkers will continue to watch WCBS-TV for the fastest, best and most complete coverage of the weather and *all news all year 'round*. Because, quite apart from CBS News' renowned worldwide news organization, WCBS-TV has the largest local television news staff in the country.

What a favorable climate for your advertising! **WCBS-TV** 

New York, CBS Owned / Represented by
CBS Television Stations National Sales

Help tote that barge

Advertisers told they should bear at least part of public-service costs

The TV advertiser ought to share the burden and some of the cost of presenting special public service programming.

The suggestion is in a statement being issued today (March 27), by Royal E. Blakeman, president of the National Academy of Television Arts and Sciences. NATAS is better known for its annual Emmy programming awards than for policy pronouncements in the TV industry, though academy sources indicated that this departure, as keyed by Mr. Blakeman, was in line with his belief that NATAS should make its feelings known and voice an opinion in the area of TV programming.

Mr. Blakeman was elected president of NATAS last June, succeeding writer Rod Serling. He is a legal representative and agent for talent (Garry Moore, Merv Griffin, Dick Van Dyke among others) and is a program consultant in the firm of Marshall, Bratter, Greene, Al-



Mr. Blakeman

lison and Tucker, New York.

Mr. Blakeman asked the industry to consider a plan "under which all sponsors of regular television programming might be required to support a minimum stated amount of special public service."

Questioned Thursday (March 23) in New York, Mr. Blakeman said his statement was his own and was "expressly made general" so as not to be "telling anybody what to do but to provide some ideas or provocative suggestions." He said he had not sounded out TV advertisers, their agencies or the networks on his plan,

as he did not wish to "prejudge." He said some of his motivation had come from such recent critiques of the TV industry as that presented by former CBS News president Fred Friendly (see page 72).

Conflict ■ Mr. Blakeman in his formal statement said the present "system contains an inherent conflict between the obligation of the regular sponsor on the one hand and the broadcaster on the other which may deter the presentation of programming in the public interest."

He said he did not mean to criticize TV advertisers or those "few sponsors who support public-service programming. It is the system that is at fault."

Programming and timebuying, he said, have been "crystallized by historical precedent and inertia" and "fail to take into account changes in the world situation and communications technology which have brought public service programming to its present state and promise."

Mr. Blakeman questioned why advertisers, "by far the greatest users of the public airways," are not required to support financially public-service shows, though their regular programs are subject to pre-emption "to serve the public interest." He noted that TV advertisers "derive a substantial financial benefit" from this use, though he said the present practice "encourages the advertisers' lack of responsibility in this area." He said that advertisers in effect have become sub-licensees but

BAR's network report for week ending March 19

Network television sales for the week ended March 19 totaled approximately \$31,409,500 up about \$700,000 from the preceding week, according to estimates released last Thursday (March 23) by Broadcast Advertisers Reports.

The week's total brought network sales for March to \$83,580,500 and

for the year through March 19 to \$347,803,900. The figures represent BAR's estimates of the network's net revenues from time and program sales.

The new figures showed CBS-TV with \$11,664,000 of the week's total, NBC-TV \$10,787,900 and ABC-TV with \$8,957,600. For the year

through March 19, BAR placed CBS-TV's share at \$136,122,400, NBC-TV's at \$114,812,200 and ABC-TV's at \$96,869,300.

Following table presents BAR's estimates for the week and month and year through March 19 by day-part, by each of the networks and in total.

BAR Network TV dollar revenue estimates—week ended March 19, 1967
Net time and talent charges in thousands of dollars

Day parts	Networks	Cume			Monday-Sunday 7:30-11 p.m.	Cume			
		Week ended Mar. 19	Mar. 1-19	Jan. 1-Mar. 19		Week ended	Cume	Cume	
Monday-Friday	ABC-TV	—	—	—	Monday-Sunday 7:30-11 p.m.	NBC-TV	582.3	1,971.5	9,297.8
Sign-on-10 a.m.	CBS-TV	\$ 155.5	\$ 409.2	\$ 1,536.6		Total	1,804.3	5,387.6	25,258.1
	NBC-TV	355.5	882.6	3,208.1		ABC-TV	5,952.7	15,589.2	64,002.5
	Total	491.0	1,291.8	4,744.7	CBS-TV	6,190.9	17,080.0	70,906.2	
Monday-Friday	ABC-TV	1,560.2	4,055.6	17,074.7	NBC-TV	7,342.6	18,132.5	71,759.6	
10 a.m.-6 p.m.	CBS-TV	3,496.4	9,183.4	39,558.0	Total	19,486.2	50,801.7	106,668.3	
	NBC-TV	1,809.7	4,721.0	20,292.9	Monday-Sunday 11 p.m.-sign-off	ABC-TV	36.0	325.2	836.6
	Total	6,866.3	17,960.0	76,925.6	CBS-TV	37.3	111.9	537.9	
Saturday-Sunday	ABC-TV	1,049.4	3,017.9	10,201.1	NBC-TV	385.3	1,060.6	4,131.2	
Sign-on-6 p.m.	CBS-TV	921.2	2,591.1	12,377.8	Total	458.6	1,497.7	5,505.7	
	NBC-TV	332.5	1,032.7	6,122.6	Network totals	ABC-TV	8,957.6	24,122.7	96,869.3
	Total	2,303.1	6,641.7	28,701.5	CBS-TV	11,664.0	31,656.9	136,112.4	
Monday-Sunday	ABC-TV	359.3	1,134.8	4,754.4	NBC-TV	10,787.9	27,800.9	114,812.2	
6-7:30 p.m.	CBS-TV	862.7	2,281.3	11,205.9	Grand totals all networks	\$31,409.5	\$83,580.5	\$347,803.8	

without obligation to serve the public interest as opposed to the broadcaster who is so required by law.

Reluctance ■ The NATAS president said broadcasters, under mandate to pre-empt entertainment programs for public-service programs, must seek other sponsorship or sustain the shows' full costs. This sole burden of cost on the broadcaster, he said, would appear to result in "an understandable reluctance" to disrupt an entertainment program schedule.

Under Mr. Blakeman's proposal, the advertiser would be committed to provide some financial support to public-service programming to be substituted for his regular program, and the sponsor in turn permitted to pay an appropriate reduced rate, receiving a specified amount of commercial time or courtesy announcement.

He said the plan was not proposed to encourage increased broadcaster profits by shifting costs to advertisers, but as an attempt to "establish a broad economic base" in the area of public-service programming.

Color brings more carpet money to TV

Color may be bringing carpet manufacturers back to television advertising.

The industry's involvement was still small in 1966, less than \$2 million, but the growth factors were surprising, according to Television Bureau of Advertising's figures.

In 1966 Lees Carpet division of Burlington Industries spent \$971,500, and the Ozite Corp. spent \$397,600 in network television, compared to an industry total of \$982,400 in 1965. That represents an increase of 40%.

Smaller yet in dollar terms, but with a greater growth factor is spot TV. Seven manufacturers spent slightly more than \$50,000 in 1965. But a different seven spent more than \$400,000 last year, an increase of 800%.

Sources in the floor-covering trade, in noting the increased allocation of advertising budgets to television, attributed the stepped-up use in television to color enhancing product commercials. An article in *Home Furnishings Daily* noted these primary reasons for increased spending: "to talk color, show color," and "the greater affluence of the color-set owner and his increased likelihood of floor-covering purchases."

Carpet manufacturers' network involvements this year are exclusively in the area of specials: Lees in ABC-TV's *Stage 67*, and Chemstrand in CBS-TV's *Dick Van Dyke* and *Barbra Streisand* shows. The agency for both is Doyle Dane Bernbach, New York.

BROADCASTING, March 27, 1967

FCC looks at first returns

Carolina stations show caution in stipulating overtime on commercials

The FCC's Broadcast Bureau is proving to be something less than hard-nosed in its implementation of the policy the commission adopted to curb overcommercialization on the part of broadcasters.

Under the policy, license-renewal applicants, whose reasons for proposing to exceed the National Association of Broadcasters commercial code (18 minutes for radio and 16 for television) are not considered reasonable, are asked to report on their commercial practices half-way through their next license period.

The Broadcast Bureau is responsible for determining whether the reasons—as expressed in the questionnaire the commission issued all licensees in October—are reasonable. And last week, the results of the bureau's first review of a large batch of renewal applications were disclosed.

Involved were 79 North Carolina and South Carolina radio stations, most of which had proposed to carry 20 minutes or more of commercial time in a normal hour. Six were picked to receive letters at mid-license time requesting the following information: the number of complaints received concerning commercial practices, the number of hours in which the 18-minute limit was exceeded, the total commercial time in those hours, and a general statement of the reasons for such practices and a statement of the licensee's commercial policies.

No Set Attitude ■ Bureau staffers have said they would make a case-by-case evaluation of the questionnaires, and would consider the proposal in terms of the communities involved.

A check of a number of applicants that didn't receive letters despite proposals to carry 20 minutes of commercial time in a normal hour indicated that the broadcasters involved considered 20 minutes not the norm but the outside maximum. None of those checked indicated they intended to exceed the 20-minute figure. The questionnaire, like the new license-renewal form, asks for a description of the circumstances under which the normal limit would be exceeded.

Some commission staffers who have reviewed the questionnaires feel many

of the licensees have misunderstood the question—or are using 20 minutes as an outside figure to eliminate any chance of making a proposal (of say, 18 minutes) they couldn't honor.

The six stations receiving letters along with a notification of renewal proposed to carry 20 minutes or more of commercial time per hour and, in addition, to exceed those limits to meet the needs of advertisers on weekends or on occasions when special events disrupt the normal schedule or, in case of daytimers, to compensate for shorter hours in winter. They are:

■ WGSW Greenwood, S. C., proposes to carry 20 minutes normally, and to devote up to 45% of some hours to commercial time.

■ WNOs High Point, N. C., proposes to carry a normal limit of 12 minutes an hour "in a sponsored program" and 20 minutes "in participation, recorded entertainment." The normal limit will be exceeded when commercial demand is greatest and its daytime operating hours fewest, by devoting six minutes per 15-minute segments to commercials.

■ WPAQ Mount Airy, N. C., proposes to carry 20 minutes normal, 24 minutes in special hours during heavy advertising days in the winter and when coverage of special events or technical difficulties cut into the time in which commercials are normally sold.

■ WTYC Rock Hill, S. C., proposes to carry 23 minutes in a normal hour and to exceed that amount by up to five minutes in winter when its daytime-operating hours are fewer.

■ WCPS Tarboro, N. C., proposes to carry 25 minutes in a normal hour. It plans to top that limit in winter.

■ WBEU Beaufort, S. C., proposes to carry 20 minutes in a normal hour, and to exceed that limit when special occasions—before Christmas and during political campaigns, for example—require it. WBEU also said that, because of the community's needs for an advertising medium and the station's need for revenues, "we plan to accept all the business we can get."

United Whelan buys Colorado film lab

The purchase of Alexander Film Laboratory, Colorado Springs by United Whelan Corp. was announced last week in a move aimed at supplementing the color processing activities of United Whelan's Color Service Co., New York.

Robert G. Crane, Color Service president, said the acquisition of Alexander Film will enable western agencies and advertisers particularly to obtain color



Robert G. Crane (l), president of Color Service Co., makes a point about color film processing during an orientation visit to the company's plant by (l to r) Len Koch, vice president in charge of TV production, Norman, Craig & Kum-

mel; Harry Saz, vice president in charge of media services, Ted Bates & Co.; Bob Winkler, president of Video Prints, VPI, and Bill King, vice president in charge of traffic, Ted Bates & Co.

processing services more rapidly and also will permit Color Service to farm out some of its "spillover" assignments. He said the purchase of Alexander Film was "an outright cash transaction," but did not specify the amount involved.

Mr. Crane indicated that the new facilities of Alexander will help alleviate the pressure placed on Color Service Co. during the past two years in the area of processing of TV film color commercials and theatrical product. He noted that several months ago Color Service opened a new facility in New York at a cost of approximately \$2 million.

During the past two years, he said, Color Services' gross has quadrupled, reaching \$8 million in 1966 and the projection for 1967 is \$11 million. The company, which began in 1947 with Mr. Crane and one other employe, now has a staff of 30 and engages in color film activities exclusively.

To build a stronger rapport with advertising agencies and commercial producers, Color Service inaugurated last month a program under which executives of such organizations are invited to visit the company facilities and are given a step-by-step orientation on color film processing.

NH&S executives change positions

Needham, Harper & Steers Inc., announced last week an executive reorganization aimed "to provide management in depth" in all its domestic divisions.

Paul C. Harper Jr., chief executive officer, will move to New York from Chicago in midsummer. He was elected

chairman of the board and the executive committee last Wednesday (March 22). William E. Steers, former chairman, assumes the newly created position of chairman of the policy committee, a long-range planning group.

James L. Isham was elected president of the agency. He will work in Chicago, with Blair Vedder, director of the Chicago division, and Robert K. Swanson, deputy director. Mr. Swanson was elected to the board of directors.

H. Roberts, director of NH&S/West in Los Angeles, was promoted from senior vice president to executive vice president.

The reorganization was seen as related to NH&S' continuing expansion internationally (CLOSED CIRCUIT, March 20).

Creators told to 'get involved'

A man who produces music for television and radio commercials last week told a group that creates the visual effects for some of the same advertising that they all are brothers under the skin and that they all have to "get involved," in order to get ahead. That was the message of Randy Van Horne of Randy Van Horne Productions Inc., Sherman Oaks, Calif., to members of the San Diego Art Directors Club.

Mr. Van Horne emphasized that "it's up to you and me—the artists—to get involved and stay involved from the beginning to end of any project." But he cautioned that "to be creative you must experiment, and when you do that you risk failure."

The music specialist also pointed out

that the advertiser is not necessarily an ally to these aims of the creative man. "He wants to play it safe," Mr. Van Horne said. Yet, he went on, "the public doesn't necessarily buy as the result of cold, logical thought. More often," he concluded, "it buys as the result of a warm, irrational, moving emotion."

Why TV commercials cost so much to make

Hooper White, vice president and creative production manager for Leo Burnett Co., Chicago, conducted a think session in Los Angeles last week. It involved members of the Western States Advertising Agencies Association, and concerned the question: "Why should it cost so all-fired much to express an idea as a selling proposition in a television commercial?"



Mr. White

Mr. White asked his audience to think with him about the imagination-money equation. "Is there a point at which you start apologizing for a poor idea by pouring too much money into its expression?" he wondered. The argument he stressed was that "the cost of a commercial is typed in by the writer, or drawn in by the art director—and production is the expensive tail—not the animal itself." The thrust of his talk was to show, via films of past commercials, how it's possible to "express ideas for less money than the idea seems to call for."

More imagination is the key to less-costly production expenditures if the cost of the commercial hasn't a direct and logical relationship to the idea itself, according to Mr. White. The agency executive left his audience with three guides to mitigate the high cost of production: exploring all possibilities before settling on one idea, inviting opinions as to other ideas and trying the unexpected.

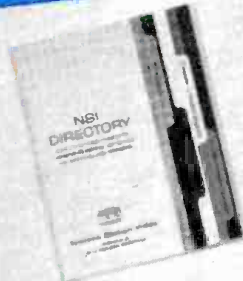
Rep appointments . . .

- KRCG-AM-TV Cedar Rapids, Iowa: Edward Petry & Co., New York.
- KAYO Seattle: Avery-Knodel, New York.
- WLKW Providence, R. I.: Peters, Griffin, Woodward, New York.
- WWOK Charlotte, N. C.: Venard, Torbet & McConnell Inc., New York.

Visit us at the NAB Convention

April 2-5 • Room 1000 • Conrad Hilton Hotel • Chicago

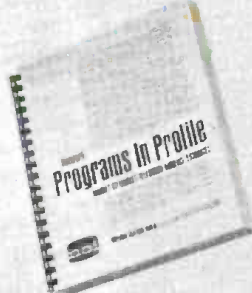
This is a good time to see and ask questions about
Nielsen Broadcast Services



the NSI DIRECTORY

An annual guide showing:

- all NSI reportable TV stations by call letters and market
- number of Reports issued for each market annually
- scheduled Report months.



the NSI PROGRAMS IN PROFILE

A market-by-market report on the performance of all qualifying Network Programs.

Published in Fall and Spring



the NSI BLUE BOOK

Published 6 times a year to give you a single, consolidated reference source containing all NSI Market Reports.



the NSI BLUE CHIP SUMMARY

Finger-tip information issued 6 times a year:

- maps of NSI (and/or Metro) areas
- roster of reportable TV stations
- Day part average audience estimates (¼ hr. & cumes)
- and more

all in one handy volume



Nielsen's

U.S. TELEVISION OWNERSHIP ESTIMATES

An annual report showing TV ownership by:

- geographic areas
- Nielsen territories
- county sizes
- time zones
- county within State



Nielsen Station Index

NSI EXECUTIVE AND EASTERN SALES/SERVICE OFFICE
NEW YORK (10019)
1290 Avenue of the Americas • 956-2500

NSI SALES/SERVICE OFFICES
CHICAGO (60601)
360 N. Michigan Ave. • 372-3810

HOLLYWOOD (90028)
1680 N. Vine St. • Hollywood 6-4391

SAN FRANCISCO (94104)
68 Post St. • YUkon 6-6437

a service of

A. C. Nielsen Company
CHICAGO (60645)
2101 Howard Street • 465-4400

Friendly says Stanton wanted to kill cigarette ads

A hitherto unreported assertion that CBS President Frank Stanton was prepared to eliminate all cigarette advertising on the company's television and radio facilities several years ago is mentioned briefly in the Fred Friendly book, "Due to Circumstances Beyond Our Control," which is being published today (March 27).

On pages 208 and 209 of the book, Mr. Friendly, former CBS News president who resigned last year after a widely publicized dispute with top management over alleged interference with the running of his department, refers to the cigarette interlude in these words:

"[Dr. Frank Stanton's] finest attempt at statesmanship to date, I believe, concerns the connection between cigarettes and lung cancer. He lost the battle but with perseverance, he may win the war, and if he does, this victory will deserve a place in broadcast history."

Mr. Friendly states that neither Dr. Stanton nor CBS Board Chairman William S. Paley is a cigarette smoker. The author said there is no doubt in Dr. Stanton's mind about the effect of cigarettes on the public's health. In the months preceding the

release of the surgeon general's report on the relationship between cigarette smoking and health, Mr. Friendly reports, Dr. Stanton insisted that CBS had to begin formulating a policy.

"His plan was that, well in advance, we should announce that on a specified date, we would eliminate all cigarette advertising, for which I was once told, CBS received approximately \$70 million annually," Mr. Friendly writes.

"Stanton believed this amount—almost half of a total of over \$150 million cigarette dollars—spent in broadcasting each year could be replaced by other advertising revenue."

Mr. Friendly recounts that Dr. Stanton lost the "first round" probably because of pressure from the radio division and partly because the birth of CBS was associated with tobacco interests. But he is convinced that if the government doesn't order it first, Dr. Stanton's name will be associated with the limitation or rejection of cigarette advertising on television.

"He is too much of a realist to believe that an industry licensed in the public interest can indefinitely accept \$150 million a year—a sum apt to increase—to promote a habit that is

beyond a shadow of a reasonable doubt against the public health. Using the public air to spread a disease that may kill 300,000 Americans is palpable disgrace that should make the quiz scandals look like a harmless parlor prank."

Mr. Friendly points out in his book that in many other civilized countries cigarette advertising in broadcasting has been banned, and in England replaced by antismoking campaigns and adds:

"Stanton is too intelligent a man not to understand the inevitability of that step in this country. In 1959 he said that CBS would be responsible for what goes on the air. Congress believed him then and I do now."

Mr. Friendly, who has since joined the Ford Foundation as a TV consultant, and also serves as a professor at the Columbia University Graduate School of Journalism, relates both the high points and low points of his 16-year CBS career in "Due to Circumstances beyond Our Control." An extensive adaptation from the book has been published in two installments in *Life* magazine [BROADCASTING, March 20, 13]. The book is published by Random House Inc. and is priced at \$6.95.

Radio writers told not to play it safe

The best ideas in writing advertising copy are to be found out at the end of a limb, a representative of an agency known for producing "far out" advertising told students at Los Angeles City College last week. Ted H. Factor, senior vice president and West Coast general manager for Doyle Dane Bernbach Inc., said that writing for radio, for example, is writing for the greatest theater of all, the theater of the mind. He advised the students not to "play it safe" by copying the run-of-the-mill radio commercials heard on the air today but to let themselves go in experimenting with new ideas.

Mr. Factor and Chuck Blore of Chuck Blore Creative Services, Hollywood, were at the college to initiate what's to be the annual Chuck Blore scholarship competition in radio commercial writing. The competition is being held simultaneously with the Bernard M. Baruch School of Business Administration, New York, where the Blore organization is also presenting an annual scholarship. Purpose of the

endowment and competition is to encourage more students to try writing commercials for radio.

Mr. Blore told the students that few trained radio commercial writers exist today and that the field is wide open to them. He urged them to think of the scholarship competition as being like "walking down a long corridor that has many doors, all marked "no admittance." he strongly advised students to try to "open those doors."

Both competitions in Los Angeles and New York will end May 1 and will be judged later that month.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Armstrong Cork Co., Lancaster, Pa. (ceiling

tiles); eight, 60's, 20's, 15's for for TV, live on tape, color. William Aucoin, production manager. Agency: BBDO, New York. Mal Thompson, agency producer.

'New York World Journal Tribune' (women's pages); one 60 for TV, live on tape. Albert Becker, production manager. Agency: Carl Ally Advertising, New York. Stuart Rosenwasser, agency producer.

Beech-Nut Life Savers Inc., Port Chester, N. Y. (Life Saver Aids); three 10's for TV, live on tape, color. Albert Becker, production manager. Agency: LaRoche, McCaffrey & McCall, New York. Jay Bottomley, agency producer.

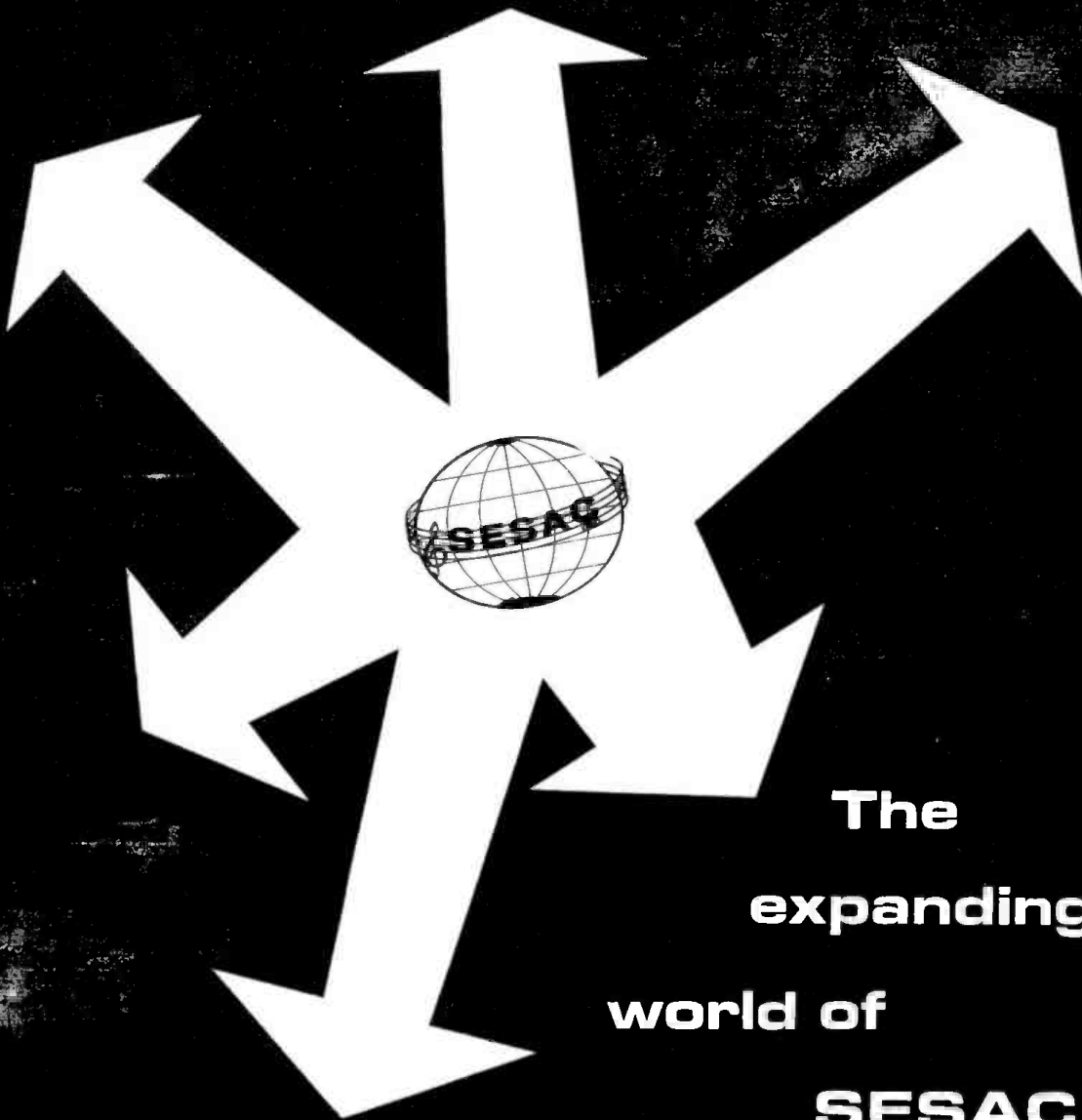
AT&T, New York (overseas rates); one 60 for TV, live on tape, color. Albert Becker, production manager. Agency: N. W. Ayer & Son, New York. Kirk Beaugard, agency producer.

WXYZ-TV Detroit, Commercial Videotape Division, 20777 West Ten Mile Road, Southfield, Mich. 48075.

Michigan Bell Telephone Co., Detroit (services); two 60's for TV, on tape, color. Robert Wilbor, production supervisor. Agency: N. W. Ayer & Son, Detroit.

Chrysler Corp., Detroit (autos); one 20 for TV, on tape, color. Edward Head, production supervisor. Agency: Young & Rubicam, Detroit.

J. L. Hudson Co., Detroit (department stores); twelve 60's for TV, on tape, color. Donn Shelton, production supervisor. Agency: Reilly Bird Associates Inc., Detroit.



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Opt for truth and join consumers, admen told

The advertising community has been told by one of its members that the best way to combat government restriction and unpopularity with the public was to adhere to a code for "truth in advertising" and to take part in consumer groups.

In an address to the Junior Women's Advertising Club of Chicago, John J. Coyle, president of Commercial Recording Corp. and World Broadcasting System Inc. in Dallas, said this dual thrust would help

dispel criticism of advertising. To justify the first proposal he said the truth was the best way to avoid criticism while noting that there were an unscrupulous few who tarnish the industry's image. As to the second point he said a fully informed public was the goal of advertising and that everyone is a consumer anyway. He criticized attacks on advertising by such government officials as Donald F. Turner, assistant attorney general in charge of the antitrust division.

K&E appoints 5 senior VP's

Kenyon & Eckhardt Inc. last week announced the appointment of five new senior vice presidents, forming, in the words of Chairman William B. Lewis, "a second-and-a-half, nearly a first echelon of senior management for the domestic company."



Mr. Dietz

Three of the new senior vice presidents have been with K&E for some time.



Mr. Tannenbaum



Mr. Pando



Mr. Frantz



Mr. Kelmenson

They are: Stephens Dietz, director of communications services—media, research, radio-TV programing and sales

promotion; Stanley Tannenbaum, creative director since October 1966, and Alan Pando, responsible for a number of New York accounts and all accounts handled by K&E in Boston and Toronto.

Two have joined K&E from other agencies. Peter Frantz was administrative vice president of creative services for Leo Burnett Co., Chicago. He will have responsibility for K&E's Chicago and San Francisco accounts, exercised from Chicago. Leo Kelmenson was executive vice president of Norman, Craig & Kummel Inc. He will assume responsibility for K&E Detroit and some New York accounts.

Messrs. Dietz, Tannenbaum and Pando join K&E's executive committee, already comprised of Mr. Lewis; E. L. Timberman, president of the domestic company; Giancarlo Rossini, president of the international company, and David C. Stewart, committee chairman.

Newspapers told they have a 'research gap'

Newspapers are "fat, smug and out-of-date" compared to some other media, including radio. This evaluation was made last week by W. Robert Wilson, media director, Hoefer, Dieterich & Brown Inc., San Francisco.

Speaking before the San Francisco Newspaper Representatives in a talk entitled "Look Out for Radio—That Other Local Medium," Mr. Wilson took the newspaper medium to task for offering mostly "purely quantitative" research at a time when the question of selection is no longer how many people can be reached but how many prospective customers. "The research gap which exists between newspapers and the competing local media is very real and very serious," he said.

Turning to radio in comparison, Mr. Wilson pointed out that it "represents the greatest competition for newspaper

advertising" because of an ability to compete for both national spot and local advertising dollars. He cited several current radio campaigns in San Francisco, where the allocations were coming directly and recently out of newspapers.

The media executive explained that in the San Francisco bay area it takes a combination of 11 newspapers to approximate general coverage of the market. "From a cost point of view," he said, "a single 1000-line insertion in these papers would be the equivalent of a two-week radio campaign with excellent frequency."

Pinpointing for the newspaper representatives the competitive battle they face, Mr. Wilson stressed that on the one hand the media selector has "one insertion, one impression, exposed to a presumably broad but undefined audience." On the other hand, he continued, there's "two weeks of radio, providing four or five impressions weekly, timed to our choosing, aimed at a specific target group of customers for the same dollars."

Mr. Wilson concluded that if media people have a way of assuring themselves that radio, indeed, reaches the best customer groups, "then it certainly should be easy to decide where to allocate our advertising budget."

National 5-year census urged by House group

A group of Democratic House members last week introduced legislation that would provide for a national census every five years, starting in 1975, instead of the current practice of holding one every decade.

Six Democrats introduced the bill on the grounds that statistical information gathered in the census is extremely valuable in business and government decision and must be kept up to date. Such information is important in marketing and population-conscious industries such as advertising and broadcasting. It was pointed out that since the last census was taken in 1960, the U.S. has added about 20 million people. Backers also noted population shifts and age and income characteristics were also in a state of change and that we were today making crucial decisions on the basis of data that was seven years old.

Proponents of the measure were Representatives William Green (D-Pa.), Arnold Olsen (D-Mont.), Robert N. C. Nix (D-Pa.), Morris Udall (D-Ariz.), Frank Brasco (D-N. Y.) and Carl Perkins (D-Ky.).

The legislation also has the backing of the administration.



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New deal for ABC-TV affiliates

Compensation formulas tuned to new techniques of network selling—but some stations look for traps they think may be ready to be sprung

ABC-TV last week distributed new affiliation contracts that are intended to bring formulas of station compensation into line with modern network selling practices (CLOSED CIRCUIT, March 20).

The new contracts establish scales of station payment that apply to all commercial programs, except sports, special events and the forthcoming Joey Bishop late show for which compensation is to be set by separate negotiation.

In a covering letter to affiliates, John O. Gilbert, ABC-TV vice president for affiliate relations, said the new contracts would be effective next July 2. Affiliates whose present contracts run beyond that date were given the option of switching to the new contract or sticking with the old one through its term.

Mr. Gilbert also called a meeting of affiliates to discuss the new arrangement. The meeting, to be held during the convention of the National Association of Broadcasters in Chicago, was set for 2 p.m., Sunday, April 2, at the Tally Ho room of the Sheraton-Chicago hotel.

The tone that the Chicago meeting may take was difficult to predict last week. Most of the ABC-TV affiliates reached by BROADCASTING were still

studying the recently delivered contracts. Some had run preliminary calculations indicating that their total compensation from the network would be slightly increased if their network clearances under old and new contracts remained constant. Some said the contract raised questions that they wanted answered.

Either Way ■ A number of the basic principles embodied in the new ABC-TV contract were adapted from the affiliation agreement reached by CBS-TV and its affiliates a year ago (BROADCASTING, March 21, 1966). Both networks' compensation formulas, under their new plans, are designed to work whether the network sells program sponsorship to single or alternating advertisers (a waning form of network sale) or sells minutes of advertising time for insertion in one or more programs (the type of sale most common nowadays).

Under the ABC-TV contract a network station rate is established for each station. That is the starting point for the calculation of station compensation.

Next, standard percentages, varying with different time periods, are established as a factor in the compensation formula. These are intended to reflect

variations in the sizes of available audiences at various times of the broadcast day and variations in the prices the network can command from advertisers.

For stations in Eastern and Pacific time zones, periods and percentages are given as follows: for Monday through Friday, 7-11 a.m., 7%; 11 a.m.-5 p.m., 12.6%; 5-6 p.m., 15%, and 6-11 p.m., 30%; for weekends, 8-9 a.m., 7%; 9 a.m.-2 p.m., 12%; 2-6 p.m., 15%; 6-11 p.m., 30%, and 11-11:30 p.m., 15%.

For stations in the central time zone, periods and percentages are given as follows: for Monday through Friday, 6-10 a.m., 7%; 10 a.m.-5 p.m., 12.6%; 5-6 p.m., 15%, and 6-11 p.m., 30%; for weekends, 7-8 a.m., 7%; 8 a.m.-1 p.m., 12%; 1-6 p.m., 15%, and 6-11 p.m., 30%.

For stations in the mountain time zone, periods and percentages are: for Monday through Friday, 5-9 a.m., 7%; 9 a.m.-5 p.m., 12.6%; 5-6 p.m., 15%, and 6-11 p.m., 30%; for weekends, 6-7 a.m., 7%; 7 a.m.-noon, 12%; noon-6 p.m., 15%, and 6-11 p.m., 30%.

The Formula ■ In computing compensation for a given program the network will multiply the network station rate by the appropriate percentage for the time of day by the fraction of an hour the program occupies by the fraction of total network commercial availabilities that the network sells.

As an illustration, here is how the formula would work for a station with a \$1,000 network station rate in the eastern time zone clearing an hour show in prime time in which the network sold out all of its available commercial positions: \$1,000 (station rate) times 30% (standard factor for the time period) times one (fraction of an hour) time one (fraction of availabilities sold by the network)—for compensation of \$300.

For the same station clearing a half-hour show between 5 and 6 p.m. in which the network sells two of three available commercial minutes, the formula would be: \$1,000 times 15% times one-half times two-thirds—for compensation of \$50.

Left Out ■ Nowhere in the new contract does the network specify how many commercial availabilities it will establish per program. This omission was noted by some affiliates who interpreted it to mean that the contract in effect places a ceiling on the revenues a station can take from any given program but places no ceiling on the net-

NBC affiliates committee to plan new contract

A special committee of NBC-TV affiliates was appointed last week to draw up proposals for a new affiliation contract with the network.

Creation of the committee was authorized by the affiliates during their convention a fortnight ago (BROADCASTING, March 20). The affiliates acted after the network announced it was working on a new contract that it intended to submit by mid-summer. The action was taken to get the stations into a better bargaining position.

Harold Grams, KSD-TV St. Louis, chairman of the Board of Delegates of the NBC-TV Affiliates, and A. Louis Read, WDSU-TV New Orleans,

former chairman and ex officio member of the board, will serve on the special committee as will three other members of the board: Harold P. See, KRON-TV San Francisco; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Irving C. Waugh, WSM-TV Nashville. Nonboard members appointed to the special committee last week by Mr. Grams are Jack Harris, KPRC-TV Houston; George Comte, WTMJ-TV Milwaukee; Joe Bryant, KCBD-TV Lubbock, Tex., and Harold Froelich, WTVO-TV Rockford, Ill.

The committee will hold its first meeting during the National Association of Broadcasters convention in Chicago next week.

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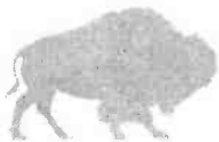
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work take. If, for example, in a prime-time hour the network decreed total availabilities to be six minutes and sold them all, it would pay \$300 compensation to the hypothetical station mentioned above. If, however, the network raised the number of availabilities to seven or more, and sold them all, the station's compensation would remain at \$300.

Further, it was pointed out, if the network increased its stated number of availabilities and failed to sell them all, the station would face decreased compensation. If, say, six of seven availabilities were sold, the station would be paid six-sevenths of \$300.

In questioning this feature of the new contract, affiliates had in the mind the strong possibility that all three networks will next fall increase the number of network commercial minutes in their prime-time movies from the present 14 per two hours to 16. NBC-TV has already advised its affiliates that it may take that course (BROADCASTING, March 20). Last week both ABC-TV and CBS-TV indicated they would follow suit if NBC-TV went to 16 minutes in movies (see page 48).

Memories ■ ABC-TV affiliates were also reminded that a year ago their network had proposed adding a fourth commercial minute to all 7:30-8 p.m. periods. The affiliates beat back that proposal (BROADCASTING, April 4, 1966), but the network did retain the fourth insertion in *Batman*, one of its 7:30 p.m. shows. At the time the network asserted that rising costs of programming were forcing it to seek added revenue. Since then program costs have gone much higher.

Another element was missing from the new contract that ABC-TV distributed last week. The contract contained no reference to the length or frequency of station breaks.

At NBC-TV's convention of affiliates a fortnight ago, that network let it be known it was considering an expansion of station-break time from the present 42 seconds to 52 seconds. The reference to longer breaks was made in discussions of a new NBC-TV affiliation contract that is yet to be submitted to affiliates (see box, page 58).

Special Deals ■ The new ABC-TV plan reserves for individual negotiation the amounts of station compensation for sports programs, special events ("including, but not limited to, such programs as political conventions, election coverage, presidential inaugurations and related events, space shots, parades and pageants"), and programs that straddle or fall outside the standard time periods established in the tables of compensation percentages. In the last category is the *Joey Bishop Show* scheduled to start on ABC-TV April 17 in the 11:30 p.m.-1 a.m. period.



Twin City mystery man

Officials of the Foshay Tower Museum to be opened on the 30th floor of the famous Twin City landmark have a broadcasting problem that they hope some old-timer can solve.

When the skyscraper was opened Aug. 29, 1929, the event was covered by WCCO and KSTP, both in Minneapolis-St. Paul. The above picture of the event was preserved for the archives, but someone forgot to identify the broadcaster. The dedication of the museum is set for April 8 and officials (2514 Foshay Tower, Minneapolis 55402) hope some broadcaster can supply the missing name by then.

In the new contract ABC-TV proposes to deduct from each station's total compensation a sum equal to 205% of the network station rate each week. Part of this sum (37% of the network station rate) is to be applied toward the network's payments to the American Society of Composers, Authors and Publishers and to Broadcast Music Inc. The purpose of the rest is not described in the contract but presumably is to defray network interconnection charges.

Under the present contract ABC-TV affiliates carry the first 22 hours of network commercial programming at no compensation. Funds retained by the network through this device are for AT&T service and ASCAP and BMI music licensing.

New U for Miami

Miami has a new UHF station. Channel 33 was granted by the FCC last week to Gold Coast Television Corp., Miami. Principals in Gold Coast are

Bernard A. Mayer, president of Budd Mayer Co., food brokerage company; Robert M. Haverfield, senior partner in a Miami law firm; Burton S. Kahn, who is in real estate and insurance sales, has an automobile dealership and is president of a finance company, and Herbert K. Cummings, president of a San Francisco investment firm. Mr. Cummings also had a former interest in Clark County Cable TV, Las Vegas. Channel 33 becomes the fourth UHF and the ninth TV station in Miami.

Broadcaster briefs hit ATR CATV plans

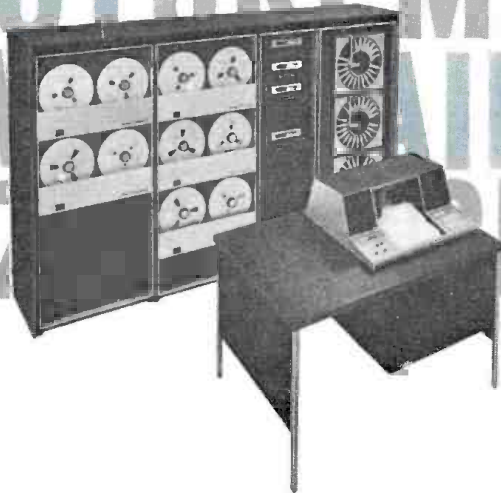
Broadcasters have challenged plans of American Television Relay Inc., Phoenix, to construct a 1,610 mile point-to-point microwave system for relay of television signals to CATV operators, by calling for a full evidentiary hearing before the FCC on all of ATR's applications.

ATR, 100% owned by CATV entrepreneur Bruce Merrill, filed applications last month for 22 Texas-based stations to complete a relay network that presently carries four Los Angeles independents to Yuma, Ariz. The microwave company also has permits to extend the signals to Silver City, N. M. ATR concurrently has applications pending for two other systems—one to provide Chicago and St. Louis signals to CATV's in Huntsville and Decatur, both Alabama; the other to carry Los Angeles and San Francisco signals to CATV's in Eugene and Medford, both Oregon. (BROADCASTING, Feb. 20).

In briefs filed with the FCC last week broadcasters scored the ATR on its financial qualifications, the proposal's potential impact on local free off-the-air TV, and the company's alleged attempt to divide up the national market for common-carrier CATV microwave service. Opposition came from Grayson Enterprises Inc. owner of KWAB-TV Big Spring, Tex.; Kelly Broadcasting Co., owner of KCRA-TV Sacramento, Calif.; Argus Broadcasting Co., (WLTW[TV]) Bowling Green, Ky. and Taft Broadcasting Co., group owner. The National Association of Broadcasters also intends to file its opposition.

Resources Questioned ■ The broadcasters noted ATR's financial resources filed Feb. 13 fall "far short" by \$2.4 million of its cash requirements which amount to, at least, \$7.3 million. The petitioners reasoned that because ATR's resources are open to question, and because the commission has followed a practice of granting only one group of ATR applications at a time, a consolidated hearing proceeding in which all

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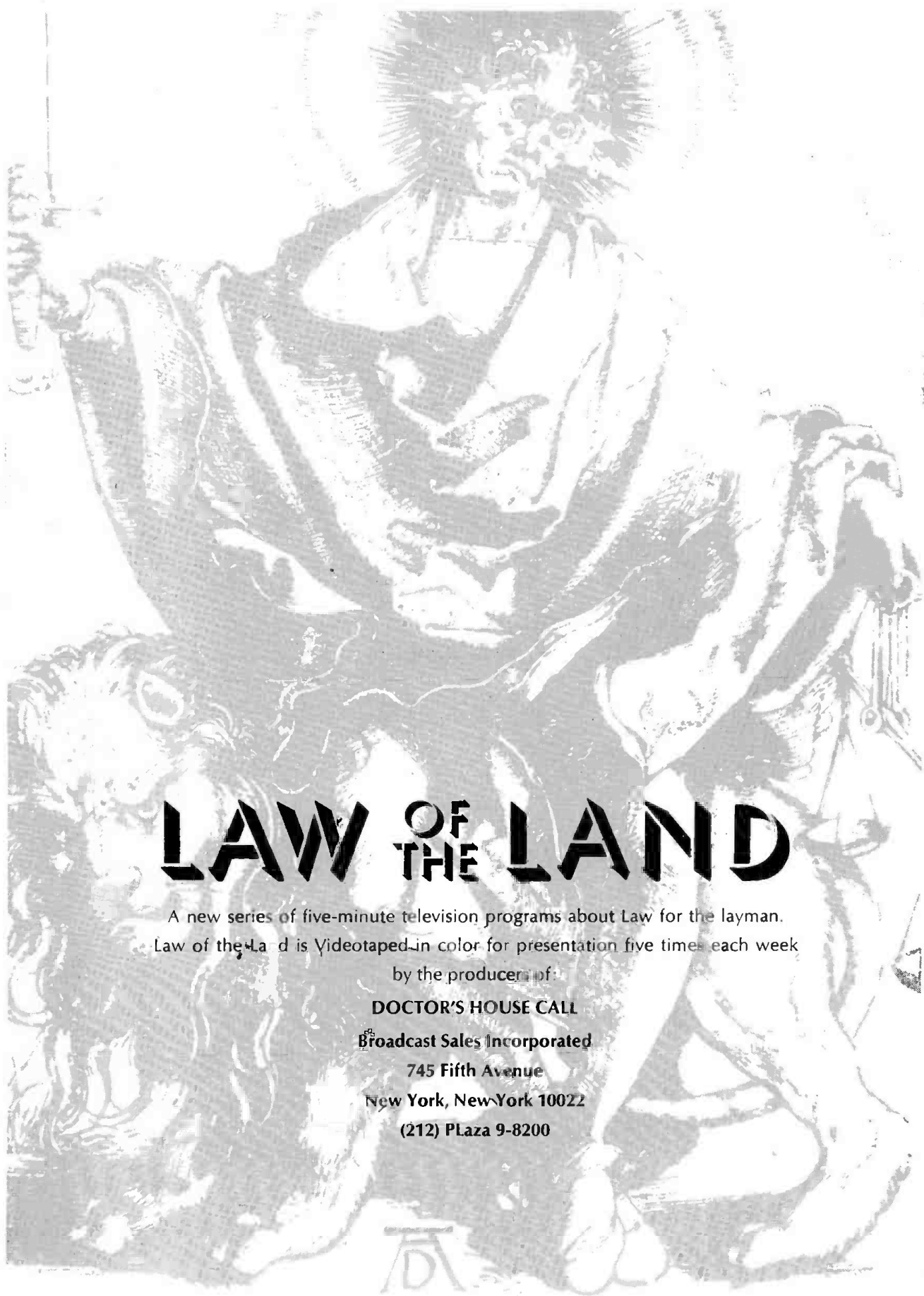
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of the applications would be before the commission would present an over-all consideration of ATR's "serious financial problems."

The broadcasters further noted that an application for approval of the assignment of CATV microwave facilities by Transamerican Microwave Inc. to Sierra Microwave Inc. and an agreement between the two carriers to have Transamerican withdraw its petition to deny the San Francisco-to-Oregon portion of the proposed ATR Los Angeles-Oregon CATV microwave network suggested that CATV microwave common carriers "are in the process of seeking to divide up the national . . . market in order to reduce competition."

The petitioners also argued that ATR's agreement to purchase its equipment from the Raytheon Co., a financier of ATR, at "list price less its 'most favored customer discount'" would foreclose other CATV microwave-equipment sellers from selling to "what will be" the largest CATV microwave equipment buyer in the U.S. Thus, the broadcasters reasoned, apparent horizontal agreements between CATV microwave carriers and apparent vertical agreements between those carriers and their suppliers constitute public-interest considerations in the application of antitrust laws, which must be considered by the commission.

Consequences ■ The broadcasters also warned that construction of the ATR system, though it presently bypasses major markets with UHF potential, will produce pressure to erode CATV rules, frustrate the policy of the All-Channel Act and "break down" the commission's allocation plan. They noted: "ATR, with its 139 pending CATV microwave construction applications. . . is the prime example of the CATV microwave threat to local broadcasting. If it is to survive and prosper, microwave systems ATR is now proposing to build must inevitably serve the many local television markets, large and small, through which it passes."

The NAB, who requested an extension of time to file a petition to intervene in the proceeding, noted that ATR's proposal "represents a direct potential threat to all stations through whose service areas the microwave proposal might pass."

Earlier Oregon and Texas broadcasters had filed their opposition to ATR claiming adverse affects on local broadcasters. Filing were KMED-TV Medford, KVAL-TV Eugene, both Oregon, and KLTV(TV) Tyler, Tex.

KWBB joins NBC Radio

Kwbb Wichita, Kan., will join NBC Radio effective April 2. Independent KWBB, licensed to Wichita Broadcast-

ing Inc., operates on 1410 kc with 5 kw daytime and 1 kw nighttime. Station president is Richard C. Schmocker and Robert M. McKune is vice president.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval:*

■ WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va.: Sold by Tidewater Teleradio Inc. to Daily Press Inc. (*Newport News Daily Press* and *Times Herald-WGH-AM-FM*) for \$8 million (see page 78).

■ KOL-AM-FM Seattle: Sold by Mark Goodson and Bill Todman, TV-radio program producers to Richard D. Buckley for \$1 million. Mr. Buckley is principal owner of Buckley Broadcasting group, licensee of WDRC-AM-FM Hartford, Conn., WWTC Minneapolis-St. Paul, KGIL San Fernando, Calif. and KKHI-FM San Francisco. Messrs. Goodson and Todman, principals of Seattle Broadcasting Co., purchased KOL-AM-FM in 1963 for \$850,000. KOL operates fulltime on 1300 kc with 5 kw. KOL-FM operates on 94.1 mc with 5 kw. Broker: G. Bennett Larson Inc.

■ KOTE Fergus Falls, Minn.: Sold by Kingsley H. Murphy Jr. to Otto A. Korp, Gerald S. Rufer, Donald H. Fritzell and others for \$257,500. Messrs. Korp and Fritzell previously applied to the FCC to build new AM and FM in Fergus Falls. The AM application will be dismissed and the FM will be amended to show change of applicant. Mr. Korp is an attorney and is in real estate. KOTE operates fulltime on 1250 kc with 1 kw days, and 500 w nights.

■ WJEH-AM-FM Gallipolis, Ohio: Sold by John E. Halliday to Paul E. Wagner for \$250,000. Mr. Wagner, former broadcaster, is vice president of R. C. Crisler & Co., Cincinnati, station brokerage firm. He intends to move to Gallipolis to operate station after FCC approval. WJEH operates daytime only on 990 kc with 1 kw. WJEH-FM is on 101.5 mc with 15.5 kw. Broker: R. C. Crisler & Co.

■ WBRY Waterbury, Conn.: Sold by Kenneth A. Wood Jr. and others to Danny Stiles for \$225,000. Mr. Stiles is a radio personality, with WNJR Newark, N. J. Mr. Wood will continue as general manager of WBRY.

■ WAZF Yazoo City, Miss.: Sold by David B. Highbaugh to W. Frank Holfield and Miller P. Holmes for \$150,-

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000. Mr. Holifield is commercial manager of WAZF. Mr. Holmes is executive vice president of Delta National Bank of Yazoo City. WAZF operates fulltime on 1230 kc with 1 kw days and 250w nights. Broker: Chapman Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 188).

■ **WCCC-AM-FM** Hartford, Conn.: Sold by William M. Savitt and group to Erny Tannen and Jac Holzman for \$325,000. Mr. Tannen, a 23-year veteran of radio, is president of WDMV Pocomoke City and WYRE Annapolis, both Maryland, and owns WEEZ Chester, Pa. He also operates Media America Co., Silver Spring, Md., a broadcast consulting firm. Mr. Holzman heads Elektra Corp., New York, producer of Elektra and Nonesuch recordings. WCCC is a 500 w daytimer on 1290 kc. WCCC-FM operates on 106.9 mc with 20.5 kw.

■ **WYLO** Jackson, Wis.: Sold by Dr. Donald Heyrman and associates to Marvin B. Korofsky, Lawrence Brandon and Harold Warshaw for \$265,000, including covenant not to compete for five years. Buyers also own KUXL Golden Valley, Minn. and KCIJ Shreveport, La. Jackson is about 25 miles northwest of Milwaukee. WYLO is 250 w daytimer on 540 kc.

How-to-do-it session attracts cablemen

A small group of multiple CATV owners got together in Washington last week and traded ideas on business practices—such as: How long do you wait before cutting off service to a delinquent customer?

The group of almost 20 represented six group cable companies. They spent the two-day meeting in discussing management, accounting and sales practices, trading information in these fields for the avowed benefit of the CATV industry as a whole. A follow-up meeting is scheduled to be held in September.

Two topics evoked the most interest, it was reported. One was on the subject of technical training for maintenance and installation personnel. The other was the question of just what characteristics managers of systems should have—business, sales or public relations. No hard and fast answers were found.

The meeting was called by Byron D. Jarvis, National Trans-Video Inc., Dallas, and F. Gordon Fuqua, Television Communications Corp., New York. Although held outside the auspices of the National Community Television Association, some NCTA staff attended.

FCC grants Justice two-week delay

ITT-ABC merger hearing now set for April 10;

emphasis on speed marks prehearing conference

The FCC has postponed for two weeks the start of the hearing on the proposed merger of ABC and the International Telephone & Telegraph Corp. But in a prehearing conference Thursday the parties were advised to prepare for a forced-draft hearing that could be concluded in 10 working days.

And in that prehearing conference, attorneys for ITT and ABC lost a point when Chief Hearing Examiner James D. Cunningham who is presiding, ruled that the question on possible ITT influence on ABC's news operations is relevant to the hearing and can be considered.

The postponement of the starting date from today (March 27) until April 10 was ordered at the request of the Justice Department, which said the additional time would permit it to prepare its case in a manner that would, in the long run, expedite the proceeding.

The postponement had been opposed by the applicants who assailed the department for requesting the delay in view of the length of time it had already devoted to the case. The department, which has been studying the merger proposal since December 1965, filed its petition for reconsideration a month after the commission, on Dec. 21, 1966, approved the merger.

The commission granted the postponement on a 5-to-0 vote, with Commissioners Lee Loevinger and James J. Wadsworth absent. They had been in the majority when the commission approved the merger by a vote of 4-to-3.

Expedition Is Key ■ Chief Hearing Examiner Cunningham made it clear

he intended to follow the commission's command that the hearing be moved along "as expeditiously as possible without prejudice to the compilation of a full record."

He said there would be no "delays or recesses" during the presentation of evidence and estimated that "a complete case record" could be completed and certified to the commission "in no more than 10 business days." Hearings are to start at 9 a.m., recess at 12:30 p.m., resume again at 2 p.m. and continue to 5 p.m.

The examiner also held out the possibility of evening and Saturday sessions if it appears the pace is lagging.

The question involving the possible impact of ITT's far-flung business interests on ABC's news judgment—one that has dominated the thinking of most critics of the proposed \$2.4-billion merger—was introduced in an almost difficult manner by Justice Department lawyer Lionel Kestenbaum.

He said the department hadn't intended to deal with the matter but that it had had "some evidence tendered to us" that it wanted to turn over to the commission's Broadcast Bureau. The bureau has been assigned the task of assuring the completeness of the record.

Marcus Cohn, for ITT, and James McKenna, for ABC, argued that the matter had in effect been ruled out by the department itself. They noted that the department had not included the issue in the list of specifications it had prepared in response to a commission request for the evidence and arguments it would present at a hearing. The listed issues deal mainly with possible anti-competitive consequences of the merger.

Six Issues Only ■ "There can be no doubt that the commission intended to reopen the record to permit Justice to present evidence on those six issues only," Mr. Cohn said. "It comes at a late date for Justice to say there's a six-and-a-half or a seventh issue."

Examiner Cunningham, however, said that the commission wants a full record. "It also wants expedition," he added, "but not at the expense of relevant information. It's [the news operations matter] clearly relevant and deserves to be explored." He said the

May be one less meeting

ABC has chosen June 13—a later date than usual—for its annual stockholders meeting because of the merger proceedings still pending before the FCC. The company advises that if the merger with the International Telephone & Telegraph Corp. has been consummated before that date the meeting will not be held.

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broad issues framed by the commission to determine the benefits and detriments that would flow from the merger encompass the question of news-room integrity.

There was some question, however, as to whether and by whom the matter would be presented. Broadcast Bureau attorneys, headed by hearing division chief Thomas Fitzpatrick, said the bureau could not decide whether it would pursue the question until Justice presented the evidence it had. The evidence was to have been turned over to the bureau Friday (March 24).

The evidence is said to consist principally of the names of witnesses prepared to testify on the issue. Justice received the names from several sources, including the American Civil Liberties Union, whose petition to intervene in the case was denied by the commission.

Mr. Kestenbaum said that if the bureau chooses not to handle the question, "we'll decide whether to present it." The department touched on the subject in its petition for reconsideration. But it did not make any follow-up investigation in preparing its case for the hearing.

But if there was uncertainty regarding the bureau's intentions in connection with the news-control question there was none concerning another key issue in the proceeding—that involving ABC's alleged need for the financing that the applicants say ITT will provide to make the network fully competitive with CBS and NBC. Justice has claimed that ITT documents indicate that the company intends to take money out of ABC for investment elsewhere.

The Bureau asked ABC and ITT to provide a host of detailed information bearing on ABC's finances. Among items requested were the minutes of the ABC and ITT board meetings at which the recent \$25 million ITT loan to ABC was discussed. The bureau also asked for information on whether other loan agreements had been made.

Still to be resolved is the status of ITT documents which that company filed in the proceeding with the request that they be kept confidential. The commission delegated to Examiner Cunningham the authority to rule on the status of those documents and on the manner of receiving testimony on them. It also directed that ITT accompany any request to keep the material confidential with a showing that serious injury to its business would result from the public disclosure.

Examiner Cunningham ordered the attorneys for Justice, the applicants and the bureau to attempt to agree among themselves on which documents should be kept confidential.

Examiner Cunningham's determination to move the hearing along expeditiously was reflected in the tight schedule

he imposed on the parties in connection with the customary prehearing exchange of evidence and lists of witnesses. In response to moans and groans from some of the attorneys worried about meeting the short deadlines, he said, "We're all under the gun—we've got to extend ourselves."

Another prehearing conference to wrap-up final details is scheduled for April 7.

Moline TV answers sale criticism

Moline Television Corp. hit back last week at efforts to block the sale of its WQAD-TV Moline, Ill., to the Evening News Association of Detroit.

Moline said the effort is the work of "a disgruntled minority stockholder" of an applicant "found to be inferior to Moline" and is shot through with "sweeping allegations" that are not supported.

Moline's target was Mark Wodlinger, president and 80% owner of Community Telecasting Corp. (BROADCASTING, Feb. 27).

Mr. Wodlinger was 10% owner of an earlier Community Telecasting Corp., which had been one of the losing applicants in the hearing in which Moline was awarded the use of channel 8 in 1962.

Moline asserted that, contrary to the allegations of Community, it kept the promises it made in the hearing regarding proposed stockholder participation in the station operations and in programing. Moline ticked off a list of functions it says the directors performed. And it said that it had presented programs consistent with its ability to meet community needs.

Moline also labeled "unsupported and frivolous" Community's allegation that the proposed sale of the station constitutes trafficking. Moline stressed, as it did in the application for commission approval of the sale, that the station needs transfusion of new financing if it is to compete successfully in the two-VHF market.

Losses Cited ■ Moline said that the station suffered heavy losses in its first two years and didn't show "a modest profit" until 1966. At the end of that year, it said, the station still had a deficit of more than \$100,000. Moline also said that none of the stockholders has received a return on his investment in the 10 years since the corporation was organized.

The proposed sale is for a price of \$5.5 million, plus \$1 million payable over five years to the 24 owners of the station for a covenant not to compete. The proposed purchaser is pub-

lisher of the Detroit News and is licensee of WWJ-AM-FM-TV.

Community, in addition to filing the petition to deny the assignment, had filed a competing application for the channel 8 facility. However, that application was returned since commission policy bars the filing of a competing application before the operating station files for license renewal. Moline isn't due to file for renewal until Sept. 1.

Community later resubmitted its application with a request that it be accepted. It also has asked the commission to order Moline to file an early renewal application.

Briscoe named No. 2 at NCTA

A revamp of the organization of the National Community Television Association, following recommendations by a management consulting firm, places Wally Briscoe, administrative assistant and office manager, into the number two post of managing director.



Mr. Briscoe

Mr. Briscoe, a native of Arkansas, joined NCTA in 1964. He was administrative assistant to then Representative Oren Harris (D-Ark.), who was chairman of the House Commerce Committee until named to a federal judgeship in 1964. Before going to Washington, the 39-year-old Mr. Briscoe was in commercial broadcasting, with KATV(TV), KARK and KXLR, all in Little Rock, and KOTN and KCLA, both in Pine Bluff, Ark.

The new chain of command at NCTA places Mr. Briscoe, Bruce E. Lovett, general counsel, and Barry Crickmer, director of information, as the three staff personnel reporting directly to Frederick W. Ford, president of the association.

Other NCTA appointments: S. S. Street, director of membership services, becomes director of convention and field services, and David Roudybush, accountant, becomes office manager. Mr. Street joined NCTA last year from Viking Industries Inc., Hoboken, N.J. He previously worked for Ameco Inc., Phoenix. Mr. Roudybush joined NCTA in 1964 from National Business Publications Inc.

To be appointed are two other staff executives: a technical director and a production manager for the information department.



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State bans TV-owned CATV's

Connecticut Public Utilities Commission says no to six TV-station applicants for cable systems

The Connecticut Public Utilities Commission last week issued 17 grants for CATV to serve 83 communities in that state (see below) and enunciated a new policy: no cross-ownership with television station owners.

In the 17 grants, however, six included broadcast interests.

No explanation was available from any PUC official on that discrepancy.

The no-TV-station-CATV cross-ownership policy was used by the PUC commissioners as grounds for denying four of the applicants. They were Triangle Publications Inc., group broadcaster; WHNB-TV New Britain-Hartford, Waterbury, and the National Broadcasting Co. Three applications had been withdrawn prior to the PUC's public hearings (Mactier Publishing Corp., Telebroadcasters Inc., and Ken-

neth M. Cooper) and two were dismissed for failure to prosecute (Devon Television Inc. and Co-axial Television Service of Connecticut Inc.).

In authorizing the 17 grants, the state commission called on the successful applicants to request FCC authorizations as soon as possible—all fall within the Grade A contours of TV stations in the top 100 markets, in this case New York, Hartford, New Haven, Providence, Boston. The PUC also specified that construction must start within 60 days after FCC approvals.

Protests ■ The bar to cross-ownership was immediately protested by broadcasters and their representatives.

Douglas A. Anello, general counsel of the National Association of Broadcasters, termed the statement a "very distressing part of the decision." He

was equally nonplussed, he said, at the exceptions that seemed to have been made among the grantees.

"There is no reason to consider TV station ownership and CATV ownership incompatible," he said last week. "I don't think there is any evidence that any broadcast owner of a CATV system has ever given any preference to his own station over that of any other broadcaster's station."

A spokesman for the National Community Television Association said he had "mixed emotions" about the finding. He said the association was studying the report and that it was too early for any position to be taken.

Irving H. Kahn, president of Teleprompter Corp., one of the successful applicants, interpreted the policy as applying only to Connecticut TV broadcasters with stations serving the same community for which they had asked for CATV. Mr. Kahn recalled that this was the position taken by New York authorities when they granted CATV franchises to serve Manhattan.

Conflict of Interest ■ The policy was enunciated by the PUC in these words:

Who got the Connecticut CATV franchises

The 17 winners of the 18-month CATV sweepstakes in Connecticut, as announced by that state's Public Utilities Commission last week were (population 1966 estimates):

■ Community Television Systems Inc., principally owned by the estate of the late William Schlank with Rollins Broadcasting Co. holding an option for 80%—Wallingford, North Branford, North Haven, Branford, Guilford, Madison, East Haven. Population, 129,200.

■ Waterbury Community Antenna Inc., 80% owned by Jerrold Corp., multiple CATV owner, 10% by Representative John S. Monagan (D-Conn.), 5% by James E. Greeley, Washington attorney and 5% by Frank M. Russell, former NBC Washington vice president—Waterbury, Middlebury, Plymouth. Population, 123,500.

■ Ducci Electric Co., owned by E. John Ducci, electrical contractor—Barhamsted, Goshen, Harwinton, New Hartford, Winchester. Population, 21,700.

■ Mathew Jenetopulos, TV service-master antenna company—New Haven, Hamden, West Haven. Population, 249,100.

■ Laurel Cablevision Inc., local businessmen, with Monroe Rivkin, associated with Bill Daniels and Associates, Denver, as president—Watertown, Torrington, Thomaston,

Litchfield. Population, 61,800.

■ Greater Hartford Broadcasting Inc., owned by William M. Savitt and others who only last week received FCC approval for the sale of WCCC-AM-FM Hartford, Conn. (see page 66)—Newington, Wethersfield, Glastonbury, Manchester, Rocky Hill. Population, 117,500.

■ Teleprompter Corp., multiple CATV owner headed by Irving H. Kahn—Danbury, Bethel, Middletown, Portland, Middlefield, East Hampton, Cromwell. Population, 115,400.

■ Teletron Inc., in which Meredith-Avco Inc., multiple CATV owner, has substantial interest—Windham, Mansfield, Lebanon, Columbia, Colchester. Population, 46,900.

■ Telesystems Corp., multiple CATV owner—Southington, Cheshire, Meriden, Prospect, Wolcott. Population, 102,000.

■ New England Industries Inc., holding company, with Jacob Michael, chairman and president—Hartford, West Hartford, East Hartford, Windsor, Simsbury, Bloomfield. Population, 336,000.

■ The Outlet Co., Providence, R. I., department store, licensee of WJAR-AM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla.—Groton, Stonington (except village of Pawcatuck), Ledyard, North Stonington. Population, 60,000.

■ Eastern Cablevision Co., local group headed by George I. Reynolds—Ansonia, Derby, Shelton, Naugatuck, Beacon Falls, Bethany, Seymour, Oxford. Population, 98,300.

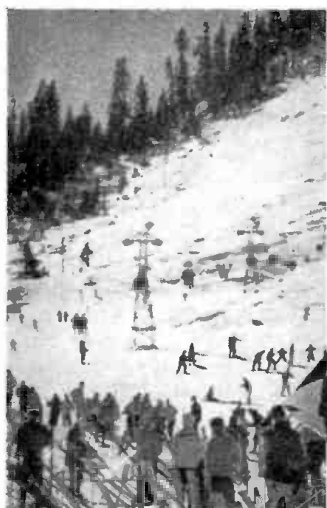
■ Grossco Inc., owned by Julian Gross, owner of WEXT West Hartford, Conn., and WMAS Springfield, Mass., and former owner of WHNB-TV New Britain-Hartford—Bristol, Plainville, New Britain, Berlin, Farmington. Population, 181,600.

■ Bridgeport Community Television Co., owned jointly by Time-Life Broadcasters Inc., group broadcaster and multiple CATV owner, and Peter M. Robeck & Co., TV film syndicator—Bridgeport, Stratford, Milford, Orange, Woodbridge. Population, 267,100.

■ Eastern Connecticut Cable Television Inc., owned by Time-Life Broadcasters Inc., group broadcaster and multiple CATV owner, and local businessmen—New London, Waterford, East Lyme, Montville, Plainfield, Griswold, Putnam, Killingly. Population, 112,300.

■ Cable Video Inc., local businessmen headed by David Chase, real estate developer—Norwich, Bozrah, Franklin, Sprague, Lisbon, Preston. Population, 52,100.

■ New Milford Cablevision Co., local businessmen Paul Hancock and George Ogle—New Milford, Bridge-water. Population, 12,300.



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Friendly's view: the key to excellence is less profit

Fred W. Friendly, former CBS News president and an outspoken critic of the commercial broadcasting scene for the past year, suggested yesterday (March 26) that the way radio and television can pursue excellence in the years ahead is for the industry to adopt some course of limited earnings.

Mr. Friendly, who resigned his

CBS post last year and has since become a professor at the Columbia Graduate School of Journalism, TV consultant to the Ford Foundation and the author of a new book, "Due to Circumstances Beyond Our Control"—being released today (March 27) (see page 54), voiced the view that the quality of TV and radio programing has declined because of

broadcasters' constant quest for larger and larger earnings.

He told host Richard K. Doan on WNEW New York's *The Truth About Radio: A WNEW Inquiry* that radio and TV stations and networks are "married to the day," and have the same, limited time to sell each day.

"Either you have to sell it for more money, which too often means appealing to the lowest common denominator," he claimed, "or you've got to make your product for less money. Now, that is really the problem."

Mr. Friendly contended that a station manager may operate an outlet that will win all kinds of awards but in the long run, he is going to be judged by "whether or not he managed to make a little bit more money this year than a year ago." He indicated this attitude prevails in radio as well as TV, though the economic stakes are higher in television.

He pointed out there are companies in America, such as public utilities, that are limited in the amount of profit they can make, and added:

"If somehow a ceiling had been put on the amount of profits made,



Mr. Doan (l) and author Friendly

"The commission has also concluded that the public interest justified dismissal of certain other applications. In each case, a portion of the ownership or management of the enterprise is vested in a person or corporation engaged in television pursuits. In our opinion, more-effective competition between the media will be promoted by a separation of the ownership of television enterprises and CATV systems.

"In order to appreciate this principle one must consider the relationship between CATV and television. The fortunes of a television enterprise are inextricably linked with the number of regular viewers. A multitude of sophisticated polling procedures has been developed in an attempt to measure this viewer preference not only by networks and channels, but by individual programs and commercials. Advertising accounts, programing, station and network profits are all linked to volume of viewing. Understandably, a television broadcast station then has a great interest in retaining its viewers.

"The interest of the viewing public is not the same as that of the television station or network. The CATV customer is interested in receiving the widest assortment of high-quality entertainment that is possible. In order to meet

this desire, the CATV operator must, of necessity, make a choice of the available signals it sends into the subscriber's home. A CATV unencumbered by a financial interest in a particular television station will be free to select those channels which in its opinion will secure maximum viewing. The interests of the viewing public and the CATV here coincide. However, if the CATV operator has a substantial financial interest in a TV station, he may approach the problem of channel selection with conflicting feelings.

"The Federal Communications Commission (FCC) has had occasion to consider the propriety of such joint ownership of a CATV system and a television station. Indeed, that federal authority considered the matter to be sufficiently significant that a special inquiry was ordered. The results of this investigation are contained in FCC 64-310, Docket No. 15415. In that docket the FCC declined to rule that joint ownership shall be prohibited per se. In the opinion of the commission "... the danger of such abuses is not sufficiently great to warrant an over-all or across-the-board prohibition against cross-ownership of CATV systems and television stations." *In the matter of Acquisition of Community Antenna Tele-*

vision Systems by Television Broadcast Licensees, FCC 65-688, Docket No. 15415, July 27, 1965.

"Thus at the present time the FCC policy is to review each case of joint ownership on an individual basis with no presumption against such an arrangement. In a case where abuse is possible, the commission may reject an application.

"It should be noted that FCC 65-688 was not unanimous. Chairman Henry dissented, and was joined by Commissioner Cox.

"The dissent summarizes neatly the case against common ownership. As Chairman Henry pointed out:

"The majority decides that there should be no restraint upon common ownership of co-located stations and CATV's unless there is a clear showing that specific "abuses" are likely to occur. I believe, to the contrary, that there should be a strong presumption against common ownership in the same area. Such a presumption would be outweighed only by a strong showing that common ownership would result in a specific public benefit. . .

'A television viewer's incentive to subscribe to a CATV system decreases as the quality and quantity

everything would be fine. . . . The difference between a hot-dog company and radio and television is: This is a government grant. The U. S. government, through the FCC, has said to these operators: 'You operate this in the public interest, convenience and necessity.' Now, whether they've done that or not, how much service, and how many dividends, is what my book is all about."

Asked if broadcasters realistically would put a limit on their dividends, Mr. Friendly replied that he is "an idealist." He continued:

"I think there is going to be a national debate and dialogue in this country over the next few years. I don't want to hurt the broadcasting companies nor is it within my power to hurt them. I don't want you to think I'm a Walter Mitty, but I do think that in one way or another, whether it is by sharing some of those profits in the form of a satellite system, whether it's a system of limited earnings, there must be some way to be found to make broadcasting in this country pursue excellence more than it does. And I'm enough a realist and an idealist to say that it's going to happen."

of off-the-air signals increases. If the station and the CATV system are independently owned, the television licensee will, to the extent possible, seek to improve the technical quality of its signal and the attractiveness of its programs so as to make subscription to the CATV less appealing by comparison. If a station and local CATV system are owned by the same person, this incentive to compete is absent. . . .

'I suggest, however, that this narrow concern with a hunt for "abuses" simply obscures our real goal, which is to promote effective competition between media in any given community. Even the most honest man cannot compete with himself. I am in favor of genuine competition between television stations and CATV systems, and for this reason, I must dissent. . . .'

"In our opinion, weight should be given to the caveats of the FCC minority. It may be that an outright prohibition of dual ownership might be deemed arbitrary. However, other things being equal, the independent owner should be favored. In our proceeding there have been certain applications by owners or operators of television stations. There have been other applica-

tions for the same franchise territories by competent independent owners and operators. Thus a rejection of dual ownership will not result in any loss of service to the public. Rather, in our opinion, an award to an independent operator should promote effective competition between the media. This, we believe, will better serve the ultimate interest of the public in receiving the widest possible selection of high-quality signals.

"This approach should have the additional salutary effect of dispersing the ownership of news and entertainment media in a community. In our opinion, the public interest is best served when such enterprises are subject to the varied and vigorous challenges of a truly competitive communications marketplace."

More Assigned ■ In making the grants, the Connecticut utilities commission assigned communities to applicants without particular regard for the precise communities requested.

Not only that, but the PUC actually authorized CATV service to 83 communities in the state. In the original applications, only 70 communities had been asked for.

Most of the grants, it was observed, serve contiguous communities, permitting service to the several cities, villages and townships from a single headend. In a number of instances, however, the grants go to groups of communities separated by quite a distance, in two cases by as much as 40 to 50 miles (Eastern Connecticut Cable Television Inc., for example, was granted franchises for New London, Waterford, East Lyme and Montville, which are all grouped near Long Island Sound in the eastern part of the state, and Plainfield, Griswold, Putnam and Killingly, in the northeastern section of the state; Teleprompter was granted Danbury and Bethel, adjacent to each other in the eastern area of Connecticut, and Middletown, East Hampton, Portland, Middlefield and Cromwell, in the central section of the state).

It was noted also that no grants were made in Fairfield county, the area nearest New York.

The grants were made by only two of the three PUC commissioners. The third commissioner, appointed after the CATV hearings had been concluded, did not participate.

Better Color, More Signals ■ In discussing the public need for the proposed services, the PUC referred to the fact that most areas in the state have "reasonably" good signals from the networks or at least one network. "But," it continued, "nowhere are 12 high-quality channels available." And, in addition, it continued, acceptable color reception requires a higher-quality signal than black and white.

"CATV," the order stated, "will not only improve this situation but, in the process, enlarge the effective area for receiving color broadcasts from local stations. It will also make available a much wider assortment of black-and-white signals. . . ."

CATV tried to get started in Connecticut in 1960 when a few local communities authorized the operation of cable systems. None got started, however, because the utilities serving these areas would not permit their poles to be used to carry the cable.

In 1963, bills were introduced by representatives from New Haven, the home of the late William Schlank who had secured a CATV franchise for his home town. Both would have authorized Mr. Schlank to string cable on the poles of the Southern New England Telephone Co. and would have permitted the Bell company to allow the cables to be strung.

At a public hearing, considerable opposition developed. Public utilities, representatives of CATV firms considering entering the Connecticut market and the Public Utilities Commission itself went on record against the bills.

Bill Passed ■ The general assembly, however, passed a bill, written by State Representative Ralph Brown, house chairman of the public utilities committee, and the then PUC counsel, Samuel Kanell, which vested in the commission complete authority over CATV.

The PUC did some research into the cable business, set up ground rules, accepted applications and started comparative hearings in September 1964.

In three months, 26 firms that had filed applications for franchises in the most populous areas of the state offered direct testimony on why they would best serve the public interest. Some of the biggest names in CATV were represented—Teleprompter, Jerrold, Teletron, Blonder-Tongue.

A number of political figures were involved also, including U. S. Representatives John S. Monagan (D-Conn.) and Robert N. Giaimo (D-Conn.), the brother of U. S. Senator Abraham Ribicoff, the law partner of Democratic State and National Chairman John Bailey and several state politicians and elected officials.

Cross-examination of the applicants both by the PUC and by their competitors for the same territory got underway in April 1965. Throughout this phase of the hearings, money matters provided the major issue.

Applicants whose 10-year financial projections reflected a return on investment of as much as 400% were told by the commission that existing public service companies returned between 6% and 7%. Other franchise seekers who proposed to put up 10% of the capital required to construct their systems and

borrow the remainder were reminded of the PUC's guidelines on debt-to-equity capitalization of 50-50.

Meantime, the general assembly strengthened PUC control by passing two bills—one amended the state statutes to define CATV as a public utility and the other imposed a 6% gross-earnings tax on the industry, bringing it under the same tax structure as the existing Connecticut utilities.

Finally, 51 weeks later, cross examination came to an end. It was not until October of last year, however, that the commission finally closed the books for good on applications.

NLRB upholds WDAF-AM-FM-TV

The National Labor Relations Board ruled last week that WDAF-AM-FM-TV Kansas City had the right to institute changes in the employment of announcers, newsmen, director coordinators and floor managers in December 1965.

The NLRB, reversing a trial examiner's initial decision last year, determined that negotiators for the Taft-owned stations and for the American Federation of Television and Radio Artists (AFL-CIO) had reached an impasse in their negotiations for a contract after more than 23 bargaining sessions. This permitted the company, the board said, to institute the new procedures without violating the labor law.

Among the items in dispute between the company and the AFTRA local were those relating to the use of announcers on radio or TV without limitations, and the use of prerecordings on all three stations (a maximum of 70 hours a week each on AM and TV, and without limit on FM).

Taft bought the stations in 1964 as part of its \$26.9-million acquisition of three broadcast properties (including also WGR-AM-FM-TV Buffalo, N. Y., and WNEP-TV Scranton, Pa.) from Transcontinent Television Corp. After taking over the Kansas City stations, Taft informed AFTRA it desired to terminate the existing contract with the union and asked for the opening of negotiations for a new contract.

These meetings began shortly thereafter and ran until December 1965; they included federal mediators toward the end.

When the company issued its new work rules Dec. 4, 1965, the union took a strike vote. Employees went on strike Dec. 12 of that year. This was settled in April 1966 and employees returned under a settlement that included the controversial work provisions, as well as pay increases.

AT&T tax procedures questioned

NAB, networks want it to shift from straight-line to accelerated-depreciation method to allow rate cuts

The National Association of Broadcasters and the three networks told the FCC last week that AT&T should be required to take advantage of liberal tax laws that would, the petitioners said, result in large savings to broadcasters.

The views were expressed in proposed findings filed in connection with the initial phase of the commission's top-to-bottom investigation of AT&T's rates and its financial structure.

NAB and, in a joint filing, ABC, CBS, and NBC, said AT&T should use the accelerated-depreciation method of tax computation rather than the straight-line method that it employs.

NAB said that the savings that would accrue to AT&T would result in savings to broadcasters of about \$8 million in transmission costs. If AT&T had used the accelerated depreciation method since it was made available by statute in 1954, NAB said, the Bell interstate systems now being examined would have achieved cumulative savings of \$404 million by 1965. Savings to broadcasters in 1965 would have been \$3,818,000.

A company using accelerated depreciation deducts a greater portion of its investment in plant and equipment than the straight-line method would permit in the early years, and smaller deductions later on. If a company's investment constantly expands, the postponement of the tax payment, in effect, becomes a permanent saving.

NAB's Request — NAB asked the commission to decide that, for rate-making purposes, it expects Bell to convert to liberalized depreciation with savings passed on to users beginning with the 1966 tax year. The association also asked the commission to order over-all rate reductions predicated on the reductions in revenue requirements to be achieved.

AT&T, in its proposed findings, said it considers use of accelerated depreciation an unsound fiscal policy. AT&T said the liberalized depreciation method, which would permit savings to "flow through" to customers, is a "step backward" in accounting procedures and ignores current costs.

The networks said that the commission should consider an AT&T decision to continue using the straight-line method of computation as resulting in higher revenue requirements from Bell systems' customers. And in those circumstances, the networks said, the commission should consider AT&T's deci-

sion to maintain its present level of tax payments "as one of the factors bearing on the company's "permissible rate of return."

AT&T says it needs a rate of return of at least 8% if it is "to provide excellent and continuously improving communications service at low cost." The company also said it should be permitted to bring its earnings up to 8½%.

It said that a smaller return designed to save a small factor of the public's telephone bill would "stultify growth and innovation, retard the economies that derive from technological advance and thereby frustrate the public's larger interest over the long term."

NAB takes neutral stand on satellites

The National Association of Broadcasters last week adopted a middle-ground position on domestic communications satellites. In preparation for the April 3 FCC filing on domestic satellites, the NAB's Future of Broadcasting committee said if the FCC favors single-purpose satellites, broadcasters should get first chance at them since they can use such satellites immediately. If the commission favors a multipurpose satellite, the committee said, provision should be made for broadcast usage.

The committee also backed broadcast ownership of earth stations.


Chicago may see birth of UHF organization

The possibilities of setting up an organization of independent UHF broadcasters will be explored in Chicago next week during the National Association of Broadcasters convention.

Sterling C. (Red) Quinlan, president of Field Communications Corp.'s WFLD (TV) Chicago, said last week that "a lot" of actual and potential UHF operators thought the idea of creating such an organization ought to be considered carefully.

He said he was one member of a group making plans for the Chicago meeting but that he did not feel at liberty to divulge the identities of the others. He indicated the group would confer this week on plans for the meeting, for which he said neither time nor place had yet been set.

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Has FCC erred on procedure?

Procedural problem comes about over question of whether CATV Task Force is guilty of ex parte in telephone case

The FCC may have stubbed its toe, procedurally, when it spun off for separate hearing one of the key issues in the consolidated hearing it has ordered on the legality of the CATV channel-service tariffs that telephone companies are offering.

General Telephone & Electronics, one of three telephone company groups involved, has asked Max Paglin, the commission's executive director, to investigate a report that the commission's CATV task force played a prominent role in persuading the commission to hold the expedited hearing on the so-called 214 issue. This involves the question of whether common carriers must obtain commission permission before building or extending new lines to serve CATV systems.

If the report is true—and no one at the commission denies it—the task force's action constitutes an unauthorized ex parte contact, since the proceeding is an adjudicatory one, according to GT&E's interpretation of the rules.

The commission has been treating the case, like most of those involving rates, as a rulemaking proceeding.

But if GT&E's interpretation of the rules is correct, the task force's communications weren't the only unauthorized ones made. The Common Carrier Bureau expressed its views on the matter also. And in adjudicatory cases, the only staff personnel allowed to talk to the commission are those of the Office of Opinions and Review, who write the orders and decisions.

What Kind of Hearing? ■ Thus the question turns on the question of the nature of the hearings. And commission attorneys were studying the matter last week.

(There may be a question as to whether the task force was guilty of an ex parte representation even if the case is not found to be adjudicatory. Officials term the proceeding a restricted rulemaking case. In such proceedings only decision-making personnel are allowed to contact the commission. And

it wasn't until last week that an order became effective designating members of the newly created task force as decision-making personnel in restricted proceedings. Commission officials, however, said the order merely "clarified" what had been the commission's intent.)

It wasn't clear what kind of action would be taken in the event the staff contacts are found to have been unauthorized. At the least, presumably, the memoranda they filed would be made available to the telephone companies for comment.

Meanwhile, in a prehearing conference last week, Examiner Charles J. Frederick cut through a number of agreements among the parties to designate May 31 as the date for the start of the hearing. The companies involved—the Bell systems and United Utilities Companies as well as GT&E—were asked to submit information requested by the Task Force and the Common Carrier Bureau by May 15.

There is some question as to whether each of the companies will be able to meet the May 15 deadline on the Task Force's request. That unit has asked for detailed descriptions of each of the systems they serve under their tariffs. The Common Carrier Bureau has asked the companies for information on only four or five representative systems.



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Commission mulls Moss's questions

The FCC last week was considering a long list of questions submitted to it by Representative John E. Moss (D-Calif.) (BROADCASTING, March 20).

The lengthy query touched broadly on three general topics. The FCC was asked to outline its policies and procedures concerning broadcast license applications, renewals and transfers; educational television, and antenna tower safety. Representative Moss was planning to ask these questions at a recent hearing held by the House Commerce Committee of which he is a member, but was prevented from doing so because of time limitations (BROADCASTING, March 20). The commission was asked to answer the questions to complete the record on the hearing. Another committee member was also reported drafting a series of questions for the FCC.

The largest number of inquiries in the 103-question letter dealt with broadcasting licenses. These were concerned with the FCC standards and procedures for handling license applications, renewals and transfers and what means

the commission used to ascertain if the parties were qualified for a license or if the action was in the public interest. He also inquired how many stations had had their licenses transferred more than once in the last 15 years. The FCC was also asked about whether it inquired as to the applicants' motives in seeking a license and if the commission considered whether the action would result in concentration of control of the mass media in a locality.

ITT-ABC Queries ■ In connection with license transfer, Representative Moss posed a few questions about the merger of ABC and International Telephone & Telegraph Co. He inquired who was representing the public in the proceeding, if the commission accepted at face value the applicants' statements and who had the burden of proof of showing the transfer was in the public interest.

He also asked several questions concerning the guides the commission used to determine if an application for an educational TV station was also in the public interest and whether the commission checked into whether ETV stations engage in commercial activities. He also asked about policies concerning grants of 2500-mc television station licenses which are mostly for instructional use.

The subject of broadcast tower safety, which had been discussed by Committee Chairman Harley O. Staggers (D-W. Va.) during the hearing, was also touched on by Representative Moss's letter. He asked who ascertained the safety of such towers and if any agency inspected them after construction. He noted aircraft collisions with towers and a series of tower collapses recently.

Also included in the letter was the warning that Chairman Staggers sounded during the hearing. Representative Moss also pointed out the commerce committee was charged by law to "exercise continuous watchfulness" over the federal agencies under its jurisdiction.

Vail to advisory group

Thomas Vail, publisher and editor of *Cleveland Plain Dealer*, recently purchased by S. I. Newhouse, group publisher and broadcast station owner has been named by President Johnson to U. S. Advisory Commission on Information. He replaces Dorothy B. Chandler of *Los Angeles Times*.

Renamed to commission was Frank Stanton, president of CBS Inc., as chairman, and Sigurd S. Larmon, news and public relations executive.

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NAFMB to lead off with survey data

PROGRAMING PROFILE WILL SET STAGE FOR 12TH ANNUAL MEETING

Popular music is programed the most by FM stations and background music runs a close second. Together, they represent the programing of by far the majority of stations.

Of 808 FM stations describing their operations, 72% report an association with a sister AM (86% of this number had "some" separate programing), 48% broadcast some stereo, 39% are network affiliates and 42% have a subsidiary communications authorization (SCA).

These general findings are contained in a preliminary report of a national polling of 1,550 FM stations commissioned by the National Association of FM Broadcasters. A detailed report of the survey—conducted in January and February by NAFMB through Inquiry Research—will be disclosed at NAFMB's 12th annual convention to be held Friday through Sunday (March 31-April 2) in Chicago. The survey report will be distributed to NAFMB members, advertisers and agencies.

More than 300 FM broadcasters are expected at the conference.

Most of the report, it was disclosed last week, is devoted to a detailed programing profile showing the incidence of 20 programing categories—10 music and 10 talk—by market size and day-part, along with information on automation and simulcasting.

In the survey, a response of 52.1% (or 808 returns) was received via questionnaire. Information in the study was reported on the basis of five breaks in market size: all markets; top 50 markets; top 20; 21 through 50, and markets below that level.

In describing their over-all format, 36% of the stations called it pop and personality. The background format in broadcasting was reported by 33%. "Fine arts" programing was identified by 23%; talk by 2%.

Definitions ■ The questionnaire includes in "fine arts" classical and semi-classical music, jazz, discussion, folk music and drama. "Pop-personality" includes all categories of popular music and established program hosts; "background" includes all "longer" musical segments both popular and semi-classical and with little or no announcer, identification.

Full results of the survey will be announced during the first morning session of the Chicago meeting by Alex Smallens, WABC-FM New York. It will be followed by a floor discussion on programing.

The first panel session of the conference will be held Friday morning and

cover "FM Programing—1967". David J. Bennett, Triangle Stations, Philadelphia will moderate. Panelists will be Bruce Glycadgis, WJFM(FM) Grand Rapids, Mich., and John Richer, WFIL-FM Philadelphia.

Robert Cahill, legal assistant to FCC Chairman Rosel Hyde, will be the luncheon speaker. In the afternoon NAFMB will hold its membership meeting.

On Saturday, promotion, research and set sales panels will take up the morning session, with sales seminars covering the afternoon meeting. The annual Armstrong awards for excellence in FM broadcasting will be presented at the luncheon.

The promotion panel will be moderated by William Shaw, WPTH(FM) Fort Wayne, Ind. Panelists will be: Norman Darer, CBS-FM National Sales, New York; Ronald G. Schmidt, KLEF(FM) Houston, and Martin Martinez Rios, XEOY Mexico City.

David Polinger WTFM(FM) Lake Success, N. Y., will moderate the research panel. Those panelists will be: Robert Atkinson, C. E. Hooper Inc., New York; Roger Hoeck, American Research Bureau, New York; Jack Gross, Media Statistics Inc., New York, and Allen Klein, The Pulse Inc., Los Angeles.

Auto Facts ■ Lynn Christian, WPIX-FM New York will moderate the panel report on home and auto FM set sales. Jack Wayman, Electronics Industries Association, Washington, and representatives of the major car radio manufacturers will be panelists.

The local-sales panel will be moderated by Warren Koerbel, WBNF-FM Binghamton, N. Y. Panelists will be: Herbert Hobler, WTOA(FM) Trenton, N. J.; Robert Dannenberg, WQDC(FM) Midland, Mich., and Howard Jernigan, WGH-FM Norfolk, Va.

Moderating the national-sales panel will be Dick Paisley, WPBS(FM) Philadelphia. Panelists will be: Herbert E. Groskin, Herbert E. Groskin & Co., New York; John C. Butler, Peters, Griffin & Woodward, New York, and Jack Masla, Jack Masla & Co., New York.

A reception sponsored by Schafer Electronics will conclude the Saturday program.

Sunday (April 2) is FM Day in Chicago with NAFMB programing the morning session and the National Association of Broadcasters covering the afternoon. A highlight of the morning session will be a report on the new

NAFMB-Radio Advertising Bureau sales promotion service by Miles David, RAB president.

The NAFMB Sunday program will open with a round-table engineering discussion moderated by Everett Dillard, WASH(FM) Washington. On the panel will be: Harold Kassens, assistant chief, FCC Broadcast Bureau; Noel Luddy, RCA broadcast division, Washington; Gart Bowling, Collins Radio Co., Dallas; Ed Gagon, Gates Radio Co., Quincy, Ill., and Robert M. Sullivan, Electronics Research Inc., Evansville, Ind.

The panel on automation and flexibility will be moderated by William Greene, CBS-FM, New York. Panelists will be: Rogan Jones, International Good Music Inc., Bellingham, Wash.; Paul Schafer, Schafer Electronics, Chatsworth, Calif.; George Krutilek, Continental Electronics Inc., Richardson, Tex.; Gunther Meisse, WVNO-FM Mansfield, Ohio; John Englebrecht, WKY-FM Evansville, Ind., and Perry Ury, WRKO-FM Boston.

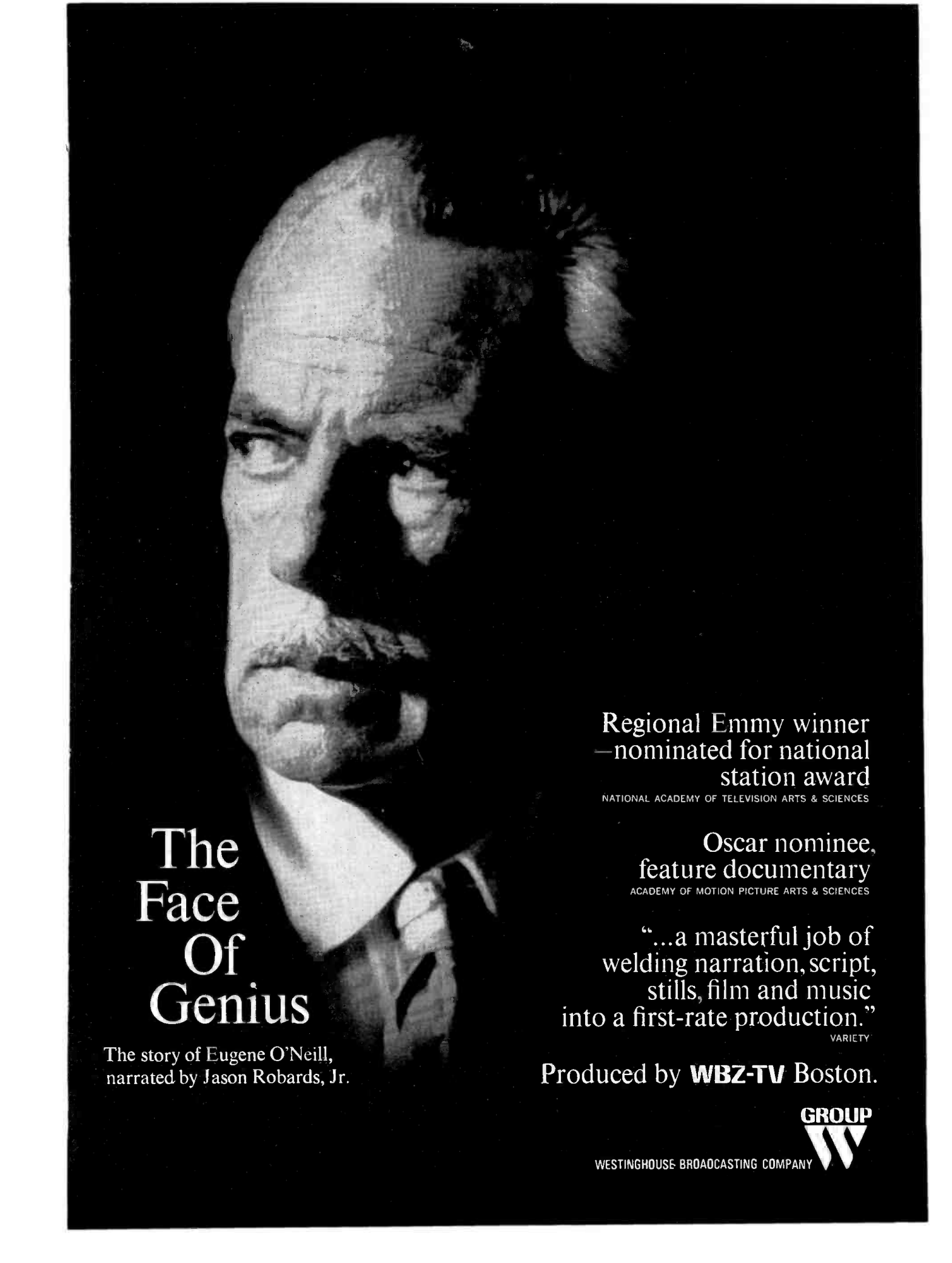
WAVY-AM-TV sale set to Newport News firm

A letter of agreement for sale of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va., to the Daily Press Inc. of Newport News, Va., was signed last week, subject to FCC approval. Sales price will be \$8 million for the channel 10 NBC affiliate and its 5-kw (1350 kc) radio station, also NBC-affiliated.

Because of the FCC's duopoly regulation, the proposed new owners, who operate WGH Newport News, will sell off WAVY radio as part of the transaction. Details are to be worked out during the next few weeks. Daily Press Inc. publishes the *Newport News Daily Press* and *Times-Herald* and is headed by Mrs. Raymond B. Bottom and her son, Raymond B. Bottom Jr.

Sellers include more than a score of stockholders, with the largest single block (10.43%) held by Hunter Phelan, former supermarket executive. Other major stockholders include George McLean, 8.53%; J. L. Camp Jr., 7.12%; Carl J. Burkland, former WAVY manager now with the Television Information Office, 6.38%; J. Glen Taylor, president and general manager, 5.3%; Henry Clay Hofheimer, 4.12%, and others.

WAVY-TV began operation on Sept. 1, 1957. WAVY began operation in 1942. Both are represented by H-R.



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FCC says nix, won't deintermix

All-channel-receiver law needs more time, commission rules in denial of WKOW-TV Madison's all-U petition

Four-and-a-half years after it placed its bet on the all-channel receiver law to put UHF television on a more equal footing with its VHF competition, the FCC is not ready to move its chips to other possible remedies, such as selective deintermixture.

The commission said as much in an order, released last week, denying the petition of WKOW-TV (ch. 27) Madison, Wis., to deintermix that market to all-UHF commercial assignments and stations.

The market has one other commercial UHF station, WMTV-TV (ch. 15), UHF educational station, WHA-TV (ch. 21), and a commercial VHF, WISC-TV (ch. 3). WKOW-TV proposed shifting the educational ETV to channel 3, and requiring WISC-TV to operate on channel 21.

WKOW-TV had argued that enough time had passed since enactment of the law requiring manufacturers to build sets capable of receiving all channels to make clear it has not affected the competitive imbalance in Madison. The law was enacted July 10, 1962, and WISC-TV has become increasingly dominant, according to WKOW-TV.

More Time Needed ■ But the commission, pointing out that the law has been in force only since April 30, 1964, when the agency's implementing rules became effective, said it is "much too soon" to attempt to assess the law's effectiveness. Strides in UHF development, the commission added, "augur well for eventual achievement" of the

goal of an integrated system.

The order also served as a reminder as to what prompted Congress to act on the legislation which the commission had long favored. The commission, the order noted, had advised Congress that, with enactment of the legislation, "we did not favor pursuing the deintermixture approach . . . with particular reference to Madison and seven other communities for which we then had all-UHF deintermixture proposals under consideration. . ."

The commission recalled that, in terminating the eight deintermixture cases on July 14, 1962, it reaffirmed its view that "selective deintermixture is not the general or long-range solution to the television allocations problem" and that "the all-channel receiver authority is the essential precondition to any such solution." The commission said it regards these considerations as still sound.

Reluctant ■ The vote was unanimous, but Commissioner Kenneth A. Cox, in a statement in which Commissioner Robert T. Lee joined, said he concurred only "with reluctance." He said he feels the commission is committed to primary reliance on the all-channel law and should pursue that course "a while longer."

But he said the commission cannot afford to ignore "indefinitely" the problem of "competitive imbalance, which unreasonably enhances the profits of the dominant VHF stations in the communities that had been earmarked for deintermixture.

He noted that in the years 1962 through 1965, the eight VHF stations in Madison, Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C.; and Montgomery, Ala., have earned profits and made other payments to their principals totaling more than \$32,500,000. During the same period, he said, the 15 UHF's most directly competitive with them had net profits and made payments to their principals of less than \$2,300,000—and six of the UHF's, he added, had over-all net losses for the four years.

In expressing his readiness to wait "a bit longer" to see whether the all-channel law can "turn the tide," he said he believes it will promote the advent of new UHF stations.

But he remains dubious about the extent of the success the law can achieve. "It remains to be seen . . . whether even 100% UHF receiver capability will solve the problem of balancing competition in one- and two-VHF markets," he said.

Split channels needed for broadcasters—NAB

The National Association of Broadcasters is critical of the FCC's latest attempt to find ways of easing the radio-spectrum shortage for the land-mobile radio services.

Responding to the the commission's proposed rulemaking issued in December 1966 (BROADCASTING, Dec. 5, 1966), the NAB stated that reallocation of spectrum space currently used by remote pickup units to land-mobile radio would be detrimental to the growth of broadcast services.

The commission's proposal, if adopted, would allocate two half-megacycle segments of the spectrum to land-mobile radio by splitting frequency assignments (from 100 kc to 50 kc) in the 450-451 mc and 455-456 mc bands. These bands are now used for radio broadcasts and the voice portion of telecasts that are relayed by remote pickup units. The channel splitting would leave the same number of channels—20—available for broadcast purposes, while 20 new channels would be made available for land-mobile.

A reduction in frequency spacing, the NAB noted, would have an adverse effect on the quality and operating range of remote pickup services.

The association, however, endorsed the FCC's channel-splitting proposal as being in the public interest, but also said that the additional channels gained should be retained for broadcast purposes because of the "rapidly expanding need for remote pickup facilities."

Color-TV and FM-set sales up in January

Two bright spots showed up in January distributor sales to retailers in the consumer electronics industry: Color-TV sales were up 35.5% and FM sales were up 8.7% over January 1966.

Otherwise, the black-and-white TV and home radio market were soft.

Sales as reported by Electronic Industries Association last week:

		TELEVISION		
		Color	Monochrome	Total
January	1967	313,442	398,070	711,512
January	1966	231,238	650,904	882,142
		RADIO		
		Home	(with FM)	Auto
January	1967	661,432	221,105	729,666
January	1966	831,350	203,430	746,152

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Engineers in a can-do mood

IEEE conventioners, 55,000 strong, hear buoyant talk of state-of-the-art advances; CATV future considered

One engineer updated the cliché, "necessity is the mother of invention," to a more modern, "knowledge of feasibility is always the creator of demand." This could reflect the tone at the 1967 international convention held in New York last week (March 20-23) by the Institute of Electrical and Electronics Engineers.

Talks centered on what today's basic technology will create tomorrow. In the broadcast field, predictions focused on such developments as three-dimensional TV, flat-screen TV, satellite-to-home TV, computer-type radio-TV communications, radio-TV delivery by cable distribution of the nation's newspapers and microcircuit broadcast units for lighter and more reliable service.

The IEEE convention, attended by some 55,000 people, was held at the New York Hilton hotel where 72 technical sessions encompassed more than 300 scientific papers, and at the nearby Coliseum which housed \$7.5 million worth of new equipment in 1,339 different exhibits.

Sophisticated types of transmission for TV and radio signals will become operational almost as soon as they become feasible, IEEE speakers said. Through digital transmission or pulse-code modulation greater amounts of data will be carried on the broadcast wavelengths. New capabilities await broadcasters as the computer becomes part of the broadcast process. New channels will also open for transmission at the millimeter and optical wavelengths.

Solid-state technology, which began as circuits made up of individual semiconductor diodes and transistors and developed into a generation of printed circuits, then integrated circuits and thin-film circuits, has lately given promise to a new generation—"large-scale integration" (LSI).

This LSI development—a single wafer containing many more circuit functions than an integrated circuit—could prove almost as promising to the electronics engineer as LSD is to the thrill-seeker, according to S. F. Eyestone, president of Autonetics, a division of North American Aviation Inc.

New Red Phosphor ■ RCA unveiled a color-TV picture tube with a new type of phosphor claimed to provide 40% greater red-phosphor efficiency and 38% increase in highlight brightness over competitive color tubes.

RCA also displayed some 150 new

components in 19 product categories, among them solid-state and electron-tube devices for use in broadcasting and other fields, new integrated circuits for FM radio receivers, and new silicon negative-positive-negative transistors for VHF-TV receivers, TV tuners and AM-FM receivers.

New VTR ■ Sony Corp. of America exhibited two of its newest color-video tape recorders: a CV-5100 home unit priced at about \$1,500, and an EV-200 professional unit at \$3,550 (not including a \$2,000 color adapter box). Sony spokesmen said the CV-5100 will be on the U. S. market within six months. The professional unit has been available to industry for nearly seven months. Sony's home recorder, a 58-pound unit using half-inch tape on a seven-inch reel, played for over one hour simultaneously onto two TV sets that served as monitors—a 19-inch Sony Chromatron receiver and a conventional U. S. shadow-mask set. Observers noted a distinctly sharper color pickup from the Chromatron unit. Sony's professional EV-200 using one-inch tape, weighing 88 pounds, fed video color signals to a \$2,700 Conrac TV set.

CATV-CCTV Topics ■ In a technical symposium on "new horizons in science and engineering," two researchers championed CATV and closed-circuit television.

J. R. Pierce, executive research director, Bell Telephone Laboratories, called wire distribution in CATV operations the "most revolutionary thing that could happen to TV in this decade." CATV could produce the strongest change in mass communication with the development of solid-state devices to permit wider broadband frequencies, he indicated. It's conceivable, he said, that a wide broadband, operating in the off-hours (overnight), could channel into the home microfilm facsimiles of every newspaper in the U.S. The TV viewer need only select material by way of automatic three-dimensional displays. TV transmission, he observed, will be augmented with greater amounts of information relayed on broadcast wavelengths by use of digital, pulse-code modulation and other sophisticated schemes of transmission.

Speech Juice ■ "Freshly squeezed speech" was a highlight introduced at IEEE by the Infotronic Systems Inc. (affiliate of Gotham Audio Corp.), New York.

Stephen F. Temmer, Infotronic pres-

ident, demonstrated how a \$3,950 Eltron information rate-changer Mark II could compress the normal rate of speech some 20% to 25% without affecting pitch.

CATV Session ■ Three members of the National Community Television Association presented topics related to an "expanded broadcast TV coverage through the medium of CATV."

J. Leonard Reinsch, a broadcaster who is also heavily involved with community antenna operations, urged IEEE members to consider CATV as a "major communication device."

Mr. Reinsch, president of Cox Broadcasting Corp., told the CATV-session audience that cable television qualifies for an important communications role because it can provide coverage to homes beyond broadcast signals and also because urban CATV applications, although within signal range of transmitters, can in many cases provide better reception.

But the CATV industry, he noted, "is also discovering that it is able to perform a third important function. By using . . . the tools of television, it is possible for CATV to serve those communities that are without a means of local television expression."

A goal of the FCC's Sixth Report of Television Allocations, issued in 1952, he said, was to provide at least one television station in each community, but the economics of TV broadcasting have ruled against widespread local service in smaller cities, and a further goal of the order—at least two stations in every community—would seem even more unlikely using conventional broadcast techniques.

CATV technology can provide a means of achieving these goals, Mr. Reinsch said.

In fact, he noted, engineers "are predicting that the idea of putting *all* communications 'into one pipe' may someday be realized." But although the technology is at hand for such a development, he cautioned, he would not suggest "that it would be economically or even socially practical or proper" to urge that wire lines rather than propagation techniques be used to provide all television services.

In a question-and-answer session after his prepared talk, Mr. Reinsch ventured that "eventually all homes in the U. S. will be wired for cable television."

Grass-roots Gigahertz ■ H. J. Schlafly, vice president, Teleprompter Corp., New York, called attention to society's need for "grass-roots communications," as part of a report on propagation tests for an experimental 18 ghz wideband distribution system. Mr. Schlafly discussed a joint project of Teleprompter and Hughes Aircraft Co., begun last year, to test the feasibility of using that

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part of the radio spectrum—now almost entirely vacant—for short-range distribution of the entire VHF-TV and FM bands. Such a system, he noted, would not replace CATV at the local level, but operate as a competitive medium.

The design and operation of high-output solid-state amplifiers within CATV transmission systems with emphasis on temperature effects were examined by James R. Palmer of the C-COR Electronics Inc., State College, Pa. (a producer of broadcast equipment). Mr. Palmer underscored the results of high-level CATV gear, which can afford great reduction in the number of amplifiers and reduce costs.

WMAL, NABET set apprentice program

The continuing "critical shortage" of skilled broadcast technicians has led the Evening Star Broadcasting Co. (WMAL-AM-FM-TV, Washington) and the National Association of Broadcast Employees and Technicians into developing an apprentice program. The plan provides for no displacement of any of the 46 engineers on the staff.

Incorporated in a new contract that was signed last week and runs through Oct. 31, 1970, is provision for the Evening Star stations to take on a "maximum of four" apprentices for a maximum of 24 months. During that period the apprentices would work in all engineering areas at the station, and at any time could be added to the staff.

Although the apprentices will be NABET members, the contract provides that they can be dropped from the program.

Richard Stakes, controller and assistant general manager of the stations, said the program "provides an opportunity to hire inexperienced young men who have an interest in electronics at considerably less than the regular wage scale." The apprentices would be paid \$400 per month the first year and \$475 per month in the second year. The months are based on total hours and do not have to be served consecutively.

Clifford Gorsuch, director for region three of NABET, stressed that the program "will not displace union workers" and noted that the apprentices "will not be permitted to work alone. Their work must be paralleled by union employees."

He called the program a "progressive step forward" in the training of new engineers and said the union receives many calls requesting engineers and is unable to find the necessary personnel to fill the vacancies.

As an example of how the program might work, if an apprentice en-

ters the program in June and after 12 months is felt to qualify for a staff position, he would be brought in at the union first-year scale, which in July 1968 would be \$7,560.

The minimum for four-year men at the Evening Star is now \$11,340. This figure will go up to \$14,160 within the period of the new contract.

Delays frustrate inventive climate

Teleprompter Corp. answered its Manhattan-experiment critics last week with a charge that "the atmosphere of deferring and delaying" was a frustration of a healthy "inventive" climate in the competitive radio industry.

In a brief filed before the FCC, Teleprompter replied to specific Communications Satellite Corp. and AT&T complaints that commission sanction of an 18-gigacycle allocation for CATV use would be "premature" (BROADCASTING, March 13).

Teleprompter limited its answers to two specific questions: Should frequency allocations be deferred pending determination by Comsat and AT&T of their own present and anticipated future frequency needs, and whether or not Teleprompter had demonstrated sufficient need for its proposed service to warrant formal rulemaking proceedings.

Teleprompter argued that usage of 448 megacycles or less than one-fourth of the 18-gigacycle band would not preclude the type of space operation envisioned by the two major carriers, but rather would render a "valuable contribution" to the body of experience data. The company found it "difficult to believe" that, if the allocations were made, "there would not remain wholly adequate spectrum to meet satisfactorily all of the foreseeable communications demands of Comsat and AT&T."

CARS Impractical ■ Citing the commission's concern with the "prohibitive cost of extending the [CATV] cables beyond heavily built-up areas," Teleprompter distinguished its service of local distribution from that of Community Antenna Relay Service, a long-range point-to-point microwave service presently licensed by the FCC. The company dismissed CARS as impractical for local distribution because of the system's extensive costs and its inability to use the same frequencies for both long-range relay and local service. Teleprompter also noted that a single TV channel frequency modulated over a CARS circuit uses more than four times the amount of spectrum required to transmit the same information over the proposed Teleprompter system.

ABC gets slow-motion color-TV recorder

ABC-TV last week formally announced a new color-TV recording system for instant color replay (slow motion or stop action), to be used initially in network sports coverage.

The color-replay system, developed by the Ampex Corp., was first used on March 18 during an ABC's *Wide World of Sports* skiing event. Its next use is scheduled May 6 on coverage of the Notre Dame-Alumni football game telecast.

ABC-TV has ordered three of the \$110,000 systems from Ampex. Rooney Arledge, vice president of sports, said the flexibility of the system in 30-second replays of slow-motion, frame-by-frame, stop-action, and reverse-action, will enhance ABC-TV's coverage in 1968 of the Summer and Winter Olympics.

The high-band color system, which Ampex plans to exhibit at the National Association of Broadcasters convention next week in Chicago, consists of "rare-earth metals" in the form of a highly polished metal disk and an electric control panel.

Commenting on a similar stop-action color device developed by MVR Corp. for CBS-TV, Julius Barnathan, ABC vice president of broadcast operations and engineering, said at a news-conference demonstration in New York, that the CBS disk recorder was made only for stop-action color and that slow-motion effects used during a March 11 broadcast (when CBS-TV introduced the device) were filmed effects replayed.

CBS-TV last week said its new instantaneous stop-action color disk recorder will be used again in such events as the Masters golf tournament and the National Hockey League Stanley Cup playoffs this month. The network claimed to have introduced the first black-and-white stop-action disk recorder to TV in 1965.

Labeled the HS-100, the Ampex color system is said to be the first of its kind capable of color recording and instantaneous replay of TV action at various speeds down to frame-by-frame stop action. Any portion of a 30-second color recording can be cued for on-the-air use within four seconds, according to Ampex.

Thomas E. Davis, vice president-general manager of Ampex's audio-video communications division, said the HS-100 could also be employed in rapid low-cost production of color commercials and special-effects material.

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See page 87

Color-TV set slowdown

Consumer resistance tied to tight money and credit by manufacturers

Is the color-TV manufacturer caught up in a consumer stand-off similar to that which has caused slumps in automobile sales? It appeared last week that consumer reluctance to buy "hard goods" (cars, appliances, TV sets, etc.) was the underlying factor in pushing predictions of huge 1967 color-TV sales volume off target.

RCA, Admiral, General Electric, Sylvania, Westinghouse, Warwick, Motorola, National Video, Zenith have indicated a sudden change in color-TV's economy.

RCA, a major force in the color-TV business, has set an indefinite, though "temporary," layoff for workers at four of its plants in the Midwest. The company indicated that supply was catching up with demand. An official noted, too, that spring was traditionally a slow marketing period and that RCA was soon to change over to production of its 1968 line of home instruments. Bryce S. Durant, president, RCA Sales Corp., said an "economic adjustment" expected for the second half of the year would seem to be coming sooner.

Mr. Durant, however, said RCA didn't see any slack-off in consumer demand for color sets. The RCA cutback is in its facilities at Bloomington and Marion, both Indiana, and Memphis. The plants either make components for the sets or assemble them (except for Marion, which manufactures color tubes).

GE has announced production cut-

backs and layoffs of workers affecting color-set making as has Westinghouse Electric Corp. Sylvania (General Telephone & Electronics Corp.) has rolled back in color-tube production. Motorola Inc. has cut back at its color-TV facility in Franklin Park, Ill.

Admiral Corp., Chicago, meanwhile, said it had changed its projection for color-TV set sales from 7 million to 6.1 million units and blamed "tight money and higher interest rates." Admiral, however, is tooling up for 18-inch and 20-inch (rectangular tube) color sets, models not heretofore produced by the company. Admiral also is planning to make a 14-inch portable by the fourth quarter of this year.

National Video Corp., Chicago, in reporting a third-fiscal quarter earnings drop (see page 88), took note of a dip in consumer demand for color. The firm makes color tubes.

Warwick Electronic Co., Chicago, color-set supplier for Sears, Roebuck and Co., has initiated a one-week closing of its color facility. The company indicated last week the action was to accommodate an inventory adjustment.

Kodak to stop making magnetic tapes

The Eastman Kodak Co., Rochester, N. Y., by the end of 1967 will end the manufacture and marketing of magnetic tape in the U. S. Kodak said the phasing out represents a very small amount of its over-all business and will have little effect on Kodak's total volume.

A Kodak official last week said the tape operation was being ended because of a need for manufacturing facilities and personnel in other areas of the company's operations. The tape business, he indicated, just "didn't seem to be our type of business from a manufacturing and marketing standpoint."

Kodak, which principally is in film,

also makes instrumentation and audio tapes, and had planned to enter the fields of computer and video tapes sometime in 1968. Its associate company, Kodak Pathe, Vincennes, France, reportedly will continue its magnetic-tape operations overseas.

FCC delays definition of what accurate means

The FCC broke a little logjam last week, but in doing so nonplussed a lot of engineers as well as others. At issue, it seems, is the precise construction of the meaning of the word "accurately."

What the commission did was to revise its technical rules by adding a footnote to Section 73.332(d)(6) stating that the definition of the word "accurately" has been put off "for future consideration."

The section requires that FM stations engaged in stereo broadcasting must measure "accurately" the amount of cross talk between the main channel and the subcarrier channels used in stereo and vice versa. The semantic argument that raged, (if that word can be used), within the technical staff of the commission was between the advocates who insisted that accurate meant 100% and those who felt this was putting an intolerable burden on broadcasters because the instruments measured other characteristics too.

Anyway, the commission's action last week freed a backlog of modulation monitors awaiting type acceptance—an FCC imprimatur that says the device is acceptable for use by broadcasters. The first type approvals came immediately. They were to Collins Radio Co., Dallas, and to McMartin Industries Inc., Omaha. The new devices measure cross-talk as well as distortion, signal-to-noise, channel separations and stereo channel suppression.

FINANCIAL REPORTS

Comsat still awash in investment income

INTEREST ON CAPITAL OVERPOWERS SATELLITE INCOME

The Communication Satellite Corp., reporting to its stockholders for the first time in conventional form, said last week that the two-year-old Early Bird satellite over the Atlantic Ocean has brought in \$6,411,467 from customers, with TV use amounting to \$493,000.

Overall, Comsat showed \$11,299,216 in retained earnings at the end of 1966. Of this \$4,880,033 is for 1966, and

\$6,419,183 for 1964 and 1965.

In addition to the revenues from Early Bird, the international satellite carrier (Comsat owns 53.8% of the international satellite consortium of 56 nations) had income of \$21,952,049 from temporary cash investments.

Other highlights of the company's annual stockholder report, and its report to the President and Congress:

▪ Each of the satellites in the Intelsat

III series, due to be launched in 1968, will be capable of handling four TV channels, or 1,200 two-way voice circuits. Each satellite will be 56 inches in diameter, will weigh 240 pounds and will have an expected life of five years. Six of these third-generation satellites are being built for Comsat by TRW Inc. at a cost of \$32 million.

▪ Five more overseas earth stations are due to join the system this year—in the Philippines, Thailand, Hong Kong, eastern Australia and Spain. Last year five foreign stations began operating—Ascension Island (United Kingdom), Grand Canary Island (Spain), Mill Village, Nova Scotia (Canada),

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See page 81

Carnavron (Australia), Ibaraki (Japan). These joined the original overseas stations at Goonhilly Downs, England; Plemeur-Bodou, France; Raisting, West Germany, and Fuchino, Italy.

During 1966, the United States added two earth stations to its original Andover, Maine, installation; they are at Brewster Flat, Wash., and Paumalu, Hawaii. Three more are in planning stages, in California, West Virginia and Puerto Rico.

Comsat still feels a general-purpose domestic satellite system handling all forms of traffic is best and most economical. It reports that if given FCC approval, an initial system could begin in 1970, using four satellites to cover the continental U.S. Each satellite would be capable of handling 12 TV channels or 84,000 telephone calls. By 1973, Comsat said, new satellites with twice the capacity could be orbited; and in 1978, the capacity of newer satellites would be five times the original capabilities of the 1970 relays.

Record TV revenues cited by Wometco

Wometco Enterprises Inc., Miami, has reported all-time highs in sales and earnings for its television stations in 1966. Of the \$49,636,713 in gross income received by the company last year (BROADCASTING, Feb. 13), \$14,365,440 in revenues came from television and radio, compared to \$13,207,042 in 1965.

Wometco broadcast interests include WTVJ(TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; kvos-TV Bellingham, Wash., and a 45½% interest in WFGA-TV Jacksonville, Fla. Last year Wometco received \$45,400 in dividends from WFGA-TV, which is presently operating under special temporary authority from the FCC. The undistributed earnings of WFGA-TV are not reflected in the Wometco income.

Wometco said that it thought its sta-

tions would eventually be able to charge extra for color advertising. When the stations could charge in this manner will depend on color set penetration, the company said. The firm reasoned that as color set penetration increases, the value of TV as an advertising medium increases. Because of the increase in value, the annual report said, stations would be able to increase their rates even without commensurate circulation increases.

Wometco said that color set penetration would have to reach about 25% in a top market, 33% in a medium market, and 50% in a small market before a station could reasonably charge for color.

Reeves revenues jump \$3 million in year

Record highs in revenue and earnings were achieved by Reeves Broadcasting Corp. in 1966, it was reported last week by J. Drayton Hastie, president. Net earnings rose 35% while revenue increased 50% over last year.

Reeves stations are WUSN-TV Charleston, S. C.; WKEE and WHTN-TV Huntington, W. Va, and WITH-AM-FM Baltimore.

For the year ended Dec. 31:

	1966	1965
Earnings per share	\$0.42	\$0.32*
Revenue	8,946,492	5,940,228
Net earnings	698,670	512,805
Average shares outstanding	1,682,698	1,605,707

*Includes 4 cents per share nonrecurring gain.

Avco's sales top \$150 million mark

Avco Corp., parent of Avco Broadcasting Corp., Cincinnati, has recorded new records in sales and earnings for the first fiscal quarter ended Feb. 28.

Avco, a diversified company, owns WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Day-

ton, Ohio; WLWI(TV) Indianapolis; WWDC-AM-FM Washington; WOAI-AM-TV San Antonio, Tex., and KYA and KOIT(FM) San Francisco. The firm is engaged in CATV through Meredith-Avco Inc., a company jointly owned by Avco and Meredith Publishing Co.

For the quarter ended Feb. 28:

	1967	1966
Earnings per share	\$0.56	\$0.54
Sales	150,411,783	118,592,525
Net income	7,808,533	7,431,135
Average shares outstanding	13,983,324	13,758,405

Zenith makes it six records in a row

Marking the sixth consecutive year in which both sales and earnings set records, Zenith Radio Corp., Chicago, has reported that earnings were up 30% for the fiscal year ended Dec. 31, 1966.

Consolidated net sales for the year rose 33% higher than the previous year, with fourth quarter sales being the highest in Zenith's history. Color television sets, with dollar volume up over 80% from 1965, was the major factor in the sales increase. Combined sales of black-and-white and color television receivers were nearly two-and-a-half million units, a new high. Radio unit sales also set a company record.

For the year:

	1966	1965
Earnings per share	\$2.31	\$1.79*
Sales	625,003,460	470,503,343
Net income	43,474,636	33,553,069
Average shares outstanding	18,782,958	18,708,994

*Adjusted to reflect a two-for-one stock split in May 1966.

Viking sets CATV mark

Viking Industries, Hoboken, N. J., CATV equipment manufacturer, reported record turnkey CATV system contracts of \$1.5 million for February. This was the first month that turnkey contract sales exceeded \$1 million, Robert Baum, marketing vice president, said. The construction contracts cover six CATV systems in Pennsylvania, Florida, Ohio and Illinois.

Financial notes . . .

■ Kansas State Network Inc., Wichita, Kan., has declared a quarterly dividend of 3 cents a share, payable March 31 to stockholders of record March 24.

■ Softening sales in color television sets were cited by National Video Corp., Chicago, last week as the reason for the tubemaker's drop in earnings for the fiscal year's first three months ended Feb. 28. Sales fell to \$18.6 million from \$24.3 million for the same period a year ago. Profit for the quarter dropped 59% to \$759,472.

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Reduction in fine sought

Eastern seeks easing
of \$10,000 levy for
alleged contest rigging

The sins of a station employe should not be visited upon his boss—certainly not to the extent of a maximum fine of \$10,000, when the boss has tried to prevent wrongdoing and proof of guilt is not submitted.

This was the message that Eastern Broadcasting Corp. delivered to the FCC last week in seeking a drastic reduction in, if not a quashing of, the notice of liability for \$10,000 the company had received on Jan. 5 (BROADCASTING, Jan. 9).

The commission adopted the notice as a result of two allegedly rigged contests conducted in 1965 at WALT Tampa, Fla., which Eastern no longer owns. WALT was sold to Universal Broadcasting Co. in February 1966.

Eastern noted that the commission had sought to pin responsibility on the station manager, Richard Oppenheimer, but had acknowledged that the company's president and principal owner, Roger Neuhoff, "had no knowledge of or was implicated in the wrongdoing." No other officer or owner was involved, either, Eastern said, adding that it had maintained "close and personal supervision" of WALT.

Accordingly, Eastern said, it cannot be held to have violated the statute barring contest rigging since the statute speaks of "intent."

Eastern also pointed out it notified the commission of the allegations concerning the contest. Eastern wrote the commission on April 27, 1966, a day after receiving word from Universal that listeners had complained about the contests—one involving a promotion for Pepsi-Cola, the other a Christmas Daddy drawing. (The forfeiture involves the latter contest; the statute of limitations has run out on the other.)

Two-Time Loser ■ Eastern expressed

the view that the commission's action—and the severity of the proposed penalty—results from the fact that Mr. Oppenheimer had "once before engaged in improper activity in submitting the station's application for renewal." The commission's notice said: "Having been warned that its manager was unreliable or irresponsible, the licensee failed thereafter to take adequate steps to prevent further misconduct." The commission considered him a "two-time loser," Eastern said.

But it added, the evidence is insufficient to support the assertion that Mr. Oppenheimer was responsible for the wrongdoing. Eastern said there is conflicting testimony on the part of station employes as to where responsibility lies. Mr. Oppenheimer has denied any wrongdoing.

The commission, on such conflicting evidence, should not "impose the maximum forfeiture on Eastern because it erred in keeping Oppenheimer after his earlier misconduct," the company said.

Eastern said that if it is regarded as liable, the proposed forfeiture should be reduced to a maximum of \$1,000. The company noted that the commission appears primarily concerned with matter of supervision but added that the particular employe irregularity involved "was impossible to detect in advance and most difficult to prevent."

Eastern cited a previous contest rigging case which, it said, was "on all fours" with the WALT case. Station employes were responsible; officers and stockholders were not. And the licensee corporation cooperated fully with the commission in its investigation. That station was fined \$1,000.

Drumbeats . . .

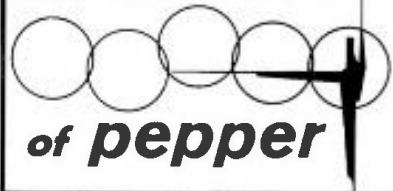
AWNY honor ■ Roselou Flanagan, administrative vice president and secretary, Norman, Craig & Kummel, New York, and president of Advertising Women of New York, has been chosen New York's Advertising Woman of the Year for 1967-68 by that organization.

Sound ■ 20th Century-Fox TV's *Time Tunnel*, produced for ABC-TV, won the television award at the 14th annual Sound Editing Award banquet, sponsored by the Motion Picture Sound Editors and held in Los Angeles last week.

One for the money ■ It was a busy day at the races for 99 WIBG Philadelphia "Wibbage" race contests winners. The Storer station, in conjunction with Bowie race track, Bowie, Md., gave the winners an expense free trip to the track where one lucky "Wibbage" ticket holder won the daily double for \$1,040.

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Pay for every play, record members ask

Recording industry and performers ask Senate group for royalty fee each time record is used on air

Broadcasters last week were the target of a dual thrust by the record industry and performing artists who are seeking to obtain copyright fees every time a record is played on the air.

The demands were made by recording-industry representatives before a Senate subcommittee studying revision of the nation's copyright laws. To buttress their appeal to include the payment of copyright fees by broadcasters and juke-box operators in the pending copyright legislation, the recording representatives introduced a study of the commercial use of records in radio.

The provision is contained in an amendment introduced by Senator Harrison Williams (D-N. J.)

The hearing, conducted by the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, also heard an intramural dispute within the music industry and a difference of attitude of music licensing firms toward edu-

cational television demands for more exemptions from copyright.

Clearing House ■ Both the recording industry and a group representing entertainers proposed that they be allowed to collect fees each time a recording is broadcast and they each suggested a clearing house-type licensing organization, such as the American Society of Composers, Authors and Publishers; Broadcast Music Inc. or SESAC Inc., to license, collect and disburse fees.

The proposals were made by the Record Industry Association of America and the National Committee for the Recording Arts, which was formed recently (BROADCASTING, March 6). The two groups contend that they should be treated by broadcasters and juke-box operators in the same manner as composers and publishers who receive payment each time their work is performed. They also maintain that although playing of a record on radio

helps publicize and build up demand for a record, repeated playing shortens its popularity. The broadcasters and juke-box operators also receive profit from the playing of these records, they said, while the record companies and artists do not receive per-play compensation. "We are merely asking for equal treatment under the laws of this country," bandleader Stan Kenton, chairman of the recording artists' committee, told the subcommittee.

He also noted that in the past, performers could depend on live radio shows to provide their income, but now, he said: "The 'live' artist has been replaced by his own recordings, which are broadcast for profit 24 hours a day, without the performer receiving any benefit from the profits that his creative performance produces."

Unfair ■ To deny record manufacturers and artists such a royalty fee "is blatantly unfair," commented Thurman Arnold, former assistant attorney general and appellate judge, who is now a special counsel for RIAA. The bill currently before the Senate group and approved recently by the House Judiciary Committee does not contain the provision the record industry seeks; the amendment offered by Senator Williams would include it.

Mr. Arnold's Washington law firm, Arnold & Porter, compiled a study from FCC files showing the amount of time radio stations devoted to playing records in order to bolster their argument. The study covered data contained in renewal applications during the past



BMI's Kaye



Composer Coleman



Song Writer Mercer

three years for more than 1,100 radio stations, which the association estimated are heard by about 30% of the U. S. population. It covered stations in the top-10 markets, in other metropolitan areas, in smaller markets and in one-station markets. It also contained data on broadcasting-industry profits to show that broadcasters could well afford to pay the royalty fee the record firms seek.

The study indicated that for stations studied, 73.1% of total broadcast hours were recorded and that recorded material made up 75.3% of the total number of hours sold on a commercial basis to the stations' advertisers. The percentage of commercial time spent on recordings varied from 77% by the stations in the top-10 markets to 65% in the smaller markets.

In the top-10 markets, the study went on to show that the 212 stations in this segment of the radio industry used records for over 75% of their total broadcasting time and used records in 77.4% of their commercial hours. In the top-10 markets the use of records during commercial time ranged from 88.2% in Baltimore to 65.6% in Boston.

Radio Profits ■ Also contained in the record-industry survey was a profit picture of radio broadcasting that sought to make the point that the industry was very profitable and could well afford the copyright fees the record industry desired. It noted that pretax industry profits increased 164.6% from the \$29.4 million in 1961 to the \$77.8 million recorded in 1965. Revenues, it said, also

increased 35.6% from \$590.7 million in 1961 to \$792.5 million in 1965.

Mr. Arnold also noted that the register of copyrights and the House Judiciary Committee, which considered the bill, "recognized the equity of the record companies' case for performance rights," but said they shied away from approving the appeal because of broadcaster opposition. "We submit that merely because this issue might meet opposition is no reason whatsoever for this committee to turn its back on this vital question," he added.

Sidney A. Diamond, appearing as a special counsel for RIAA, outlined the machinery the association visualizes to collect and disburse royalty fees. It would be patterned after ASCAP and other performing-rights societies and would offer users blanket licenses, prepare rates (based perhaps on a percentage of net receipts), and distribute 50% to the performers and the rest among the recording firms.

In the ASCAP presentation before the Senate subcommittee, which dealt primarily with efforts to obtain performance fees from juke-box operators (broadcasters already pay such fees to ASCAP), Herman Finkelstein, ASCAP general counsel, promised full co-operation to educational-TV development. He said he backed the ETV stand that educational broadcasts are akin to university presses and should pay less than commercial users for copyrights. The members of ASCAP, he said, "have indicated in a most concrete manner that they are prepared fully to cooperate with both educational television and public television. The society has agreed with National Educational Television to permit use of all the ASCAP repertory on NET for \$20,000 per year, he added. "As soon as final arrangements under this agreement have been completed, ASCAP expects to make further contributions to educational and public television during its developmental stages. ASCAP pledges that these contributions will be substantially in excess of any amount it receives from NET and similar organizations," he said.

Sydney Kaye, representing Broadcast Music Inc., however, challenged the ETV appeal for relaxation of the copyright application for ETV (BROADCASTING, March 20). "Such extensive uncompensated broadcasts as the educational broadcasters contemplate would destroy a prime market for the works of many composers and would dry up a source of material crucial to education itself," he commented.

Subsidy for Culture ■ Almost all the witnesses also stressed that the additional copyright fees they sought from all sources could aid in subsidizing less



Bandleader Kenton

popular, currently unprofitable efforts in the cultural and classical fields.

In addition to being aimed at broadcasters, the recording-industry appeal for performance royalty fees would also apply to juke-box operators. Speaking on behalf of the composers were such noted song writers as Johnny Mercer and Cy Coleman.

The remainder of the copyright hearing last week was taken up with arguments between the record companies and the music publishers, who are seeking an increase in the statutory license rates the record manufacturers pay to the publishers. The bill proposes to raise the fee from 2 cents to 2½ cents per record.

The hearings will resume in April with appearances by broadcasting interests who will try to counter the record-industry appeals and by further appearances by educational broadcasters who will seek additional exemption from copyright application.

Cotten offers proof of his show's claims

Richard Cotten has offered to provide documentation of charges made on his program *Conservative Viewpoint* regarding members of the Institute for American Democracy.

He made the offer last week in a letter to the FCC in which he sought to counter the charges made against



ASCAP's Finkelstein

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him and his program by the IAD in a rebuttal tape it has asked stations that aired the alleged attack to carry. Copies of the letter went to the stations receiving the request.

Mr. Cotten claimed that the IAD response, presented by Charles R. Baker, IAD's executive director, failed to point out any errors in the program but, instead, had consisted of repeated and unsubstantiated charges.

Mr. Cotten will have an early taker in Mr. Baker. The IAD official last week said he had re-examined the Cotten programs, found what he considered misrepresentations and intended to ask Mr. Cotten for documented proof of some of the charges.

He also disclosed that two more letters of complaint were filed with the commission against stations that have declined to make time available for reply. Both are currently embroiled with the commission in fairness doctrine matters—WGCB Red Lion, and WXUR Media, both Pennsylvania.

Two weeks ago the commission received IAD complaints about WSWN Belle Glade and WEDR-FM Miami, both Florida (BROADCASTING, March 13). In all, 22 stations are believed to have carried the Cotten programs involved. Most, however, have already provided time or have indicated they would.

Herald of Freedom ■ The programs involved are those of Jan. 11 and 12, during which Mr. Cotten read verbatim from an issue of *Herald of Freedom*, published by Frank Capell, which sought to link IAD members with Communist-front groups.

Mr. Cotten said the alleged "attack" was a "truthful, carefully compiled reading of the various public records of the records made by these individuals themselves." He said it would be opening a "Pandora's box" to suggest that anyone who heard the broadcast of an "established fact not to their liking" is entitled to equal air time for reply.

The documentation that he offered to provide in the form of "photocopy of original source material," would presumably come from Mr. Capell. In a letter to Mr. Cotten, which the commentator attached to his own, Mr. Capell offered to make such material available to the commission and the stations concerned.

Mr. Capell in his letter also accused the IAD of misrepresentations. He noted that in its rebuttal tape IAD reported that he had pleaded no contest and was fined \$500 and placed on probation "after being indicted on a charge of conspiring to libel a California public servant [Senator Thomas H. Kuchel (R-Calif.).]" But he said IAD neglected to mention that the no-contest plea was to a misdemeanor charge "after the indictment was dismissed."

No parle Francais is no excuse

The FCC has reminded broadcasters of their obligation to exercise control over their foreign-language programming.

The public reminder came as a result of an investigation into control exercised by Chicago-area stations over such programs. Twelve radio stations and one TV station were issued letters of admonition regarding lack of knowledge of or control over the programs. The stations are WCIU-TV, WCRW, WEBH (FM), WEDC, WSBC, and WXRT-FM, all Chicago; WEAU Evanston, Ill.; WJOB WYCA(FM), both Hammond, Ind.; WLNR-FM Lansing, Ill.; WLTH Gary, Ind.; WOPA Oak Park, Ill., and WTAQ LaGrange, Ill.

Five of these stations were issued notices of apparent liability for failure to file time-broker contracts, with possible forfeitures ranging from \$500 to \$1,000: WCRW, WEDC, WJOB, and WTAQ, each \$1,000, and WLTH, \$500. A sixth station, WEBH(FM), faced forfeiture of \$5,000 for the alleged above offense as well as for selling time to political candidates at different rates and failing to maintain a record of requests for time by political candidates. One of the stations, WEDC, is 60% owned by Representative Roman Pucinski (D-Ill.).

The commission also authorized a corrected public notice that reminded all broadcast licensees of their obligation to familiarize themselves with the content of, and to exercise control over, all programs including those in foreign languages.

The original notice was withdrawn for revision because of a disagreement among staff and commission members

over the language of the original statement.

The notice said broadcasters who do not employ persons familiar with the languages broadcast should arrange to have such programs monitored frequently by persons independent of the foreign-language broadcasts and familiar both with the languages used and the program policies of the licensee.

It was understood these 13 stations will be asked, at license renewal time, to submit a report on how they handle foreign-language programming.

Fairness complaint sent to Senate

The Voice of Americanism, a Glendale, Calif., organization that distributes news commentaries by Dr. Stuart McBirnie to radio stations, has brought the question of what it calls "the extreme misuse of the fairness doctrine" to the attention of the Senate Commerce Committee in hopes of gaining a hearing before that body. The organization also is resisting efforts by the Institute for American Democracy to claim equal time from stations carrying the McBirnie broadcasts.

In a letter written on Feb. 20 to Senator Norris Cotton (R-N. H.), ranking minority member on the Communications Subcommittee, Con L. Robinson, head of the radio department of the Voice of Americanism, refers to quotations purportedly from a Senate special subcommittee on internal security dossier broadcast by Dr. McBirnie. The material discussed recently elected members of the board of directors for the Institute for American Democracy Inc. As a result of this broadcast, according to the Voice of Americanism official, the IAD has asked most of the stations that carry the McBirnie news commentaries for equal time under the fairness doctrine.

Some of the Voice of Americanism stations are reported to have carried the IAD rebuttal, while others have not. In his letter to Senator Cotton, Mr. Robinson points out that "we would be glad to" recommend and pay for equal time "if the requests were legitimate." But, he adds, "they are not." He emphasizes in his letter that under the fairness doctrine "any person or organization which is mentioned on any newscast would have a right to demand, and get, equal time."

Salted Wound ■ Mr. Robinson described the situation as "impossible" and added that "the salt in the wound" is that the IAD, in its rebuttal, did not address itself to the content of the original McBirnie program but "pro-

ceeded to make vicious personal attacks on Dr. McBirnie and incriminate other groups such as the John Birch Society."

The Birch Society heard the IAD rebuttal and now wants equal time for its own rebuttal, the letter observed. "Somewhere, somehow there must be some reasonable sanity in making application of this so-called fairness doctrine," Mr. Robinson concluded.

Dr. McBirnie was reported to have filed similar letters of protest with Senator John O. Pastore (D-R. I.) and Senator Warren Magnuson (D-Wash.) and on Feb. 20 sent a letter concerning the fairness-doctrine dilemma to FCC Chairman Rosel Hyde. As of last week, neither Dr. McBirnie nor Mr. Robinson had received answers to their letters.

Mr. Robinson says his organization is conservative but not extremist. Dr. McBirnie is a "Goldwater Republican," says his radio director, "but not a member of the John Birch Society."

The Voice of Americanism position is similar to that of KTYM Inglewood, Calif., which has asked the FCC to rule on when a station's responsibility to broadcast rebuttal ends (BROADCASTING, March 20). Both situations involved the Institute for American Democracy, a Washington-based organization formed last winter to oppose what it considers extremists of the left and right (BROADCASTING, March 13).

'New cinema' show planned by Lynn

A new weekly, 90-minute program called *The New Cinema*, consisting of avant-garde and "underground" films and award-winning short subjects, is the cornerstone of a newly formed program - representation-packaging organization called The Lynn Co., New York.



Mr. Lynn

Jack Lynn, president, announced last week that he has acquired the rights to many of these motion pictures that are suitable for TV and hopes to have a well-known personality as host. He voiced the view that framing such a weekly segment in a late-evening time slot would prove acceptable to TV and can provide "an exciting departure from conventional TV fare."

Among the films he will present are "On The Bowery," "Come Back Africa"

and "Good Times, Wonderful Times." He will round out the 90-minute segments with top theatrical short subjects, which heretofore have had scant exposure on TV. Mr. Lynn said *The New Cinema* can be available to stations within three weeks.

His plan initially is to use selected production of young U. S. film makers; spread to the European film makers, and ultimately produce avant garde films, in association with producers, for the TV market exclusively.

Mr. Lynn said he also has obtained the exclusive TV rights to a new motion picture based on the Kennedy assassination titled "Rush to Judgment," produced by Mark Lane and Emil D'Antonio. In addition, Mr. Lynn plans to serve as a U. S. program representative for certain European TV producers and package TV shows for network and syndication.

Mr. Lynn resigned recently as vice president in charge of Trans-Lux Television Corp. The Lynn Co. is located at 165 West 46th Street, New York.

Committee delays copyright action

Consideration of the controversial copyright-law revision by the House Rules Committee last week was postponed until April 4 under circumstances that evoked much speculation.

The committee was to have discussed the legislation, in the works for years and already approved by the House Judiciary Committee (BROADCASTING, March 6), but the matter was delayed until next month. Although no official reason was given, except that a more-important bill was scheduled, there were at least three unofficial versions of what might have caused the postponement.

One story indicated that pressure was put upon the Rules Committee by congressional sources to remove a provision that would prohibit CATV's from originating programs. The objection to this aspect was based on the grounds the matter was of a regulatory nature to be handled by action in the House Commerce Committee, rather than a copyright question. This has been the contention of the CATV industry. The Rules Committee reportedly would have delayed its discussion of the matter to consider this possibility.

Another version placed the blame for the delay on pressure by juke-box operators who would like to see the provision removed that would make them pay royalty fees for each time a record is played in a coin machine. The issue was also the topic of discussion during a hearing by the Senate Subcommittee



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Washington, D. C.



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on Patents, Trademarks and Copyrights on the same copyright bill last week (see page 90).

Still a third possibility was that House Speaker John W. McCormack (D-Mass.) intervened to place a more important measure before the committee or to voice his opposition to some aspects of the copyright bill.

But observers agree that various factions opposed to some parts of the measure have rounded up enough support to promise a vigorous floor debate on the broad copyright revision when it reaches the House floor soon after the Rules Committee clears it.

ABC forms music-service subsidiary operation

Establishment of Ambroad Music Services Corp. as a wholly owned subsidiary of ABC Inc. was announced last week by Simon B. Siegal, executive vice president of ABC.



Mr. Sosnik

Ambroad will function in the areas of the acquisition and exploitation of music rights in dramatic, musical, cultural and educational programming and provide

music consultation services to the subsidiaries and operating division of ABC.

Mr. Siegal said that Harry Sosnik, formerly director of music for Ted Bates & Co., New York, was named vice president of the new subsidiary. Mr. Sosnik reports to Samuel H. Clark, group vice president of ABC in charge of nonbroadcast activities.

'Meet the European Press'

Inauguration of NBC-TV's first *Meet the Press International*, a one-hour color program (April 2) will use the Early Bird satellite for a live interconnection between Washington and London. Vice President Hubert H. Humphrey will be in Washington answering questions from a panel made up of prominent newsmen overseas. The program, also including regular *Meet the Press* panelist Lawrence E. Spivak and moderator Edwin Newman in Washington, will be telecast 6:30-7:30 p.m. EST and will be on NBC radio, 9:05-10 p.m. EST.

AFTRA ready to go on strike

Sets March 29 as deadline in impasse over salary and fees for O&O newsmen

The American Federation of Television and Radio Artists last week set Wednesday midnight (March 29) as the deadline for a strike against the TV-radio networks unless an agreement is reached in the interim.

The union's action was adopted after network and AFTRA negotiators failed to reach an agreement on a code covering newsmen at the network-owned stations. The point of contention was AFTRA's insistence that O&O newsmen receive a contract with provisions similar to the tentative agreement reached last January for newsmen working on the network level.

The network newsmen agreement specified a \$350 weekly minimum salary, with the network recapturing up to 50% of the commercial fees. It was reported that management is offering O&O newsmen a minimum of \$300 per week with networks recapturing up to 75% of the commercial fees.

The strike, if called, would affect 19,000 members from coast to coast. An AFTRA spokesman stressed that although agreement has been reached on the large majority of its 26 codes, a master contract will not be signed until agreement is reached on every code.

Not Talking ■ No negotiation sessions had been held since talks halted almost two weeks ago, and none was planned as of late last week. The Federal Mediation and Conciliation Service, which stepped into the discussions late last year and helped avert a threatened strike at that time, planned to ask management and the union if its services were required.

AFTRA negotiates jointly with the Screen Actors Guild in the area of TV film and tape commercials. An AFTRA official said it would call a halt to this activity by its members once a strike began. A SAG official said a strike action by AFTRA would not affect employment by SAG members since they are not engaged in appearing in commercials produced at broadcasting studios. He noted this contract already has been ratified by SAG and its members are working under the terms of the new pact.

The three-year contract between AFTRA and the networks expired Nov. 15, 1966, and negotiations have con-

tinued since that time on various codes under the master contract.

For the first time under the tentative network news agreement, on-the-air newsmen were to be covered in the contract. It could not be ascertained if they would be compelled to relinquish these assignments in a strike, since they are not covered in the 1963 contract. A union official would only comment "if a strike comes, we are calling out all members." Many on-the-air personalities are AFTRA members and are covered by the news contract, for example, as narrators on documentary programs.

Jacobs named sales VP for Medallion Pictures

In the first step toward a planned expansion of Medallion Pictures Corp., New York, since its acquisition by



Mr. Jacobs

LIN Broadcasting Corp., Nashville, last November, Medallion announced the appointment of Noah Jacobs as vice president in charge of sales and a build-up in its acquisition of feature films for TV.

Robert Yarmon, Medallion president, said that Mr. Jacobs will join the company immediately. He has resigned as eastern division manager of National Telefilm Associates to join Medallion.

Mr. Yarmon, who was formerly a vice president and assistant to the president of United Artists Television before joining Medallion on Jan. 1, reported that he has spent the past several months on a quest for new programming fare. He said Medallion plans to put in release shortly a group of feature films and is negotiating for other features and for TV series, some of which will be for world-wide syndication and others only for international distribution.

Medallion will continue to accentuate the distribution of features to TV, according to Mr. Yarmon, but with LIN's support, it plans to become active in co-production of features for initial theatrical release.

Radio series sales . . .

Our Changing World (The Earl Nightingale Radio Program): WOOF-FM Dothan, Ala.; KNEA Jonesboro, Ark.; KPMC Bakersfield, KRED Eureka, KBEH



WDSU-TV Russo interview used in trial

Before it was known that Perry R. Russo was to be a key witness in the New Orleans Kennedy assassination case, state capital correspondent Jim Kemp (l) of WDSU-TV New Orleans conducted an interview with the man who said he was present at the planning of an attempt to kill the President.

The interview with Mr. Russo, conducted February 24, proved to be relevant to District Attorney James

Garrison's conspiracy investigation. On March 14, attorneys for Clay Shaw, the man accused by Mr. Garrison of being a party to a conspiracy to assassinate President Kennedy, came to WDSU-TV studios to make a transcript of the Russo interview.

On March 14, preliminary hearings began with WDSU-TV covering, using a two-camera TV remote unit, three 16-mm sound-film teams, and seven reporters at the courthouse.

Modesto, all California; WVOP Vidalia, Ga.; KIPA Hilo, Hawaii; WRMN Elgin, WFIW Fairfield, and WPEO Peoria, all

Illinois; WCTW New Castle, Ind.; WPKE Pikeville, Ky.; KWCL Oak Grove, La.; KXRA Alexandria, Minn.; WFFF Columbia, WCGM Gulfport, WHSY Hattiesburg, WNSL Laurel, WHNY McComb, WOKK Meridian, all Mississippi; KLID Poplar Bluff, Mo.; KCFM(FM) St. Louis; KCOW Alliance and KVSH Valentine, both Nebraska; KHAP Aztec, N. M., and WUSJ Lockport, N. Y.

30 Hours of Christmas (Triangle): KIML Gillette, Wyo., and KPRO Riverside, Calif.

Flying Saucers . . . Serious Business (Radiozark Enterprises Inc.): WCME Brunswick, Me.; WDBF Delray Beach, Fla.; WROB West Point, Miss.; KBAM Longview, Wash., and Ktwo Casper, Wyo.

Strangest of All (Radiozark Enterprises Inc.): WCME Brunswick, Me.; WAZF Yazoo City, Miss.; KEHG Fosston, Minn.; WFRC Reidsville and WCBT Roanoke Rapids, both North Carolina.

Superfun (Mel Blanc Associates): WMEX Boston; WMAK Nashville; WAKY Louisville; WBIA Augusta, Ga.

Superfun (Spot Productions): WBBF Rochester and WPTR Albany, both New York; KAAV Little Rock, Ark.; WMEX Boston; WLTN Littleton, N. H.; WAKY Louisville, Ky., and WMAK Nashville.

Program notes . . .

Dixie dumplings ■ WJSJ-TV Winston-Salem-Greensboro, N. C. is presenting executive chefs from eight prominent

New York City restaurants on its *Today at Home* show (9 a.m. Monday through Friday). The 16-week series features famous chefs discussing and demonstrating the preparation of their specialties.

Examining prejudice ■ Westinghouse Broadcasting Co. in cooperation with the Anti-Defamation League of B'nai B'rith has produced a one-hour documentary film on the causes and effects of prejudice, particularly on children. Titled *The Victims*, the program will be telecast during the week of April 2 on the five Westinghouse TV stations and will be offered free to other TV stations.

Winner ■ *The Search*, a half-hour color TV show produced by Father Peyton's Family Theater in cooperation with RKO General Broadcasting and sponsored by General Tire & Rubber Co., was reported to be the only U. S. winner in annual competition at Monte Carlo sponsored by the International Catholic Radio & Television Association. The program, comprised of dramatizations of the Psalms of David, will have its U. S. premiere on WOR-TV New York Sunday, April 2 (6-6:30 p.m.).

Surfing rights ■ TV Cinema Sales Corp., Los Angeles, last week acquired domestic TV distribution rights to an hour color surfing film called "Always Another Wave." The film, narrated by actor Eddie Albert, was acquired from Lawrence-Wolf Associates, which retains all theatrical rights.

For larger audiences ■ NBC-TV has scheduled two showings of Peter Weiss's "The Investigation," a drama based on actual court testimony in the Nazi atrocity trials. The original telecast will take place on Friday, April 14 (9:30-11 p.m. NYT) and the second on Sunday, April 16 (3:30-5 p.m. NYT).

More superheroes ■ ABC-TV will start two new 20-half-hour cartoon shows on Saturday mornings next September: *The Fantastic Four*, produced by Hanna-Barbera, and *The Spider-Man*, produced by Gantray-Lawrence. Both cartoons are based on Marvel Comics Group characters, with a monthly circulation of more than 1.2 million copies.

KBTR goes news ■ Mullins Broadcasting Co.'s KBTR Denver has converted to an all-news operation. The station's new format calls for a fresh newscast every half-hour. To answer this demand, KBTR's staff has been expanded to include 10 newscaster-reporters, 2 outside reporters, 2 editors, 3 producers and a news director. News material will be drawn from both Associated Press and United Press International wire services and from ABC Radio.

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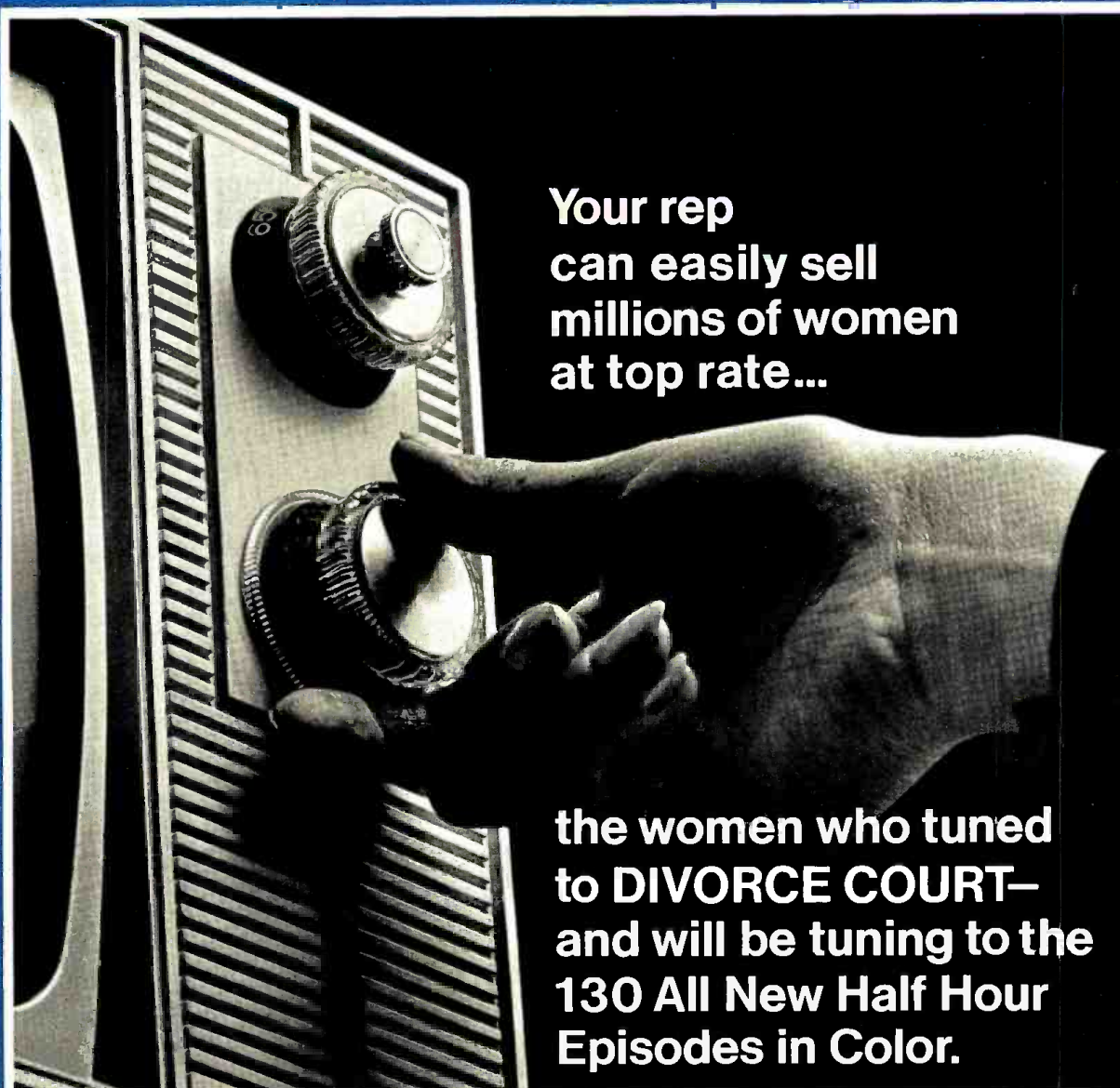
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*** 1967-68 Be Kind to Your Rep Year**



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millions of women
at top rate...**

**the women who tuned
to DIVORCE COURT—
and will be tuning to the
130 All New Half Hour
Episodes in Color.**

Now in production for the fall from NBC Films

**Same Format, Same Creator-Producer — Jackson Hill.
Same Judge — Voltaire Perkins, who gave television one of its
outstanding rating successes in all size markets.**

WMAR-TV
Baltimore
M-F 10-11 AM

(Katz sold this one)
4th run tops network competition in rating, homes, adults. ARB Nov. '66

WGN-TV
Chicago
M-F 2:30-3:30 PM

(WGN Continental Sales sold this one)
(Independent) Number 1 in rating, homes, woman — beats 3 network O & O's. ARB Nov. '61

WJRT
Flint-Bay City-
Saginaw-Lansing
M-F 2-3 PM
Tues. 6:30-7:30 PM

(Harrington, Righter & Parsons sold this one)
Number 1 rating, homes, adults — tops "Password", "Doctors", "Houseparty". ARB Nov. '65

KMBC-TV
Kansas City
M-F 9:30-10:30 AM

(Metro TV Sales sold this one)
Number 1 in homes and adults — delivers 100% more women than "Lucy" 70% more women than "Play Your Hunch". ARB March '63

WANE-TV
Fort Wayne
M-F 9-10 AM

(H. R. sold this one)
Number 1 rating, homes, women — delivers 50% more women than "Lucy" (following program) ARB Nov. '63

KPRC-TV
Houston
Sat. 5-6 PM

(Petry sold this one)
Number 1 in rating, homes, adults, more adults than the other 2 stations combined — more adults than any other syndicated show in the market. ARB No. '65

KTLA
Los Angeles
M-F 3-4 PM

(Peters, Griffin, Woodward sold this one)
Independent in 5th run — 2nd highest homes and adults and beats CBS & ABC O & O's and three other independents. ARB Dec. '66

WOR-TV
New York
M-F 2-3 PM

(RKO General sold this one)
Independent in 5th run tops all independents in rating, homes, adults — ties ABC O & O in rating. ARB Dec. '66

WGAN-TV
Portland, Me.
Sat. 6:30-7:30 PM

(Blair sold this one)
In 4th year — Number 1 in rating, homes, and adults. ARB Nov. '65

KRON-TV
San Francisco
Sat. 6-7 PM

(Peters, Griffin, Woodward sold this one)
Re-runs ranked 10th highest program in market including all network prime time shows. ARB June '62



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Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

Syndicators have pitches ready

Throughout Chicago will be assurances that old shows are 'proven', new ones 'can't miss' as distributors vie to get the shows on the road

The off-network series may be black-and-white, but "it's colorful and exciting." The feature film package may contain a goodly portion of "B" and "C" films, but "it's a blockbuster."

A half-hour situation comedy series may have had 16 runs, but "it's new in a lot of markets and a whole new generation of viewers has never seen it." A series with 32 episodes may have been dropped by a network, but "it's in color and it flopped only because it was in a tough time period."

And who doesn't have a new syndicated show that is "going to be a sleeper, a real knock-out?"

The cliché experts take to their selling stands next week in the Windy City, U. S. A., as an army of program entrepreneurs from Fun City-on-the-Hudson and Glamor Gulch-on-the-Pacific to land-locked locals in between ply their new (and not so new) program wares in the syndication mart to a captive audience of station buyers attending the annual National Association of Broadcasters convention in Chicago.

In Cliches, Veritas ■ As a sage once said: "The awful thing about clichés is they are often true." And this wise observation applies with a remarkable degree of accuracy to the repeated pronouncements of TV purveyors.

As more than 320 TV film syndication nabobs and their underlings from more than 50 distribution organizations (at last count) set up their emporiums at the Conrad Hilton hotel and nearby hostelrys, they arrive with high hopes, great expectations and the assurance that history does repeat itself.

After all, such sturdy staples as *Racket Squad*, *Superman* and *Little Rascals* still flit around the TV screens after umpteen runs, and who can forget the nigh omnipresent *My Little Margie*?

And *The Honeymooners* is still on the station circuit after nine years of exposure, and who says a series with only a year's supply is doomed to demise? There are only 39 episodes in *The Honeymooners* and some stations carry two episodes a week, year in, year out. (Do viewers have short memories?)

Can Do ■ Syndicators do develop series that seem to come out of no-

where and catch fire, such as the current *Virginia Graham's Girl Talk*, *Mike Douglas Show*, *Gadabout Gaddis: The Flying Fisherman* and (to fade back a few years) *Biography* and *The Liberace Show*.

And the black-and-white *Perry Mason* and *Alfred Hitchcock* series are rolling up top grosses in this multichromatic era. (Who needs color? As Shakespeare once said to the good fortune of some syndicators: "The play's the thing.")

The busy distributors in Chicago next week will keep repeating that the business has changed. And rightly so. After all, who produces a top-budget action series for stations these days? And who can sell a series in 156 markets?

But through the years, distributors have been a fairly predictable group exhibiting a highly developed degree of ambivalence. They can be confident and optimistic, and discouraged and pessi-

mistic, depending on to whom they are talking, where and when and why. And their observations will contain more than a kernel of truth and a sound commentary on the business.

Standard Gripes ■ Metamorphosis may affect the industry, but syndicators' gripes over the years have not changed materially. Visitors to the hospitality suites of both TFE and non-TFE companies next week will discover that the catalogue of complaints from syndicators (if they are in their black mood) runs along these lines:

"Most stations won't pay reasonable prices. They're always looking for bargains, but I'm not gonna give my product away."

"It's tough as ever to get time slots the way networks keep gobbling them up. And they keep steady pressure on the stations not to pre-empt their programs."

"How can you survive in this business? The other guys just keep giving their programs away."

"Those residuals are killing us. I have a great series that I'm keeping on the shelf. I'm not about to get poorer to make some actor richer."

"Stations keep hollering for new faces, new concepts, fresh material. But they keep slotting the same old dogs year after year."

"You've got to sell at least New York, Chicago, Los Angeles and a few other markets before you can get off the ground with a show. And can those guys in the big markets be tough and unreasonable!"

"I wouldn't touch those UHF stations. They want to pay peanuts and some of them don't even pay their bills."

"Stations say they want everything in color when their market is 90% black-and-white. And I've got a great black-and-white show that would do them a lot of good."

Sunny Side ■ But distributors are not without their periods of euphoria. They can accentuate the positive, eliminate the negative and break into a rhapsody of golden hue:

"The UHF market is really perking up. Look at some of the class guys involved in U's in big markets—Kaiser,

Busy TFE schedule

A record number of TV film distributors—29—will display in the 1967 Television Film Exhibit opening April 2 on the fifth floor on Chicago Conrad Hilton hotel. Hours are 9:30 a.m.-7 p.m. daily, through April 5. A cocktail party and reception at 4-7 p.m. will be held April 2 in the International Ballroom of the hotel. It will be open to TV executives by invitation.

Wynn Nathan, Wolper Productions (division of Metromedia), is chairman of TFE '67. Alvin Unger, Independent Television Corp., is co-chairman. Executive committee: Mr. Nathan; Mr. Unger; Elliott Abrams, Walter Reade Organization; John Ettlinger, Medallion Television Enterprises Inc. Committee chairmen are: Leo Gutman, Four Star International, advertising and publicity; Frank Miller, Official Films, business affairs; Ruth Pologe, American International Television, entertainment.

Storer, Oklahoma Publishing and some of the giant book publishing firms. And they're starting to pay big dollars for good product. They know they can't compete with the V's with tired rerun shows."

"Stations are becoming more independent all the time. They're pre-empting some of the soft network shows and putting in movies or top syndicated programs. After all, who doesn't want 100 cents on the dollar?"

"Most stations are making more money than ever before and we're getting top dollars for our new shows, which are in color. Who wants black and white today?" (This man's company does not have B&W programs that are salable.)

"We're lucky because we have a number of series with long runs on the network. Well, they *are* in black and white, but most stations still would rather have a top black and white than a mediocre series in color." (This man's company specializes in black-and-white programs.)

"Business is great. Of course, we just happen to have hundreds of features, both new and old, and we're getting top dollar for both. We don't have to worry about our new ones—or our old ones. Remember, there are many films that are classics and can be played over and over again. They don't make pictures like these anymore."

Ups and Downs ■ The syndication

business is a cyclical one for most companies, depending on the number and types of new programs they have available, which can vary from year to year, and the shifting tastes of the audience and the stations. Before the large array of program salesmen departed for Chicago and their hospitality suites, key distributors were questioned last week by BROADCASTING, on the economic status of their companies and the outlook for 1967 and on their views of programing and sales trends.

The overriding impression they radiated was one of optimism. They felt that business would jump from 5% to 10% over 1966 and the key factor mentioned by many (though there were some dissenters) was the growing buying power of the UHF stations.

Overall, 1966 did not shape up according to expectation, largely because of an unanticipated decline in overseas business. This resulted from a virtual boycott of U. S. product by Australia, which claimed prices were too excessive. Australia's recalcitrance lowered the total syndication gross by an estimated \$13 million.

Breakdown ■ Though precise figures on the syndication volume are not available because there is no authorized central source for collecting such data, estimates from several knowledgeable companies and officials placed the total in 1966 at approximately \$205 million, as compared with \$200 million in 1965.

The international gross dipped to about \$70 million from an approximate \$76 million in 1965, with gains in other parts of the world partly offsetting the defection of Australia. Domestic syndication climbed about 10% in 1966 to an estimated \$135 million.

Distributors are setting their sights on a modest 5% to 10% rise in business in 1967 to achieve a volume that can approach \$215-\$220 million this year. International specialists feel that a rapprochement with Australia can be arranged this spring when a delegation from there visits the U. S.

They pointed to evidence that the syndication business, adapted to modern times with tightly knit staffs, is basically healthy: There have been few companies going into bankruptcy or merging and the actual number of film sources keeps growing, particularly among station groups that are becoming more active in the industry and among smaller independent organizations that tend to specialize in a specific sector.

What's New? ■ There was a grudging admission by syndicators as a whole that there does not seem to be anything different or exciting or off-beat that will come down the syndication pipeline this year. ("If the networks can't do it, how can we?" one official remarked.) But, more than ever, there seems to be an upsurge in the number of modestly produced shows that may not earn astronomical ratings but can ring the demographic bell that advertising agencies want to hear.

A complete listing of new and old programing to be offered this year by TFE and non-TFE members begins on page 102; a summary of industry trends culled from conversations with various syndicators follows:

■ **Off-network series:** There is likely to be a sharp decline in the number of such series placed in the marketplace in 1967.

By the spring of 1966 there were 22 off-network presentations offered, the overwhelming percentage in black and white and some with a large number of episodes. The 1967 crop at this date numbers less than 10 (though plans have not fully crystallized) and some are series with 32 episodes or less.

Factors said to contribute to the paucity are the large number of new-program failures on the networks; the continuing high costs of residuals and the obsolescence of black-and-white series, which have been languishing on the shelf.

Among the former network series definitely slated for syndication this spring are *Hey Landlord*, *Laredo*, *Wagon Train*, *The Monroes*, *Green Hornet*, *Time Tunnel*, *Please Don't Eat The Daisies*, *F Troop* and *Combat!*

■ **Syndicated programing:** The em-



Planners above are the executive committee of TFE '67 making final arrangements in New York for the Chicago convention. (L to r): Alvin Unger, Independent Television Corp., co-chairman of the TFE '67; Wynn Nathan of

Wolper Productions, chairman, and Elliot Abrams, Walter Reade Organization. John Ettliger, Medallion Television Enterprises, fourth member of the executive committee, was not present at the meeting.

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phasis is away, as it has been for years, from the high-budget, action series to those that will gain a specialized audience.

The categories that have the most representation in 1967 are talk-personality; country-western music; travel-adventure; sports; cartoons, and entertainment-personality.

These are touted as programming that may not roll-up top ratings but can reach specific specialized audiences at a comparatively efficient cost-per-thousand for advertisers. Some offerings are slanted for daytime to appeal primarily to women; others for late evening to garner men also.

■ **Feature Films:** The outlook for features in syndication is subject to certain rationalizations.

On the dark side, the top releases and even the medium attractions from major studios and some independents are destined for network presentations, diverting the first-run popular attractions from stations.

In addition, the advent of the late-night *Joey Bishop Show* on ABC-TV and the United Network's Las Vegas program this spring will cut off a vital time period, often reserved for syndication features.

On the other hand, distributors are confident that there is still an opportunity on stations' schedules for re-run features of proven value: certain foreign-produced and dubbed films and modestly produced films especially for TV now headed for syndication through the alliance of station groups and independent producers.

■ **Significant trends:** In the sales sector, the burgeoning of UHF is the most noteworthy development and this area promises to be an even more flourishing one during 1967 and 1968.

There has been an upsurge in the number of U's in key metropolitan markets in the past year and these are headed by financially stable organizations, often broadcast-oriented. Syndication, which has a way of lagging be-

hind network by several years, is heading headlong into the era of color, and, with few exceptions, the black-and-white series is a relic of the past.

New syndicated product is made only in color, and significantly, even the comparatively few off-networks released this spring are overwhelmingly in tint.

This trend will accelerate in 1968, by which time the all-color network shows of the past two years become candidates for the off-network circuit.

A stronger involvement by station groups in producing for themselves and for syndication is emerging. It may take the form of a group producing a specific series, or several groups banding together to produce for their markets and for subsequent syndication throughout the U. S.

In summary, syndication 1967 is fraught with optimism and some uncertainty, confidence and some trepidation. The more things change, the more they remain the same. But happy "top dollars" to everyone!

TV program distributors and Chicago locations

The 1967 NAB Convention has attracted the majority of the major syndicators and film distributors. Major exhibitors are listed here with their location. An asterisk (*) indicates TFE member.

ABC FILMS INC.

Conrad Hilton, Suite 2319

Headquarters: 1330 Avenue of the Americas, New York.



Mr. Golden

Personnel: Harold Golden, president; Kevin O'Sullivan, vice president and general sales manager; Thomas J. McManus, executive vice president, international; Phil Harmon, director of advertising; George Tyler, European managing director; Gil Cohen,

director of international sales administration; Howard M. Lloyd, vice president, western division; Arthur Gross, central division manager; Jerry Smith, eastern division manager; Joseph Tirano, southern division manager.

Programs available, number of episodes in parentheses:

Virginia Graham's Girl Talk (860)
Carlton Fredericks Program
Hayride (104)
Eighth Man (52)
Casper Cartoons (170)
Flash Gordon-Buck Rogers (53)
Wyatt Earp (130)
Combat (152)

ALL-CANADA RADIO AND TELEVISION

Conrad Hilton, Suite unassigned

Headquarters: 10 Rockefeller Plaza, New York.



Mr. Spangler

Personnel: Larry Spangler, general manager; Garth Olmstead, western manager; Dana Murray, Toronto manager.

Programs available, number of episodes in parentheses:

Ed Allen Time (195)
Adventures of

Little Joe (39)

Luncheon at Maxim's (13)

ALLIED ARTISTS TELEVISION CORP.*

Conrad Hilton, Suite 521A-523A

Headquarters: 165 West 46th Street, New York.



Mr. Stern

Personnel: James C. Stern, vice president and general sales manager; Karl von Schallern, central division sales manager.

Programs available, number of episodes in parentheses:

Cavalcade of the 60's—Group V (16)

Cavalcade of the 60's—Group IV (27)

Cavalcade of the 60's—Group III (17)

Cavalcade of the 60's—Group II (32)

Cavalcade of the 60's—Group I (36)

Bob Hope Features (7)

Exploitable (14)

Science Fiction (19)

Bowery Boys (48)

Bomba the Jungle Boy (13)

Charlie Chan (11)

Dial "AA" for Action Features (30)

Post 50's (12)

Post 45's (6)

Action Features (104)

Westerns (145)

AMERICAN INTERNATIONAL TELEVISION INC.*

Conrad Hilton, Suite 532A-533A-534A

Headquarters: 165 West 46th Street, New York.



Mr. Dudelson

Personnel: Stanley E. Dudelson, vice president in charge of distribution; Hal Brown, assistant to the vice president of television; Frank O' Driscoll, mid-western division salesman; Ben Coleman, eastern division salesman; Chad Mason, southern division salesman; Sid Cohen, western division salesman; Ruth Pologe, eastern advertis-

salesman; Ruth Pologe, eastern advertis-

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BATON ROUGE ... WBRZ	DALLAS <small>(call letters to be advised-new UHF station, Channel 33)</small>	LAS VEGAS KLAS	PHOENIX KTAR
BOSTON WSBK	DETROIT WIBK	LOS ANGELES KHJ	SEATTLE KIRO
CHICAGO WGN	GREENVILLE, S. C. WFBC	MILWAUKEE WITI	TOLEDO WSPD

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ing-publicity director.

Programs available, number of episodes in parentheses:

Color Action Adventure Features (34)

Outstanding Adventures (40)
Color Strongmen of the World (26)
New Adventures (15)
Cinema 20 (20)
Dominant Ten (10)
Amazing Adventures '67 (26)
Holiday Storybook of Fables (13)
Real Life Adventure Specials (6)
Amazing '66 (20)
Sinbad Jr. (130)
Amazing '65 (20)
Prince Planet (52)

BROADCAST SALES INC.

Conrad Hilton, Suite 1539A

Headquarters: 745 Fifth Avenue, New York.



Mr. Clancy

Personnel: Russell Clancy and Theodore M. Wrobel.

Programs available, number of episodes in parentheses:

Doctor's House Call (780)
Law of the Land
Nothing but the Truth

BUENA VISTA DISTRIBUTION CO. (Walt Disney)

Conrad Hilton, Suite 1139A-1140A

Headquarters: 291 South LaCienega Boulevard, Beverly Hills, Calif.

Personnel: Phil Sammeth.
Films available, number of episodes in parentheses:

Mickey Mouse Club (290)
Zorro (78)

CBS FILMS INC.

Conrad Hilton, Suite 2325

Headquarters: 51 West 52d Street, New York.



Mr. Digges

Personnel: Sam Cook Digges, administrative vice president; James T. Victory, vice president, domestic sales; Henry A. Gillespie, midwestern division manager; Edward E. Hewitt, western division manager; James H. McCormick, southwestern

division manager; Jack W. Waldrep, southeastern division manager; Joseph P. Erwin, director of business affairs; William Stynes, William Andrews, Rob-

ert Kolb and Robert T. Donnelly, account executives; Ralph M. Baruch, vice president, international sales; William Weiss, vice president, Terrytoons.

Programs available, number of episodes in parentheses:

Mighty Mouse Show (150)
Make Room for Daddy (195)
Perry Mason (195)
The Defenders (78)
Twentieth Century (52)
Twilight Zone (151)
Rawhide (144)

DESILU SALES INC.*

Conrad Hilton, Suite 557-560

Headquarters: 780 North Gower, Los Angeles.



Mr. Weitzman

Personnel: Bernard Weitzman, vice president and general manager; Arthur A. Barron, assistant general manager; John Pearson, director of international operations; George Young, managing director, Desilu Sales, Canada; Bob Neece, midwestern

and western sales manager; Buzz Hasset, southeastern sales manager; Alan Harris, sales-administration; Cliff Dektar, press-promotion.

Programs available, number of episodes in parentheses:

Desilu's New TNT Package (10)
Desilu's Tornado Twenty (20)
Desilu's Thunderbolt Ten (10)
Desilu's Group Three (15)
Desilu's Group Two (12)
Desilu's Group One (15)
Porter Wagoner Show (104)
Wilburn Bros. Show (26)
Three for the Money (3)
Trick and Treat (130)
The Untouchables (114)
The Texan (78)
Fractured Flickers (26)
Desilu Playhouse (48)
Guestward Ho! (38)
Harrigan & Son (34)
Jazz Scene, U.S.A. (26)
Window on the World Universe
Journey of a Lifetime
Alcatraz: the Lonely Rock (1)
A Nation at War (13)
Young Man from Boston (1)
Kennedy's Ireland (1)
Ballet for Skeptics (1)
The Nutcracker (1)

EMBASSY PICTURES

Conrad Hilton, Suite 600

Headquarters: 1301 Avenue of the Americas, New York.

Personnel: Cy Kaplan, vice president



Mr. Kaplan
(150).

for TV sales; Arnold Friedman, advertising and promotion manager for TV; Charles Britt, assistant national sales manager; Roy George, western division manager; Warren Rosenberg, account executive.

First-run features

FIELD COMMUNICATIONS CORP.*

Conrad Hilton, Suite 553A-561

Headquarters: 9229 Sunset Boulevard, Los Angeles.



Mr. Quinlan

Personnel: Sterling Quinlan, president; Edward C. Simmel, general manager; Lee Edelberg, account executive.

Programs available, number of episodes in parentheses:

Hawaii Calls (26)
Adventure Calls (26)
Quest for Adventure (18)
George Pierrot's World Adventure (26)
Faces & Places (26)
Yesterday's World Today (18)
Explore the World, with Don & Julie (65)
Ghost Towns of the West (13)
Andy Devine's Philippine Adventure (1)
The Bill Veeck Show (26)
Conversations with Dr. Alvarez (32)
Time for Children (26)
The Burr Tillstrom Show (26)
Your Pet's Best Friend (130)
Ski Breed (26)
Territory: Underwater (26)
Championship Drag Racing (1)
Price of a Record (1)

FIRESTONE FILM SYNDICATION LTD.

Conrad Hilton, Suite unassigned

Headquarters: 51 West 51st Street, New York



Mr. Firestone

Personnel: Len Firestone, president; Marvin Levin, account executive.

Programs available, number of episodes in parentheses:

Adams Family (64)
Country Music Caravan (185)



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Tsk. Tsk. Everybody's staring at our new process! Station Engineers are goggle-eyed about the high-level of color fidelity! The critical-eyes of the networks are pleased by our broadcast quality! Sharp-eyed producers are raving about the consistency of our quality! Ad agencies do a double-take when we meet every deadline! Millions of TV viewers have their eye on us in commercials for Hamm's, Birdseye, Goodyear, Ford, Plymouth, TWA, Winston. Even our competitors are casting envious eyes! Such



flattery could go to our heads; but we won't let it! We're too busy giving *you* the high-level color fidelity, broadcast quality, sensible prices, and on-time delivery you need! If you believe your eyes, try us sometime soon—or send now for an eye-pleasing demonstration print!

ACME Film & Videotape Laboratories, a subsidiary of Filmways Inc., 1161 North Highland Avenue, Hollywood, Calif. 90038, phone (213) 464-7471, or 51 West 51st Street (Filmways Inc.), New York, New York 10036, phone (212) 581-9200.

Cartoon Classics (360)
 Greatest Fights of the Century (150)
 Golden Arrow Blockbuster Features (150)
 K. Gordon Murray Horror Features (17)
 Fairytale Features (13)
 Standard Club Features (11)

FOUR STAR INTERNATIONAL INC.*

Conrad Hilton, Suite 512-513-563

Headquarters: 555 Madison Avenue, New York.



Mr. McDermott

Personnel: Tom McDermott, president; George Elber, executive vice president; Manny Reiner, executive vice president; Ken Joseph, vice president, domestic sales; Burt Rosen, vice president, programing; Dick Colbert, western division sales manager; Albert

Goustin, director of special projects; Alton Whitehouse, southern division sales manager; John Louis, sales representative; Tony Thomopoulos, director of administration.

Programs available, number of episodes in parentheses:

- Burke's Law (81)
- Something Special (10)
- Something Special II (12)
- Winchell-Mahoney Show (260)
- The Rogues (30)
- P.D.Q. (455)
- Honey West (30)
- Hollywood 'a Go Go (52)
- The Westerners (125)
- McKeever & the Colonel (26)
- Richard Diamond (26)
- Ensign O'Toole (32)
- The Dick Powell Theatre (60)
- The Rifleman (168)
- Zane Grey Theatre (145)
- The Detectives (67)
- The Detectives (30)
- Stagecoach West (38)
- Theatre I (60)
- Expose (35)
- Target: The Corruptors (45)
- The Law and Mr. Jones (45)
- The Tom Ewell Show (32)
- Branch Rickey — Baseball/Frank Leahy—Football (11)
- New Action-Adventure Group (5)
- Sherlock Holmes (12)
- Hollywood Reissues (12)
- Spectacular Showcase (21)
- Super Spy (11)
- Fall of Berlin

SANDY FRANK PROGRAM SALES INC.*

Conrad Hilton, Suite 509

Headquarters: 44 East 67th Street,

New York.



Mr. Frank

Personnel: Sandy Frank, president; Jon Kaufman, director of business affairs, general counsel; Sharon Chester, director of operations; Mary Scheuring, administrative assistant.

Programs available, number of episodes in parentheses:

- High and Wild (52)
- The American West (78)
- The Traveler (78)
- You Asked for It (104)
- Rod Rocket (130)
- Colonel Bleep (100)

HARTWEST TELEVISION INC.

Conrad Hilton, Suite 1122-23-24

Headquarters: 65 West 54th Street, New York.

Personnel: Saul Jaffe, president; William Rafael, director of programing; David Sureck, chief of production; Ross Charles, William House, Jim Kerr, Dennis McGuire, Russ Raycroft and Jim Schoonover, sales; Carol Corea, sales administration; Luise De Morgoli, sales administration.

Programs available, number of episodes in parentheses:

- The Joe Pyne Show (52)
- Hobo Kelly (52)

HOLLYWOOD TELEVISION SERVICE* (division of NTA)

Conrad Hilton, Suite 500-515A-517A

Headquarters: 4024 Radford Avenue, North Hollywood, Calif.



Mr. Bloom

Personnel: David Bloom, general manager.

Programs available, number of episodes in parentheses:

- Century '66 Features (26)
- Post 50 Saturn Features (30)
- Post 50 Constellation Features (14)
- The Mighty Forty (40)
- Shock Features (5)
- Mystery Features (33)
- Comedy Features (26)
- Special Features (137)
- One-Hour Features (65)
- Roy Rogers-Gene Autry Library (123)

- John Wayne Westerns (15)
- Stories of the Century (39)
- Frontier Doctor (39)
- Stryker of Scotland Yard (12)
- Commando Cody—Sky Marshal of the Universe (12)
- Action Theatre of the 50's (60)
- Red Ryder and Little Beaver (23)
- Outdoor Action Westerns (150)
- The "Little Story Shop"—Christmas Series (5)
- The Storytoon Express (30)

INDEPENDENT TELEVISION CORP.*

Conrad Hilton, Suite 501-502-549

Headquarters: 555 Madison Avenue, New York.



Mr. Mandell

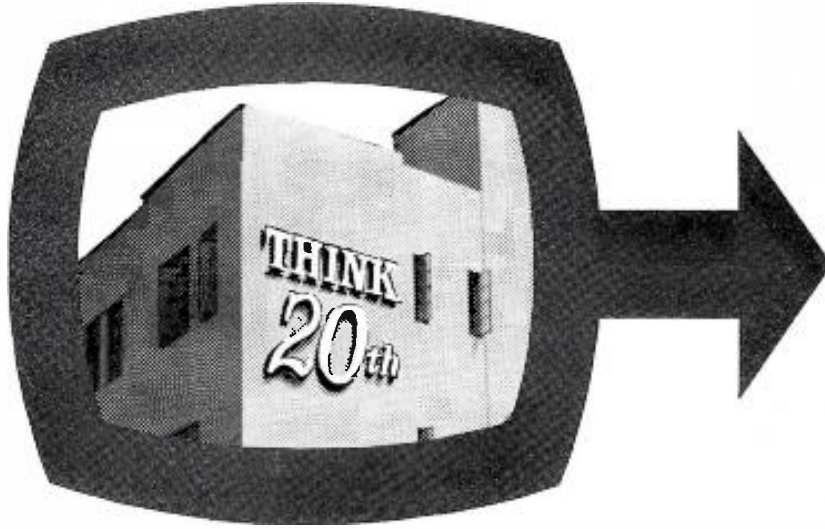
Personnel: Abe Mandell, president; Irving Klein, vice president, administration; Alvin E. Unger, vice president, syndication; E. Bradley Marks, manager special projects; Hal Danson, eastern division manager; Frank Sheehan, western division

manager; C. Wylie Calder, southern division manager; Bill Guenther, mid-west division manager; C. F. Whipple, central division manager; Herschel Harris, president, ITC of Canada Ltd.

Programs available, number of episodes in parentheses:

- Thunderbirds (32)
- Star Soccer
- The Magnificent 17 (17)
- The Tormentors (1)
- Tale of Two Streets (1)
- All the Queen's Men (1)
- Secret Agent (45)
- The Deluxe 20 (20)
- Gideon . . . C.I.D. (26)
- Seaway (26)
- Exploitable 13 (13)
- Stingray (39)
- Lena (2)
- Mr. Piper (156)
- Fireball XL5 (39)
- Supercar (39)
- Action Theatre Package (35)
- Jungle 10 (10)
- Intrigue 10 (10)
- 8 for Action (8)
- Fury (114)
- International Circus (3)
- Jo Stafford Show (8)
- Man of the World (20)
- Espionage (24)
- Danger Man (39)
- Sir Francis Drake (26)
- Ramar of the Jungle (52)
- Gale Storm Show (125)
- Susie (104)
- Whiplash (34)

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Broken Arrow
Crusade In Europe
The Big Bands (COLOR)
The Greatest Drama

HOURLY SPECIALS

Bring Forth My People
(COLOR)
Anatomy Of Crime
War To End All Wars

CURRENT NETWORK

Daniel Boone
Felony Squad
Lost In Space
Voyage To The
Bottom Of The Sea
Peyton Place
Judd (Starts 9/67)
The Legend of
Custer (Starts 9/67)
Batman



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KING FEATURES*

Conrad Hilton, Suite 512A-513A

Headquarters: 235 East 45th Street, New York.



Mr. Brodax

Personnel: Al Brodax, director of TV; Gene Plotnik, director of creative services; Ted Rosenberg, director of TV sales, East; Maurie Gresham, director of TV sales, West; Joe Dowling, business manager.

Programs available, number of episodes in parentheses:

Outrageous Opinions
Blondie Features
Popeye (220)
Beetle Bailey—Barney Google & Snuffy Smith—Krazy Kat (150)

KRANTZ FILMS INC.*

Conrad Hilton, Suite 519-520

Headquarters: 250 West 57th Street, New York.



Mr. Krantz

Personnel: Steve Krantz, president; Marvin Grieve, national sales manager; Tom Seehof, western sales manager.

Programs available, number of episodes in parentheses:

Marvel Superheroes (195)
The Fight for Life (12)
Metamorpho (156)
Rocket Robin Hood (156)

KRISTOM PRODUCTIONS INC.

Executive House, Suite unassigned

Headquarters: 5800 Sunset Boulevard, Hollywood.

Personnel: Barr Sheets, president. Programs available, number of episodes in parentheses:

Melody Ranch (52)
Gene Autry Half-Hours (85)

M & A ALEXANDER PRODUCTIONS* (division of NTA)

Conrad Hilton, Suite 500-515A-517A

Headquarters: 8530 Wilshire Boulevard, Beverly Hills, Calif.

Personnel: Peter S. Rodgers, president; Mary Gray, general sales manager;



Mr. Rodgers

Burt Alexander, assistant to the president; Noah Jacobs, New York division manager; Joseph Moscato, division manager; Jack Swindell, sales representative.

Programs available, number of episodes in parentheses:

Color Features (33)
Features (270)
Science Fiction (12)
Westerns (41)
Planet Patrol (39)
Byline, Steve Wilson (39)
Fireside Theatre (100)
Terry & the Pirates (18)
Renfrew of the Royal Mounted (13)
Q. T. Hush (100)
Christie Comedies (107)
Holy Night
Day of Triumph
I Beheld His Glory
The Great Commandment

MARCUS ASSOCIATES

Lake Tower Inn, Suite unassigned

Headquarters: 3134 Euclid Avenue, Cleveland.

Personnel: F. E. Weidman, vice president.

Program available, number of episodes in parentheses:

Bishop Sheen Program (91)

MCA TV LTD.

Conrad Hilton, Suite 2400

Headquarters: 445 Park Avenue, New York.



Mr. Friedland

Personnel: Lou Friedland, vice president and director of syndication; Keith Godfrey, vice president and director of sales; DeArv Barton, Bob Greenberg, Fred Harner, John Von Herberg, Layton Bailey, vice presidents; Peter Mead, research director; Carl Runge, Carl Russell, Dick Cook, Jack Robertson and Phil Conway, account executives.

Programs available, number of episodes in parentheses:

Wagon Train (32)
Universal Feature Films (123)
Arrest and Trial (30)
Checkmate (70)
Leave It to Beaver (234)

Alfred Hitchcock (361)

Mr. Ed (143)

The Munsters (70)

MEDALLION TELEVISION ENTERPRISES INC.*

Conrad Hilton, Suite 550A-551A

Headquarters: 6000 Sunset Boulevard, Hollywood.



Mr. Ettlinger

Personnel: John A. Ettlinger, president; Marilyn M. Ettlinger, vice president; Jack Flax, eastern sales manager; Robert C. DeVinny, western sales manager; Bruce Collier, southern sales manager.

Programs available, number of episodes in parentheses:

Las Vegas Fight of the Week (26)
20/20 for Better Vision! (20)
Creeping Terrors (38)
Batjac (6)
Korda Classics (12)
Medallion Package (47)
H.T.V. Package (68)
Star Route (26)
Crack in the Wall (1)
Kingdom of the Sea (41)
Wonders of the World (39)
Medallion Cartoons (50)
Wrestling Stars of the Sixties (26)
Treasures in Faith (45)
View the Clue (26)

MGM-TV

Conrad Hilton, Suite 1905A

Headquarters: 1350 Avenue of the Americas, New York.



Mr. Burns

Personnel: John B. Burns, sales vice president; Edward A. Montanus, syndicated sales director; Charles Alsup, western sales manager; Michael Gould, midwest sales manager; Robert Horen, syndicated sales executive, midwest; James Thomson,

southern sales manager; George Hankoff and Ben Wickham, syndicated sales executives, New York; Louis Israel, syndicated sales service manager; Arthur Zeiger, business affairs director; Herman Keld, sales coordinator; Keith A. Culverhouse, advertising and promotion director; Stanley Birnbaum, research director; Arthur Perles, press chief; David Segal, advertising and promotion assistant.

Programs available, number of episodes in parentheses:

sodes in parentheses:

Please Don't Eat the Daisies (58)
Dr. Kildare (132)
Bonnie Prudden (65)
The Lieutenant (29)
The Eleventh Hour (62)
Cain's Hundred (30)
Sam Benedict (28)
The Islanders (24)
The Asphalt Jungle (13)
Zero One (39)
National Velvet (58)
The Thin Man (72)
Northwest Passage (26)
Our Gang Comedies
MGM Cartoons
The Passing Parade
Pete Smith Specialties
Crime Does Not Pay
MGM 1-2-3-4-5-6

NATIONAL TELEFILM ASSOCIATES INC.*

Conrad Hilton, Suite 500-515A-517A-519A

Headquarters: 8530 Wilshire Boulevard, Beverly Hills, Calif.



Mr. Tabakin

Personnel: Berne Tabakin, president; Peter S. Rodgers, senior vice president; Marv Gray, assistant general sales manager; Burt Alexander, assistant to senior vice president; Noah Jacobs, New York division manager; Joseph Moscato, division manager; Jack

Swindell, sales representative.

Programs available, number of episodes in parentheses:

Color Features (101)
20th Century-Fox Features (465)
Continental Twenty-Two (22)
Majesta Color (6)
Science Fiction (40)
Battle (43)
Safari (20)
Horror 6 (6)
Top Rank (25)
Shirley Temple (18)
Big Six (6)
Storybook Magic (7)
Famous Films I (116)
Famous Films II (46)
Westerns (92)
Cartoons (1,500)
Doodles Weaver (130)
Man from Cochise (156)
Sheriff of Cochise (78)
U. S. Marshall (78)
It's a Great Life (78)
Crime Reporter (78)
Third Man (77)
How to Marry a Millionaire (52)
Man without a Gun (52)
Official Detective (39)
Walter Winchell (39)

Assignment Underwater (39)
Grand Jury (39)
This Is Alice (39)
Schlitz Playhouse (25)
Adventures of William Tell (39)
African Patrol (39)
Quality Theatre—Lilli Palmer (33)
International Playhouse (26)
Glencannon (39)
Mantovani (38)
Show Business—George Jessel (26)
20th Century-Fox Hours (49)
Peril 13 (13)
David Susskind Show (39)
Play of the Week (59)
Repertory Theatre, USA (13)
Sports Colossus (2)
Man's Heritage (1)
Christmas Carol (1)

NBC FILMS INC.

Executive House, Suite unassigned

Headquarters: 30 Rockefeller Plaza, New York.



Mr. Graham

Personnel: George A. Graham Jr., president, NBC Enterprises; Morris Rittenberg, director, NBC Domestic Enterprises; Jacques Lieben-guth, vice president, sales, NBC Films.

Programs available, number of episodes in parentheses:

Astro Boy I & II (104)
Best of Groucho (250)
Blue Angels (39)
Boots & Saddles (39)
Californians (69)
Cameo Theatre (26)
Captured (26)
Car 54 (60)
Continental Classroom (160)
Danger Is My Business (39)
Deputy (39)
Divorce Court (130)
87th Precinct (30)
Falcon (39)
Famous Fantasies (3)
Forest Rangers (104)
Funny Manns (130)
Great Gildersleeve (39)
Hennesey (96)
Homer Bell (39)
Hopalong Cassidy A (26)
Hopalong Cassidy B (26)
Hopalong Cassidy (34)
It's a Great Life (78)
Jim Backus Show (39)
Kimba (52)
Lawless Years (52)
Life of Riley
1-146 (146)
147-217 (71)
Laramie (124)
Laredo (56)

Loretta Young (250)
Medic (59)
News Documentaries (10)
News Documentaries (15)
Not for Hire (39)
Outlaws (50)
Panic (31)
People Are Funny (150)
Philip Marlowe (26)
Pony Express (39)
Profiles in Courage (26)
Royal Canadian M. P. (39)
Richard Boone (25)
Silent Service I & II (78)
Steve Donovan (39)
Union Pacific (39)
Victory at Sea (26)

NORTH AMERICAN TELEVISION ASSOCIATES*

Conrad Hilton, Suite 546

Headquarters: 6290 Sunset Boulevard, Hollywood.



Mr. Dinsmore

Personnel: Robert R. Richardson, general partner; Richard W. Dinsmore, sales manager; Thomas Seehof, sales representative.

Programs available, number of episodes in parentheses:

Package Number One (12)
Outdoor Sportsman (100)
Treasure Trove of the Century (1)
King Family Holiday Specials
Sports International (9)
Radio programs available:
Perspective America

OFFICIAL FILMS INC.*

Conrad Hilton, Suite 528A-530A

Headquarters: 724 Fifth Avenue, New York.



Mr. Lerner

Personnel: Louis C. Lerner, president and chairman; E. Jonny Graff, vice president - operations; Don Getz, vice president-international; James P. Miller, secretary and treasurer; Al Lanken, general sales manager; Gerald Corwin, Maury Lanken and Dick

Romaine, sales executives; Robert Marcella, director of station relations; Charles Cohen, director of advertising and publicity; Jean Lenauer, director of technical services.

Programs available, number of episodes in parentheses:

Official Festival Features (26)

the Man from Mark Century brings

'COLORSCOPE'

to the Convention

"Colorscope" is *the* full color, completely tailored, animated film service for television stations. We've told people about it . . . and we've sent brochures out on it . . . but you've really got to see it and hear it because it's too good to describe.* So, when you're at the NAB Convention, be sure to see "Colorscope" at the Conrad Hilton, Suite 1722-24. You'll probably do what 11 of the first 15 stations who saw "Colorscope" did — and sign up — right away. These stations will be using "Colorscope" starting April 11th, 1967. Take a look at it and we'll bet you will be too. If you can't make it to the Convention, we'll be glad to send a representative to you. Write or wire Marvin Kempner, President, Mark Century Sales Corporation, The Towers, Warwick Hotel, 65 West 54th Street, New York, N. Y. 10019, or phone 212-752-3035. *"Colorscope" is animated and filmed by Soundac Color Productions, one of America's most experienced producers of film for television. Music is composed and arranged by Mitch Leigh, award-winning composer of the Broadway hit, "Man of La Mancha," and the world's leading composer of music for commercials. While at the convention, make sure you see the Man from Mark Century . . .

SUITE 1722-24

YOU CAN **WIN**
THESE PRIZES
IN ROOM 545

APRIL 2ND THRU APRIL 5TH

HOW DO I ENTER?
 JUST GO TO ROOM 545, FILL
 OUT AN OFFICIAL TFE '67 ENTRY
 BLANK AND LEAVE IT WITH THE
 TFE '67 HOSTESS—OK? OK!

ROOM 545? WHAT HOTEL?
 THE CONRAD HILTON
 IN CHICAGO!

WHAT'S THE BIG OCCASION?
 YOU KNOW...IT'S THE NAB
 NATIONAL CONVENTION

AM I ELIGIBLE TO
 WIN PRIZES?
 OF COURSE YOU ARE IF
 YOU'RE CONNECTED WITH
 A NAB AFFILIATED
 TV STATION OR GROUP

Grand Prize
 A FREE ROUND-TRIP
 TICKET FOR TWO TO
hawaii
 FROM ANYWHERE IN
 THE UNITED STATES

"MY HUSBAND WON THIS TRIP
 FROM THOSE NICE SYNDICATION
 PEOPLE AT THE TFE '67"



*fly the
 friendly skies
 of*

United... Discover Hawaii 1967

UNITED
 CHOSEN AS
 THE OFFICIAL AIRLINE
 FOR THE TFE '67
 AT THE NAB



OUR CHOICE OF COLOR
 WITH BUCKET SEATS
 AND FULL CARPETING

Grand Prize
 A BRAND NEW
**1967
 MUSTANG**
 TWO DOOR HARDTOP

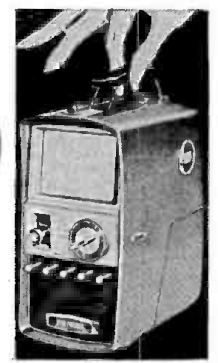
PLUS THESE EXCITING
 DAILY PRIZES WORTH
 THOUSANDS OF DOLLARS

CHICAGO → CONRAD HILTON HOTEL

**TFE '67's GIANT
 GIVE-A-WAY
 SWEEPSTAKES**

FREE ENTRY BLANKS — ROOM 545 CONRAD HILTON — CHICAGO

18
**MINNI
 TV**



**TELEVISION
 SETS**

America's
 Most Compact
 TV Receiver

Plays Everywhere You Go Only 5 1/2 lbs. Total Weight

**YOU MAY WIN
 IN ROOM 545**

3 CHANNEL MASTER
 Cordless Table Radios

RCA VICTOR STEREO
 Solid State Record Player
 Plus 50 RCA LP Albums

KODAK MOVIE CAMERA
 Instamatic M5
 Instant Loading
 AND WITH SUPER 8 ZOOM

4 SETS OF FABERGE
 BRUT TIPPLER and
 APHRODISIA CLUB
 MEN'S TOILETRIES

6 JOHN FREDERICS
 All Silk Men's Ties

24 DELUXE BOTTLES
 Mark II "Inferno"
 MEN'S COLOGNE

Large Gift Basket OF
 BARRACINI CANDIES

TELEVISION
 FILM
 EXHIBIT

TFE '67

Associate members: NATIONAL ASSOCIATION OF BROADCASTERS

Feature Group I (12)
Biography I & II (65)
Across the Seven Seas (39)
Survival! (38)
Battleline (38)
Peter Gunn (114)
The Adventures of Robin Hood (143)
Star Performance (153)
Invisible Man (28)
Mr. Lucky
Yancy Derringer (34)
Foreign Intrigue (156)
Wire Service (39)
Decoy
Cartoons (41)
Almanac Newsreel (377)
Greatest Headlines of the Century (260)
Sportfolio (260)
Sir Lancelot
Rocky Jones, Space Ranger (12)

OFF-NETWORK PRODUCTIONS

Ascot House, Suite unassigned
 Headquarters: 515 Madison Avenue, New York.
 Personnel: Jerry Marvin and Brooke Taylor.
 Programs available, number of episodes in parentheses:
Fabulous Fifty (50)
Flexi-pac Package (1,000 +)
Million Dollar Library (1,030)

OLAS CORP.

Executive House, Suite 3504
 Headquarters: 2800 Euclid Avenue, Cleveland.



Mr. Buchanan

Personnel: Robert S. Buchanan, president; John H. Foley, vice president and director of sales; Irene Ryan, production coordinator.

Programs available, number of episodes in parentheses:

Of Lands and Seas (207)

OLYMPUS TELEVISION INC.

Pick-Congress, Suite unassigned
 Headquarters: 3562 Royal Woods Drive, Sherman Oaks, Calif.
 Personnel: Stephen G. Mitchell, general manager.
 Programs available, number of episodes in parentheses:
Boxing from the Olympic (52)

PARAMOUNT TELEVISION ENTERPRISES INC.*

Conrad Hilton, Suite 521-522-523
 Headquarters: 5451 Marathon Street, BROADCASTING, March 27, 1967

Hollywood.



Mr. Reynolds

Personnel: John T. Reynolds, president; Robert M. Newgard, vice president in charge of syndication sales; Burton Hanft, vice president; S. L. Adler, vice president.

Programs available, number of episodes in parentheses:

Portfolio I (50)

THE WALTER READE ORGANIZATION INC.*

Conrad Hilton, Suite 535A-536A-537A
 Headquarters: 241 East 34th Street, New York.

Personnel: Walter Reade Jr., president; Elliott Abrams, vice president in charge of television sales; Alan Gleitsman, vice president, West Coast; Murray Oken, director, eastern sales; Bernice Coe, account executive; Julian Schlossberg, account executive; Stan Levine, director, advertising and promotion; Mary Winters, operations manager.

Programs available, number of episodes in parentheses:

Cinema 200 (30)
Cinema 68 (68)
Selected Cinema
Laurel & Hardy shorts (60)
Laurel & Hardy features (10)
Cinema 100 (24)
Cinema 90 (26)
Cinema 70 (64)
Cinema 88 (53)
Cinema 98 (98)
Special of the Week (15)
Silents Please (39)
Abbott & Costello (52)
Time out for Sports (52)
Capt. Sailorbird Cartoons (100+)

RILL INTERNATIONAL FILMS LTD.

Conrad Hilton, Suite 561A
 Headquarters: 7 East 48th Street, New York.

Personnel:
 N. F. Rill, president;
 I. R. Rill, director of sales;
 Joseph Green; Vincent Bejtman.

Programs available, number of episodes in parentheses:

First Run Feature Films (13)

RKO PICTURES CO.*

Conrad Hilton, Suite 516-529
 Headquarters: 1440 Broadway, New

York.



Mr. Leder

Personnel: Robert J. Leder, president; Martin S. Fliesler, vice president and assistant to the president; Aaron Beckwith, vice president in charge of sales; Alvin Sussman, vice president syndicated sales; David Yarnell, director of program development; Sid Bakal,

director of public relations; Thomas Ryan, sales executive; Lee Orgel, RKO-JOMAR.

Programs available:

RKO Pictures
Abbott and Costello (156)
Firing Line with William F. Buckley, Jr. (52)
Ladies of the Press
Surf's Up (26)
Shirley Temple's Storybook (13)
Hollywood Backstage (39)
Meet Marcel Marceau (1)
Murray the 'K' at Shea (1)
International Aero Classic (1)

PETER M. ROBECK & CO.*

Conrad Hilton, Suite 509A-520A
 Headquarters: 230 Park Avenue, New York.



Mr. Robeck

Personnel: Peter Robeck, president; William Finkeldey, vice president; Peter Green BBC-TV.

Programs available, number of episodes in parentheses:

The World of Lowell Thomas (39)
The Wars of the Roses (11)

The Great War (26)
The Spread of the Eagle (9)
Hamlet at Elsinor (1)
As You Like It (1)
Adventure (39)
The Best of Both Worlds (33)
The Most in Music (9)
The Pioneers (104)
Trails West (104)
Living Camera (10)

WALTER SCHWIMMER INC., Div. of Cox Broadcasting Corp.

Unassigned
 Headquarters: 410 North Michigan, Chicago.

Personnel: Walter Schwimmer, Art Pickens, Howard Christiansen, Jack Martin, Ted Swift, Bud Thompson and Wade Crosby.

sodes in parentheses:

Cisco Kid (156)
Let's Go to the Races (104)
Harness Racing Sweepstakes (52)
Sports Package (623)
Championship Bowling (26)

SCREEN GEMS INC.

Sheraton-Blackstone, Regency Room

Headquarters: 711 Fifth Avenue, New York.

Personnel: Dan Goodman, vice president in charge of syndication sales; William Hart, director of syndication sales; Sid Weiner, administrative assistant; Alan Silverbach, vice president and director of sales, international division; Norman Horowitz, executive assistant; Bruce Ledger, vice president and general manager, Screen Gems (Canada) Ltd.; Marvin Korman, director of advertising and public relations; Wallace Rogers, advertising and sales promotion manager.

Programs available, number of episodes in parentheses:

Batfink (100)
Adventures of the Seaspray (32)
Post 60 Feature Film Package (60)
Hazel (154)
Wackiest Ship in the Army (29)
Gidget (32)
Dennis the Menace (146)
International Soccer (1)

SEVEN ARTS ASSOCIATED CORP.*

Conrad Hilton, Suite 539A-542A-544A-545A-546A-548A

Headquarters: 200 Park Avenue, New York.

Personnel: Donald Klauber, executive vice president and general manager; Herbert G. Richek, vice president and director of theatrical and television film services; Lloyd Krause, vice president for sales, eastern division; Jack Heim, eastern division account executive; Robert Hoffman, vice president for sales, midwest division; S. Allen Ash, midwest division account executive; George Mitchell, vice president for sales, western division; Alden Adolph, western division account executive; Dave Hunt, vice president for sales, southern division; Al Shore, southern division executive; Leonard Hammer, director national sales; Harvey Chertok, director of advertising, promotion and publicity.

Programs available, number of episodes in parentheses:

Films of the 50's—Volume 1 (33)
Films of the 50's—Volume 2 (41)

Films of the 50's—Volume 3 (41)
Films of the 50's—Volume 4 (40)
Films of the 50's—Volume 5 (49)
Films of the 50's—Volume 7 (50)
Films of the 50's—Volume 8 (42)
Films of the 50's—Volume 9 Part 1 (54)
Films of the 50's—Volume 9 Part 2 (54)
Films of the 50's—Volume 9 Part 3 (53)
Films of the 50's—Volume 9 Part 4 (54)
Films of the 50's and 60's—Volume 10 (41)
Films of the 50's and 60's—Volume 11 (52)
Films of the 50's and 60's—Volume 12 (50)
The Fast 23 (23)
99 Film Favorites (99)
Special Features (13)
Charlie Chan Features (21)

SEVEN ARTS TELEVISION*



Mr. Rich

Personnel: W. Robert Rich, executive vice president and general manager; Richard A. Harper, vice president, syndicated sales; Herbert H. Richek, vice president and director of theatrical and television film services; Thomas F. Madigan, vice president, network programming and sales; Stanley R. Jaffe, director, New York programs; Peter M. Affe, director of eastern sales; Harvey R. Reinstein, director of southern sales; Othur V. Oliver, director of midwest sales; Alex Horwitz, director of West Coast sales; Vincente Ramos, director of international sales; Robert Berian Jones, director of national sales; Jack Maes, director of research; Harvey Chertok, director of advertising, sales promotion and publicity.

Programs available, number of episodes in parentheses:

Overseas Opinion
Country Music Hall (26)
Gypsy Rose Lee Show
Marine Boy (52)
Johnny Cypher in Dimension-Zero (130)
Boston Symphony Orchestra (6)
Boston Symphony Orchestra (26)
Dylan Thomas (1)
Night Train (26)
Discophonic Scene (13)
The Nutcracker (1)
Man in Space (6)
Oh, My Word (26)
Beatles' Big Night Out (1)
Behind the Scenes with the Royal

Ballet (1)

Mahalia Jackson Sings the Story of Christmas (1)
Out of the Inkwell (100)
Looney Tunes Cartoons (191)

SHOW CORPORATION*

Conrad Hilton, Suite 539-553

Headquarters: 45 Rockefeller Plaza, New York.



Mr. Manby

Personnel: Robert Manby, president; Fred Schneier, vice president; Fred Fleischer, eastern sales; Louise Crest, director, sales service.

Programs available, number of episodes in parentheses:

Command Performance (75)
Newsmakers (24)
Entertainment Specials
A Christmas Carol (1)
On Tour (5)

SPANISH INTERNATIONAL NETWORK*

Conrad Hilton, Suite 533-534-536

Headquarters: 250 Park Avenue, New York.

Personnel: Rene Anselmo, executive vice president; Robert Hitchens; Barry Lane; John Pero; Valerie Zapac. Productora de Teleprogramas, S.A., Ninos Heroes 15, Mexico City; Gerhard Lux, general manager; Marcos Duran; Alberto Mascarenas.

Programs available:

In English: *Bullfights from Mexico*; *Boxing from Mexico*; *Wrestling from Mexico*; *Jai Alai from Mexico*; *Soccer from Mexico*; *Mexican Carousel*.

In Spanish: *Musical Series*; *Comedy Series*; *Variety Series*; *Soap Operas*; *Sports Programing*.

STORER PROGRAMS INC.

Conrad Hilton, Suite 1005A

Headquarters: 338 South Western Avenue, Los Angeles.

Personnel: Henry J. Davis, general manager; Jon Oscher, southeastern sales manager and Dick Feiner.

Programs available, number of episodes in parentheses:

Littlest Hobo (60)
Very Special



Mr. Davis



Pick of the Bunch!

Here's the best new
off-network comedy
for all-family viewing.
Top-rated in color homes.
Top appeal for those
35 and under.
Top attraction for TV's
largest spot advertisers.

Please Don't Eat The Daisies

Starring: Patricia Crowley and Mark Miller

58 Half-Hours—In Color
Now available for
local programming

At the NAB, visit us as always in That
Great Suite 1905A, Conrad Hilton.



THE TOTAL
PROGRAMMING
COMPANY

Occasion (12)

TELEDYNAMICS CORP.*
(Bill Burrud Productions)

Conrad Hilton, Suite 560A

Headquarters: 165 West 46th Street,
New York.



Mr. Azzato

Personnel: Tony Azzato, executive vice president and sales manager; Bill Burrud, president, Bill Burrud Productions; Jerry Franken, vice president, Bill Burrud Productions; Irwin Pizor, president, Teledynamics Corp.; Jerry Weisfeldt, western division sales representative; Maurice Zouary, production supervision, Joseph Aranow, business manager.

Programs available, number of episodes in parentheses:

- Islands in the Sun* (78)
- Wanderlust* (117)
- Holiday* (39)
- True Adventure* (78)
- Treasure* (39)
- Vagabond* (39)
- Wonderful World of Women* (60)
- Roving Kind* (60)
- Kiddie Camera* (150)
- Dynamic II* (23)
- Belles and Ballet* (90)
- Teledynamics Specials* (12)

TELESYND DIVISION OF WRATHER CORP.*

Conrad Hilton, Suite 556

Headquarters: 375 Park Avenue, New York.



Mr. Perin

Personnel: Arthur A. Jacobs, vice president; Richard Perin, national sales manager; Lois Moss, director, program services.

Programs available, number of episodes in parentheses:

- Timmy & Lassie* (156)
- The Lone Ranger* (166)
- Sgt. Preston of the Yukon* (78)
- The Lone Ranger* (1)
- The Lone Ranger and the Lost City of Gold* (1)

TELEWORLD INC.

Ambassador East, Suite unassigned

Headquarters: 39 West 55th Street,
New York.

118. (SPECIAL REPORT: TV SYNDICATION)



Mr. Seidelman

Personnel: Robert Seidelman, president; Dick Cignarelli, account executive.

Programs available, number of episodes in parentheses:

- Group I* (32)
- Group II* (11)

TRANS-LUX TELEVISION CORP.*

Conrad Hilton, Suite 556A-557A

Headquarters: 625 Madison Avenue,
New York.

Personnel: Richard Brandt, chairman; Eugene Picker, president; Richard Carlton, executive vice president; Ray Junkin, general sales manager; Arthur L. Manheimer, western division manager; Ray Wild, midwestern division manager; Joseph Schackner, assistant to the vice president; Albert Boyars, director of creative services.

Programs available, number of episodes in parentheses:

- The Big Attack* (39)
- Pick a Show*
- The Golden Eagle* (260)
- Gigantor* (52)
- Mack and Myer for Hire* (200)
- The Mighty Hercules* (130)
- Felix the Cat* (260)
- Hollywood Guest Shot* (26)
- It's A Wonderful World* (39)
- Magic Room* (39)
- Top Draw Features* (12)
- Junior Science* (39)

TRANS-LUX DISTRIBUTING CORP.

Conrad Hilton, Suite 556A

Robert Weisberg, vice president; Mike Romano, operations manager.

Stock Quotation Program Service

TRIANGLE PROGRAM SALES

Conrad Hilton, Suite 2300

Headquarters: 320 Park Avenue, New York.



Mr. Clipp

Personnel: Roger W. Clipp, chief executive; H. T. Vaden, administrative assistant; Clyde R. Spitzner, director of sales; Tom B. Jones, director of programming; John D. Scheuer, executive manager for radio; Henry Rhea, director of engineering; David J. Bennett,

director of FM operations; Tom White, sales manager, educating; Bob Bernstein, director of public relations; Edward H. Benedict, manager, Triangle

Program Sales; George A. Koehler, manager WFIL-AM-TV.

Programs available, number of episodes in parentheses:

- Auto Racing* (41)
- Exercise with Gloria* (130)
- Tell Me, Dr. Brothers* (130)
- Operation Alphabet* (190)
- The Jerry Blavat Show*
- The Wonder of Birds* (13)
- Colorful World of Music* (65)
- Podrecca Piccoli Theatre* (1)
- This Is America* (13)
- Parachute Championships* (5)
- Step This Way* (26)
- Model Airplane Championships* (1)
- Nassau Dog Show* (1)
- Tunnel Under Mont Blanc*
- Astrojet Golf* (1)
- Devon Horse Show* (3)
- Wonderful Age of Play* (13)
- Wordland Workshop* (195)

20TH CENTURY-FOX TELEVISION INC.

Conrad Hilton, Suite 1500

Headquarters: 444 West 56th Street,
New York.



Mr. Self

Personnel: William Self, executive vice president; David Gerber, vice president; William L. Clark, general sales manager; John P. Rohrs, midwestern division sales manager; Joseph F. Greene, eastern division sales manager; Howard Anderson, western division sales manager; Crenshaw Bonner, southern division sales manager; Herbert Lazarus, sales manager, 20th Century-Fox Television International Inc.; Frank Murray Jr., Canadian division sales manager; Joseph Fusco, Jr., director of promotion; Gerald Feifer, research director.

Programs available:

- Adventures in Paradise*
- Anatomy of Crime*
- The Big Bands*
- Bring Forth My People*
- Broken Arrow*
- Bus Stop*
- Crusade in Europe*
- Dobie Gillis*
- Five Fingers*
- Follow the Sun*
- The Greatest Drama; The Green Hornet; Hong Kong; Matches 'N Mates; The Monroes; My Friend Flicka; Three Guesses; Twelve O'Clock High; War to End All Wars*

UNITED ARTISTS TELEVISION INC.*

Conrad Hilton, Suite 504-505-507

Headquarters: 555 Madison Avenue,

BROADCASTING, March 27, 1967



"PSYCHO"

Starring Anthony Perkins and Janet Leigh. Tense drama of suspicion and sudden death, acclaimed for one of the most surprising climaxes ever filmed. Released 1960. Running time 109 minutes.



"WAR AND PEACE"

COLOR

Tremendous cast stars Audrey Hepburn, Henry Fonda, Mel Ferrer, May Britt, Oscar Homolka. Tolstoy's classic brought to life. A film masterpiece! Released 1956. Running time 167 minutes.



"THE RAINMAKER"

COLOR

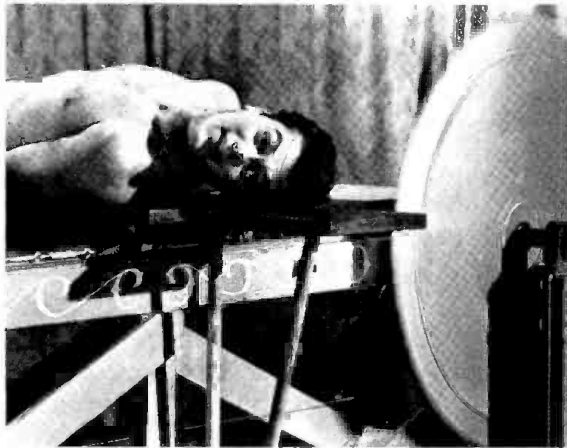
Stars Katharine Hepburn, Burt Lancaster, Wendell Corey, Lloyd Bridges. One of the screen's most memorable love stories, tender, funny, deeply moving. Released 1957. Running time 121 minutes.



“ELEPHANT WALK”

COLOR

Stars Elizabeth Taylor, Dana Andrews, Peter Finch. Romantic adventure filmed in exotic Ceylon. A gripping story, unforgettable suspense, an awe-inspiring finish! Released 1954. Running time 103 minutes.



“HOUDINI”

COLOR

Tony Curtis and Janet Leigh star in the beautifully-filmed story of the career of famed illusionist-magician Harry Houdini. Tremendous appeal for the entire family. Released 1953. Running time 106 minutes.



“VISIT TO A SMALL PLANET”

Jerry Lewis romps through his wildest role as a way-out space-nik who learns about love from an earthy beatnik. Fred Clark, Barbara Lawson, Joan Blackman co-star. Released 1960. Running time 85 minutes.

New York.



Mr. Weis

Personnel: Pierre Weis, executive vice president, sales; Dick Lawrence, vice president and sales manager, syndication division; Jim Weathers, western manager, syndication division; Leon Bernard, Lee Stone, Frank Parton, account executives; Melville Bernstein,

director of sales promotion and advertising; Jack McLaughlin, film program service manager; Joseph Ceslik, manager, ratings and research.

Programs available, number of episodes in parentheses:

- Ultra Man* (39)
- Circus Parade* (140)
- Patty Duke* (104)
- Sea Hunt* (155)
- Highway Patrol* (156)
- Bat Masterson* (108)
- Ann Sothern Show* (93)
- Tombstone Territory* (91)
- Hollywood and the Stars* (31)
- Outer Limits* (49)

Also: *Stoney Burke* (32); *Aquanuts* (32); *Human Jungle* (26); *East Side/West Side* (26); *Great Events of Our Time* (12); *Mystery Hours* (10); *My Mother the Car* (30); *Ripcord* (38); *Science Fiction Theatre* (39); *Favorite Story* (37); *Keyhole* (37); *Lee Marvin Presents—Lawbreaker* (32); *Everglades* (18); *Mr. District Attorney* (50); *I Led Three Lives* (39)

UNITED ARTISTS ASSOCIATED*

Conrad Hilton, Suite 504-505-507

Headquarters: 555 Madison Avenue, New York.



Mr. Ezzes

Personnel: Erwin H. Ezzes, executive vice president; Martin J. Robinson, vice president and sales manager; Amos Baron, director, western division; George Gilbert, sales manager, eastern division; Sully Ginsler, director, central division; Paul C. Kalvin, director, eastern division; Fred A. Watkins, director, southwest division; Jerome Wechsler, sales manager, central division; Frank Kowcenuk, general manager, UAA-Canada.

Programs available, number of episodes in parentheses:

- UA Showcase 3* (35)
- UA Showcase 2* (39)
- UA Showcase for the Sixties* (31)
- UA-A-Okay's* (25)
- UA Box Office 22* (22)

- UA 55* (55)
- Top 27* (27)
- Award 36* (36)
- Lucky 5* (5)
- Science Fiction* (60)

Also: *Festival Showcase* (53); *Premiere Reissues* (7); *Warner Brothers Feature Library* (747); *RKO Feature Library* (720); *Warner Brothers Cartoons* (327); *Popeye Cartoons* (234); *The Tales of Wizard of Oz* (130); *The New Adventures of Pinocchio* (130)

WARNER BROS. TELEVISION DIVISION*

Conrad Hilton, Suite 524-526A

Headquarters: 666 Fifth Avenue, New York.



Mr. Kotler

Personnel: Joseph Kotler, vice president; Edgar J. Donaldson, northeastern district manager; Carl Miller, western district manager; William G. Seller, southwestern district manager; Gordon A. Kellmann, director of marketing and research;

Benjamin DeAugusta, sales service manager; Louis Marino, program information manager.

Programs available, number of episodes in parentheses:

- Warner Bros. Two* (22)
- Warner Bros. One* (25)
- Warner Bros. Cartoons—Series '64* (100)
- Mister Roberts* (30)
- No Time for Sergeants* (34)
- Colt .45* (67)
- Lawman* (156)
- Room for One More* (26)

Also: *Hawaiian Eye* (134); *Maverick* (124); *Cheyenne* (107); *Surfside 6* (74); *Sugarfoot* (69); *Bronco* (68); *The Roaring 20's* (45); *Bourbon Street Beat* (39); *The Gallant Men* (26); *The Dakotas* (19); *77 Sunset Strip* (149)

WBC PROGRAM SALES INC.

Conrad Hilton, Suite 2500

Headquarters: 240 West 44th Street, New York.



Mr. Arries

Personnel: Leslie G. Arries Jr., president; Jack E. Rhodes, vice president; Quentin T. Kelly, advertising-sales promotion manager; John W. Davidson, eastern division manager; Chris Remington, central division manager; Will Tomlinson, western division manager.

Programs available, number of episodes in parentheses:

Programs available, number of episodes in parentheses:

Mike Douglas Show; *Merv Griffin Show*; *Carry On . . .* (16); *Postmark Zero* (1); *The Advocate* (1); *Paintings in the White House* (1); *Marked for Glory* (1); *Mencken's America* (1); *The Face of Genius* (1); *National Nostalgia Test* (1); *Steve Allen Show* (500); *Regis Philbin Show* (100); *Public Affairs* film series

WGN CONTINENTAL PRODUCTIONS CO.

Continental Plaza, Gold Suite

Headquarters: 2501 Bradley Place, Chicago.



Mr. Eidmann

Personnel: Bradley Eidmann, Harry Miller, Dale Juhlin, James Hanlon and E. Boyd Seghers Jr.

Programs available, number of episodes in parentheses:

- An Evening with* (26)
- The Barn Dance* (26)

Great Music (104)

WOLPER TELEVISION SALES*

Conrad Hilton, Suite 504A-505A-507A

Headquarters: 485 Lexington Avenue, New York.

Personnel: David L. Wolper, chairman; M. J. (Bud) Rifkin, president; Walter Kingsley, vice president; Wyman Nathan, general sales manager; Victor C. Bikel, northeastern regional manager; Jack Donahue, western regional manager; Jack Garrison, midwestern regional manager; Bob Greenstein, southern regional manager; Randy Place, New York City sales manager.



Mr. Wolper

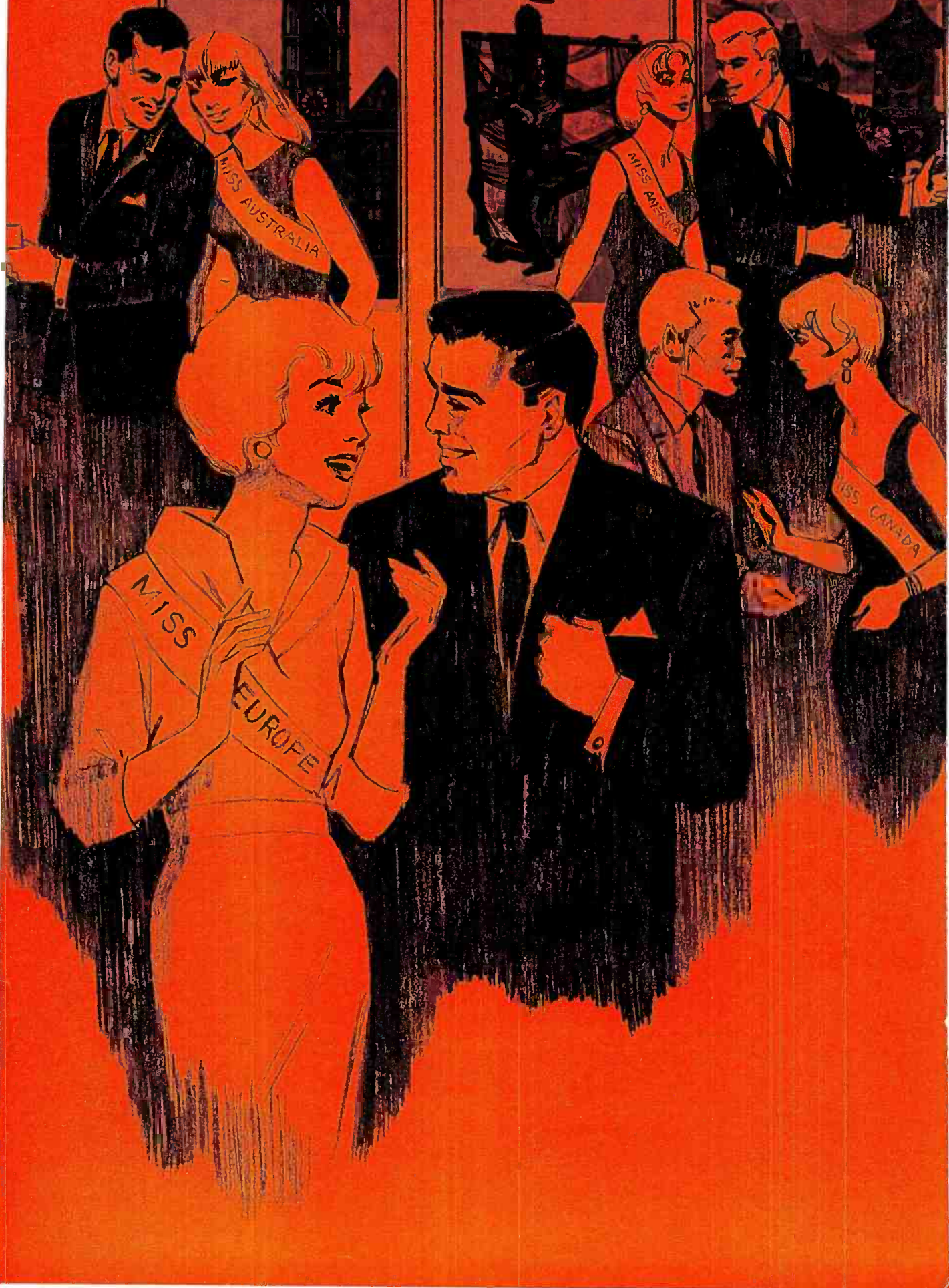
Programs available, number of episodes in parentheses:

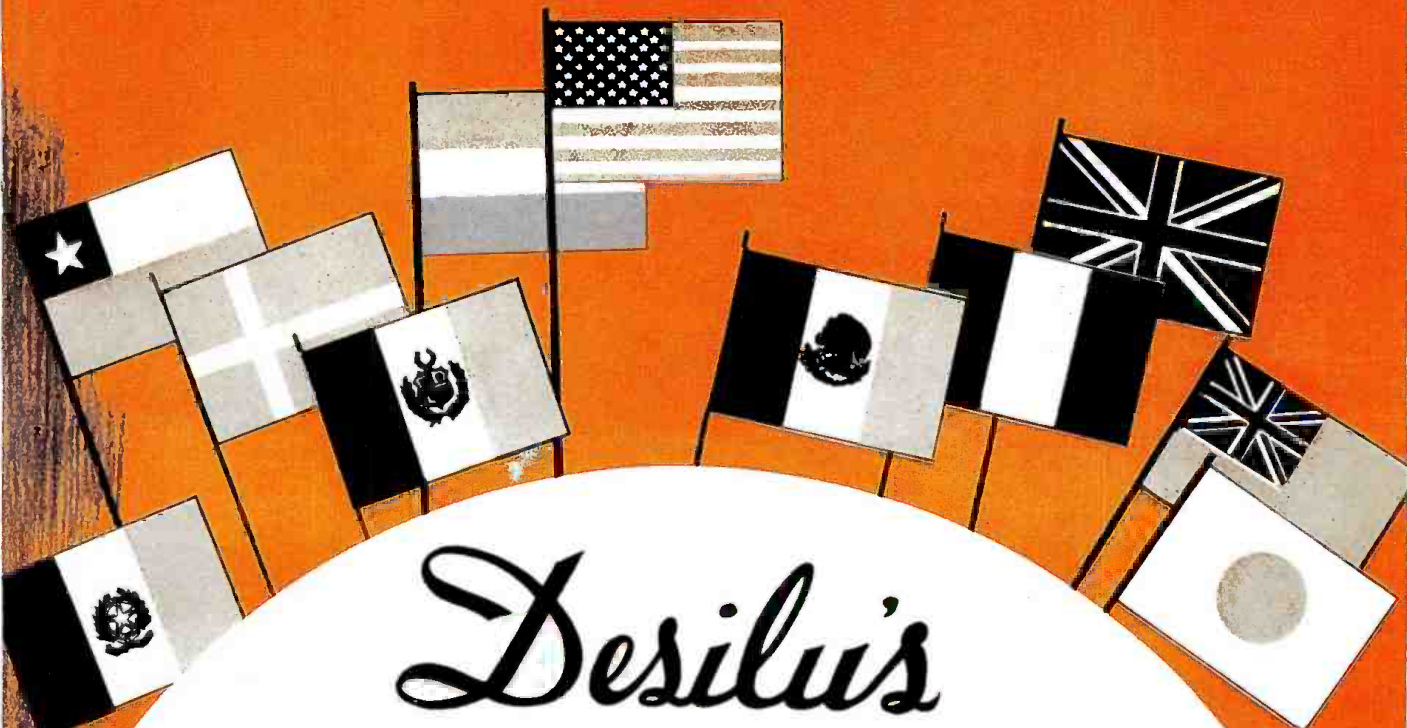
- Truth or Consequences* (195)
- The Alan Burke Show* (26)
- Wolper Award Specials* (22)
- Ray Conniff Christmas Special* (1)
- The Mean Mr. Firecracker* (1)
- My Favorite Martian* (107)
- Laurel & Hardy* (156)
- Crusader Rabbit* (260)
- A Re-examination of the Warren Commission Findings: a Minority Report* (1)
- A Re-examination of the Warren Commission Findings: a Majority Report* (1)
- March of Time* (8)
- Men in Crisis* (32)

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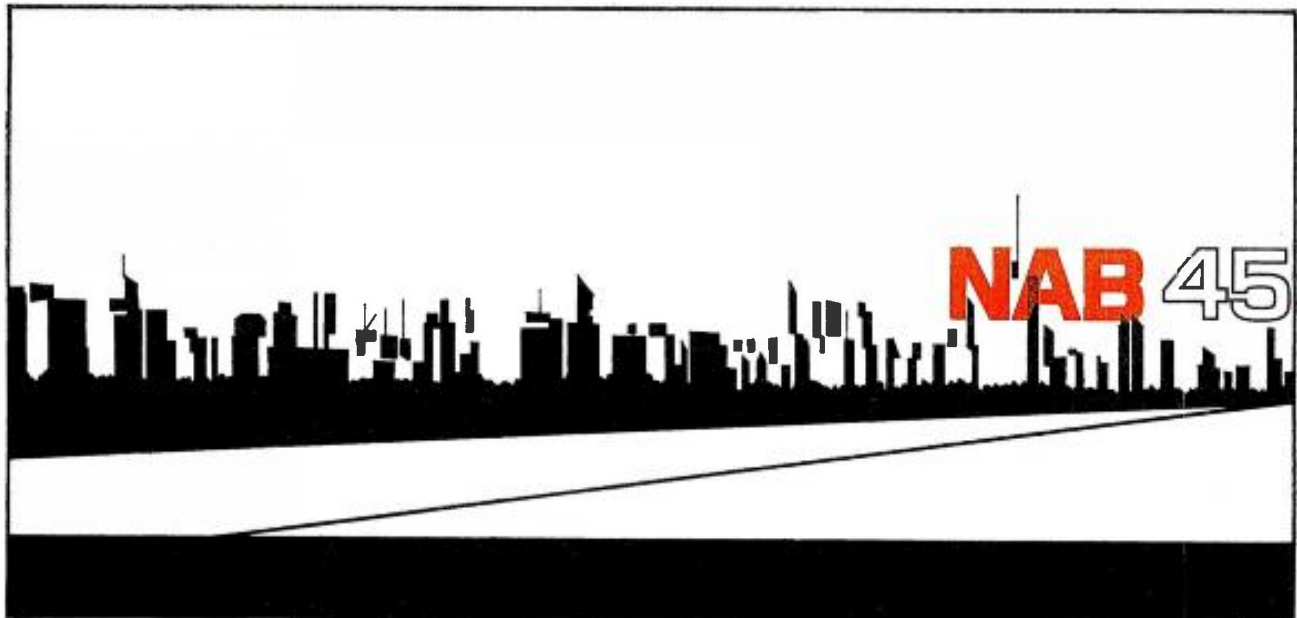
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Everything is bigger about the 45th

NAB READY TO FILL 4,926 HOTEL ROOMS, 4 EXHIBIT HALLS

Records are made to be broken and the National Association of Broadcasters is looking to its 45th annual convention to follow suit and break records that were established only last year.

The convention, to be held in Chicago's Conrad Hilton hotel, April 2-5, will have more equipment exhibitors than ever before; the associated Television Film Exhibit '67 will have more participants than last year, and all indications are that convention registration will surpass the record 5,036 at the 1966 convention.

When NAB cut off registration on March 8, the total stood at 3,800—2,879 for the management sessions and 921 for the concurrent Broadcast Engineering Conference (see page 130). NAB has booked 4,926 rooms in 10 hotels.

In addition to the expected official record turnout, there will be 2,500 to 3,000 others on hand to man the equipment exhibits, sell programing, pacify affiliates and run hospitality suites.

All the New Gear ■ The equipment exhibits will number 116 and cover 50,000 square feet in the Hilton's four exhibit halls. A new feature on the exhibit floor this year will be extension phones at each booth.

TFE '67 with 29 members, compared to 22 last year, will again be taking over the fifth floor of the Hilton (see page 99). It kicks off its part in the convention with the annual cocktail party Sunday afternoon (April 2) in the Hilton's International Ballroom. In addition to the TFE members, more than 20 other film and tape syndicators will be on hand at the Hilton and other hotels.

Budgetary problems have forced the FCC to cut back on the size of the contingent it usually sends to Chicago,

with only 14 scheduled to go next week compared to the 33 who attended in 1966. Only Chairman Rosel Hyde and Commissioner Kenneth Cox will have a role in the formal agenda—Mr. Hyde as the Tuesday (April 4) luncheon speaker, and Mr. Cox as speaker at the FM Day session Sunday. Commissioner Lee Loevinger will be a luncheon speaker for the Association for Professional Broadcasting Education on Sunday. Robert Cahill, legal assistant to the chairman, will speak to the National Association of FM Broadcasters on Friday (March 30).

Larger Quarters ■ The Tuesday Night Broadcast Pioneers banquet looks to be another sellout with more than 1,200 tickets at \$15 each already sold. The dinner has been scheduled for the Hilton's Grand Ballroom, which seats 1,000, but the demand again forced the banquet into the one-third larger International Ballroom (see page 180).

One of the convention high points will come Monday morning in the opening joint assembly of management and engineering delegates with the presentation of NAB's annual Distinguished Service Award to Chet Huntley and David Brinkley of NBC News.

At the Monday management luncheon NAB President Vincent Wasilewski will make his annual report to the membership. At the closing luncheon Wednesday (April 5), Sargent Shriver, director of the Office of Economic Opportunity, will address the convention.

Co-chairmen of the convention are John T. Murphy, Avco Broadcasting Corp., Cincinnati, and George W. Armstrong, Storz Broadcasting Co., Omaha, vice chairmen of the TV and radio boards, respectively. Other committee members are: Edward Allen Jr., WDRR Sturgeon Bay, Wis.; Otto Brandt, King Broadcasting, Seattle; Richard Dudley, WSAU Wausau, Wis.; Frank Gaither, WSB Atlanta; Charles Gates, WGN Chicago; Daniel Kops, WAVZ New Haven, Conn.; Carl Lee, WKZO-TV Kalamazoo, Mich.; Jack W. Lee, WSJZ Huntington, W. Va.; Glenn Marshall Jr., WJXT-TV Jacksonville, Fla.; Donald Thurston, WMNB North Adams, Mass.; Charles Tower, Corinthian Broadcasting, New York, and Willard Walbridge, KTRK-TV Houston.

Official agenda, other events .. page 128

Technical papers, agenda page 130

Major displays at exhibits page 144

'Where to find it' directory page 176

from Seven Arts Television...

**EXCITING NEW DIMENSION
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London Observer

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Now, Seven Arts Television presents a new syndicated news service... **IN COLOR**

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13 New TV Sports Specials
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23 Pro-Stars of the international sports world have been brilliantly filmed in color in the heat of action that has made them champions, and, for the first time, they are now also seen in exclusive personal close-ups behind the scenes... and out of the

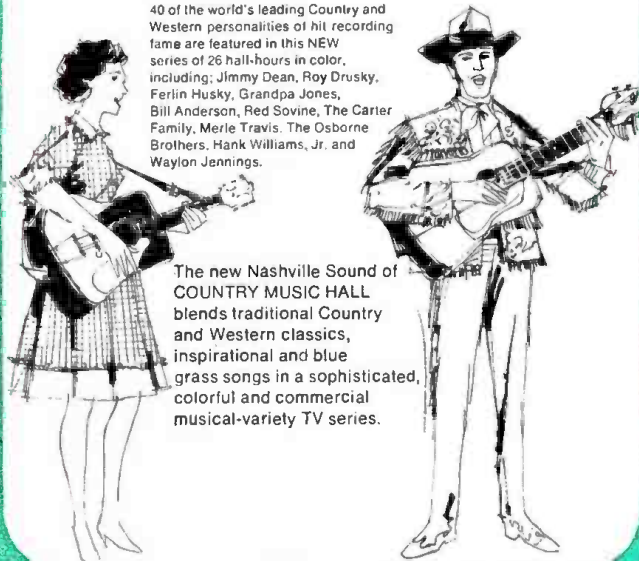
public eye. What these champions think about what they do better than anyone else in the world keynotes the excitement of this new half-hour series produced by Lori Productions, Inc.

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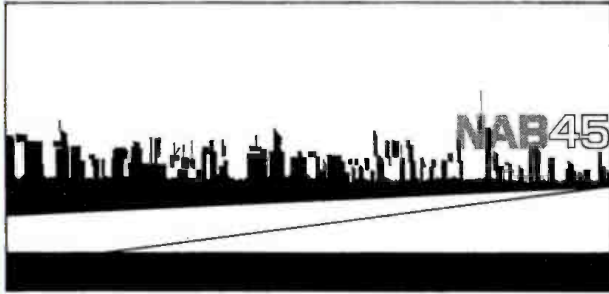


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ON TAP AT THE CONVENTION

Official agenda for the 45th annual National Association of Broadcasters convention, April 2-5, at the Conrad Hilton hotel, Chicago, follows. Listed separately are unofficial and related meetings and activities (see opposite page). The engineering conference agenda begins on page 130 and equipment exhibits on page 144. All events take place in the Conrad Hilton unless otherwise noted.

Registration ■ Saturday, April 1—9 a.m.-5 p.m. Sunday, April 2—8 a.m.-6 p.m. Monday, April 3—8 a.m.-6 p.m. Tuesday, April 4—9 a.m.-5 p.m. Wednesday, April 5—9 a.m.-5 p.m. Lower Lobby.

Exhibit Hours ■ Sunday, April 2—10 a.m.-7 p.m. Monday, April 3—9 a.m.-9 p.m. Tuesday, April 4—9 a.m.-7 p.m. Wednesday, April 5—9 a.m.-5 p.m. Continental Room, and North, East and West Exhibit Halls.

SUNDAY, April 2

NAB FM Day Program ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Presiding, Harold R. Krelstein, WMPS-FM Memphis. Report of FM Committee Chairman, Harold I. Tanner, WLDM(FM) Detroit. Report from Sherril Taylor, NAB vice president for radio.

How to Pick a National FM Representative: Moderator, David Polinger, WTFM(FM) Lake Success, N. Y. Panelists: James Schulke, Quality Media Inc., New York; Gary Gielow, KPEN(FM) San Francisco, and David Morris, KNUZ, KQUE(FM) Houston.

Report from the FCC: Commissioner Kenneth A. Cox.

FM Can Attract a Wider Audience—Higher Sets in Use: Moderator, N. L. Bentson, WLWL-FM Minneapolis. Panelists: Joseph A. Kjar, KSL-FM Salt Lake City; Everett L. Dillard, WASH(FM) Washington, and Kenneth Cowan, WOR-FM New York.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room beginning at 9 a.m. Sunday, April 2.]

Television Assembly ■ 3:15-5 p.m. Waldorf Room.

Secondary Market Television Session: Moderator, William Carlisle, NAB vice president for station services. Panelists: William Grove, KFBC-TV Cheyenne, Wyo.; William Patton, KATC(TV) Lafayette, La.; Marshall Pengra, KLTV(TV) Tyler, Tex.; Robert Schmidt, KAYS-TV Hays, Kan., and Thomas Young, KMMT(TV) Austin, Minn.

MONDAY, April 3

General Assembly (Management and Engineering Conferences) ■ 10:30 a.m.-noon. Grand Ballroom.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. Music, WGN Orchestra under Robert Trendler. Invocation, The Reverend Hugh Michael Beahan, director of radio-television for the Diocese of Grand Rapids.

Presentation of NAB's Distinguished Service Award to Chet Huntley and David Brinkley, NBC newsmen, by Vincent Wasilewski, NAB president. Remarks, Mr. Huntley and Mr. Brinkley.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman. Invocation, Rabbi Benjamin C. Kaganoff, president of the National Board of Rabbis.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. Address, Vincent Wasilewski, NAB president.

Radio Assembly ■ 2:15-5 p.m., Grand Ballroom. *Presiding, Grover C. Cobb, KVOB Great Bend, Kan., chairman of NAB radio board. Report of Radio Board Chairman, Mr. Cobb.*

Reflections of a Communicator, Maurice Mitchell, President, Encyclopaedia Britannica.

Code Issues and Answers, Richard Brown, KPOJ Portland, Ore., chairman NAB radio code board; Howard Bell, NAB Code Authority director, and Charles M. Stone, radio code manager.

How to Describe Your Programming: Moderator, Sherril Taylor, NAB vice president for radio. Panelists: Al Waack, Association of National Advertisers; William Oberholzer, American Association of Advertising Agencies; Lloyd Dennis, WTOP Washington, and Maurice Kellner, Station Representatives Association.

Records and Radio: Introduction, Henry Brief, executive secretary, Record Industry Association of America. Performers: Eddy Arnold (RCA), Pat Cooper (United Artists), Donna Lee (Columbia) and Jean Paul Vignon (MGM).

Television Assembly ■ 2:45-5:15 p.m., International Ballroom.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman, vice chairman of NAB TV board.

You Can't Have It Both Ways, Norman E. (Pete) Cash, president of Television Bureau of Advertising.

Film Conference '67 (a TFE-67 presentation): Moderator and executive producer, David L. Wolper, Wolper Productions Inc., New York. Panelists: Joseph Barbera, Hanna-Barbera Productions, Hollywood; Michael Dann, CBS-TV New York; Bill Michaels, Storer Broadcasting Co., Miami Beach; Otto Preminger, motion picture producer-director, New York, and Danny Thomas, Danny Thomas Enterprises Inc. Hollywood.

TUESDAY, April 4

Radio Assembly ■ 10 a.m.-noon, Grand Ballroom.

Presiding, G. W. Armstrong, Storz Broadcasting Co., Omaha, convention co-chairman, vice chairman of NAB radio board.

The Many Worlds of Inner Space: Introduction, John Couric, NAB vice president for public relations. Presentation, Frank Gaither, WSB Atlanta.

New Developments in Local Radio Audience Research: Moderator, Howard Mandel, NAB vice president for research. Panelists: Peter Langhoff, American Research Bureau, Beltsville, Md.; Frank Stisser, C. E. Hooper Inc., New York; James Seiler, Media Statistics Inc., Silver Spring, Md., and George Sternberg, The Pulse Inc., New York.

Radio 1967: An Advertising Profile (annual presentation of the Radio Advertising Bureau): Miles David, president, and Robert Alter, executive vice president.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation*, Dr. Edgar Chandler, executive director of The Church Federation of Greater Chicago.

Introduction of the Speaker, Vincent Wasilewski, NAB president. *Address*, The Honorable Rosel H. Hyde, FCC chairman.

No Afternoon Sessions (There is no program in this period so delegates may visit the exhibits and hospitality suites.)

Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

WEDNESDAY, April 5

NAB Labor Clinic ■ 8:45-9:45 a.m., Williford Room.

[Closed Session. Admission to this session will be by special tickets. Tickets may be picked up by management personnel of member stations and networks at the credentials desk in the Lower Lobby.]

Moderator, William L. Walker, NAB director of broadcast management. Panelists: Lawrence Berger, KHVH-AM-TV Honolulu; Milton D. Friedland, WICS(TV) Springfield, Ill.; William Rust, WHAM Rochester, N. Y.; Arthur H. Simmers, WTRY Troy, N. Y., and Mark E. Georgeou, NAB labor counsel.

Television Assembly ■ 10 a.m.-noon, Grand Ballroom.

Presiding, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of NAB TV board.

NAB TV Board Elections.

The Roper Story—or Who's Afraid of Lou Harris? Introduction, Willard Walbridge, KTRK-TV Houston, chairman of Television Information Office Committee. Report, Roy Danish, director of TIO.

Code Issues and Answers: Introduction, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman of NAB TV code board. Remarks, Howard Bell, NAB Code Authority director.

TV Board Election Results.

Management Conference Luncheon ■ 12:30-2 p.m., International Ballroom and Boulevard Room.

Presiding, G. W. Armstrong, Storz Broadcasting Co.,

Omaha, convention co-chairman. *Invocation*, Reverend Kenneth Hildebrand, pastor of the Central Church of Chicago.

Introduction of the Speaker, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors. *Address*, Sargent Shriver, director of Office of Economic Opportunity.

General Assembly (Management and Engineering Conferences) ■ 2:30-4:30 p.m., Grand Ballroom.

Presiding, John F. Dille Jr., Communicana Group of Indiana, chairman of NAB board of directors.

Broadcasting's Future World Wide: Satellites and Tomorrow's Broadcasting System, Major General James McCormack, chairman and chief executive officer, Communications Satellite Corp., Global Radio and Television, Leonard H. Marks, director, U. S. Information Agency; Carnegie Report, Congress and Commercial Broadcasting, William G. Harley, president, National Association of Educational Broadcasters, and Major Issues Facing Radio and Television, Dwight W. Martin, WDSU-TV New Orleans

Special Convention Meetings

(Not a part of the official NAB program. All rooms are in the Conrad Hilton unless otherwise noted.)

FRIDAY, March 31

9 a.m.—National Association of FM Broadcasters registration. Waldorf Room.

9:30 a.m.-noon—National Association of FM Broadcasters program seminar. Waldorf Room.

12:30-2 p.m.—National Association of FM Broadcasters luncheon. Boulevard Room.

2:30-5 p.m.—National Association of FM Broadcasters membership meeting. Waldorf Room.

SATURDAY, April 1

9 a.m.-noon—Association of Professional Broadcasting Education board meeting. Buckingham Room, Pick-Congress.

9:30 a.m.-noon—National Association of FM Broadcasters research and sales seminar. Waldorf Room.

10 a.m.-noon—Association on Broadcasting Standards technical committee meeting. Room 413.

12:30-2 p.m.—National Association of FM Broadcasters luncheon. Boulevard Room.

1 p.m.—Association of Maximum Service Telecasters technical committee meeting. Sheraton-Blackstone.

2:30-5 p.m.—National Association of FM Broadcasters sales seminar. Waldorf Room.

2:30 p.m.—Association for Professional Broadcasting Education meeting. WFLD(TV) Studios.

2:30 p.m.—ABC-TV Affiliates presentation. International Ballroom.

5 p.m.—ABC Radio Affiliates open house. Suite 1806A.

5:30 p.m.—ABC-TV Affiliates reception. Grand Ballroom.

6-7:30 p.m.—National Association of FM Broadcasters reception. Williford A.

6:30 p.m.—Association of Broadcasting Standards

executive committee dinner meeting. Room 413.
 6:30 p.m.—**Association of Maximum Service Telecasters** dinner meeting. Sheraton-Blackstone.
 8-10 p.m.—**Association for Professional Broadcasting Education** business meeting. Plaza Room, Pick-Congress.

SUNDAY, April 2

8 a.m.—**Association of Maximum Service Telecasters** registration. Beverly Room.
 8:30-9:30 a.m.—**Association of Maximum Service Telecasters** continental breakfast. Bel Air Room.
 9 a.m.-noon—**Association for Professional Broadcasting Education** meeting. Plaza Room, Pick-Congress.
 9 a.m.-noon—**Broadcast Music Inc.** board meeting. Room 414.
 9:30 a.m.-1 p.m.—**National Association of FM Broadcasters** sales promotion, automation, engineering seminar. Waldorf Room.
 9:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** membership meeting. Beverly Room.

10:45 a.m.—**Second annual National Association of Broadcasters** convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church, St. Mary's Church, Wabash and Ninth Street.
 11 a.m.—**ABC Radio Affiliates** business meeting. Grand Ballroom, Drake hotel.
 12-2 p.m.—**Association for Professional Broadcasting Education** reception and luncheon. Avenue West Room, Pick-Congress.
 Noon—**Daytime Broadcasters Association** membership meeting. Williford C.
 Noon-2:30 p.m.—**Broadcast Music Inc.** board of directors luncheon. Room 414.
 12:30-1 p.m.—**Association of Maximum Service Telecasters** board of directors reception. Bel Air Assembly.
 1-2:30 p.m.—**Association of Maximum Service Telecasters** board of directors luncheon. Bel Air Room.
 2:30-4 p.m.—**Association for Professional Broadcasting Education** research seminar. Plaza Room, Pick-Congress.
 2:30-5 p.m.—**Society of Broadcast Engineers** membership meeting. Williford C.

Engineers to hear FCC/industry panel

CHICAGO MEET DRAWS TOP SPEAKERS; MORRIS TO GET AWARD

The FCC technical panel, which was introduced at the 1964 meeting, becomes an industry/government panel at next week's National Association of Broadcasters Broadcast Engineering Conference in Chicago. The 21st annual BEC will run concurrently with the NAB convention April 2-5.

The engineering and management delegates will meet in combined sessions Monday, April 3, for the opening assembly, and Wednesday, April 5, for the closing panel session on "broadcasting's future worldwide."

Between those sessions, some 1,200 BEC delegates will hear a variety of papers on radio and TV technical developments, including a report on a meter to aid in determining "loudness."

Luncheon speakers for the conference will be Ivan W. Conrad, assistant director, Federal Bureau of Investigation (Monday); Dr. James Hillier, vice president, RCA Laboratories (Tuesday), and Donald G. Fink, general manager, Institute of Electrical and Electronics Engineers (Wednesday).

A highlight of the Wednesday luncheon will be the annual presentation of the NAB's Engineering Achievement Award to Robert M. Morris, staff consultant to the ABC engineering department (see page 132). The award will be presented by George W. Bartlett, NAB vice president for engineering.

The engineering conference will get underway Monday afternoon with a few

remarks by NAB president Vincent Wasilewski. The remainder of that day will be taken up with joint radio and TV reports covering the activities of the Engineering Advisory Committee, its loudness subcommittee, and the Emergency Broadcasting System.

Tuesday Lineup ■ Tuesday's radio sessions will be far ranging and cover such items as transmitter radiation, dual polarization and emergency power systems.

The TV sessions on Tuesday will be devoted entirely to color. Included will be a panel on color-mobile-unit design to be moderated by John T. Wilner, Hearst Corp., Baltimore. Panelists will be: James R. Baker, ABC-TV; Robert Zagoren, CBS-TV; Allen Walsh, NBC-TV, and Charles Blair, WJZ-TV Baltimore.

Highlighting the joint radio-TV Wednesday morning session will be the industry/government panel, featuring three members of the FCC Broadcast Bureau: Wallace E. Johnson, Broadcast Bureau; Harold L. Kassens, broadcast facilities division, and Harold G. Kelley, TV applications branch. Representing industry will be: Malcolm E. Burleson, Metromedia Inc., Washington; Paul C. Schafer, Schafer Electronics, Chatsworth, Calif., and Philip Whitney, WINC, WRLF(FM) Winchester, Va.

To allow delegates to visit the four exhibit halls in the Conrad Hilton and the hospitality suites in several hotels,

no sessions are planned for Tuesday afternoon.

Chairman of the Engineering Conference Committee is Benjamin Wolfe, Westinghouse Broadcasting Co., New York. Other members are: Glenn G. Boundy, Storer Broadcasting Co., Miami Beach; Albert Chismark, Meredith Broadcasting, Syracuse, N. Y.; William S. Duttera, NBC, New York; Dick F. Engh, KTNT-AM-FM-TV Tacoma, Wash.; Robert W. Flanders, WFBM-AM-FM-TV Indianapolis; Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; Leslie S. Learned, Mutual, New York; Clure H. Owen, ABC, New York, and James D. Parker, CBS-TV, New York.

The full BEC program with summaries of technical papers follows:

(All the technical sessions will be held in the Pick-Congress hotel. All luncheons will be in the Conrad Hilton's Williford Room.)

Monday, April 3

10:30 a.m.-noon—**General Assembly, Grand Ballroom.**

12:30 p.m.—**Engineering Conference Luncheon, Williford Room.**

Presiding: ALBERT H. CHISMARK, *director of engineering, Meredith Broadcasting Co.*

Invocation: THE REVEREND GUY CHES-

3-4 p.m.—Association on Broadcasting Standards board of directors meeting. Room 413.

4 p.m.—Association on Broadcasting Standards membership meeting. Beverly Room.

4-4:30 p.m.—Association for Professional Broadcasting Education business meeting.

4-6 p.m.—Clear Channel Broadcasting Service meeting. Lower Tower.

4 p.m.—Television Film Exhibit annual reception. International Ballroom.

5 p.m.—ABC Radio Affiliates reception. Grand Ballroom, Drake hotel.

6 p.m.—NBC Radio and TV Affiliates reception. Guild Hall, Ambassador West hotel.

6:30 p.m.—CBS-TV Affiliates reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

7:30 p.m.—ABC Radio Affiliates buffet supper. Gold Coast Room, Drake hotel.

MONDAY, April 3

8-10 a.m.—TV Stations Inc. annual membership breakfast meeting. Crystal Room, Sheraton-Blackstone.

8 a.m.—Mark Century Corp. breakfast and programing seminar. Waldorf Room.

5 p.m.—Harvard Business Seminar smoker. Bel Air Room.

TUESDAY, April 4

8 a.m.—Society of Television Pioneers annual breakfast. Lower Tower.

THURSDAY, April 6

9 a.m.-5 p.m.—Visual Electronics Corp. post-NAB technical seminar. Tower Suite.

TER JONES, *pastor, First Methodist Church, Chicago.*

Speaker: IVAN W. CONRAD, *assistant director, Federal Bureau of Investigation, Washington.*

2:30 p.m.—Technical Session (Radio and TV), Avenue West Room, Pick-Congress.

Presiding: JAMES D. PARKER, *director, transmission engineering, CBS-TV.*

Coordinator: CLURE H. OWEN, *manager of allocations, ABC.*

2:30-2:40 p.m.

Opening of the conference. VINCENT T. WASILEWSKI, *NAB president.*

2:40-2:50 p.m.

NAB Engineering Advisory Committee Report by CLYDE M. HUNT, *vice president for engineering, Post-Newsweek Stations, chairman.*

Over the past several years, the NAB Engineering Advisory Committee has been confronted with many technical problems of varying degrees of magnitude. These problems have dealt with such diversified subjects as TV remote control and standardization, technical staffing, AM, FM and TV allocations, unbalanced audio levels, tall towers and satellite communications. The committee is charged with recommending a course of action to be followed by NAB in engineering matters and this report will cover the most important aspects of these recommendations.

2:55-3:05 p.m.

NAB Engineering Advisory Committee Loudness Subcommittee Report by

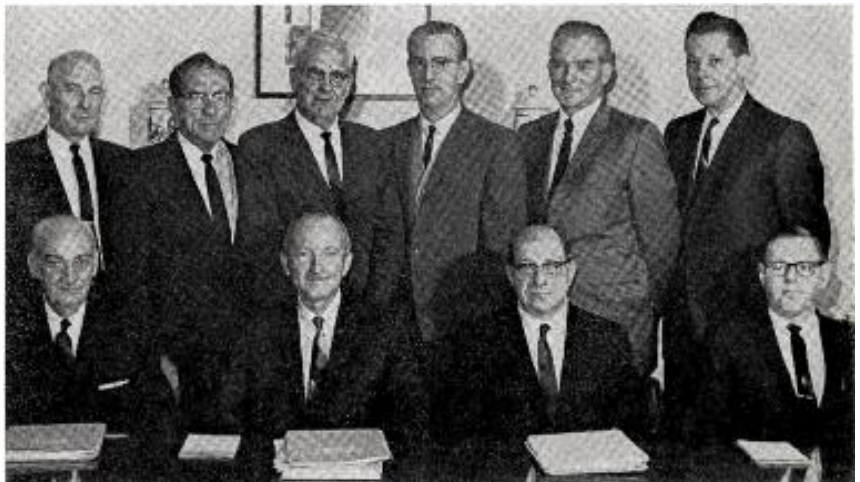
JOHN T. WILNER, *vice president for radio & TV, Hearst Corp.*

For the past several years there has been considerable interest on the part of both industry and government in the matter of unbalanced audio levels. This interest resulted in the establishment by the NAB Engineering Advisory Committee of a loudness subcommittee which was directed to undertake an exhaustive investigation into the tech-

nical aspects of the problem. The subcommittee has been diligently investigating this matter for the past several years and has now finalized its efforts. The results of this work will be discussed in detail.

3:10-3:35 p.m.

"A Loudness-Level Meter for Broadcast Monitoring" by BENJAMIN B. BAUER, *vice president, acoustics and*



Members of the NAB's Engineering Advisory Committee are (seated l-r): Thomas E. Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; George W. Bartlett, NAB vice president for engineering; Benjamin Wolfe, Westinghouse Broadcasting Co., New York, chairman; Dick F. Engh, KTNT-AM-FM-TV Tacoma, Wash. (Standing l-r): Clure Owen, ABC, New York; Glenn

G. Boundy, Storer Broadcasting Co., Miami Beach; Leslie S. Learned, MBS, New York; Robert Flanders, WFBM-AM-FM-TV Indianapolis; James D. Parker, CBS-TV, New York, and Albert H. Chismark, Meredith Broadcasting Co., Syracuse.

Absent when this preconvention picture was taken: William S. Duttera, NBC, New York.

GIVE IT UP! THERE'S NO WAY TO IMPROVE YOUR RATINGS



IVAN W. CONRAD
FBI



CLYDE M. HUNT
Post Newsweek



JOHN T. WILNER
Hearst Corp.



B. B. BAUER
CBS

magnetics, CBS Laboratories, Stamford, Conn.

A loudness-level meter for broadcast monitoring was developed following the principles described in the paper, "Researches in Loudness Measurement" offered at the NAB Convention in 1966 by the present authors. The meter face and scale resemble the standard volume indicator, but the readings are proportional to the relative loudness level of the program. The principles and experimental verification of the results obtained with the loudness level meter are described.

3:40-3:55 p.m.

Emergency Broadcasting System Activities by ARTHUR F. BARRIAULT, *National Industry Advisory Committee, Washington.*

For the past several years, the FCC has been evaluating and updating both its concept and rules associated with the Emergency Broadcasting System. Many of these changes, either proposed or adopted, have resulted in some degree of misunderstanding and confusion on the part of the broadcaster. This report, prepared by a representative of the National Industry Advisory Committee, will discuss in detail the most recent developments in this all-important area. It will also provide the latest information as to happenings over the past 12 months.

4-4:25 p.m.

"Determination of Antenna Radiation Patterns in the VHF Band by Helicopter" by NEIL M. SMITH, *Kear & Kennedy, Washington.*

This paper contains a discussion of the development of a system for measuring the radiation patterns of installed, operating VHF television antennas by the use of a helicopter. The equipment and techniques employed are described as well as the systems of data analysis. Examples of horizontal and vertical radiation patterns established by this method are shown. In addition, the determination of antenna radiation efficiency by this airborne system is discussed, as well as the application of

these techniques to uses pertaining to CATV.

4:30-5 p.m.

"The Integrated Circuit — Another Friend for the Broadcaster" by R. N. HURST, *manager, quadruplex product design, electronic recording products, RCA, Camden, N. J.*

This paper, which is a sequel to the 1959 paper "The Transistor—a New Friend for the Broadcaster," proposes to introduce the broadcaster to the second electronic revolution within a decade—the integrated circuit. First treat-

Morris engineer of year

Robert M. Morris, staff consultant to the ABC engineering department, will be the recipient of the 1967 Engineering Achievement Award of the National Association of Broadcasters. He will receive the award at the Wednesday (April 5) luncheon of the Broadcast Engineering Conference, which is held concurrently with the NAB convention in Chicago.

Mr. Morris is a veteran of more than 40 years in broadcasting (see page 205).

Among his accomplishments were the development, in cooperation with CBS and AT&T, of the VU meter now in use for measuring program levels.

Mr. Morris is the ninth recipient of the engineering award. Previous winners were: Carl J. Meyers, WGN Continental Broadcasting, Chicago (1966); Edward W. Allen Jr., FCC; John H. De Witt, WSM Inc., Nashville; Dr. George R. Town, Iowa State University; former FCC Commissioner T. A. M. Craven; John T. Wilner, Hearst Corp., Baltimore; Raymond F. Guy, retired NBC engineer, and Ralph N. Harmon, Westinghouse Broadcasting Co.



A. F. BARRIAULT
NIAC



NEIL M. SMITH
Kear & Kennedy



R. N. HURST
RCA



F. L. ZELLNER
ABC

ing the uses of miniaturization and the advantages of integrated circuits, the paper then builds a bridge between the computer-oriented language of the IC industry and the familiar terminology of the broadcaster. Examples and explanations of the new symbology are shown, and possible broadcaster-oriented usages of both digital and linear IC's are presented.

Tuesday, April 4

9 a.m.—Radio Technical Session, Gold Room, Pick-Congress.

Presiding: **LESLIE S. LEARNED**, *director of engineering, MBS.*

Coordinator: **WILLIAM S. DUTTERA**, *director, allocations engineering, NBC.*

9-9:30 a.m.

"Spurious Radiation from Broadcast Transmitters" by **FRED L. ZELLNER**, *director of engineering operations-radio, ABC (AM)*, and **ELDON KANAGO**, *chief engineer, KICD Spencer, Iowa (FM).*

This two-part presentation will describe the problems encountered with out-of-band radiation of both AM and FM transmitters. With today's ever-increasing demands on the efficient utilization of the spectrum, it is becoming apparent that the control of interference to other radio services is a matter of high priority. This paper will discuss general types of interference and the methods required to eliminate this troublesome problem. The history of selected problems will be traced from discovery through evaluation, including the installation of the necessary circuitry measurement techniques which verify its elimination of the interference.

9:30-9:55 a.m.

"An Alarm System for Detecting Complex Problems in FM Stereo Signals" by **STEPHEN F. TEMMER**, *president, Gotham Audio Corp., New York.*

A description of a simple indicator to provide warning of major faults in FM stereo broadcasting. A solid-state

logic unit has been developed to indicate the following failures by remotable tally lamps: 1) complete loss of audio, 2) left channel missing, 3) right channel missing, 4) no difference channel—mono only, 5) reversal of left or right channels.

10-10:25 a.m.

"Philosophies of Automatic Operation from Program Through Billing" by **J. L. SMITH**, *manager, broadcast systems engineering, Collins Radio, Dallas.*

Equipment designs are now possible which permit the construction of a broadcast station wherein the majority of the tasks are automated and self-monitored. Many stations today are using automated program sources, some of which demonstrate amazing ingenuity in the operations which can be performed. It is entirely feasible to construct broadcast transmitters with the stability and features which will permit unattended operation and automatic control. The state-of-the-art of data processing as applied to business is beyond the point necessary to automate the routine of accumulating charges and billing customers. Integrating these techniques provides the forward-looking systems designer with the apparatus necessary to arrive at the design of a station which will free personnel of their operating duties and allow them to concentrate on sales, maintenance and production duties. This paper presents the philosophy of design and reviews the progress to date.

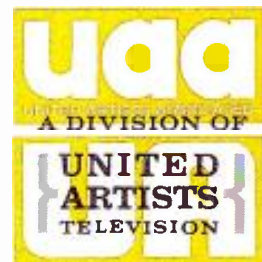
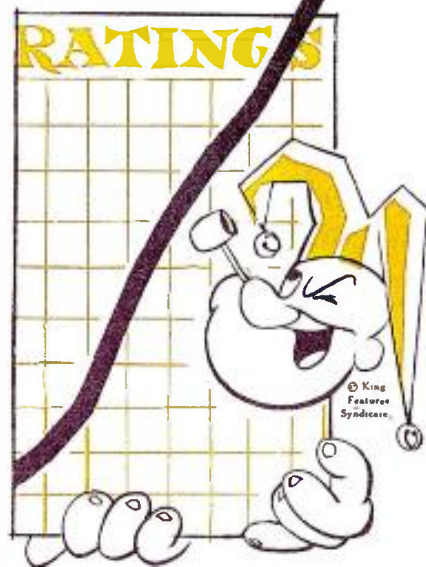
10:30-10:55 a.m.

"Dual Polarization FM Broadcasting with a Single Antenna" by **DR. MATT S. SIUKOLA**, *leader and technical consultant, television antenna engineering section, RCA, Gibbsboro, N. J.*

To provide better FM service for the automobile radio listener, the FCC permits FM stations to transmit a vertically polarized signal in addition to the standard horizontally polarized signal. Many stations have provided this service by adding a second antenna system for the vertically polarized signal. For

APRIL FOOL!

THERE'S ALWAYS POPEYE



RCA
TK 27

"BIG TUBE" FILM CAMERA...



television's most widely accepted color film camera

Find out why—at the NAB!

Since its inception in 1964 more of these “New Look” color TV film cameras have been shipped than any other. Number 400 has been delivered to the ABC Network. Others are on their way to a growing list of users. Choice of the top stations throughout the country, it's the color film camera with the “big tube” concept for finest pictures.

The big tube adds snap to the color picture. It increases resolution and definition, eliminates more of the noise element, resulting in a sharper, more pleasing picture.

When you look inside the TK-27, you get the idea that this camera is different in other ways, too. It's the only film camera that's all transistorized,

all modularized. The only film camera with plug-in vidicon camera assemblies, sealed beam optical system, electrostatic-focus vidicons.

The TK-27 is part of a “matched” color film system. For example, over 750 TP-66 film projectors have been delivered, together with more than 400 TP-7 slide projectors (and accompanying multiplexers). Such wide acceptance makes the RCA film system the standard of the industry.

SEE THE NAB DEMONSTRATION—how the TK-27 compensates for film densities, automatically controls contrasts, adjusts to problem films, produces the most beautiful pictures. Operate the equipment yourself!



The Most Trusted Name in Electronics



ELDON KANAGO
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S. F. TEMMER
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H. G. STRATMAN
Gates Radio



J. J. STRATHMAN
Cummins Engine

applications where a totally new antenna system is desired, RCA has developed a new transmitting antenna which simultaneously radiates both horizontally and vertically polarized signals from a single set of radiators. In this paper the antenna is described, its characteristics examined, and its application discussed.

11-11:25 a.m.

"A New Method of FM Modulation for Broadcast Transmitters" by HARDIN G. STRATMAN, *FM project engineer, Gates Radio Co., Quincy, Ill.*

The paper will describe a brand new method of FM modulation using solid state circuitry, wherein the modulation takes place at carrier frequency. Dual modulation elements for stereo and SCA result in greatly reduced cross-talk. Described in detail will be the design approach wherein the stereo and SCA inputs follow different signal paths, achieving this greatly reduced cross-talk.

11:30 a.m.-noon

"Emergency Power Systems for the Communications Industry" by JAMES J. STRATHMAN, *generator set sales manager, Cummins Engine Co., Columbus, Ind.*

This presentation outlines the requirements for providing emergency power sources or the communications industry

during periods when power from the public utilities is temporarily not available. The author presents a comprehensive description of the characteristics of emergency engine-generator sets, the associated control equipment, and optional features which may be selected. A discussion of important factors in equipment selection, typical costs, and required maintenance is included.

8:45 a.m.—TV Technical Session, Great Hall, Pick-Congress.

Presiding: ROBERT W. FLANDERS, *director of engineering, WFBM Stations, Indianapolis.*

Coordinator: DICK F. ENGH, *chief engineer, KTNT-AM-FM-TV Tacoma, Wash.*

8:45-9:10 a.m.

"Color News Film Handling" by STUMUND BAJAK, *manager, news film, NBC.*

With the advent of 100% color on the NBC network, it was necessary to use a high-speed, well-balanced film for all NBC newsfilm in this country and abroad. The Eastman Ektachrome 7242 film is used for all new applications. The film is processed by NBC using a filmline ME4 which takes approximately 35 minutes processing time. The film is then edited and run on the network using the RCA TK-26 or TK-27 color film cameras.

9:15-9:50 a.m.

"Color and Brightness Contrasts in Television Production" by E. CARLTON WINCKLER, *director, production standards and practices, CBS-TV.*

The two kinds of contrast in color pictures—color contrast and brightness contrast—are described in a film on color and brightness contrasts, and the effects upon picture quality when prescribed contrast ranges are exceeded are demonstrated. Techniques for evaluating color and brightness contrasts are discussed, and measures to be taken to enhance picture quality, as well as to avoid degradation of picture quality when adverse contrasts are encountered, are demonstrated. The importance of the proper use of color in effecting a pleasing presentation of color pictures on television is stressed in a film on color by design. The adverse effects of improper use of color in set design are demonstrated. Guidelines are suggested for enhancing the color composition of the picture, including proper use of color in the design of the setting, in the use of fabrics and accessories, and in the make-up of individual personalities.

9:55-10:50 a.m.—Color Mobile Unit Design Panel.

Moderator: JOHN T. WILNER, *Hearst Corp.*

Panelists: JAMES R. BAKER, *senior audio/video systems engineer, ABC-TV*; ROBERT ZAGOREN, *associate director of technical facilities staff, operations department, CBS-TV*; ALLEN WALSH, *manager, facilities design and construction, NBC-TV*; CHARLES BLAIR, *chief engineer, WJZ-TV Baltimore.*

With the swing to color, more and more stations are now expressing interest in the utilization of color mobile units. This panel of experts will discuss in detail the problems involved in the construction and operation of color mobile units. Design philosophy will be discussed in depth along with requirements necessary to fulfill station programming.

10:55-11:05 a.m.

"SMPTE Color Television Subjective

GO-Country!
Brand new C&W approach
just recorded for KPCN, Dallas

Sung by the O.K. CHORALE

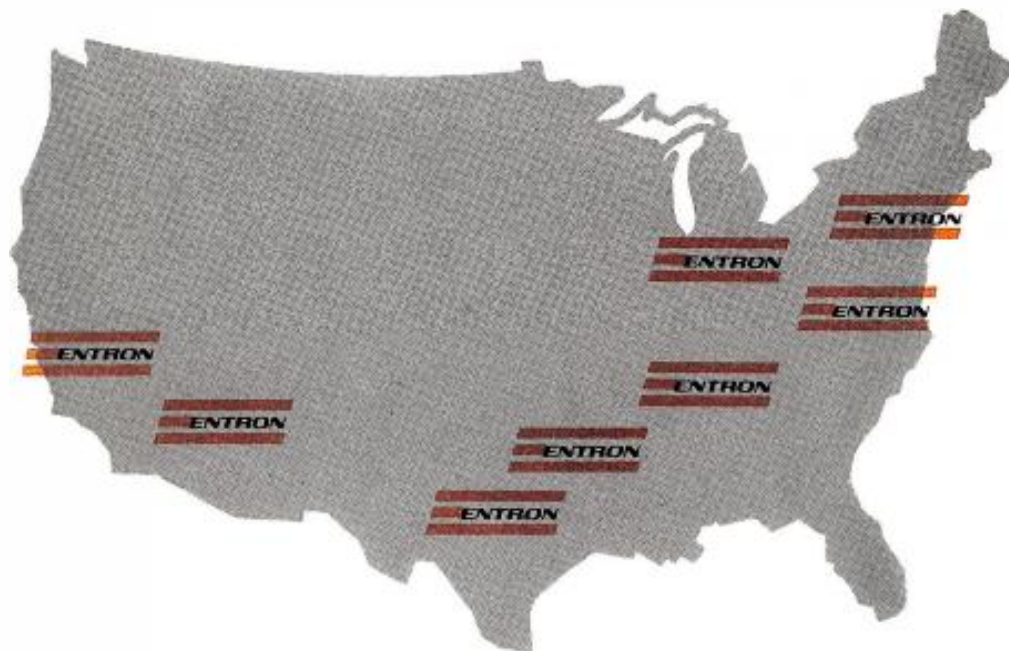
Hear it at the
NAB - Conrad
Hilton, Suite
1319-20!

SPOT
PRODUCTIONS

...or write for audition tapes to SPOT, P. O. Box 9360, Fort Worth, Texas

15th year in CATV

Expanded ENTRON/CATV sales and service--nationwide



When you want information on CATV products and systems, you want it quickly. And you want the information to be accurate.

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work of sales/service offices which mean more profitable CATV systems for you and better television viewing for your customers.

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Chicago, Ill., Mr. Hugh Buchanan
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San Francisco, Calif., Mr. Don Wyckoff

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E. C. WINCKLER
CBS



JAMES R. BAKER
ABC



ROBERT ZAGORE
CBS



ALLEN WALSH
NBC



CHARLES BLAIR
WJZ-TV

Reference Test Films and Slides" by JOHN M. WANER, *Society of Motion Picture and Television Engineers, New York.*

At the March 1966 NAB meeting a representative of the Society of Motion Picture and Television Engineers presented Issue No. 2 of the SMPTE Color Television Subjective Reference Test Films and Slides. Issue No. 3, which augments the scenes used in Issue No. 2 with newly photographed material staged to provide a wider selection of scenes typical of those in television films, will be described and shown.

11:05-11:30 a.m.

"New Developments in Color Cameras" by ROBERT L. VANASSELT, *senior engineer, industrial tube division, RCA, Lancaster, Pa.*, and DR. H. N. KOZANOWSKI, *manager, advanced development, broadcast and communications products division, RCA, Camden, N. J.*

Recent basic developments in image orthicon-type camera tubes have produced significant improvements in the areas of signal-to-noise, freedom from burn and improved life and sensitivity. Such tubes are used in the luminance channel of a new compact color camera developed especially for outdoor broadcast pickup. Features of this camera are discussed.

11:35 a.m.-noon

"Color Image Enhancement Techniques" by CHARLES E. SPICER, *vice president,*

engineering, Visual Electronics, New York.

Vertical aperture correction both single-line delay and double-line delay is analyzed with block diagrams and waveforms. Noise reduction techniques are discussed including nonlinear amplifiers which reduce small difference contour enhancing, adjustments of horizontal enhancement under low-light-level conditions, and reduced band width used in one-line delay circuits. Misregistration tolerance by matrixing the green contour into the red and blue signals is covered. Linear and nonlinear matrixing to provide red masking is discussed as well as three color masking techniques.

12:30 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: THOMAS E. HOWARD, *vice president for engineering, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

Invocation: THE REVEREND GORDON E. MYCUE, *director, commission on radio and television, archdiocese of St. Paul and Minneapolis.*

Speaker: DR. JAMES HILLIER, *vice president, RCA Laboratories, David Sarnoff Research Laboratories, Princeton, N. J.*

(No sessions scheduled after luncheon so that delegates will be free to visit exhibits and hospitality suites.)

Wednesday, April 5

9 a.m.—Technical Session (Radio and

TV) Gold Room, Pick-Congress.

Presiding: GLENN G. BOUNDY, *vice president for engineering, Storer Broadcasting Co., Miami Beach.*

Coordinator: JAMES D. PARKER, *director, transmission engineering, CBS-TV, New York.*

9-9:25 a.m.

"Why Not Top Quality Color Tape Recording Everywhere?" by CHARLES E. ANDERSON, *manager, broadcast engineering, Ampex Corp., Redwood City, Calif.*

Top quality color tape recordings can be made as easily by station personnel operating in their "on air" environment as they can be made by design engineers operating the same type of equipment in the laboratory. Video magnetic tape recording is a science, not an art. Careful application of the science yields well-designed equipment, capable of superior performance; however to utilize fully such equipment three things must be done: station personnel must be reasonably trained, good operating practices must be defined and rigidly enforced, and the capabilities of the technical tools must be understood and fully exploited. The technology of color television tape recording is covered briefly in the paper, good operating practices are suggested, and a variety of technical tools are described and suggestions made for their usage. Color tape recordings are used to illustrate various points.

9:30-9:55 a.m.

"The Video Noise Meter—an Instru-



JOHN M. WANER
SMPTE



R. L. VANASSELT
RCA



H. N. KOZANOWSKI
RCA



C. E. SPICER
Visual Electronics



JAMES HILLIER
RCA



C. E. ANDERSON
Ampex



How to know you're buying the finest live-color camera.

It's not one single feature that makes the difference.

It's a unique combination of advanced design and operating characteristics that makes one live-color camera the finest in television today for both studio and remote operation. The General Electric PE-250.

Stated simply, here is the winning combination:

Advanced mechanical design—Circuit modules accessible during operation without extenders. Easy, flexible pickup tube replacement. Parallel and planar deflection assemblies for optimum match in all channels. Weighs less than 160 pounds, fully operational.

Advanced optical design—All optical elements mounted firmly to rigid, precise, machined optical bed. Iris control at both camera and control unit. Zoom lens range extenders installed in seconds.

Advanced electrical design—All-solid-state circuits with all-plug-in transistors. Simplified all-solid-state encoder. 20-position go/no-go test meter in camera. Total power input only 500 watts (camera—260W; monitoring—165W; encoder—75W). Subtractive monitoring for fast, precise registration.

Four-channel pickup—Four lead oxide pickup tubes...the most modern tubes in the most accepted con-

figuration. Separate luminance channel for high resolution and high signal-to-noise ratio...without critical dependence on chrominance channel registration. Optimum chrominance and luminance performance without interaction.

Flexibility—Lightweight, compact, rugged design and low power demand make it ideal for both studio and remote use. Uses U.S. camera cable and connectors. Adjustable compensation for cable lengths up to 2000 feet, usable pictures even beyond 2000 feet. Long cable runs also facilitated by registration controls at the camera and calibration controls at the camera control unit.

Acceptance—Now originating programs for two of the three major U.S. networks and for leading group and independent stations throughout the country.

Availability—Excellent...backed by a record of dependable delivery on every order since introduction.

That's the combination that gives you the best performance in live-color television today. For the lowest price, too.

And when you see the brilliantly detailed, beautiful color pictures the PE-250 produces, you'll know you've found the right combination.

GE-43

Look for it at the NAB Show.

Visual Communication Products Department

GENERAL  ELECTRIC

Electronics Park, Syracuse, New York 13201



How to know you're buying the finest color-film camera.

Start with a film or slide like this.



The background color and texture, the modeling and tone of the flesh and hair and the high-contrast black and white stripes make it a tough, thorough system test.

The General Electric PE-240 color-film camera will

consistently reproduce it with sharp detail, striking color fidelity and unmatched stability.

And it's easy to see why. The PE-240 has automatic exposure and black level controls. Transistorized circuits. A simplified all-solid-state encoder. Master black level. Video reversal for negative black-and-white film. Circuit and performance similarity to the live-color PE-250 for simplified maintenance and smooth film inserts to your live shows.

And the right tube for the right job in all four channels. Luminance is supplied by a separate-mesh one-inch vidicon for high resolution without visible lag or flicker.

But judge for yourself. And use any film or slide you like.

The tougher the test, the easier it is to see why the PE-240 is the top-ranking color-film camera in television.

GE-43

See it in action at the NAB Show.

Visual Communication Products Department

GENERAL  ELECTRIC

Electronics Park, Syracuse, New York 13201

Voices for NCTA

Three executives of the National Community Television Association—Wally Briscoe, Bruce E. Lovett and S. S. Street—will be in Chicago to attend the 45th annual convention of the National Association of Broadcasters. NCTA President Frederick Ford was invited but had to turn it down because his daughter is getting married that weekend.

ment for the Objective Measurement of Noise in Video Circuits” by RUDOLF FELDT, *president, Rohde & Schwarz, Passaic, N. J.*

Measurement of the relatively small video noise signals in the presence of the relatively large sync and blanking pulses has heretofore always presented a problem. With increased demands for improved quality in TV transmission systems, there has been an additional requirement for accurate and objective comparison of performance with regard to video noise in components and systems. This is of particular interest in the evaluation of cameras, camera tubes, video tape recorders, etc. To meet these demands, the Rohde and Schwarz Type UPSF Video Noise Meter has been introduced. This instrument eliminates the sync and blanking pulse interval by incorporating a system of double blanking and automatically compensates for the noise in this interval. Measurements are made either peak-to-peak, or true RMS. Various filters are incorporated, meeting FCC specifications, which integrate the noise for frequency analysis purposes. The resultant noise signal is made available for connection to an oscilloscope for visual analysis.

10-10:25 a.m.

“Caring for a Tower—After It’s Yours” by J. ROGER HAYDEN, *commercial sales, Dresser Crane Hoist and Tower Division, Columbus, Ohio.*

The paper will deal with the follow-



RUDOLF FELDT
Rhode & Schwarz



J. R. HAYDEN
Dresser



A. J. STRUMAR
GE



M. M. BURLESON
Metromedia

ing items: 1) Starting a maintenance file after the tower is completed and turned over to the station. 2) A regular program of maintenance and a running file that should be kept-up-to-date. 3) Illustrations of damage discovered during an inspection of a tower over the years. 4) Recommendations for a continuing inspection program and the necessary maintenance items.

10:30-10:55 a.m.

“Advance Manufacturing Methods for Complex Broadcast Equipment” by A. J. STRUMAR, *manager, quality control for visual communication product department, General Electric Co., Syracuse, N. Y.*

The introduction of color television added a new dimension to the complexity and reliability of broadcasting equipment. In order for the broadcast industry to make effective use of color origination equipment, it was essential for the equipment manufacturer to make major breakthroughs in methods for producing reliable equipment. This paper describes the program implemented by General Electric’s visual communication products department in its successful manufacturing program for live color camera systems.

11 a.m.-noon — Industry/Government Panel.

Moderator: CLYDE M. HUNT, *vice president for engineering, Post-Newsweek Stations, Washington.*

Panelists: MALCOLM M. BURLESON, *vice president for engineering, Metromedia Inc., Washington*; WALLACE E. JOHNSON, *assistant chief, Broadcast Bureau, FCC*; HAROLD L. KASSENS, *assistant chief, Broadcast facilities*

division, FCC; HAROLD G. KELLEY, *supervisory engineer, TV applications branch, FCC*; PAUL C. SCHAFER, *president Schafer Electronics, Chatsworth, Calif.*; PHILIP WHITNEY, *general manager, WINC, WRLF(FM) Winchester, Va.*

The FCC technical panel, which was scheduled for the first time in 1964, has been a highlight of the Broadcast Engineering Conference. This year the original panel has been expanded to include three representatives from industry along with three members of the commission’s Broadcast Bureau. The panel will be available to answer all technical questions and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules stem.

12:30 p.m. — Engineering Conference Luncheon, Williford Room.

Presiding: BENJAMIN WOLFE, *vice president for engineering, Westinghouse Broadcasting Co., chairman Broadcast Engineering Conference committee.*

Invocation: RABBI CARL I. MILLER, *chairman, the broadcasting commission of the Chicago Board of Rabbis.*

Presentation of Engineering Achievement Award to: ROBERT M. MORRIS, *staff consultant to the engineering department, ABC, New York*, by GEORGE W. BARTLETT, *vice president for engineering, NAB.*

Speaker: DONALD G. FINK, *general manager, Institute of Electrical and Electronics Engineers, New York.*

2:30-4:30 p.m. — General Assembly, Grand Ballroom.



P. C. SHAFER
Schafer



H. L. KASSENS
FCC



W. E. JOHNSON
FCC



H. G. KELLEY
FCC



PHILIP WHITNEY
WINC, WRLF



DONALD G. FINK
IEEE



©Trademark of N. V. Philips' Gloeilampenfabrieken of the Netherlands for television tubes.

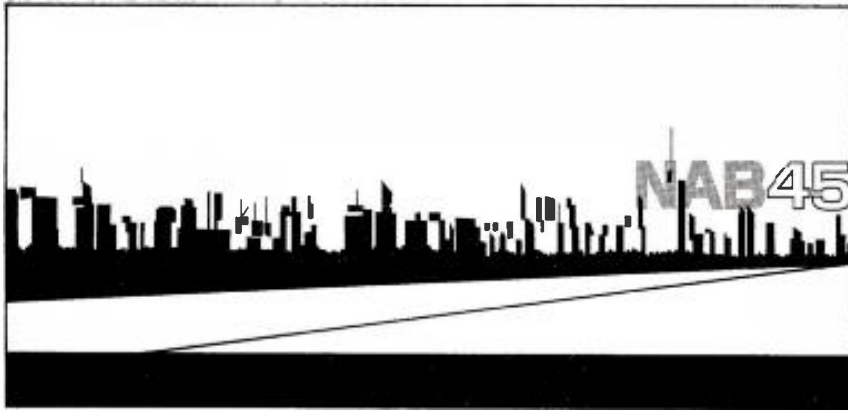
You won't believe
your eyes...when you
see the new Norelco
PC-70 3-tube Plumbicon*
color camera with
"contours-out-of-green"
at the NAB Show.

See it at the Norelco Exhibit in the
Continental Room, Conrad Hilton.

Norelco

**STUDIO EQUIPMENT
DIVISION**

NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550



CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the Continental Room, and East, North and West Exhibit Halls of the Conrad Hilton in Chicago. Following are descriptions of the principal products to be on display. The exhibit space designated is in the Conrad Hilton. The telephone extension for each exhibitor is listed following his space number. The extension can be dialed within the hotel and may be reached from the outside through the Conrad Hilton switchboard (992-4400). Station representatives, networks, radio program syndicators, brokers and miscellaneous industry service firms are listed on following pages, including personnel attending the convention, hotel and suite numbers. These listings are based on information available as BROADCASTING went to press.

A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory on page 176.

ADDRESSOGRAPH MULTIGRAPH CORP.

Space 238-W. Ext. 5-2736.

Featured will be the Multilith offset 85 for offset duplication of radio and TV logs at 90 per minute and the Bruning 2000 electrostatic copier and Multilith offset 2550 duplicator.

Personnel: Ron Gallier.

ADVANCE INDUSTRIES

Space 319-C. Ext. 5-2754.

On display will be photographs showing towers and equipment buildings for microwave installations.

Personnel: L. J. Tokarczyk, G. S.

Chesen, R. W. Wensel and M. M. Lasensky.

ALBION OPTICAL CO.

Space 251-W. Ext. 5-2731.

A variety of 16:1 Varotal zoom lenses for color or monochrome cameras in studio or field use will be shown for the first time. Also on display will be models of the new quick range change zoom lense packages for either Plumbicon or IO cameras.

Personnel: James F. Tennyson, Harold Leeming, Brian Armitage, Gordon Cook, John Barr, Roy Leavsley, Charles January and Warren Wipson.

ALFORD MANUFACTURING CO.

Space 208-W. Ext. 5-2704.

On display will be broadcast antennas for TV and FM, diplexers, coaxial switches, vestigial sideband filters and RF measuring gear.

Personnel: Harold H. Leach, Fred Abel and Richard Pouliot.

ALTEC LANSING CORP.

Space 206-W. Ext. 5-2706.

A new model 9200 four-channel modular console that enables the engineer to lay-out any type of desired circuit and a new solid-state condenser microphone system will be exhibited. Microphones, amplifiers, preamps and other audio gear will also be shown.

Personnel: H. S. Morris, Art Davis, Don Davis, William Hazlett and Ray Krogh.

AMECO INC.

Space 310-C. Ext. 5-2765.

On display will be the new solid-state Channeleer heterodyne headend control unit, the Pacesetter series of CATV line amplifiers with a new cross modulation analyzer, the Pacer line extender amplifier and the Courier equipment

for high definition closed-circuit television. Also Delta Electronics Ltd. equipment for master antenna TV, to be marketed by Ameco, will be shown.

Personnel: Bruce Merrill, Arlo Woolery, R. Duane Hall, Sherrill Dunn, Charles Rice, Richard Old, Bruce Fritz, Gaylord Rogeness, Robert Wilson and John Pranke.

AMERICAN ELECTRONIC LABORATORIES INC.

Space 313-C. Ext. 5-2762.

On display will be new solid-state accessory FM equipment including multiplex exciter, stereo generator and SCA generator. Also to be shown are the model AM5KA 5 kw AM transmitter and the Colorvue CATV series of line amplifiers.

Personnel: I. A. Faye, Joe Belcher, A. S. Katona, J. William Black, Jesse Maxenchs, David Gorman, Robert Jose and Robert Jordan.

AMERICAN PAMCOR INC.

Space 308-C. Ext. 5-2768.

Audio and video switching and control systems, computerized automatic programers, logic devices and memory systems will be on exhibit.

Personnel: S. Dillman, M. Conti, E. Dowling, E. Crowley, D. Sedberry, B. Vanbenthen, C. Gray, J. Lentz, W. Hudson and J. Ramsey.

AMPEX CORP.

Space 108-E. Ext. 5-2622.

Equipment on display will include studio and closed-circuit Videotape recorders for both color and monochrome, portable Videotape recorders for broadcast and closed-circuit operations, monitors and switching equipment, Marconi VII color Plumbicon cameras and audio recorders in both studio and portable models.

Personnel: Robert R. Owen, Thomas E. Davis, Charles P. Ginsburg, Larry Weiland, C. D. DuBois, Leon Wortman, Paul E. Welcome, Donald Kleffman, Dean A. Johnson, Jackson V. Miller, Thom Harleman, Al Sroka, William Slover, Bill Fink, Richard Larkin, Joe Roizen, C. E. Anderson, Robert E. Duden, John F. Kane and Carter G. Elliott.


Marconi personnel: Tom Mayer, Norman Parker-Smith, John Brace, John Leeson, Cyril Teed and John Poole.

ANDREW CORP.

Space 255-W. Ext. 5-2718.

New Heliac coaxial cables, including the high-power HPJ9-50, and coaxial transfer switches for AM, FM and TV will be exhibited.

Personnel: Victor J. Andrew, Robert P. Lamons, Robert C. Bickel, Joseph

A hand is shown from the left, holding a lit matchstick. The matchstick is lit, with a bright yellow and orange flame. The background is solid black, making the light from the matchstick stand out prominently.

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AMERICAN RESEARCH BUREAU
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J. Sedik, Edward J. Dwyer, Donville Fairchild, Lawrence Krahe, Kenneth Martin and Ernest A. Heitsch.

ARRIFLEX CORP. OF AMERICA

Space 311-C. Ext. 5-2764.

The new sound convertible camera, the 16BL; a tuning fork controlled motor with matching tuning fork oscillator, a body brace for the Arriflex 35 and the Zeiss Vario Sonnar lens will be shown. A new model of the Siemens 2000 projector with a synchronous motor will also be displayed.

Personnel: Paul Klingenstein, Victor James, John Tetard, Glenn Elliot and Lou Polonic.

AUDIO DEVICES INC.

Space 232-W. Ext. 5-2726.

The Audiopak model A tape cartridge will be shown as well as a full line of Audiotape tape and disk products.

Personnel: Jules L. Sack, Clifford P. Shearer and Bud N. Freifeld.

BALL BROTHERS RESEARCH CORP.

Space 214-W. Ext. 5-2711.

The new Mark 21 video waveform monitor for studio use will be displayed in a hook-up with the Mark VIII automatic gain control video amplifier. Also shown will be the Mark VII color special effects generator, the Mark IX video and pulse distribution amplifier and other types of generators and amplifiers.

Personnel: F. P. Dolder, W. A. Douglass, M. E. Halleck, R. J. Jansen, R. Kuhn, C. Macdonald, R. C. Mercure, J. E. Sparks and R. S. Wise.

BAUER ELECTRONICS CORP.

Space 222-W. Ext. 5-2719.

On display will be the new 603-5 5-kw FM transmitter, V-1000 vidicon camera and model 380 phase sampler, in addition to the 440B Log Alarm automatic transmitter logging equipment and five models of audio consoles.

Personnel: Paul Gregg, Chester Carr, Fritz Bauer, Joe Novik, Fred Haines, Harrison Johnston, Jess Swicegood, Dick Burden, Gordon Keyworth, Bill Baker, Howard Hayes, Chester Davis, Glenn Webster, Herb Arms, Wilfred Fisher, Art Robertson, Bill Wylds and Aubrey Felder.

BECKMAN & WHITLEY INC.

Space 401-N. Ext. 5-2652.

The new CM16 portable 16mm sound camera and 200D modular power pack plus the M16 three-channel amplifier will be shown at the convention exhibit.

Personnel: M. Baldwin, L. Brown, H. Grossman and D. Tucker.

BORG WARNER/INGERSOLL PRODUCTS

Space 217-W. Ext. 5-2713.

The Encor I and II series of modular enclosures and Slim-Slide chassis slides for control rooms will be exhibited.

Personnel: Hal N. Bowen Jr., J. M. Votava, John G. Jaworski, George R. Diefel, Blaz A. Lucas Jr., Don Jones and Ray Zielinski.

BOSTON INSULATED WIRE & CABLE CO.

Space 244-W. Ext. 5-2744.

On display will be TV camera cables, connectors and terminated cable assemblies, molded rubber connectors for studio lighting equipment, studio production equipment, caption rollers and card magazines, electronic subtitlers and digital clocks.

Personnel: J. C. Burley, A. Garshick, A. C. Davis, R. Fanning, E. McCusker, J. Kingsbury, T. Russel and J. Allen.

BROADCAST ELECTRONICS INC.

Space 303-C. Ext. 5-2773.

A variety of solid-state Spotmaster tape cartridge equipment will be displayed including audio distribution amplifiers, the Ten Spot and Five Spot multiple cartridge reproducing equipment, single unit tape cartridge recording and reproducing systems and tape cartridge winders, racks and accessories.

Personnel: Ben Strouse, Ross Beville, Jack Neff and Don Smith.

CBS LABORATORIES

Space 236-W. Ext. 5-2733.

New features will be digital display systems, loudness meter and automatic loudness control, and mobile color TV systems. Other items on display will be the Audimax III solid-state automatic level control, Volumax solid-state automatic peak controller, FM Volumax solid-state automatic peak controller and wide range program monitor (60 db meter).

Personnel: Dick Allen, A. Buttrick, B. Reininger, A. Autote, M. Simmons, E. Torick, J. Goldman, J. Costello, B. Conant, W. Barker, S. Decker, B. Klibaner, J. Wistrand, A. Scholze, W. Demms, M. Kronenber, A. Goldberg, R. McMann and J. Kaiser.

CCA ELECTRONICS CORP.

Space 237-W. Ext. 5-2734.

On display will be AM and FM transmitters, a new direct FM exciter and stereo generator, new FM polarized antennas, AM modulation and frequency monitors, studio equipment, an AGC

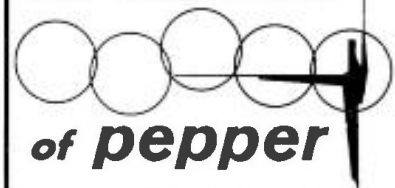
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amplifier and audio limiter, remote control equipment and a dual reliable combiner.

Personnel: Bernard Wise and Juan Chiabrando.

CENTRAL DYNAMICS CORP.

Space 409-N. Ext. 5-2655.

The model 2085 video processing amplifier, model 2071 nonadditive mix amplifier and model 2100 special effects equipment will be shown.

Personnel: Jim Landy, Ken Davies, John Ross, Peter Macfarlane, Bruce Prentice and Brian Tee.

CENTURY LIGHTING INC.

Space 116-E. Ext. 5-2631.

New products include Fresnel spots for use with quartz iodine lamps, 14-inch focusable quartz scoop and compact quartz cyclorama strip. Also to be shown are Lekolite spotlights and Theatron preset electronic dimmer system.

Personnel: Edward F. Kook, Edward L. Gluck, F. M. Wolff, R. G. Williams, Lou Erhardt, Charles Barkley, John K. Michel, Earl Koehler, Paul Kyack, Gordon Pearson, Stanford Wolff, Marvin Wolf, Warren Anderson and Gordon Stofer.

CHRONO-LOG CORP.

Space 246A-W. Ext. 5-2745.

The new solid-state step system for station break automation will be displayed.

Personnel: Arthur Freilich, Glenn Webster, Bob Lynch, Sid McCollum, Bob Webb, Charles Abney and Herman Rudolph.

CLEVELAND ELECTRONICS INC.

Space 115-E. Ext. 5-2630.

Deflection components for Plumbicon, vidicon and image orthicon TV cameras will be shown.

Personnel: P. J. George, W. Knife, S. Z. Steven, J. Riffe, A. J. Rini, R. Wasako, K. Maxwell, D. Kingsley, A. Schmit-

linger, L. Balzersak, R. Malica, M. Sisak, R. C. Lind and Russ Stahl.

COHU ELECTRONICS INC.

Space 326-C. Ext. 5-2756.

A new 65-pound color TV camera system at \$26,500, will be on display. The camera, using three vidicon tubes, weighs 35 pounds. Also to be shown are a color video encoder at \$3,500, and a color sync system at \$2,240, which includes genlocking system and plug-in color standard with color lock.

Personnel: Robert Boulio, James Kimball, Ed Manze, James Barnes, S. Sievers, E. T. Clare, Richard Hiatt and Gene Crow.

COLLINS RADIO CO.

Space 209-W. Ext. 5-2780.

New 1-kw and 5-kw AM transmitters, new 1-kw and 10-kw FM transmitters, new AM and FM frequency monitors and a complete line of audio systems will be shown.

Personnel: K. A. Blake, J. L. Bowers, R. C. Evans, R. C. Henry, J. L. Humphreys, L. H. Laggett, J. L. Littlejohn, R. O. Looper, W. J. Monroe, J. H. Speck, J. F. Stanbery, R. I. Hancock, T. R. Barber, T. E. Flynn, J. E. de la Torre, R. Pelaez, A. T. Aguilar and P. R. Wharton.

COLORTRAN INDUSTRIES INC.

Space 117-E. Ext. 5-2632.

New equipment including the LQF 10 and LQF 1050 single-ended lamps plus 15-inch and 18-inch focusing scoops will be on display.

Personnel: Milton Forman, Charles Lipow, Jack Horne, John Murray, Joe Tawil, Gerry Lee, Carl Bokmuller, Bill Gleaes, Victor E. Sugar and David Dever.

CONRAC DIVISION GIANNINI CONTROLS CORP.

Space 107-E. Ext. 5-2620.

Two new monochrome solid-state

monitor series will be shown along with profession broadcast/utility color or monochrome TV monitors, performance-stabilized transistor units and off-air tuners.

Personnel: W. J. Moreland, R. M. Alston, A. W. Severdia, J. G. Jones, T. H. Ford, F. R. Molina, C. H. Odom and W. A. Ems.

CONTINENTAL ELECTRONICS MANUFACTURING CO.

Space 200-W. Ext. 5-2700.

The 317C 50-kw AM transmitter and two versions of the Prolog automatic programming equipment will be shown.

Personnel: J. O. Weldon, T. B. Moseley, Vernon Collins, Tom Butler, G. Krutitek, Dick Floyd, Willie Mitchell, Joe Sinton, Ray Tucker, R. J. Flynn, Ernie Ankele and Bill Waldrup.

CDOKE ENGINEERING CO.

Space 408-N. Ext. 5-2656.

A full line of coaxial jacks including Coterm and Cojax as well as patch panels, coaxial connectors and accessories will be shown.

Personnel: David L. Latham and Jesse F. Lancaster.

CUMMINS ENGINE CO.

Space 227-W. Ext. 5-2737.

On display will be a new engine-standby set, NH-220-GS-100 kw.

Personnel: J. L. Keyes, J. J. Strathmann, J. Hutchings, J. W. Fritz and S. J. Benton.

DAVIS & SANFORD INC.

Space 421-N. Ext. 5-2665.

Being introduced at the convention will be a combination stand that carries a camera and a small monitor at the side. Tripods and stands with dollies and mounts for supporting receivers and monitors on either ceiling, wall or floor will be displayed.

Personnel: Edward Resk.

DELTA ELECTRONICS INC.

Space 422-N. Ext. 5-2662.

A new portable companion unit to its OIB-1 operating impedance bridge will be on display along with the standard line of operating impedance bridges.

Personnel: Robert H. Foley.

DRESSER CRANE, HOIST & TOWER DIVISION

Space 205-W. Ext. 5-2707.

Picture presentations of communications towers for TV and radio installations will be featured.

Personnel: R. Q. Sload, J. Roger Hayden, P. B. Irwin, W. R. McKinney,

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DYNAIR ELECTRONICS INC.

Space 211-W. Ext. 5-2710.

The Mini series of solid-state TV accessory equipment, the new Equadyn video cable transmission equipment and the new VS-121B video-switcher-fader will be shown as well as other audio-video modulators, switching equipment, distribution amplifiers and monitor switchers.

Personnel: William D. Killion, Robert N. Vendeland, E. G. Gramman, Robert A. Jacobs, Dwain A. Keller and George W. Bates.

EASTMAN KODAK CO.

Space 231-W. Ext. 5-2725.

Motion picture films and audiovisual products will be shown.

Personnel: W. I. Kisner, R. J. Mutter, C. E. Sipe and R. G. Schiavo.

EFFECTIVE COMMUNICATION SYSTEMS INC.

Space 324-C. Ext. 5-2766.

Live and film cameras, multiplexer, monitoring and terminal equipment, video tape recorder and other gear will be shown.

Personnel: John P. Gallagher, Donald R. Meier, Donna Meier, Lyle Keys, Bob Bacon and Ray Unrath.

ELECTRONICS, MISSILES AND COMMUNICATIONS INC.

Space 323-C. Ext. 5-2767.

A "profit improvement" clinic for TV broadcasters will be conducted.

Personnel: J. P. Gallagher, Garr Johnson, C. R. Rich, Robert F. Romero, L. A. Whitson, David Marcus, H. Miller, E. Abram, Robert Bacon, William McFadden, Joe E. Hedge, Lyle Keys and John Klindworth.

ENTRON INC.

Space 320-C. Ext. 5-2753.

The complete line of solid-state CATV equipment, plus engineering service and financial assistance information will be available.

Personnel: Edward P. Whitney, John G. Russell, Heinz Blum, C. Edward Harmon, Richard W. Loftus, Don Wyckoff, Hugh Buchanan and Glenn Littlejohn.

FAIRCHILD RECORDING EQUIPMENT CORP.

Space 314-C. Ext. 5-2761.

On display will be a full audio line for AM, FM and TV including pre-amps, line amps, audio consoles, reverberation systems and limiters.

Personnel: Donald J. Plunkett, George Alexandrovich, Keith Morris, Michael Spellman, Edwin Everitt and George Magnussen.

FILMLINE CORP.

Space 118-E. Ext. 5-2633.

The FE line of Ektachrome 16-mm film processors will be on exhibit.

Personnel: E. B. Krause and John Koteas.

FORT WORTH TOWER CO. INC.

Space 315-C. Ext. 5-2760.

Microwave towers for AM-FM-TV-CATV, passive reflectors and equipment buildings will be shown.

Personnel: T. W. Moore and John Mankin.

GATES RADIO CO.

Space 221.

Three new automation systems (244, 484 and 1007) of the automatic tape control division will be shown as well as a complete line of transistorized audio consoles and FM transmitters ranging in power from 1 kw to 20 kw.

Personnel: P. S. Gates, L. J. Cervone, N. L. Jochem, Eugene Edwards, E. S. Gagnon, L. T. Pfister, Morton Butzen, James Barry, John Andre, Neil Arveschoug, Walton Ayer, Arne Clapp, Joe Cole, Howard Dempsey, Lewis Denes, London England, Joe Engle, R. J. Gauthier, Robert Hallenbeck, Wm. Moats, Clarence Morgan, John Murphy, Tom Schoonover, Edward Shuey, Richard Spruill, Paul Timpe, Stanley Whitman, Urlin Whitman and Ed Wilder.

GENERAL ELECTRIC CO.

Space 102-E. Ext. 5-2641.

On display will be the new 100 kw TT-62-A UHF transmitter and the new BC-31-T audio console. Also to be shown are the PE-250 live color camera, PE-240 color film camera, transmitter remote control and logging equipment, transmitting antennas, audio consoles, closed-circuit cameras and video-tape systems and consumer products. A computer plotting of TV transmitting antenna patterns will be worked out on a "while-you-wait" basis.

Personnel: Robert C. Wilson, James M. McDonald, A. C. Angus, M. E. Arnold, R. A. Bass, G. C. Barry, F. J. Bias, R. N. Blair, J. E. Blake, P. A. Bock, T. F. Bost Jr., J. D. Burge, W. R. Canady, R. W. Carfi, L. J. Carter, M. S. Ceterški, R. W. Cochran, S. W. Cole, J. S. Collins, J. M. Comer, Jr., H. J. Craig, J. H. Douglas, M. R. Duncan, F. M. Eames, M. Erickson, F. Eustis, R. E. Fisk, P. H. Fletcher, W. R. Fraser, W. B. Gaither, C. F. Ganter, W. F. Goetter, S. R. Gordon, H. W. Granberry, A. Gula, C. Jay, T. M. Jordan Jr., W. Karwowski, J. D. Kearney, C. I. Kring, R. E. Lauterbach, E. R. Levine, T. Liu, A. W. Malang, R. L. Manahan, V. P. Marlin, H. H. Martin, J. A. Morey, L. V. Morris, H. W. Morse, D. A. Muir, L. G. Ouellette, L. F. Page, J. H. Painter, W. P. Pelrine, C. G. Perry, R. D. Peterson, E. H. Platt, A. F. Pronesti, R. E. Putman, B. P. Ransom, B. L. Rayner, P. E. Reilly, R. R. Ricketts, S. A. Roberts, J. H. Rolleston, D. W. Rohrs, V. H. Russell, P. F. Schonewolf, W. L. Shepard, H. E. Smith, K. G. Smith, R. M. Smith, J. P. Stack, L. M. Storey, C. J. Syp, R. A. Thompson, W. E. Ticen, G. S. Tillman, J. T. Tillman Jr., R. C. Torgersen, E. O. Turner, H. S. Walker, J. Wall, H. B. Wallace, J. F. Watter, V. R. Wiebusch, J. F. Wiggin, R. B. Ames, R. T. Bogh, H. F. Boreiko, E. T. Chace, E. K. Cooper, E. L. Davis, J. DeFillippo, A. M. Efron, M. D. Gibbons, H. J. Hannam, G. W. Iler, C. A. Johnson, A. C. Koert, C. M. Liddic, A. P. Long, R. J. New, F. A. Sachs, I. T. Saldi, P. G. Bowers, G. W. Brothers, H. S. Dawson, A. L. Hames, W. W. Hastings, J. H. Judge, F.

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② Color fidelity. Exceptional. Original optical design delivers superior color performance—limited only by the capability of existing pickup tubes. Separate luminance channel assures excellent color and monochrome results.

③ Design. Rugged magnesium housing trims size and weight down to what you'd expect to find only with monochrome equipment. Viewfinder is removable for added mobility and accessibility. Bold contemporary styling and textured door panels mark a fresh departure from old fashioned, bulky look.

④ Electronics. All camera and processing circuitry is fully transistorized with plug-in module construction throughout.

More? There's plenty. Like 10:1 zoom lens. Looks built-in, but detaches readily. Powered zoom, focus and remote iris for smooth control. The list is nearly endless.

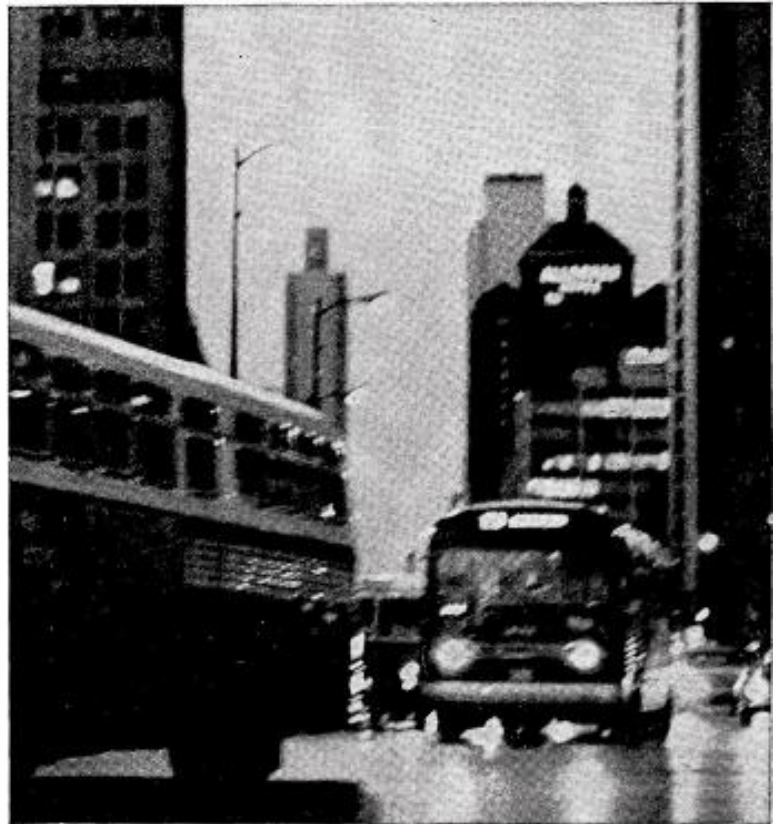
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* Reg. T. M. of N. V. Philips Co., Holland



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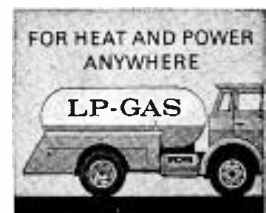
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GOTHAM AUDIO CORP.

Space 253-W. Ext. 5-2717.

The new Neumann condenser microphones, EMT-930st broadcast turntable system, Vid-e-dit electronic video tape splicer, EMT-159 stereo broadcasting fault alarm, EMT-160 polarity tester, Eltro Mark II information rate changer, Beyer DT-48s professional stereo headphones and Gotham ME-102 flutter meter will be shown.

Personnel: Stephen F. Temmer and Hugh S. Allen, Jr.

GRASS VALLEY GROUP INC.

Space 111-E. Ext. 5-2625.

Video line and terminal equipment will be shown.

Personnel: D. G. C. Hare, William L. Rorden, Stephen G. C. Hare, H. E. Robertson and H. S. Hare.

HARWALD CO.

Space 225-W. Ext. 5-2722.

Three Inspect - O - Film machines (Mark X TV film editor, Mark IX editor with cleaning attachment and Mark IV solid state with cleaner) will be exhibited as well as spicers, Moviscops and other film handling supplies.

Personnel: Bill Stelcher, Kenneth Novak, Howard Bowen, Daniel Brachman and Henry Nowak.

HEWLETT PACKARD CO.

Space 416-N. Ext. 5-2660.

On display will be two TV oscilloscopes (191A and 193A), the Harrison Division TV picture monitor and the 1415A TDR unit for cable testing.

Personnel: Bill Terry, Chuck Donaldson, John Deans, Don Pantan and Don Wick.

HOUSTON FEARLESS CORP.

Space 110-E. Ext. 5-2624.

The Colormaster newsfilm processing system will be displayed. Two new color camera pedestals, the PD-8 model for studio use and a field model that is adaptable for studio use, also will be exhibited.

Personnel: Harry Dickinson, Joe Rice, Bert Rosenburg, Wade Weaver, Harold Gross, Ed Stevens, John Penny, Darrell Macho and Fielder C. Slingsluff III.

INTERNATIONAL GOOD MUSIC

Space 224-W. Ext. 5-2721.

Two new automatic program loggers, the 362 and 363, and a new 50-3 random select memory for automatic advance programming of tape cartridges will be on display. Also to be shown will be three types of audio control systems and a variety of taped music services.

Personnel: Rogan Jones Jr., Lee Facto, Danny Coulthurst, Irv Law, Bob Popke, Joe Toher, Joe Curcio, Frank Webb and Fred Harkness.

INTERNATIONAL NUCLEAR CORP.

Space 228-W. Ext. 5-2738.

Featured will be a new mixing amplifier, new video modulator and new plug-in precision distribution amplifier.

Personnel: Raymond L. Weiland, Roy Wright, Ron Adamson, Guy Swindel, Darlene Ewing and Alice Gwin.

JAMPRO ANTENNA CO.

Space 305-C. Ext. 5-2771.

On display will be the zig zag and batwing antennas as well as a full FM antenna line.

Personnel: Peter K. Onnigian, Bill

Neumann, Antoine Roederer and Larry Sesse.

JERROLD CORP.

Space 322-C. Ext. 5-2751.

Total turnkey capability for CATV systems — consultation, engineering, equipment, promotion and financing — will be available.

Personnel: Robert H. Beisswenger, Lee Zennick, Jerry Hastings, Joel Smith, Arthur May, Arthur Hall, Elmer Metz, Vroman Riley, Frank Martin and Selman Kremer.

JOHNSON ELECTRONICS INC.

Space 242-W. Ext. 5-2742.

On display will be SCA multiplex solid-state tuners, receivers, multiplex studio monitors and portable multiplex demonstrators.

Personnel: Ralph L. Weber, Clyde Redwine, Wayne Wainwright, Ernest L. Wilks, Richard Hyde Sr. and Scott Ormsby.

KAISER-COX CORP.

Space 321-C. Ext. 5-2752.

The new Phoenician series of low-band CATV distribution equipment will be introduced. CATV distribution amplifiers, passive devices, cable, fittings



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Philadelphia (**SOLD** — To **WIBG**)
Baltimore (**SOLD** — To **WFBR**)
Columbus, Ohio (**SOLD** — To **WBNS**)

and connectors will also be shown.

Personnel: R. W. Behringer, Gay Kleykamp, Walter Baxter, Jim Taglia and George Barry.

KLIEGL BROS.

Space 100-E. Ext. 5-2621.

A new infinite scene pre-set plate that handles up to 36 dimmers will be shown along with the quartz-line TV studio lights.

Personnel: Herbert R. More, Robert W. Bullock, Wheeler Baird, David A. Dever, George Howard, Gerald Marks and Seth Galbraith.

LENKURT ELECTRIC CO.

Space 402-N. Ext. 5-2659.

On display will be the 76A microwave terminal for studio-to-transmitter links for intercity TV relay, CATV and ETV systems and the 75A solid-state long-haul broadband system for monochrome and color TV.

Personnel: B. Bockhacker, N. Dempsey, B. Green, D. Herdine, K. Higgins, L. Menta, J. Nangle, R. Scott, J. Teslik and B. Volante.

MACARTA INC.

Space 212-W. Ext. 5-2709.

Tape cartridge equipment including the 590 and 592 record center units, the 510/512 playback units, Rota-Rak and the Carousel, tape meters and transistorized preamps and the model HB4 head holder assembly will be shown.

Personnel: G. D. Andrews, W. E. Moulic, Carl Martin, Del Blomstrom and Lynn Kruger.

MARTI ELECTRONICS

Space 252-W. Ext. 5-2730.

On display will be a studio-transmitter link, a solid-state remote control for studio-transmitter link, automatic relay radio remote pick-up for civil defense use, civil defense RPU equip-

FCC's Chicago contingent

Led by six commissioners, the FCC will have a 14-man delegation at next week's National Association of Broadcasters convention in Chicago.

Attending will be: Chairman Rosel Hyde; Commissioners Robert Bartley, Robert Lee, Kenneth Cox, Lee Loevinger and Nicholas Johnson. Commissioner James Wadsworth will not be present.

Also: George Smith, James Juntilla, Wallace Johnson, Bob Rawson, Harold Kassens, Harold Kelley, Martin Levy and Robert Cahill.

ment, solid-state audio modules for pre-amplifiers and amplifiers, and a solid-state FM subcarrier generator.

Personnel: George W. Marti, Robert E. Richards and Joe A. Hudgins.

MCCURDY RADIO INDUSTRIES INC.

Space 328-C. Ext. 5-2776.

A new line of solid-state audio consoles for radio and TV plus the standard line of audio amplifiers, turntables and audio systems equipment will be on display.

Personnel: G. E. McCurdy, C. R. Rich, R. Ward, P. Hess and W. McFadden.

McMARTIN INDUSTRIES INC.

Space 235-W. Ext. 5-2729.

The new solid-state IF multiplex receiver, five-channel main carrier re-broadcast receiver and A-72-PA transistorized preamplifier antenna will be featured. Also on display will be a full line of FM monitoring equipment.

Personnel: Ray B. McMartin, Leonard E. Hedlund, Gary Smith, Duane Haverty, Gary Heimsoth, Don S. Jones, Lloyd O. Phillips and Jack M. Ducart.

MEMOREX CORP.

Space 312-C. Ext. 5-2763.

A new high-band color video tape, type 78V, will be shown.

Personnel: Edward S. Seaman, Jerry Kelly, Ed Wildanger, Keith Reynolds, Cal Strobele, Ken Taylor, Ed Conti, Bob Funk, Chuck Sneath, Dale Murphy, Jim Bellah, Jim Cantrell, John Lory, Vern Kuellmer, Lary Lindsey, Bill Wilcox, Carl Krueger, Al Domine, Skip Higdon and Gene Rogers.

MICROWAVE ASSOCIATES INC.

Space 111A-E. Ext. 5-2626.

On exhibit will be the MA-2A/MA-7A solid-state color television relay system.

Personnel: Dana W. Atchley, Erik A. Stromsted and I. Tunis Corbell.

D. B. MILLIKEN CO.

Space 405-N. Ext. 5-2626.

The DBM-64A video film recording camera with no shutter bar will be featured.

Personnel: T. H. Truesdell, Dud A. Warner, Lou F. Meyer and William E. Smith.

3M CO.

Space 248-W. Ext. 5-2748.

The No. 399 Color Tape Plus for high-band quadruplex color video recording and a full line of broadcast and closed-circuit video tapes and accessories will be on display.

Personnel: Daniel E. Denham, William H. Madden, Duane T. Windahl,

Forrest J. Watson and Norman C. Ritter.

MIRATEL ELECTRONICS INC.

Space 219-W. Ext. 5-2715.

On display will be the TU and TPB series of solid-state video monitors in 8- 14- 17- 23- and 25-inch sizes.

Personnel: William Sadler, Frank Heit, Thomas Olson, George Pamlenyi, John Munkberg, Robert Beyer, Art Neils, Robert Netko and Dale Hagen.

MOLE-RICHARDSON CO.

Space 415-N. Ext. 5-2667.

A variety of lighting equipment and accessories including Molequartz cyc-strips and broads, focusing spots and solarspots will be shown.

Personnel: Howard R. Bell.

MOSELEY ASSOCIATES INC.

Space 223-W. Ext. 5-2720.

Featured will be the new PCL-303 solid-state aural STL and the new ADP-101 automatic data printer for printing transmitter logs on an IBM electric typewriter.

Personnel: John A. Moseley, Joseph M. Burt, Howard M. Ham Jr., James L. Tonne and Fred E. Sears.

NORTH AMERICAN PHILIPS CO. STUDIO EQUIPMENT DIV.

Space 304-C. Ext. 5-2772.

On display will be the latest version of the PC-70 Norelco three-tube Plumbicon color camera, the PM-40 Plumbicon monochrome camera and TV test equipment.

Personnel: John S. Auld, Edward Baars, A. Bracken, Hank Breimer, J. de Boer, E. F. deHaan, Robert T. Cavanagh, Anthony Cuomo, F. W. de Vrijer, Robert L. Diamond, Matthew Dorenbosch, Michael Fisher, F. Gaffney, George A. Garnes, Rupert Goodspeed, John Halladay, Eric Herud, Herbert M. Holzberg, A. Jacobwitz, Kenneth K. Kaylor, John P. Maloney, Davis McAllister, Gino Nappo, Donald Pounds, Harold Roth, A. Sebesta, W. Spencer, A. L. Tan, G. R. Tingley, Robert Vachon, J. Valetton, C. B. Van de Panne, A. van Doorn, Pieter Van den Berg, P. A. Vink and Walter Wolthers.

NORTH AMERICAN PHILIPS CO.

Space 325-C. Ext. 5-2772.


On display will be microphones, closed-circuit TV and video-tape recorders.

Personnel: A. Brakhan, R. Vachon and A. Sebesta.

NORTRONICS CO.

Space 233-W. Ext. 5-2727.

A complete line of replacement tape



For engineers who know the difference...

The differences in the new McCurdy SS-4360 Dual Channel Console were engineered into this exceptionally versatile unit with the operator in mind. It reflects the features which McCurdy determined were most desired by station engineers. That's why it does more, does it better and will continue to do so for a long, trouble-free time.

In addition to rugged construction and high-performance specifications, the SS-4360 console permits better program control with significantly less chance of error. McCurdy's idea of good console design — functional features that speak for themselves.

- 34 inputs, selectable to 10 mixers
- Any mixer can be high or low level
- Functional positioning of selector keys with their respective faders

- Integral 10-watt Control Room Monitor
- Provision for optional (Integral) Studio Monitor
- B-Channel VU meter — selectable to 4 external sources
- "Instant-Select" Intercom — no selector knobs. Just press key and talk
- Control Room and Studio Monitor selectable to external sources
- Pre-Mixer Accessory available to economically expand number of channels with simple, modular attachment

McCurdy is prepared to help you get closer to these differences. Write or call and we will send specifications on the SS-4360 Dual Channel Console.

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Danvers, Massachusetts
(617) 774-6411

CANADA

108 Carnforth Road
Toronto, Ontario
751-6262

heads and special mounts for professional and cartridge broadcast equipment will be shown.

Personnel: Joseph Dundovic, Thor Johnson, Paul Lund, Riger Czerniak, Don Puls, Ted Liberkowski and Richard Morris.

OPTICAL IMPORTS INC.

Space 254-W. Ext. 5-2716.

On exhibit will be Angenieux lenses, optical equipment and systems for TV, instructional TV, ETV.

Personnel: John Wallace, Paul Foote, Pierre Angenieux, Bernard Angenieux, Andre Masson, Gerard Corbasson, Charles Le Roix.

PERFECTION MUSIC INC.

Space 413-N. Ext. 5-2668.

The complete line of FM stereo automation equipment, featuring a budget system at \$4,000, will be displayed. Information for leasing or purchasing equipment and music services will be available.

Personnel: Bill Sandefur, Virginia Sandefur, Ray Tincher and Betty Tincher.

POWER-OPTICS INC.

Space 417-N. Ext. 5-2666.

The new heavy-duty servo-operated pan and tilt head for color cameras with any zoom lens and a universal diascoppe to provide constant light intensities for color cameras will be shown.

Personnel: H. A. Challinor, J. H. Askew, Thomas Streeter, John Harris and Jack Littler.

Q-TV INC.

Space 112-E. Ext. 5-2627.

On display will be the Q prompting systems, Graftic crawl for studio and film operations, dispatcher systems, modified IBM video-typewriters, deluxe auto crawl, and custom camera mounts and prompting accessories.

Personnel: George Andros, Al Eisenberg, Sam Elgort and Stan Train.

QUICK-SET INC.

Space 240-241-W. Ext. 5-2741.

The new line of pedestals in the Samson, Hercules and Gibraltar series with combination crab, tricycle steering on Gibraltar pedestal plus tripods, dollies, pan and tilt and cradle heads will be shown.

Personnel: A. J. Briglia, P. C. Mooney and E. Schultz.

RCA

Space 101-E. Ext. 5-2634.

The new lightweight TK-44 four-tube live color camera will be featured.

156 (NAB CONVENTION PREVIEW)

The camera weighs 135 pounds without detachable viewfinder and zoom lens. Also on display will be the TK-42 and TK-43 live color cameras; the complete video-tape recorder line, headed by the TR-70, high-band unit; monochrome gear; AM, FM, VHF and UHF transmitters; audio equipment; monitoring and test equipment for radio and TV stations; antenna systems; automation equipment; microwave relay equipment; control room accessories for radio and TV.

Personnel: W. W. Watts, C. H. Colledge, T. J. Barlow, A. L. Hammer-schmidt, A. F. Inglis, A. M. Miller, J. P. Taylor, E. C. Tracy, P. Bergquist, G. W. Bricker, J. H. Cassidy, E. J. Dudley, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, H. H. Klerx, E. N. Luddy, D. S. Newborg, D. Pratt, J. P. Shipley, M. A. Trainer, C. A. Wallack, D. P. Allen, J. N. Barclay, D. Borchert, M. M. Corbett, H. W. Dover, W. G. Eberhart, M. Ellison, R. S. Emch, B. Fincher, E. Frost, D. Freeman, R. Giles, J. A. Gimbel, R. Goodspeed, W. Happel, R. Harding, E. H. Herlihy, E. H. Hoff, G. McClanathan, W. I. McCord, O. J. McReynolds, V. S. Mattison, R. J. Newman, J. L. Nickels, C. E. Raasch, J. R. Sims, J. Smith, C. F. Tarver, F. A. Timberlake, N. Traxler, R. Varda, O. E. Wagner, P. G. Walters, Jr., R. M. Williams, W. C. Wiseman, R. Yokes and A. K. Bloom.

RCA ELECTRONICS COMPONENTS AND DEVICES

Space 113-E. Ext. 5-2628.

Distributor products including microphones, power tubes, camera tubes will be shown.

Personnel: J. C. Maidment, M. Schoobridge, G. Lucian, W. T. Dyall, D. W. Epstein, E. Triano, R. Lord, R. Cahill, H. Kozicki, J. J. Kelley, H. Elderkin, J. H. Owens, T. Marchner, G. G. Carne, H. Hambleton, D. M. Branigan, W. W. Winters, R. E. Lawrence, A. G. Petrusek, R. T. Rihn, G. E. Ryan, P. Huston, J. J. Hemberger, W. E. Rohland, R. Liska, R. Johnson, P. W. Kaseman, F. Keith, J. J. Kearney, T. Yingst, S. Cudworth, S. Lasof, W. Hartman, W. Haas, J. Cooper and M. Petrusek.

RAYTHEON CO.

Space 106-E. Ext. 5-2619.

The KTR line of microwave radios and systems for studio-to-transmitter links, intercity relays and educational TV systems will be on display. Closed-circuit TV systems and complete turn-key microwave radio systems also will be exhibited.

Personnel: Hugh Bannon, Jack Banister, George Hinckley, Robert Kan-

ney, Robert Keller, Daryl Hatfield, Sam Harrell, Phil Cass, Don Smith, John Cheval, Woody Kawaters and Oral Evans.

REEVES SOUNDCRAFT

Space 204-W. Ext. 5-2708.

A line of full-spectrum video tape for quadruplex color machines, helical-scan video tape, Micro-Plate video tape for monochrome quadruplex units and magnetic sound recording tapes will be shown as well as a full line of Gold Label Microlac recording disks, magnetic films and tape recording accessories.

Personnel: John S. Kane, Robert E. Snare, Sherman W. Duck, William H. Woglom, George P. Petetin, Richard J. Quaid, Charles H. Donahue, Frank R. Sestanovich, I. Cecil Asfour, Rex F. May and Chuck H. Berman.

RIKER VIDEO INDUSTRIES INC.

Space 246A-W. Ext. 5-2745.

Video switchers, special effects, sync generators, test and video terminal equipment, automation systems, video tape dropout compensators and colorizer will be shown.

Personnel: H. Charles Riker, Erwin Lane, Dave Lawi, Sid McCollum, Bernie Munzelle, Bob Webb, Charles Abney, Bob Lynch, Herman Rudolph, Sy Krinsky, Bob Crawford, Arthur Frielich and Glen Webster.

ROHDE & SCHWARZ SALES CO.

Space 239-W. Ext. 5-2740.

A full line of precision test equipment for TV and FM broadcast including a video noise meter, equipment for plotting and group delay, video scopes, sideband analyzer, field intensity meters and impulse reflectometers will be exhibited. Also shown will be stereo coders and decoders and signal generators.

Personnel: Rudolf Feldt, Carroll E. Barlow, Lucien Feldt and Rolf Goebel.

ROHN SYSTEMS INC.

Space 229-W. Ext. 5-2739.

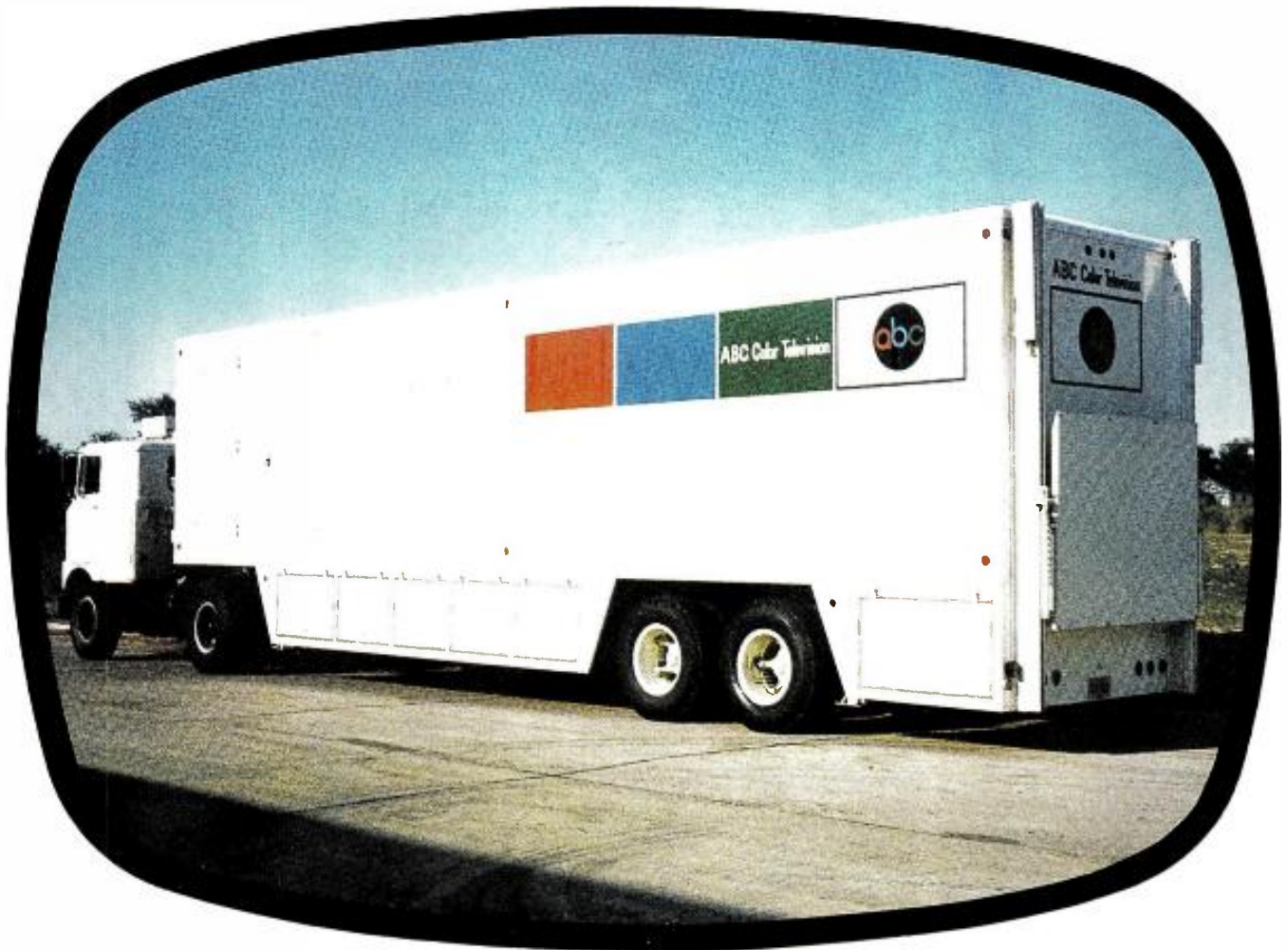
On exhibit will be the full line of AM-FM towers, lighting equipment, reflectors and related tower accessories.

Personnel: Dwight Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, William Hall, Al Reppumer, Robert Kennedy, Paul Bradley, Donald Rohn, Robert McNeme, James Adams, Bud Blaksley and David Fehr.

RUST CORP.

Space 245-W. Ext. 5-2732.

On display will be the new RC-2400F remote control system, a complete line of Autolog automatic trans-



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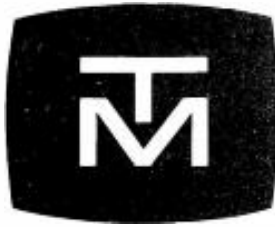
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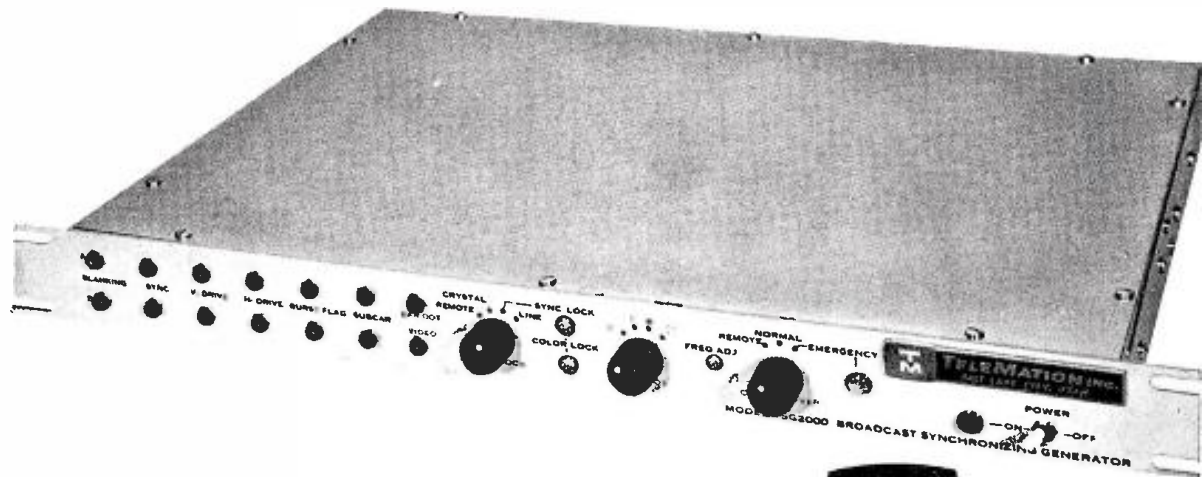




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mitter logging equipment, an improved remote operated video-audio switcher, and the SFM-19 stereo pilot frequency monitor.

Personnel: Sal Fulchino, Bill Dunbar, Ed Maddox, Art Cestaro, Gloria Dunbar and Carol McNuge.

SCHAFFER ELECTRONICS

Space 210-W. Ext. 5-2782.

The new transistorized automation system including the new Ampex AG-440 tape recorders, slow speed logger recorder with speeds of 1/3 and 1/6 inches per second, and demonstration music library tapes will be on display.

Personnel: Paul Schaffer, Jim Harford, John Price, Milt Kray, John Williamson, Nils Strid and Dallas Barnard.

SEEBURG MUSIC LIBRARY INC.

Space 215-W. Ext. 5-2712.

On display will be the new automated record mechanism that stores 50 LP's. Studio equipment for wired music and FM multiplex background music will also be shown.

Personnel: Joseph F. Hards, Ed Cleland and Frank Luppino.

SHIBADEN CORP. OF AMERICA

Space 226-W. Ext. 5-2723.

On display will be a new video tape recorder.

Personnel: N. Shigezaki and T. Shimada.

SHURE BROTHERS INC.

Space 213-W. Ext. 5-2786.

The new SM60 nondirectional hand microphone and the new SM58 unidirectional dynamic microphone with built-in wind and pop filter as well as the new V15-2 disk reproducer will be shown.

Personnel: R. W. Carr, V. F. Machin, L. Gunter, J. E. Corbin, H. B. Smith and W. L. Ellinger.

SONY CORP. OF AMERICA

Space 114-E. Ext. 5-2629.

On display will be the BV-120 portable broadcast videocorder with electronic editing, the EV-200 videocorder with color adaptor for CATV, educational or industrial use, five-inch and nine-inch portable video monitors and video tape.

Personnel: Herb Berlin, Don Horstkorta, H. L. Johnson, H. T. McAdams, Dale Matheny, L. Mesceri, John Nutting, Jim Read, J. Venegas and K. M. Williamson.

SPARTA ELECTRONIC CORP.

Space 306-C. Ext. 5-2770.

The new MC-104 multicartridge tape playback unit plus the Showcase audio

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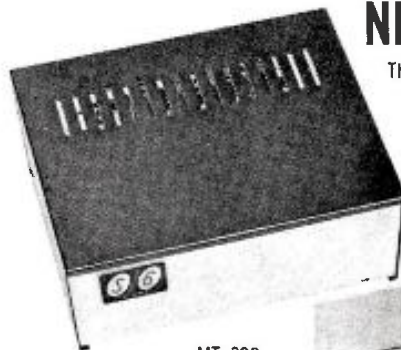
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control room center with audio consoles, turntable, studio-remote units and wireless-capacitor microphones will be shown.

Personnel: W. J. Overhauser, Jack J. Lawson, Floyd L. Overhauser, Ray Kohfeld, Loren Williams, Jess Swicegood, Herbert Arms, A. C. McMillan, Glenn E. Webster, Jose Arturo Fernandes, Richard Brooks, David Veldsma and Allen Dean.

STANDARD ELECTRONICS CORP.

Space 307-C. Ext. 5-2769.

A 5-kw transistorized TV transmitter, a 20-kw FM transmitter and a 25-kw TV amplifier will be on display.

Personnel: Bill Zillger, Betty Zillger, Erwin Taper, Bob Taylor, Glen Webster and Mike Zullo.

STUDIO TELEVISION PRODUCTS CORP.

Space 318-C. Ext. 5-2757.

On display will be heavy, medium and light-duty camera pedestals with camera mounting accessories.

Personnel: Al Roemisch, Win Strumpe and Ron DeBry.

SYLVANIA ELECTRIC PRODUCTS INC.

Space 250-W. Ext. 5-2750.

A mobile production van, console TV cameras and monitors will be shown.

Personnel: N. Rabiercki, H. Gillogly, C. Rosenkrans, L. Frankwitz, K. Thannstrom, N. Pisciotta, R. Curwin and M. Gross.

TAPE-ATHON CORP.

Space 237A-W. Ext. 5-2735.

On display will be the model 900 professional tape recorder and the model 5000 automated broadcasting system.

Personnel: George Anthony and Clifford Leake.

TAPECASTER ELECTRONICS

Space 230-W. Ext. 5-2724.

On display will be tape cartridge equipment.

Personnel: Paul Shore and Jim Woodworth.

SARKES TARZIAN INC.

Space 104-E. Ext. 5-2617.

On exhibit will be Polychrome studio color cameras, Polychrome color film systems, fourth-generation programing computers and video switching controls.

Personnel: B. Presti, Russ Ide, Richard Swan, Neff Cox Jr., Joe Ryan, Morrell Beavers, Oliver Bjerke, Richard Dougherty, Jack Roden, Gordon Peters, John Guthrie, Dale Buzan, Harold Rabinowitz, Robert Malcom, Dave Link, Milburn Cooper, J. Arthur, P.

Dooley, Joe Phillippi, Jack Dunn, John Kays, Deon Osman, Mike Stoll, Don Fisher, Ralph Dearing, R. Petermichel, F. Landstrom, J. McMasters, D. Rush, W. Tarr, E. Stalcup, G. Lainer, N. De Moss, M. Fountain, R. McCoy, G. Hendrix, M. Blazek, B. Vaught, R. King, C. Tudor, F. Manley, R. Elkins and J. Johnson.

TEKTRONIX INC.

Space 109-E. Ext. 5-2623.

Exhibited will be the 526 color vectorscope, 529 waveform monitor, oscilloscopes, a spectrum analyzer plug-in unit and the C-27 trace-recording camera.

Personnel: Keith Williams, Ted Brandt, Dick Herdman, Charles Rhodes, Steve Kerman, William Demmerle, Donald Hofmann and Stan Foss.

TELE-BEAM DIVISION KALART CO.

Space 418-N. Ext. 5-2661.

On display will be a large screen TV projector, the Kalart/Victor 16-mm TV projector, standard 16-mm repeater projectors and 16-mm film editor.

Personnel: Richard J. Zeitler, William Trump and William McDonald.

TELECONTROL CORP.

Space 403-N. Ext. 5-2653.

The Unicon automatic television program controller capable of coordinating all operations of TV master control will be on display.

Personnel: George J. Michel Jr., Charles J. Lawson Jr., George Soter, Jerry S. Goldfeld and Larry G. Osto.

TELEMET CO.

Space 249-W. Ext. 5-2749.

On display will be new encoders, phase and gain correctors, generators, monitors, scanners as well as pulse and video distribution amplifiers, color standards, Viteac keyers and processing amplifiers.

Personnel: J. Horowitz, E. S. King, A. Kwartiroff, G. Pires, S. C. Gunston, D. E. Champman, J. Guerrero, C. Golsen, J. DeWaal and J. Fouts.

TELEQUIP CORP.

Space 246-W. Ext. 5-2746.

The TH-2 balanced TV head for mounting either GE or Norelco color TV cameras, the associated TR-3 metal tripod, and manual or motor driven TV cable reels will be exhibited at the convention.

Personnel: Arthur F. Lobe and J. J. Camarda.

TELESYNC CORP.

Space 218-W. Ext. 5-2714.

On display will be horizontal-vertical

claim:

Our Type 317C is the most popular and most accepted 50 kw AM transmitter you can buy!

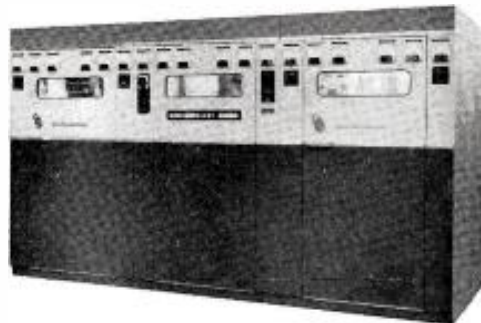
proof:

We delivered 15 type 317C transmitters to customers throughout the world in less than 2 years! KWJJ, Portland; WCCO, Minneapolis; WKVM, San Juan; WMOO, Mobile; WNAC, Boston; XETRA, Tijuana; Armed Forces Radio; Diplomatic Wireless Service of Great Britain (2); Radio Rumbos Caracas; Radio Barquisimeto Venezuela; Radio England (2); Radio Caroline; Burma Broadcasting Service.

*here's
why:*

Our Type 317C is the most economical (82 kw @ 0% mod., 92 kw @ 30% mod., 120 kw @ 100% mod.); most compact (62 sq. ft., completely self-contained including blower); and has the lowest shipping and installation costs.

It's the most 50 kw for the money. Matter of fact, you cannot afford to buy any other 50 kw!



For your brochure on the Type 317C, write Commercial Sales Dept., Continental Electronics Mfg. Co., Box 17040, Dallas, Texas 75217.

Continental Electronics 
A SUBSIDIARY OF **LTV** ELECTROSYSTEMS, INC.

crawl equipment featuring multicolor crawl, for headline, news-weather-sports and visual effects plus prompting equipment, videotypers, rear and front screen projectors.

Personnel: Bob Swanson, Lynn Shubert and Trig Lund.

TELEVISION ZOOMAR CO.

Space 105-E. Ext. 5-2618.

The new Newsbreaker 400 color film processor designed to process 50 to 400 feet of film and priced at under \$20,000 will be shown along with a TV color guard meter to align color monitors, HTS pedestals, camera heads and tripods.

Personnel: Jack A. Pegler, Bill Pegler, Kenneth Knoll, Walter Steur, Dr. F. G. Back, Warner Victor, Carl Hostert, Alan Buxton, Dave Newbrech, Matthew Cattaro and Bill Rentz.

TELEX CORP.

Space 317-C. Ext. 5-2758.

On display will be Magnecord tape recorders, Viking tape recorders and cartridges and Telex acoustic headsets.

Personnel: Paul Bunker.

TOSHIBA AMERICA INC.

Space 411-N. Ext. 5-2664.

A new color TV camera, IK37, will be displayed.

Personnel: T. Sugizaki, M. Shijo, M. Okahara and David Morrison.

TIFFIN SCENIC STUDIOS INC.

Space 327-C. Ext. 5-2755.

Sky cycloramas, scrim drops and background drapery, and tracks and switches for hanging and storage will be exhibited.

Personnel: J. F. Kuebler and R. G. High.

TOWNSEND ASSOCIATES INC.

Space 243-W. Ext. 5-2743.

A 55-kw UHF transmitter with a

solid-state driver, a 10-kw air-cooled UHF transmitter and a new line of FM transmitters will be shown.

Personnel: George R. Townsend, David Baldyga, Robert Bessette, Robert Bromley, Len Cormier, Edmund Gendron, Donald Peters, Frank Santucci, Alan Slater, Wayne McMahon, Richard Kirsche and Ralph Jay.

TRACOR INC.

Space 407-N. Ext. 5-2663.

Master-remote video raster and color synchronizing equipment featuring the new Rapidframe and Chromafix systems will be shown.

Personnel: James A. Bell, Buck C. Brown, George G. Moore, Paul Milazzo, Donald Farmer and Charlie D. Anderson.

TROMPETER ELECTRONICS INC.

Space 404-N. Ext. 5-2658.

On display will be video and delegate switching systems featuring a new mercury wetted reed concept, patching systems, including panels and related equipment.

Personnel: Ed Trompeter, Max Willem and Ken W. Meyers.

UNITED PRESS INTERNATIONAL

Space 247-W. Ext. 5-2747.

On display will be the UPI Audio network, broadcast service, newpicture network, newfilm and color slides.

Personnel: Peter S. Willett, John I. Pelletreau, Pendleton Stevens, Jack C. Harenberg, Tomas L. McGann, Bill Ferguson, Patrick Craig, Dale M. Johns, Gene Gillette and Charles Drickey.

U.S. AIR FORCE

Space 412-N.

Current radio and TV program materials will be shown and sampler Air Force record by Skitch Henderson will be available.

Personnel: Colonel Albert J. Kirsling,

Colonel Dean Hess, Major Fred Forte, Major Edward Hanki, Captain Jack Oswald, Captain Charles Hughes, Captain John Gura, First Lieutenant Jay Welsh, First Lieutenant Peter Klute, Master Sergeant Morton Pasco, Technical Sergeant William Gilmore, Sergeant Douglas Sproul and Lee Shephard.

U.S. ARMY

Space 410-N.

The *Big Picture* TV series and the *Army Hour* radio series will be demonstrated.

Personnel: Lieutenant Colonel Robert E. MacHugh and Private First Class Anthony Tiano.

U.S. NAVY

Space 256-W.

On display will be motion pictures, news featurettes, stock film, film trailers and slide packages for TV, worldwide radio news coverage and public service spots.

Personnel: Lieutenant Joseph P. Rowson.

UTILITY TOWER CO.

Space 234-W. Ext. 5-2728.

A variety of AM, FM, TV and microwave towers and hardware, base and sectionalizing insulators and tower lighting equipment will be shown.

Personnel: C. E. Nelson, V. G. Duvall, M. N. Sholar, R. G. Nelson, D. D. Giroux, Jerry J. Bennett, Jim D. Nelson and Buddie Simmons.

VARIAN ASSOCIATES

Space 406-N. Ext. 5-2657.

Triodes, pentodes, tetrodes, high power microwave tubes and instructional TV systems will be shown.

Personnel: T. D. Sege, R. O. Landon, G. M. Badger, W. H. McAuley, J. Quinn, J. H. Pruitt, J. L. Conforti, H. E. Yokela, J. H. Johnson, L. Caldwell, W. J. Polich, W. J. Halligan and S. Tyler.

VIKING INDUSTRIES INC.

Space 316-C. Ext. 5-2759.

On display will be a complete CATV line including Futura amplifiers and accessories, turnkey services, news-weathercaster, aluminum-sheathed cable.

Personnel: Arthur Baum, Robert Baum, Allen Lipp, Lon Cantor, Steve Reynolds, Tony Bee, Tom Fay and Tom Gibbons.

VISUAL ELECTRONICS CORP.

Space 301-03-C. Ext. 5-2773.

A new color film and slide scanner system developed by Fernseh GmbH, will be on display along with Norelco

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PC-70 Plumbicon color cameras, the Visual/Allen line of video-tape recorders including the V/A 100G high-band machine, Elcon color camera tubes, Solari clocks, McCurdy audio consoles, Conrac monitors, Spotmaster tape cartridge units and Favag electronic master clock systems.

Personnel: James B. Tharpe, Newland F. Smith, J. A. Phillips, George H. Wagner, Charles E. Spicer, Hendrik J. Antonisse, Robert G. Striker, Morris A. Mayers, S. Allen, Robert Bollen, Frank Haber, Larry Mallach, Richard Gottardi, Don Skulte, Al Timms, Daniel Green, Chester Siegrist, Ed Clammer, James Howard, A. W. Greeson, P. D. Thompson, L. Radford, Felix Bonvouloir, W. Marcy, L. Hargreaves, C. Hayworth, Bob Bacon, Sam Kichas, R. White, J. Daniels, R. Kuhl, A. Kallman, G. Wolfe, Jack Shearer, N. A. Bratcher, Richard Betts, Roy Price, Howard McClure, Jess Rafsky, Thomas Patten, Scaba Kobolos, Miguel Reyes, B. Holland, M. Pereyra, L. Parsons, H. Hornef, H. Zahn, H. Zschau, F. Groll, J. P. Gallagher, L. Keys, A. Roemisch, F. Rees and C. G. Chagaris.

VITAL INDUSTRIES

Space 203-W. Ext. 5-2703.

On display will be solid-state video and pulse distribution equipment featuring a new video processing amplifier, VI-1000.

Personnel: Nubar Donoyan, William Boehme, Ralph Lyons.

VITRO ELECTRONICS

Space 207-W. Ext. 5-2705.

The new Nems-Clarke model harmonic field intensity meter plus the model 112 phase monitor, model 113 remote meter panel, model 135 AM field intensity meter and a full new line of stainless steel jacks, plugs and jack panels will be shown.

Personnel: J. K. Birch, A. Rosenthal, R. H. Ellenberger and O. D. Page.

WARD ELECTRONIC INDUSTRIES

Space 201-02-W. Ext. 5-2702.

A line of new video switching equipment including the TSA-250 TV programmer, the TA-860 transmitter phase equalizer and a complete line of TV switchers will be shown.

Personnel: G. K. Butenhoff, R. J. Rainey, M. W. Davies, C. V. Girod, D. F. Fink, John Arkis, E. Venturato, Kevin Hall, Al Powley and Paul Audet.

WESTBURY CATV CORP.

Space 323A-C. Ext. 5-2767.

On display will be information CATV gear and services.

Personnel: L. A. Whitson.

WILKINSON ELECTRONICS INC.

Space 200A-W. Ext. 5-2701.

New 20-kw FM and 3-kw AM transmitters and a solid-state AM amplifier, AGC amplifier and consoles will be exhibited.

Personnel: G. P. Wilkinson, C. C. Wilkinson, William Johnson, Paul Mofitt and Scotty Lidell.

Radio programs

COMMERCIAL RECORDING CORP.

Drake hotel, Suite unassigned

Personnel: John J. Coyle, Penny Rudd, Jack Murphy and James Long.

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230 North Michigan, Suite 222

Personnel: Jeff Smith, Earl Glickman, Mike Eisenmenger and Bob Burns.

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Executive House, Suite unassigned
Headquarters: 5800 Sunset Boulevard, Hollywood.

Personnel: Barr Sheets, president.

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Conrad Hilton, Suite 1722-23-24

Personnel: Milton Herson, Marvin

Kempner, Fred Winton, Frank Beck, Ellis Agee, Sy Geier, Bernard Edelman and Ralph Sachs.

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Essex Inn, Suite 1502

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Conrad Hilton, Suite 918A

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Conrad Hilton, Suite 700

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SESAC INC.

Conrad Hilton, Suite 900

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Headquarters: 320 Park Avenue, New York.

Personnel: see page 118.

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CHAPMAN & CO.

Pick-Congress, Suite unassigned

Personnel: Paul H. Chapman, J. William Chapman, Keith W. Horton and G. Paul Crowder.

CHARLES COWLING & ASSOCIATES

Conrad Hilton, Suite Unassigned

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R. C. CRISLER & CO.

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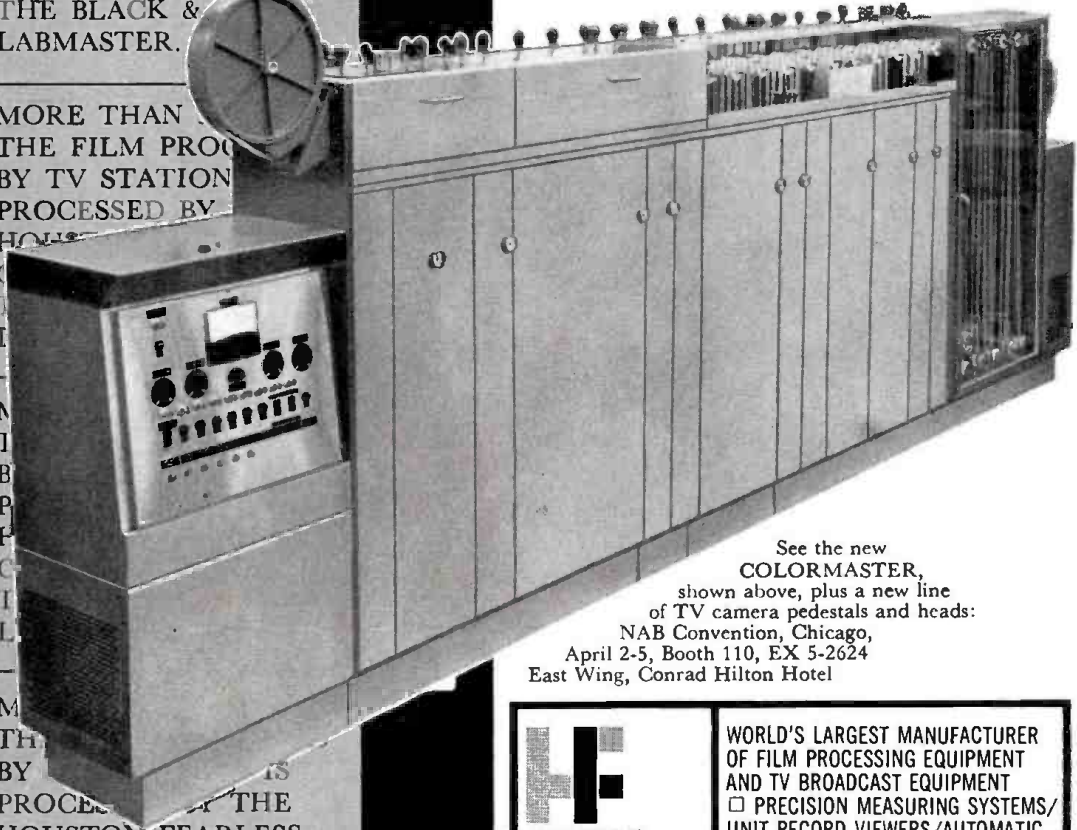
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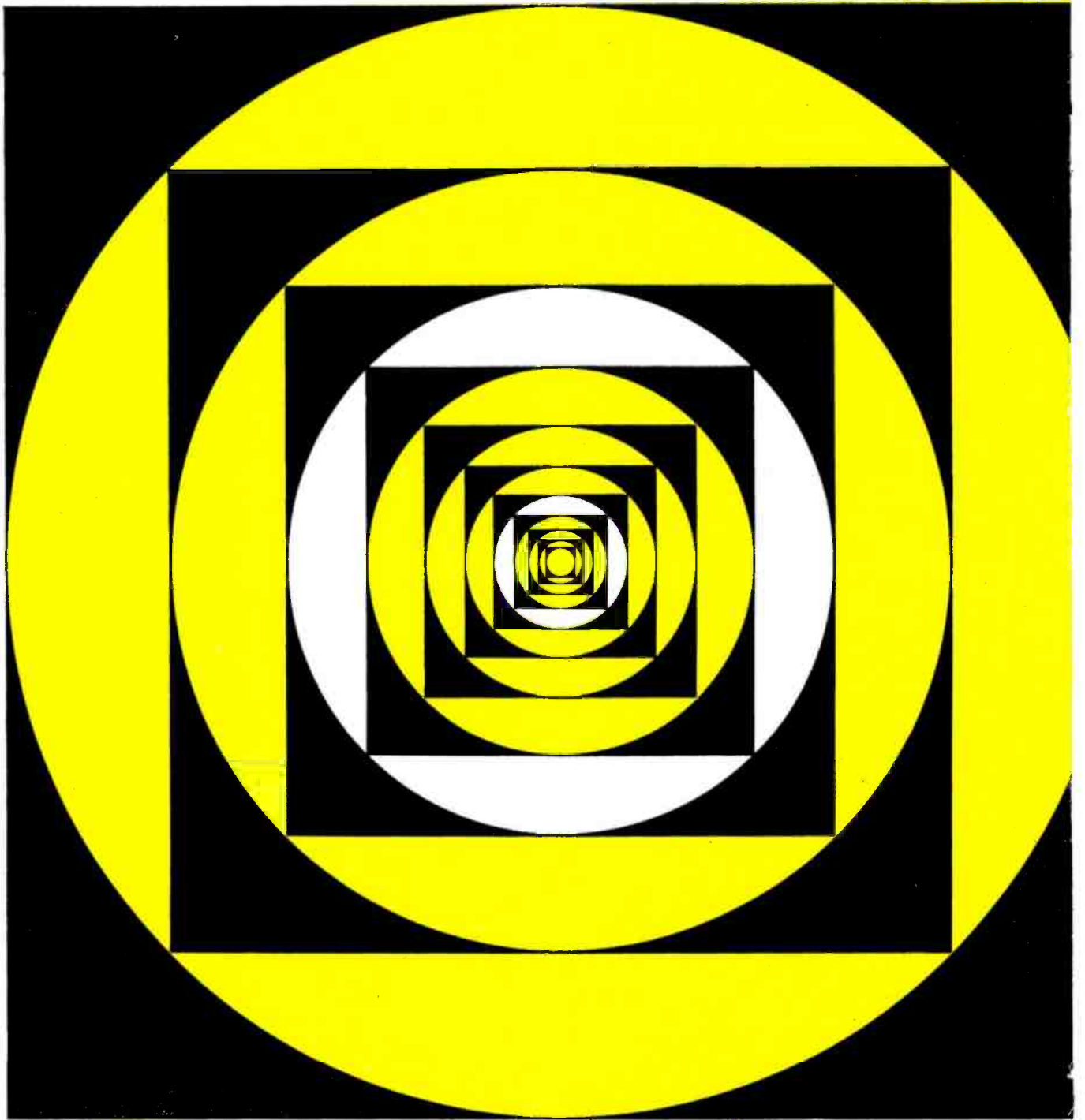


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Ambassador East, Suite unassigned

Personnel: Ben Larson.

LARUE MEDIA BROKERS INC.

Continental Plaza, Suite unassigned

Personnel: Hugh Ben LaRue, Robert Kauzlaric, Elizabeth Young.

HOWARD E. STARK

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Personnel: Howard E. Stark.

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Personnel: Jack Stoll and Bruce Stoll.

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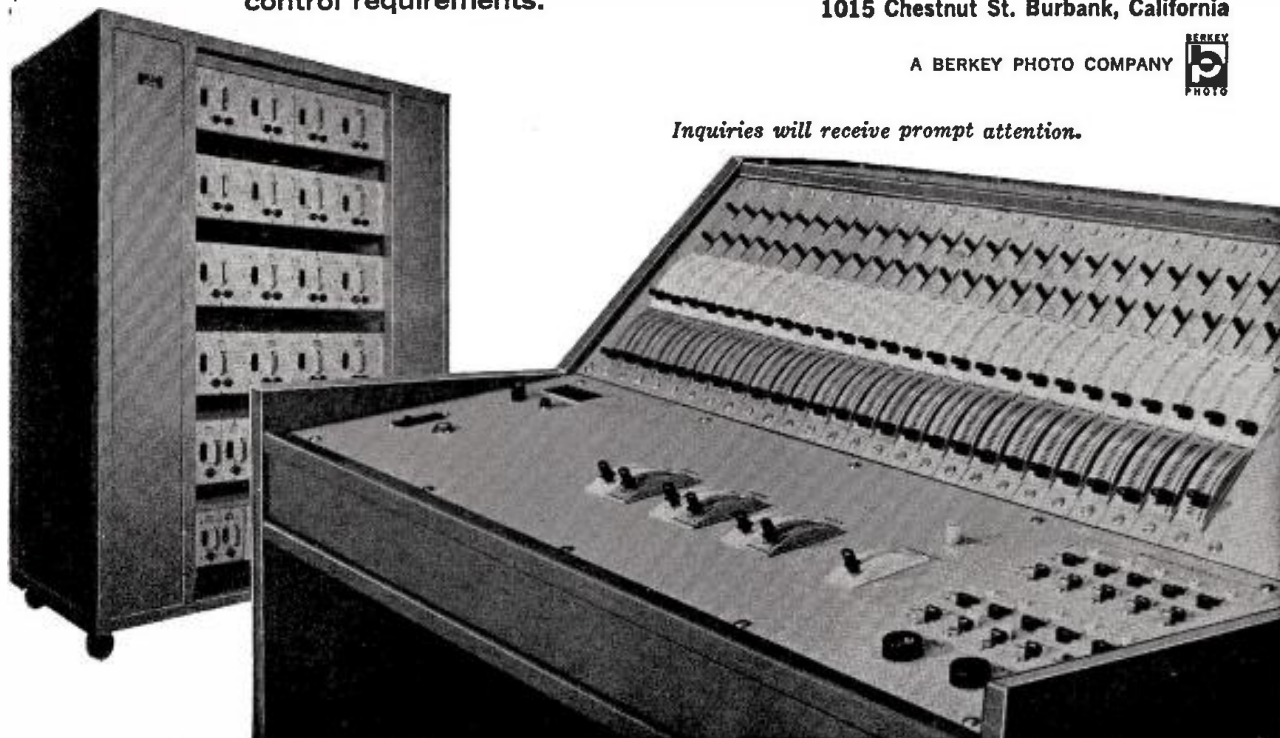


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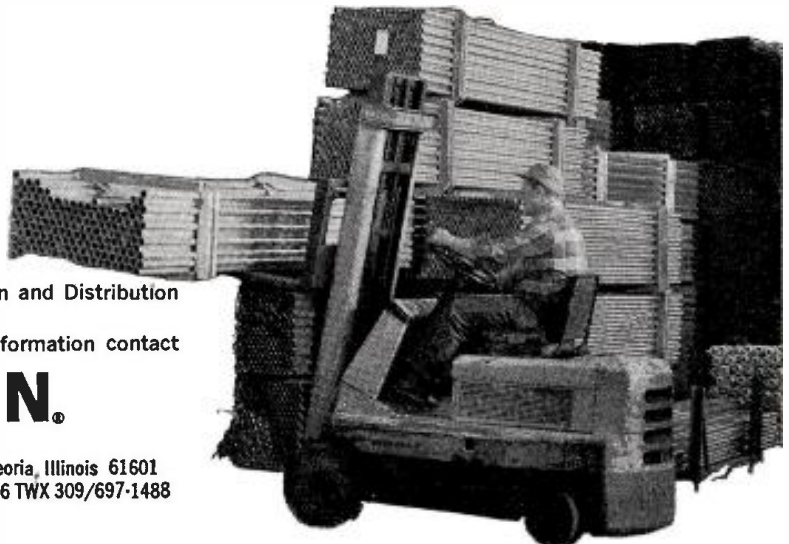


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Personnel: Bernard Howard and Jack Davis.

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**METRO TV SALES,
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Executive House, Suite unassigned

Personnel: Ken Fleming, Tom Judge, Vince Auty, Shawn Murphy and Jane Hix.

NATIONAL TIME SALES

Essex Inn, Suite unassigned.

Personnel: Robert P. McFarlin.

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Personnel: Dick Close.

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Executive House, Suite unassigned

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Continental Plaza, Suite unassigned

Personnel: Marvin Shapiro, Henry Greene, Robert Dickey and John Lego.

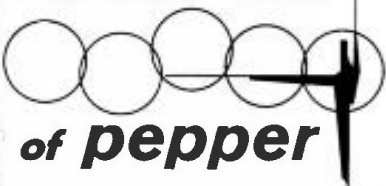
RKO BROADCASTING NATIONAL SALES

Continental Plaza, Suite unassigned

Personnel: Hathaway Watson, Howard Carter, Donald Quinn, Sam Slate, Harry Whittemore, Charles Drayton, Orville Sather, Stu Clark and George Jeneson.

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SUITE 700-A HILTON

SAVALLI/GATES INC.

Essex Inn, Suite unassigned

Personnel: Joseph Savalli, Sam Jackson, Ken Schaefer and Dave Agate.

STONE REPRESENTATIVES INC.

Conrad Hilton, Suite 1300

Personnel: Peggy Stone, Saul Frischling, Charles O'Malley, Seymour Thomas, William Smutzer, Thomas Plant, Richard Ashby, Robert Jensen and Leo O'Connell.

STORER TELEVISION SALES

Executive House, Suite unassigned

Personnel: Frank Barron, John Kelly, Joseph Dowling and Charles Lieber.

TELEVISION ADVERTISING REPRESENTATIVES INC.

Water Tower Inn, Suite unassigned

Personnel: Bill Condon, Jim King, Bob McGredy, Ben Margolis and Bob Williams.

VENARD, TORBET & MCCONNELL

Conrad Hilton, Suite 2100

Personnel: Lloyd George Venard, Alan L. Torbet, James V. McConnell, Steven R. Rintoul, Howard B. Meyers and Boyle Rippey.

GRANT WEBB & CO.

Conrad Hilton, Suite 2000

Personnel: Grant Webb, Greg Macafee, Bill Dahlsten and Judi Sue Robin.

WEED RADIO & TELEVISION

435 North Michigan Avenue

Personnel: Joe Weed and Neal Weed Sr.

ADAM YOUNG INC.

Conrad Hilton, Suite 800

Personnel: Adam Young, James F. O'Grady Jr., Arthur W. Scott Jr., James P. Smith and R. John Stilla.

Research services

AMERICAN RESEARCH BUREAU

Conrad Hilton, Suite 605

Personnel: Dr. Peter Langhoff, William Shafer, C. A. Kellner, Herbert Kaufman, Clay Braun, Graham Wallace, John Griffin, Roger Hoeck, William Harvey, Robert Schultz, William McClenaghan, Richard Hauschild, Philip Mazur, George Corey, Gene Thompson, Richard Glaspell, Robert Owens, Alain Tessier, Kieth Andre, Norman Larson and James Mocariski.

BROADCAST ADVERTISERS REPORTS

Unassigned

Personnel: Phil Edwards, Robert Morris and Ralph Crutchfield.

MEDIA STATISTICS INC.

Conrad Hilton, Suite 2139A-2140A

Personnel: James W. Seiler, Jack L. Gross, Dick Lane, John Landreth, Pete Perkins, Mike Heimberg and Hank Basayne.

MEDIA SURVEYS INC.

Essex Inn, Windsor Court Suite

Personnel: Albert B. Shepard, David Partridge and Sam Wyman.

A. C. NIELSEN CO.

Conrad Hilton, Suite 1000

Personnel: Henry Rahmel, John Churchill, George Baillie, Larry Frerk, Ben Wilson, Gene McClure, Roy Anderson, William Miller, George Blechta, William Wyatt, David Traylor, Howard Coleman, James Shoemaker and Joseph Matthews.

THE PULSE INC.

Conrad Hilton, Suite 1100-01

Personnel: George Sternberg, Richard Roslow, Paul Gillett and Allen Klein.

SINDLINGER & CO.

Executive House, Suite unassigned

Personnel: Albert E. Sindlinger and Thomas A. Taylor.

ABC RADIO

Conrad Hilton, Suite 1806A

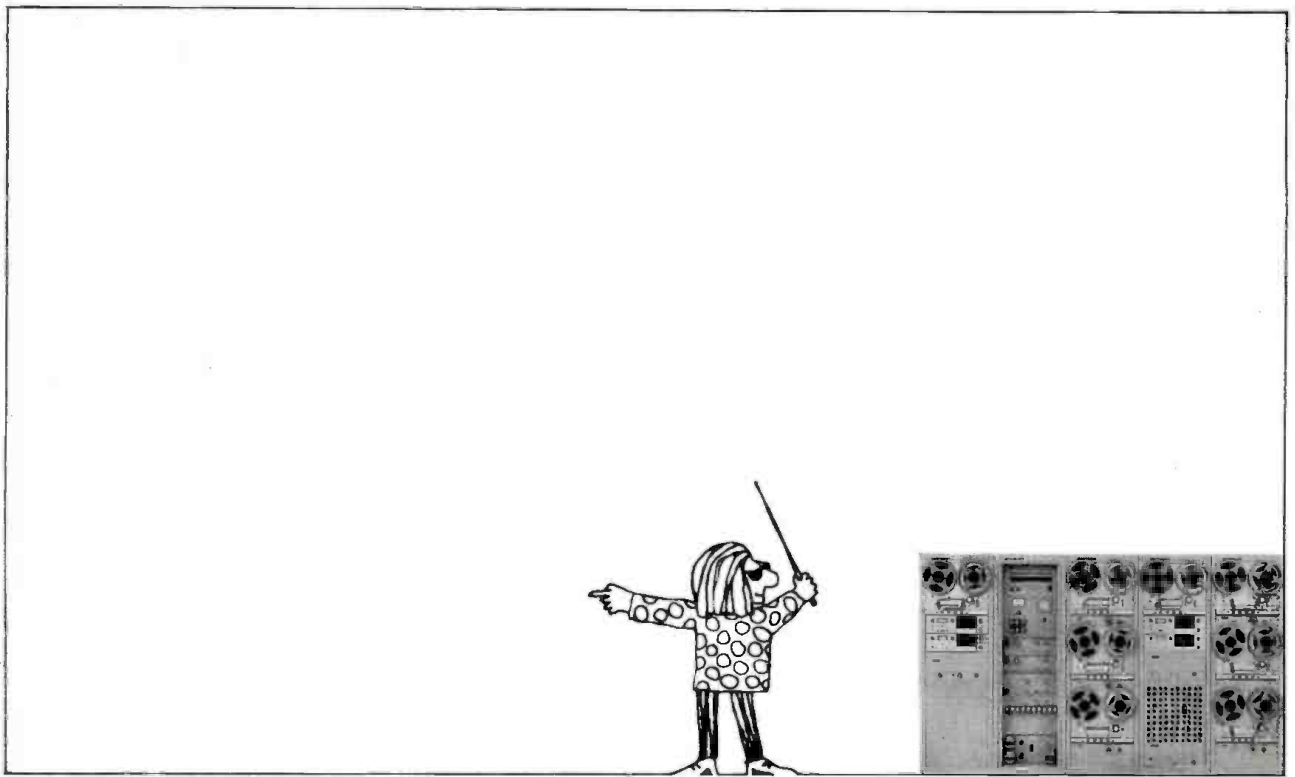
Personnel: Robert R. Pauley, Theodore M. Douglas, Edward G. Bishoff, Jack Mann, Herbert A. Granath, Thomas O'Brien, John A. Thayer, Earl Mullin, Don S. Schlosser, Allen Steinberg, Frank Atkinson Nancy Partridge, Nick George, Fred Zellner, Sammy Aed, William Gilmore, Joseph F. Keating, Richard Game, Jack Mahoney, Richard Brahm, David Hall, Don McNeill, William MacCallum, Cliff Peterson, Eddie McKean, David Cole, William Cochran. ABC Press Information: Gary Blowers.

ABC-TV STATIONS

Continental Plaza, Governors' Suite

Personnel: Theodore F. Shaker, James Conley, Dick Beesemyer, Barry Geoghegan, Harry Mulford, Dick O'Leary, John McMahan, Warren Tomasene, John Campbell, Don Keck, Kenneth MacQueen, Elton Rule, Jim Osborn, Richard Savage, David Sacks, Russ Coughlan, Ken Flower, Symon

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BROADCASTING, March 27, 1967

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Cowles, Philip Mayer, Walter Stein, David Johnson and Charles DeBare.

ABC-TV

Conrad Hilton, Suite 2306

Personnel: Seymour Amlen, Jack Ansell, Roone Arledge, P. Barry, A. Bennett, Jules Bergman, Edward Bleier, Michael Boland, Warren Borom, Martin Brown, Milton Carney, Robert Coe, Joel Cohen, M. Cohen, Mario Cucimotta, Bill Cummings, Jordan Davis, Barry Diller, James E. Duffy, Bill Edwards, L. Feldman, Theodore Fetter, Joseph Fitzpatrick, Donald Flynn, Vince Francis, Barry Frank, Andre Febstaedt, Joseph Giaquinto, Rowe Giesen, John O. Gilbert, Leonard Goldenson, Gen Goldberg, Robert Goldman, R. Grochoske, Martin Grove, James Hagerty, Herbert Hahn, Elliott Henry, George Hoover, Sheldon Jacobs, Peter Jennings, George Keramidas, Elmer Lower, A. Marfaglia, Leonard Maskin, Ed Masket, Jim Moody, Ellis Moore, Thomas W. Moore, Jim McKay, Gene Nichols, T. Parish, Carmine Patti, P. Ricard, Leo Pillot, John Regazzi, Eleanor Riger, Martin Rubenstein, Alfred Schneider, William Sheehan, Simon B. Siegel, Bill Silag, Charles Smith, Paul Sonkin, H. Sosnik, Martin Starger, William Sythes, Ed Vane and Jerry Zucker. ABC International: Jack Singer and Klaus Lehmann.

CBS RADIO

Conrad Hilton, Suite 1806

Personnel: Arthur Hull Hayes, George J. Arkedis, W. Thomas Dawson, George Perkins, Walter Rozett, Fred Ruegg, Davidson Vorhes, William D. Greene, Richard Hess, Roger K. Huston, Cornelius Knox, Gerald F. Maulsby, James R. McQuade, Norman Ober, Arthur G. Peck, Ogden L. Prestholdt, Eric H. Salline, Harfield Weedon, John Clucas and Norman Darer.

CBS RADIO STATIONS

Conrad Hilton, Suite 1806

Personnel: Thomas J. Swafford, E. H. Shomo, Robert P. Sutton, John O. Downey, Donald J. Trageser, Robert F. Hyland and Jules Dundes.

CBS INC., CBS-TV

Conrad Hilton, Suite 2305-A

Personnel: Frank Stanton, John A. Schneider, Thomas H. Dawson, Richard S. Salant, Michael H. Dann, Salvatore Iannucci, Frank M. Smith, William B. Lodge, Carl Ward, Robert Wood, John P. Cowden, Charles S. Steinberg, Edward L. Saxe, Irwin Segelstein, Arthur H. Hayes, Theodore Koop, Robert Wood, Edward E. Scovill, David R. Williams, Donald E. Clancy, Harry J. Feeney, James J.

Kane, Leonard C. DeNooyer, Louis I. Teicher, Robert Peyson, Richard O'Brien, George T. Bristol Jr., Alex Kennedy, Robert Jamieson, George Zurich, Robert L. Pike, Drew Brinckerhoff, Charles E. Cadley, Joseph B. Flaherty, Edwin W. Davis, E. Carlton Winckler, Harold C. Meier and E. E. Hall.

CBS TV STATIONS

Conrad Hilton, Suite unassigned

Personnel: Merle S. Jones, Robert D. Wood, Frank J. Shakespeare Jr., Ray L. Beindorf, Bruce R. Bryant, Richard A. Forsling, Clark B. George, E. Hal Hough, Edward R. Kenefick, Joseph L. Stern, Harvey J. Struthers, Gene B. Wilkey, Frank Beazley, Robert Cochran, William Connolly, Jerry Danford, Ralph Daniels, Robert Davis, Joseph DeBragga, Howard Kany, Edwin Miller and Wally Wesley.

KEYSTONE BROADCASTING SYSTEM

Conrad Hilton, Suite 805-06

Personnel: Syndey J. Wolf, Noel A. Rhys, Charles A. Hammarstrom, Harry F. Albrecht, J. Chris Hetherington and Chris Fahy.

MARKET I NETWORK

Essex Inn, Suite 1201

Personnel: Sidney K. Halpern and John Mark.

MUTUAL BROADCASTING SYSTEM

Conrad Hilton, Suite 1604A-06A

Personnel: James E. Fuchs, Steven J. McCormick, Charles A. King, Les Learned, Glenn C. Jackson, Gary J. Worth, Charles W. Godwin and John P. Fram.

NBC RADIO, NBC-TV

Sheraton-Blackstone, Presidential Suite

Personnel: Walter D. Scott, Julian Goodman, David C. Adams, Thomas W. Sarnoff, George Fuchs, Tom Knode, Don Mercer, Harry Bannister, Joe Berhalter, Tony Cervini, Sheldon Hickox, Bill Kelly, Bud Laing, Ray O'Connell, Paul Rittenhouse, Don Durgin, Mort Werner, William Trevarthen, Angus Robinson, Steve Flynn, Mort Dillon, Charles Corcoran, Stephen B. Labunski, Robert Wogan, Marion Stephenson, William R. McAndrew, Raymond W. Welpott, Theodore H. Walworth, Arthur Watson, Joseph Goodfellow, Robert Lemon, Robert E. Small, William Rubens, George Lenfest, Robert Howard, George Graham, Thomas E. Ervin, Robert D. Kasmire, Sydney H. Eiges, Peter Kenney, M. S. (Bud) Rukeyser, Ernest Lee Jahncke, Gene Walsh, Ed Bertero, Robert Butler, Donald Castle, Ray Eichmann, Bob Galvin, Harold Gronberg, Norman Hall, J. Lewis Hathaway, Fred Himelfard, Carl Linde-

mann, Bob Martin, Jack Otter, Tom Phelan, John Rogers, Robert Stone, Allen Walsh, Lawrence Walz, Richard Welsch, James Wilson, Don Mercer and Ray Diaz.

SPORTS NETWORK INC.

Sheraton-Chicago, Suite unassigned

Personnel: Richard E. Bailey Sr., Roy Sharp, Charles Voso, Ralph MacFarland, Robert Martin, Jack Tobin, Philip Valastro, Richard Bailey Jr., William Hyland, Louis MacDonald, Vic Grenier and Charles Shellenberger.

UNITED NETWORK

Pick-Congress, Suite unassigned

Personnel: Oliver E. Treyz, Louis M. Marcy, James W. Nichols and Charles W. Shoop.

Other exhibitors

ASSOCIATED PRESS

Sheraton-Blackstone, Sheraton Room

Personnel: Robert Eunson, Roy Steinfort, Fred L. Strozier, Thomas P. Coleman, Gerald B. Trapp, Harold Glasser, Andy Anderson, John Bennitt, Joe Bradis, Ken Clark, Paul Clifford, Jim Firmin, Jerry Gill, Bob Hull, Dave Manning, Bill Phillips, Bob Shipley, Dave Shuirman, Jim Smith, Ed Staats, Frank Stearns, Tom Stuetzer, Bob Sundy, John White, Dorman Cordell, Jack Koehler and Wick Temple.

IDENTITONES INC.

Executive House, Suite unassigned

Personnel: Chuck Barclay and Eric Siday.

PROMOTIONAL SERVICES INC.

Essex Inn, Suite 1201

Personnel: Sidney K. Halpern, Jack Isaac, John Mark and Scott Frandsen.

RADIO ADVERTISING BUREAU

Conrad Hilton, Suite 1704A-06A

Personnel: Miles David, Robert H. Alter, Maurice E. (Doc) Fidler, Jonne Murphy, Lewis P. Birchfield, Edward A. Whitney Jr., Carl Loucks, John F. Ackerman, Joseph Starr, Edward L. Hearn, Nick Barry.

SOFTNESS GROUP

Executive House, Suite unassigned

Personnel: Don Softness.

TELEVISION BUREAU OF ADVERTISING

Conrad Hilton, Suite 1605-06

Personnel: Norman E. Cash, Wil-

Monday evening come on up and play a hole of golf!



From 5:30 to 9:30 NAB show-goers can relax a bit and shoot a few on our putting green. And while others are golfing you can watch them on our 16:1 focal length Varotal Zoom lens. (It's a new Taylor Hobson Cooke long focal length zoom lens for remote pickup work for use on Image Orthicon and Color Plum-bicon cameras.) Rank Taylor Hobson optical development manager, Gordon Cooke will be on hand to talk about this new 16:1, and RTH's senior design engineer, Dexter Plummer, will discuss servo controls.

Our own Albion pros will also be at this golfing/TV party. (They'll be the ones in the green blazers.) You can talk shop — and a bit of non-shop — with them and some of the pros we've invited from other areas of the broadcasting industry.

Invitations are available at the Albion booth — number 251. Our green-blazered pros will be there before the party and on Tuesday and Wednesday after the party too, just in case you miss it.

We'll have our 16:1 lens, as well as these new products:

The new Varotal IX lens. If you've been using the Varotal V on your Image Orthicon camera, you'll be please to know that it's now available as a IX for Color Plumbicon cameras.

The new Varotal XX lens. This new little brother to the V (it's lighter and considerably less expensive) is ideal for Image Orthicon users in the educational TV field.

The new Albion QCE. This quick change range extender is a new concept in handling auxiliary lenses, which permits installation in a few moments *without removal of the lens package from the camera.*

The new VAE. The Vertical Aperture Equalizer has been designed by Dynasciences to bring maximum clarity to TV screens. It does vertically what horizontal aperture correctors have been doing for years.

The new lightweight Dynalens. The original Dyna lens is a gyro-controlled stabilizing system that keeps cameras steady, whether in the field (following a herd of elephants from a truck-mounted platform) or up in the air (in a helicopter). It replaces bulky, costly vibration isolation mounts. Dynasciences has now developed a lighter weight model for hand-held cameras.

So if you came to the show to see, feel and ask questions about "What's new," we've got your number. 251.



SOLE U.S. AGENTS FOR TAYLOR HOBSON COOKE

NOW 16:1 ZOOM RANGE FROM ALBION (N.A.B. BOOTH #251)

tiam Goldin, William MacRae, Murray Gross and Jacob Evans.

TELEVISION INFORMATION OFFICE

Conrad Hilton, Suite 704-05-06

Personnel: Roy Danish, Carl Burkland, Bert Briller and Henry Levinson.

TV STATIONS INC.

Conrad Hilton, Suite 1622

Personnel: Herb Jacobs, Don Menchel, Andy Jaeger, Harvey Seslowsky, Grace Jacobs and Mae Sclafani.

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies and Continental Room of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 23 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp.	Space 238-W
Advance Industries	Space 319-C
Albion Optical Co.	Space 251-W
Alford Manufacturing Co.	Space 208-W
Altec Lansing Corp.	Space 206-W
Ameco Inc.	Space 310-C
American Electronic Laboratories Inc.	Space 313-C
American Pamcor Inc.	Space 308-C
Ampex Corp.	Space 108-E
Andrew Corp.	Space 255-W
Arriflex Corp. of America	Space 311-C
Audio Devices, Inc.	Space 232-W
Ball Brothers Research Corp.	Space 214-W
Bauer Electronics Corp.	Space 222-W
Beckman & Whitely Inc.	Space 401-N
Borg-Warner/Ingersoll Products	Space 217-W
Boston Insulated Wire & Cable	Space 244-W
Broadcast Electronics Inc.	Space 303-C
Broadcast Skills Bank	Space 424-N
CBS Laboratories	Space 236-W
CCA Electronics Corp.	Space 237-W

Central Dynamics Corp.	Space 409-N
Century Lighting Inc.	Space 116-E
Chrono-Log Corp.	Space 246A-W
Cleveland Electronics Inc.	Space 115-E
Cohu Electronics Inc.	Space 326-C
Collins Radio Co.	Space 209-W
Colortran Industries	Space 117-E
Conrac Division, Gianinni	Space 107-E
Continental Electronics Manufacturing Co.	Space 200-W
Cooke Engineering Co.	Space 408-N
Cummins Engine Co.	Space 227-W
Davis & Sanford Co.	Space 421-N
Delta Electronics Inc.	Space 422-N
Dresser Crane, Hoist & Tower	Space 205-W
Dynair Electronics Inc.	Space 211-W
Eastman Kodak Co.	Space 231-W
Effective Communication Systems	Space 324-C
Electronics, Missiles & Communications Inc.	Space 323-C
Emcor	Space 217-W
Entron Inc.	Space 320-C
Fairchild Recording Equipment	Space 314-C
Filmline Corp.	Space 118-E
Fort Worth Tower Co.	Space 315-C
Gates Radio Co.	Space 221-W
General Electric	Space 102-E
Gotham Audio Corp.	Space 253-W
Granger Associates	Space 222-W
Grass Valley Group Inc.	Space 111-E
Harwald Co.	Space 225-W
Hewlett-Packard Co.	Space 416-N
Houston Fearless Corp.	Space 110-E
International Good Music Inc.	Space 224-W
International Nuclear Corp.	Space 228-W
Jampro Antenna Co.	Space 305-C
Jerrold Corp.	Space 322-C
Johnson Electronics Inc.	Space 242-W
Kaiser-Cox Corp.	Space 321-C
Kliegl Bros.	Space 100-E
Lenkurt Electric Co.	Space 402-N
Macarta Inc.	Space 212-W
Marti Electronics	Space 252-W
McCurdy Radio Industries Inc.	Space 328-C
McMartin Industries Inc.	Space 235-W
Memorex Corp.	Space 312-C
Microwave Associates Inc.	Space 111A-E
D. B. Milliken Co.	Space 405-N
3M Company	Space 248-W
Miratel Electronics Inc.	Space 219-W
Mole-Richardson Co.	Space 415-N
Moseley Associates Inc.	Space 223-W
North American Philips Co. Studio Equipment Div.	Space 304-C
North American Philips Co.	Space 325-C
Nortronics Co.	Space 233-W
Optical Imports Inc.	Space 254-W
Perfection Music Inc.	Space 413-N
Power-Optics Inc.	Space 417-N
Q-TV Inc.	Space 112-E
Quick-Set Inc.	Space 240-41-W
RCA	Space 101-E

RCA Electronic Components & Devices	Space 113-E
Raytheon Co.	Space 106-E
Reeves Soundcraft	Space 204-W
Riker Video Industries Inc.	Space 246A-W
Rohde & Schwarz Sales Co.	Space 239-W
Rohn Systems Inc.	Space 229-W
Rust Corp. of America	Space 245-W
Schafer Electronics	Space 210-W
Seeburg Music Library Inc.	Space 215-W
Shibaden Corp. of America	Space 226-W
Shure Brothers Inc.	Space 213-W
Sony Corp. of America	Space 114-E
Sparta Electronic Corp.	Space 306-C
Standard Electronics Corp.	Space 307-C
Studio Television Products	Space 318-C
Summit Engineering	Space 324-C
Sylvania Electric Products Inc.	Space 205-W
Tape-Athon Corp.	Space 237A-W
Tapecaster Electronics	Space 230-W
Sarkes Tarzian Inc.	Space 104-E
Tektronix Inc.	Space 109-E
Tele-Beam Div. Kalart Co.	Space 418-N
Telecontrol Corp.	Space 403-N
Telemet Co.	Space 249-W
Tequip Corp.	Space 246-W
Telesync Corp.	Space 218-W
Television Zoomar Co.	Space 105-E
Telex Corp.	Space 317-C
Tiffin Scenic Studios Inc.	Space 327-C
Toshiba America Inc.	Space 411-N
Townsend Associates Inc.	Space 243-W
Tracor Inc.	Space 407-N
Trompeter Electronics Inc.	Space 404-N
United Press International	Space 247-W
U. S. Air Force	Space 412-N
U. S. Army	Space 410-N
U. S. Navy	Space 256-W
U. S. Savings Bonds	Space 423-N
Utility Tower Co.	Space 234-W
Varian Associates	Space 406-N
Viking Industries Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries	Space 203-W
Vitro Electronics	Space 207-W
Ward Electronic Industries	Space 201-01-W
Westbury CATV Corp.	Space 323A-C
Wilkinson Electronics Inc.	Space 200A-W

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
Harold Niven, assistant to the president	
Engineering Conference	Room 1
George W. Bartlett, vice president	
Convention Exhibits	

Exhibit Office—Lower Level

Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk	Lower Lobby
Donald Pearce, assistant treasurer	
Convention News and Public Relations	Room 3
John M. Couric, vice president for public relations. Milton Magruder, director of publications	
Newsroom	Astoria Room

NAB STAFF OFFICERS

Radio	Room 2
Sherril Taylor, vice president	
Station services	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Daniel M. Valentine, field representatives	
Broadcast management	Room 4
William L. Walker, director	
Government affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas A. Anello, general counsel	

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CHICKENMAN
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come meet him — the real, live, one and only Chickenman. He'll be in our suite Sunday evening, April 2.

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BROADCASTING and *Television* magazines in Chicago to cover the National Association of Broadcasters 45th annual convention, engineering conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. will hold open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom will cover convention activities.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Chris-

topher, Ed Sellers, Warren Middleton, Bill Merritt, Leonard Zeidenberg, Morris Gelman, John Gardner, Sherm Brodey, Dave Bailey, Greg Masefield and Rose Adragna.

Representing *Television* are Dick Donnelly and Frank Chizzini.

BROADCASTING's April 10 post-convention issue will report in full on events during the convention and on the many additional sessions that are not on the formal NAB agenda.

BROADCASTING's April 17 post-convention issue will offer in-depth text and photo coverage of the new equipment introduced at the convention.

Research.....	Room 2
Howard Mandel, vice president	
Code Authority.....	Room 4
Howard H. Bell, director	
Charles M. Stone, manager radio code	
Jerome G. Lansner, manager TV code,	
Washington	
Jonah Giltitz, assistant to director	
State association liaison.....	Room 4
Alvin King, director	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co.	723A
Ameco Inc.	1240
American Electronic Laboratories Inc.	1734A
American Pamcor Inc.	1240A
AT&T	2106A-04A
Ampex Corp.	605A
Central Dynamics Corp.	Pick-Congress
Cohu Electronics	734A
Collins Radio Co.	1023A
Continental Electronics Manufacturing Co.	719A
Cooke Engineering Co.	Pick-Congress
Dresser Crane, Hoist & Tower	1440
Dynair Electronics Inc.	1540
Electronics, Missiles & Communications	1136A
Filmline Corp.	1434A
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite
Grass Valley Group Inc.	723
Hewlett Packard Co.	Essex Inn
International Nuclear Corp.	1423A
Jerrold Electronics Corp.	2024
Kaiser-Cox Corp.	Executive House
Kline Iron & Steel Co.	719
Lenkurt Electric Co.	940
MaCarta Inc.	940A
McMartin Industries Inc.	1119A
Memorex Corp.	1823A
Microwave Associates	1223A
3M Co.	1524
Moseley Associates	1534A
North American Phillips Co.	1123A
Nortronics Co.	Essex Inn
Optical Imports	Ascot House
Power-Optics Inc.	Pick-Congress
RCA	South Imperial Suite
Reeves Soundcraft	1018-19
Rohn Systems Inc.	919
Rust Corp. of America	1900
Schafer Electronics	1906
Seeburg Music Library Inc.	Pick-Congress, 215
Stainless Inc.	1506
Standard Electronics Corp.	1636A
Tape-Athon Corp.	834A

Sarkes Tarzian Inc.	1822-24
Teledynamics Corp.	560A
Telescreen Inc.	819A
Townsend Associates	1339A
Tracor Inc.	Pick-Congress
Utility Tower Co.	2440
Visual Electronics Corp.	1200
Ward Electronic Industries Inc.	1340
Westel Co.	1634A
Wilkinson Electronics Inc.	1140

PROGRAM SERVICES

ABC Films	2319
All Canada Radio & TV	Unassigned
Allied Artists TV Corp.	521A-523A
American International Television	532A-533A-534A
Broadcast Sales Inc.	1539A
Buena Vista Distribution Co. (Walt Disney)	1139A-40A
CBS Films	2325
Commercial Recording Corp.	Drake
Desilu Sales Inc.	557-560
Embassy Pictures Corp.	600
Field Communications Corp.	553A-561
Firestone Film Syndication	Unassigned
Four Star International	512-513-563
Sandy Frank Program Sales Inc.	509
General Media Associates	230 N. Michigan
Hartwest Productions Inc.	1122-23-24
Hollywood TV Service	515A-517A
Independent TV Corp.	501-502-549
International Good Music Inc.	Essex Inn
King Features Syndicate	512A-513A
Krantz Films Inc.	519-520
Kristom Productions Inc.	Executive House
Lewron Ltd.	Pick-Congress
M & A Alexander Productions	500A-515A-517A
Marcus Associates	Lake Tower Inn
Mark Century Corp.	1722-23-24
MCA-TV	2400
Medallion TV Enterprises Inc.	550A-551A
MGM-TV	1905A
National Telefilm Associates	515A-517A-519A
NBC Films Inc.	Executive House
Nightingale-Conant Corp.	Essex Inn
North American TV Associates	546
Official Films Inc.	528A-530A
Off-Network Productions Inc.	Ascot House
Olas Inc.	Executive House
Olympus Television Inc.	Pick-Congress
Pams Inc.	918A
Paramount TV Pictures	521-522-523
Pepper Sound Studios Inc.	700
Walter Reade Organization	535A-536A-537A
RKO General Productions	516-529
Peter M. Robeck & Co.	509A-520A
Walter Schwimmer Inc.	Unassigned

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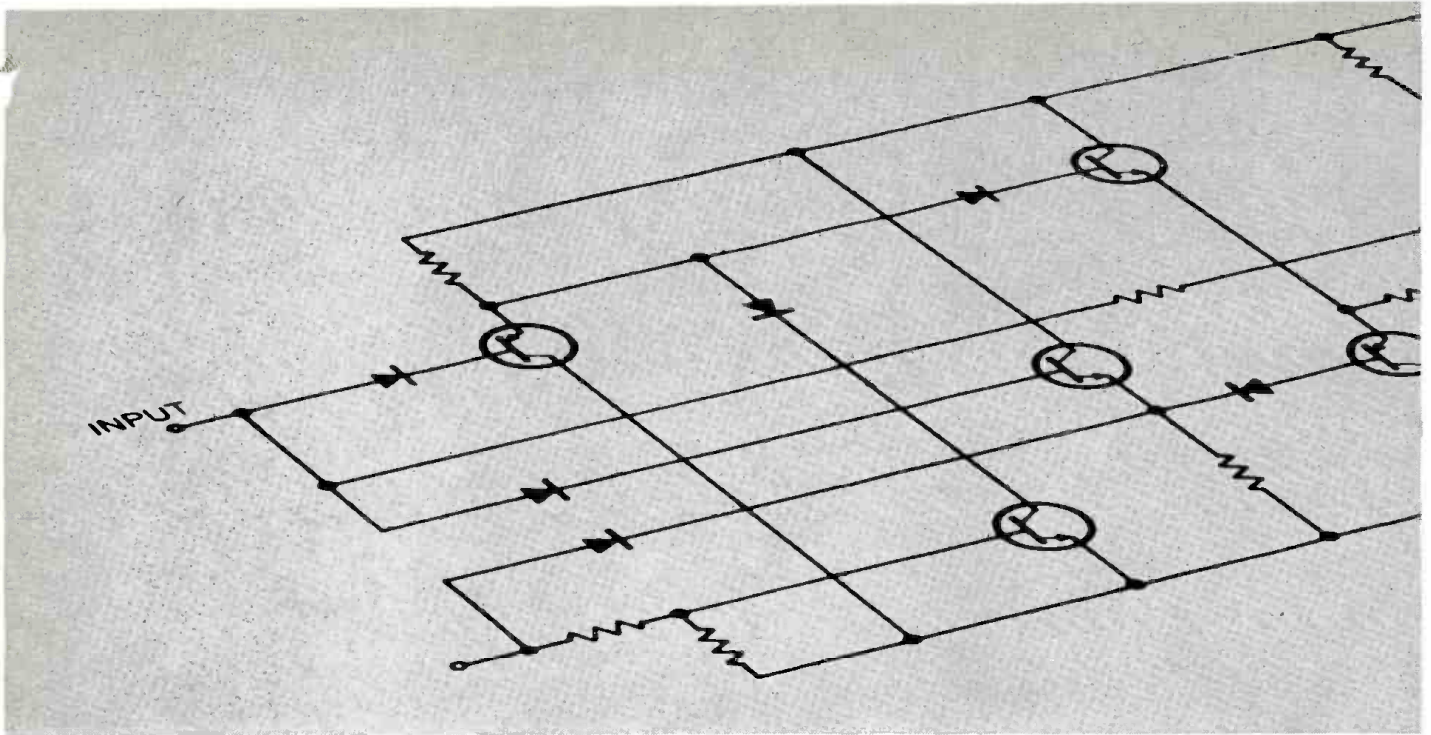
MOMENT OF DESTINY

(a prestige builder . . . dramatic moments of American History broadcast on the anniversary of their occurrence)

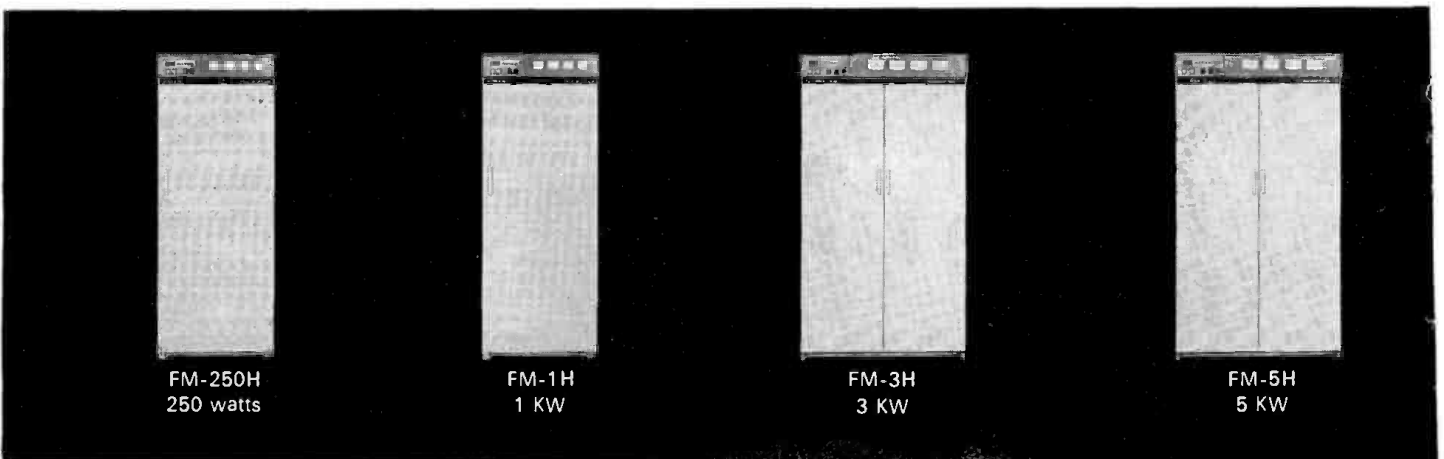
GENERAL MEDIA ASSOCIATES

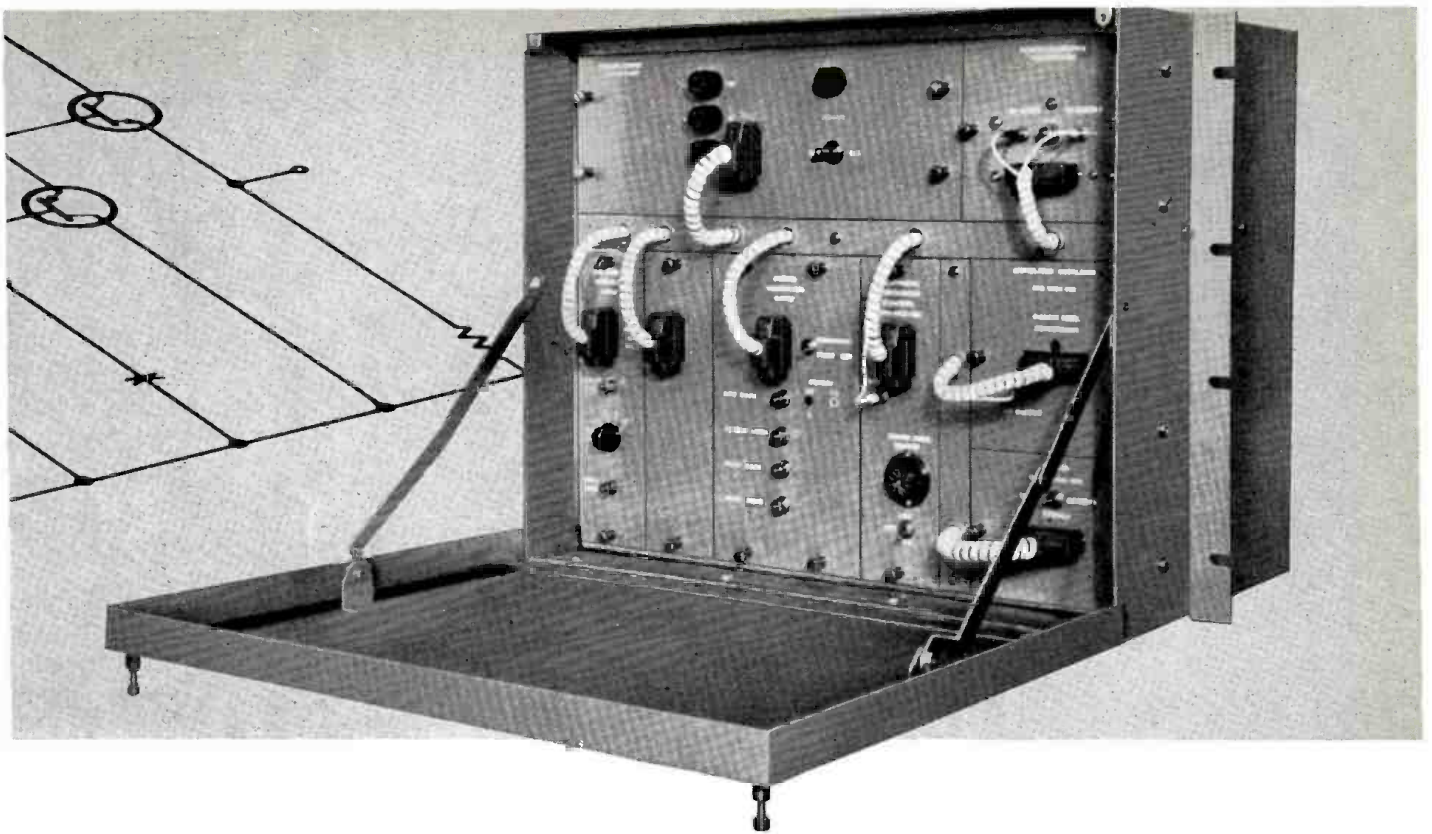
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Just a few blocks north of the Hilton



FM BROADCASTING BREAKTHROUGH: Direct carrier frequency modulation (DCFM)





in a new 100% solid-state 10-watt exciter

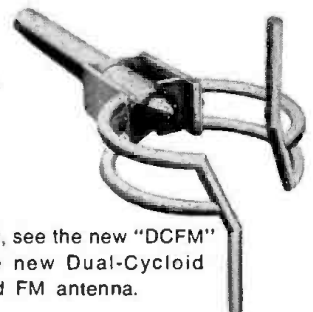
**One-tube, 1KW; two-tube, 3 KW; two-tube, 5KW;
two-tube, 10KW and three-tube, 20KW transmitters.**

First with solid-state FM for monaural, stereo and SCA.
Eight brand-new FM transmitters, all made possible through
Gates advanced engineering — a true FM breakthrough in a solid-state
exciter, employing *Direct Carrier Frequency Modulation (DCFM)*,
where modulation occurs at carrier frequency.

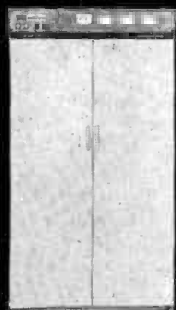
The soundest sound in FM is, *more than ever before*, the new sound of Gates.

GATES

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A subsidiary of Harris-Intertype Corporation



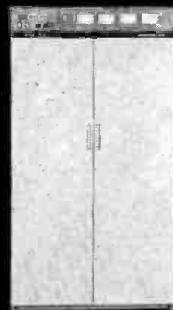
At the NAB Show, see the new "DCFM"
exciter and the new Dual-Cycloid
circular-polarized FM antenna.



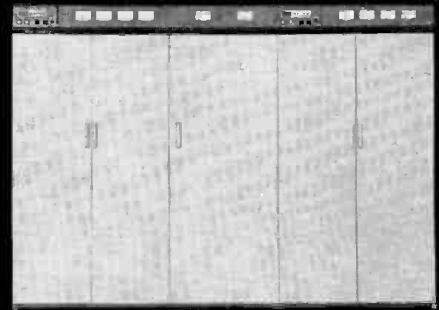
FM-7.5H
7.5 KW



FM-10H
10 KW



FM-20H
20 KW



FM-40H
40 KW

NAB to have full lineup in Chicago

A team of 44 men and women will represent the National Association of Broadcasters at next week's 45th annual NAB convention in Chicago. President Vincent Wasilewski will lead the contingent.

Staffers in attendance: Jim Hulbert, Harold Niven, Betty Dalzell, Mary Lee Schiffer, Florence Mitchell, Everett Revercomb, Ella Nelson, Adaline Macloskie, Don Pearce, Clara Ross, Bud Courson, Bill Cowles.

Also: Anita Gerber, Douglas

Anello, Howard Bell, Charles Stone, Jerry Lansner, Joe Gitlitz, Sherril Taylor, Al King, Penny Shirey, Bill Carlisle, Bill Walker, Josephine Crumpacker, Jim Joyella, Jim Turner, James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Dan Valentine.

Also: Mark Georgeou, George Bartlett, Shirley Ostmann, Paul Comstock, Hollis Seavey, John Couric, Joan Panitz, Milt Magruder, Bob Hallahan, Bill Mansfield, Howard Mandel and Martha Cook.

Screen Gems Inc.	Sh-B
SESAC	900
Seven Arts Associated Corp.	539A-542A-544A-545A-546A-548A
Show Corp.	539-553
Spanish International Network	533-534-536
Spot Productions Inc.	1319
Storer Programs Inc.	1005A
Teledynamics Corp.	560A
Telesynd, Division of Wrather Corp.	556
Trans-Lux TV Corp.	556A-557A
Triangle Program Sales	2300
20th Century-Fox Television	1500
United Artists Television	504-505-507
Warner Bros. TV	524A-526A
WBC Program Sales	2500
WGN Continental Productions ..	Continental Plaza
Wolper Productions Inc.	504A-505A-507A

STATION REPRESENTATIVES

ABC-TV Spot Sales	Continental Plaza
Avery-Knodel	Sh-B 407-408-410
Mort Bassett & Co.	Essex Inn
Charles Bernard Co. (Country Music Network)	Unassigned
John Blair & Co., Blair TV, Blair Radio	Sh-B
Broadcast Communications Group	Continental Plaza
CBS Radio Spot Sales	1406
CBS-TV National Sales	Unassigned
Henry I. Christal Co.	1306
Roger Coleman Inc.	Palmer House
Robert E. Eastman & Co.	Continental Plaza
Gill-Perna Inc.	1800
Herbert E. Groskin & Co.	Unassigned
Harrington, Righter & Parsons	Sh-B 808-09-10
George P. Hollingbery Co.	1600
Hal Holman Co.	Executive House
Bernard Howard & Co.	Unassigned
H-R Representatives	Holiday Inn
The Katz Agency	Executive House 3803
Major Market Radio	Sh-Chicago 2646-48-49
Jack Masla & Co.	Executive House
McGavren-Guild Co.	Unassigned
The Meeker Co.	1700
Metro Radio Sales	Astor Tower
Metro TV Sales	Executive House
National TV Sales Inc.	Executive House
NBC Spot Sales	Sh-B Presidential Suite
Peters, Griffin, Woodward	Sh-B 705
Edward Petry & Co.	1400
Vic Piano Associates	Executive House
PRO Time Sales	Executive House
Radio Advertising Representatives	Continental Plaza
RKO General National Sales....	Continental Plaza
Savalli/Gates	Essex Inn
Stone Representatives Inc.	1300
Storer Television Sales	Executive House
Television Advertising Representatives	Water Tower Inn
Venard, Torbet & McConnell	2100

Grant Webb & Co.	2000
Weed Radio & TV Corp.	435 N. Michigan
Adam Young Co.	800

STATION BROKERS

Blackburn & Co.	Pick-Congress 701A
Chapman & Co.	Pick-Congress
R. C. Crisler & Co.	Ascot House
Charles Cowling & Associates	Conrad Hilton
Wilt Gunzendorfer & Associates	Conrad Hilton
Hamilton-Landis & Associates	Sh-Chicago 1542
Hogan-Feldman	2516-2530
Larue & Associates Inc.	Continental Plaza
G. Bennet Larson Inc.	Ambassador East
Howard Stark	Pick-Congress
Jack L. Stoll & Associates	Ascot House
William T. Stubblefield	Executive House
Edwin Tornberg & Co.	Pick-Congress

NETWORKS

ABC Radio	1806A-04A
ABC Radio Stations	1806A-04A
ABC-TV	Continental Plaza

ABC-TV Stations	Continental Plaza
CBS Radio	1806
CBS Radio Stations	1806
CBS-TV	2305A-06A-11A
CBS-TV Stations	Conrad Hilton
Keystone Broadcasting System	805-806
Market 1 Network	Essex Inn 1201
Mutual Broadcasting System	1606A-04A
NBC Radio	Sh-B, Presidential Suite
NBC-TV	Sh-B, Presidential Suite
Sports Network Inc.	Sh-Chicago
United Network	Pick-Congress

RESEARCH ORGANIZATIONS

American Research Bureau	605
Broadcast Advertisers Reports	Ascot House
Media Statistics Inc.	2139A-2140A
Media Survey Inc.	Essex Inn
A. C. Nielsen Co.	1000
The Pulse Inc.	1100-1101
Sindlinger & Co.	Executive House

MISCELLANEOUS

Advertising Age	906A
Associated Press	Sh-B Sheraton Room
Billboard	1018A-19A
Broadcast Engineering	1305A
Broadcast Management/Engineering	1106A
Broadcasting Magazine	706A
Media/Scope	1233A-34A
NAFMB	839
Printer's Ink	307 N. Michigan Ave.
Promotional Services Inc.	Essex Inn 1201
Radio Advertising Bureau	1704A-06A
Softness Group	Executive House
Sponsor	2405-06
Standard Rate & Data Service	2105-06
Supermarket Broadcasting Network Inc.	1236A
Telefilm Magazine	Unassigned
Television Age	1105-06
Television Bureau of Advertising	1605-06
Television Information Office	704-05-06
Television Digest	1706
Television Magazine	706A
TV Stations Inc.	1622
Timebuyer Magazine	2340
Variety	806A

Pioneers to posthumously honor McDonald

The Broadcast Pioneers will present its annual medal of honor posthumously to the late Commander Eugene F. McDonald, founder, president and first chairman of Zenith Radio Corp., at the Pioneers annual banquet Tuesday, April 4.

The award will be accepted by Mr. McDonald's nephew, Gene Kinney, vice president of special affairs for Zenith. Mr. McDonald was the first NAB president in 1923. The award will be presented by Ward Quaal, WGN Continental Broadcasting Co., Chicago.

Eight memorial citations to broadcasting pioneers, who died within the past year, and a special citation to NBC and two of its former executives will also be made at the banquet in the Conrad Hilton's International Ballroom.

The memorial citations, to be presented by William Hedges, retired NBC executive, are to: Campbell Arnoux, WTAR-AM-FM-TV Norfolk,

Va.; Fred Ball of Pierson, Ball & Dowd, Washington; Harold Hough, WBAP-AM-FM-TV Fort Worth-Dallas; Robert Mason, WMRN Marion, Ohio; Andrew Haley of Haley, Bader & Potts, Washington; Frank Smith, Capital Cities Broadcasting Corp., New York; John Outler, WSB-AM-FM-TV Atlanta, and Paul H. Raymer, Paul H. Raymer Co., New York.

The awards to NBC as the pioneer broadcasting network and two executives—Niles Trammell and Harry Bannister—who played important roles in NBC's pioneering activities, will be made by John T. Murphy, Avco Broadcasting Corp., Cincinnati, president of the Pioneers.

Julian Goodman, NBC president, will accept the award for the network. Mr. Trammell was NBC chairman and Mr. Bannister had been vice president for station relations.

Entertainment will be presented by ABC Films with Stars of its syndicated TV show *Midwestern Hayride*.

How do you measure loudness?

First, you listen a lot...



And that's exactly what we did! For the past several years, scientists at CBS Laboratories have been using the rigorous techniques of psychoacoustic testing to determine the nature of sensory loudness as it applies to broadcasting. From this research have come significant new data and methods for measuring sen-

sory loudness with respect to frequency content, combinations of complex signals, the "ballistic" response (including impulse and duty-cycle considerations), the signal peak factor, and other related phenomena.

A sensory loudness indicator and a new automatic control for limiting excessive loudness

are now undergoing field tests.

For a demonstration of CBS Laboratories' loudness indicator and automatic loudness control, visit our booth in the West Exhibit Hall, at the 1967 NAB convention.

PROFESSIONAL PRODUCTS

CBS LABORATORIES
Stamford, Connecticut. A Division of
Columbia Broadcasting System, Inc.

BROADCAST ADVERTISING



Mr. Bryan

William W. Bryan, director of Humble Oil & Refining Co., Houston, since 1963, elected to new post of senior VP. He will continue his responsibilities in charge of Humble's nationwide marketing activities.

Allen Atwood, with MacManus, John & Adams, Bloomfield Hills, Mich., joins Young & Rubicam, Chicago, as VP and management supervisor.

William R. Wilgus, VP, manager of Hollywood office and associate director of broadcasting for J. Walter Thompson Co., will retire from agency next month after 23 years of service with JWT. He will be succeeded by **Farlan Myers**, who has been with JWT since 1956 as television program supervisor for Hollywood office. He was elected JWT VP last year. **Edwin L. Meyer** and **John Boyd Jr.**, with JWT, New York, elected assistant secretary and assistant treasurer, respectively.

Charles W. Butler and **David B. Smart**, account executives at Gardner Advertising, St. Louis, named VP's.



Mr. Bloede

Victor G. Bloede, executive VP, Benton & Bowles, New York, appointed to new position of general manager for client services.

George H. Gallup, eastern sales manager, NBC Radio, New York, elected VP, sales.

Daniel Borg, media director of Ket-chum, MacLeod & Grove, New York, named VP. **John V. Weaver**, media supervisor with Foote, Cone & Belding,

New York, named director, television programing, of KM&G, that city.

B. Russell Buck Jr., VP at Needham, Harper & Steers, Chicago, named VP and division manager of Campbell-Ewald, that city. He succeeds **Keith Munroe** who resigned in January to join James B. Beam Distilling Co.

William Segal, member of media department, Henderson & Roll Inc., New York, named VP and director of media.

John Leopold, copy writer, Benton & Bowles, New York, will form The John Leopold Co., 663 Fifth Avenue, New York, new products creative consulting firm.



Mr. Koch

Leonard V. Koch, VP and head of broadcast and print business affairs for Norman, Craig & Kummel, New York, named VP in charge of radio/TV commercial production and business affairs.

Charles A. MacLaughlin, sales promotion and advertising manager for Hilti Fastening Systems, Stamford, Conn., joins James A. Ford Advertising Agency, that city, as VP.

Nancie Kiley, assistant media director for Anderson-McConnell Advertising Agency Inc., Los Angeles, named media director.

Peter Baron, staff director for Lori Productions Inc., Los Angeles, named director of firm's TV commercial department.

Bryan Putman, with Hallmark Cards Inc., Kansas City, Mo., appointed to newly created post of director of advertising and public relations.

John R. Reiss, in charge of exhibit sales, HemisFair '68 world's fair which will take place in San Antonio, Tex.,

appointed director of marketing, New York office.



Mr. Stasen

Howard J. Stasen, with Henry I. Christal Co., Chicago, appointed manager of firm's Chicago office.

Eileen Henriquez, with Radio Advertising Bureau, Los Angeles, named manager-media services.

Joseph J. Hildebrand, general sales manager, WJBK Detroit, joins Mutual Broadcasting System, same city, as sales manager.

Duane V. Eastvold, general manager in charge of sales at KMMT(TV) Austin, Minn., appointed general sales manager of WDIO-TV Duluth, Minn. **Pat Morrissey**, account executive with WDIO-TV, appointed local sales manager.

Bernard L. Whitaker, national sales manager of WRAL-TV Raleigh, N. C., named general sales manager of WJRJ-TV Atlanta.

Don Patton, account executive for KTLA(TV) Los Angeles, named national sales manager. He replaces **Jerry Marcus**, who resigned to join Hunter-Willite Advertising, Los Angeles.



Mr. DePierro

Anthony C. (Del) DePierro, VP in charge of media for Geyer, Morey, Ballard, New York, named VP and director of media at Mogul Baker Byrne Weiss Inc., that city.

Matt L. McBride named account supervisor at Needham, Harper & Steers, Chicago. **William A. Lahrman Jr.**, with Gardner Advertising, St. Louis, joins NH&S, Chicago, as account executive.

Robert J. McKay, with cosmetic and toiletries division of Shulton Inc., New York, appointed director of marketing services.

Dean Woodring, salesman for KGW-TV Portland, Ore., named local sales manager.

Joseph M. Schoenberg, with AMF Bowling Products Group of American Machine & Foundry Co., Westbury,

IS THE "CLASSIFICATION" IMPORTANT?

Business, Media, or Communications Broker, it really does not matter. What does matter is your satisfaction—whether you are planning to buy or sell a Radio Station, a Television Station or a CATV System.

The Important ingredients that build Satisfaction are Integrity, Trust, Knowledge and Results. Approximately Thirteen Million Dollars of Sales in 1966 adds to the credibility of "Satisfaction."

From March 31 and during the NAB Convention I will be available at the Essex Inn which is on the south side of the Hilton Hotel for Confidential discussions on facts and ideas or financing relative to acquisition or selling of properties.

Let's get together.

John D. Stebbins
J. D. Stebbins Company

775 Bank Lane

Lake Forest, Illinois

312-234-2431

ZOOM LENS RENTALS ZOLOMATIC
5875 MELROSE AV. HOLLYWOOD CALIFORNIA TEL. (213) 463-2181

Attention TV Stations:

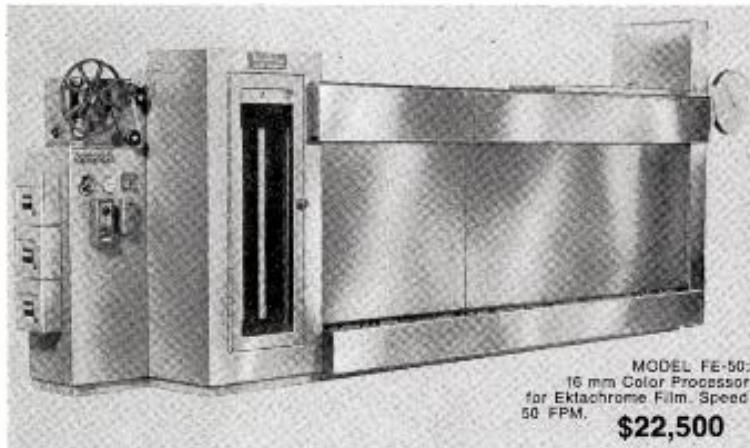
We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

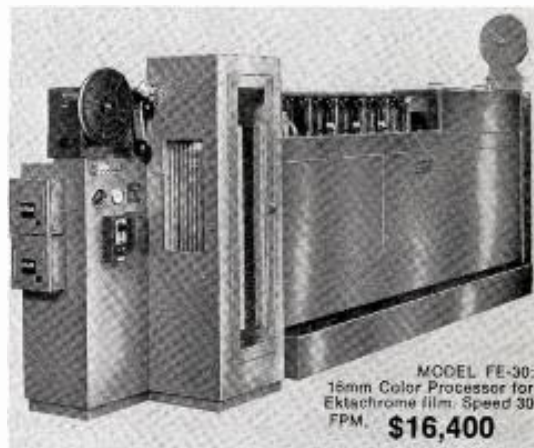
The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



MODEL FE-50:
16 mm Color Processor
for Ektachrome Film. Speed
50 FPM.
\$22,500



MODEL FE-30:
16mm Color Processor for
Ektachrome film. Speed 30
FPM.
\$16,400

● **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOB-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.



Dept. B 327-67

Send for Literature.

Time & Lease Plans Available.

All prices F.O.B. MILFORD, CONN.

"When you buy quality Filmline Costs Less"

See Us At NAB Show Chicago — Booth 118

N. Y., appointed general manager-marketing services.



Mr. Sheahan



Mr. Rothbaum

Garrett J. Sheahan, with N. W. Ayer & Son, Chicago, elected VP and account supervisor. **Ira Rothbaum**, account supervisor for Ayer, New York, elected VP and account supervisor.

Larry Smith, account executive for KJEO-TV Fresno, Calif., named local sales manager.

George L. Sansbury, with WBTW(TV) Florence, S. C., named assistant sales manager.

Arnold Raskin, formerly with Adam Young Inc. and WNBC, both New York, appointed assistant national sales manager of WJZ Newark, N. J.

Michael Klein, all-media planner, BBDO, New York, joins Corinthian division, H-R Television, same city, as research manager. **Edward T. Nugent**, account executive for Eastman TV,

New York, appointed to sales staff of Corinthian division of H-R Television, that city.

James K. Hensley, marketing manager for Anthony Pools, joins Purex Corp. Ltd., Lakewood, Calif., as marketing manager for international group.

Terry Drucker, director of media analysis at Gumbinner-North Co., New York, appointed administrator, sales development and research, NBC Radio Stations and NBC Radio Spot Sales, that city.

Gerard P. Malloy, previously with J. Walter Thompson Co. and Arthur Andersen & Co., both New York, joins Geer, DuBois & Co. there as financial officer.

Mary Burak, media buyer at Delehanty, Kurnit & Geller, New York, appointed to newly created position of senior media supervisor.



Mr. Mendelsohn

Alfred L. Mendelsohn, VP and general manager of EUE/Screen Gems, New York, joins VPI, division of Electrographic Corp., that city, as VP and general sales manager.

Maury Rosen, on sales staff of KDAY Santa Monica, Calif., joins KLXA Fontana, Calif., as account executive.

Bill Brooke, group creative director for McCann-Erickson Inc., Los Angeles, joins Grey Advertising Inc., Beverly Hills, Calif., as creative supervisor.

George Rappaport, head of his own agency, rejoins Carson/Roberts/Inc., Los Angeles, after six-year absence, as creative supervisor.

William R. Proctor, VP with Warwick & Legler, New York, named account group supervisor by MacManus, John & Adams, that city.

Kenneth F. Noble, account executive with McCann-Erickson Inc., Detroit, named account director for Buick Motor Division's Opel Kadett advertising.

Myron W. Jones, with W. B. Doner & Co., Baltimore, appointed executive copy director.

Bob Albright, account executive for Campbell-Ewald Co., Los Angeles, joins Davis, Johnson, Mogul & Colombatto Inc., that city, in same capacity.

James C. Passant, advertising manager of Central National Bank of Cleveland, appointed account executive of Lustig Advertising Agency, that city.

Susan Hamilton, musical director of various summer stock productions, appointed production coordinator, Herman Edel Associates, New York, music

producer for radio and TV commercials.



Mr. Munro



Mr. Mackey

Alasdair T. I. Munro, VP, McCann-Erickson, Atlanta, named senior VP and senior management officer for Coca-Cola account. **Willard C. Mackey Jr.**, senior management officer for Coca-Cola account, The Marschalk Co., Atlanta, named executive VP. Both agencies are member companies of The Interpublic Group. **Carlene Roberts Teator**, consultant for Interpublic, New York, elected VP and general corporate executive.

Lou Severine, with Radio Advertising Representatives, Chicago, joins firm's New York sales staff as account executive. **Peter Kadetsky**, with WBZ Boston, joins RAR, Chicago, as account executive.

Jeff Davids, with WBSK-TV Boston, appointed account executive at WHDH-TV, that city.

Stuart Hagmann signed as staff director by EUE/Screen Gems, Hollywood.

MEDIA

Crawford P. Rice, manager of KHTV (TV) Houston, elected to board of directors of parent WKY Television System Inc.



Mr. Gilbertson

Robert L. Gilbertson, VP in charge of sales for Harrington, Righter & Parsons, New York, named general manager of WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y.

Richard J. Scholem, radio-TV coordinator at Kent State University, Kent, Ohio, named manager of WGSM Huntington, N. Y.



Mr. Kornish

Alan Kornish, sales manager of WARM Scranton, Pa., appointed general manager.

J. Philip Sheridan, director of operations for WNCI(FM) Columbus - Worthington, Ohio, appointed station manager.

Abram E. Patlove, promotion manager for CATV systems division of Jerrold Electronics Corp., Philadelphia,

WELCOME TO

the wide world

of pepper

CUSTOMIZED STATION
ID DIVISION

Hear how YOUR station can now be "THE WIDE WORLD OF RADIO" . . . Exciting . . . brief . . . Thematic. This new package complete with on-the-air promotion, newspaper layout, billboard, car-card support.

LISTEN TO NEW 1968

Station ID's with thematic logos. All music types: Good Music, FM Stereo, Country-Western, Middle Road, Top Forty, Negro, Novelty, Contemporary, Acapella. For all formats including All-Talk and News.

\$5,000 GRAND PRIZE
IN VALUE

SUITE 700-A HILTON

What's new at NAB

COMPACT COLOR FILM

Processor
"NEWSBREAKER 400"



- 400 feet in 45 minutes
- Portable
- Installation time: 1 hour

Visit
**TV
ZOOMAR**

**BOOTH 105
ACROSS from G.E.
PHONE 212-279-5835**

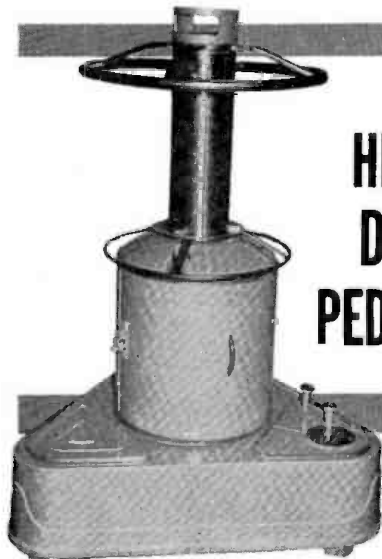
JACK A. PEGLER • BILL PEGLER
500 Fifth Ave., Rm. 5520 • New York, N.Y. 10036



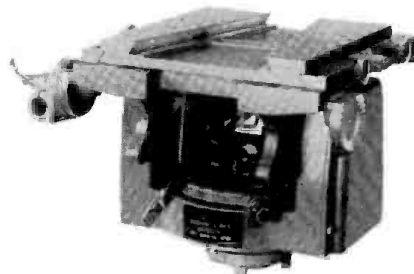
TV COLORGARD

meter cuts color monitor
set-up time from hours to
minutes.

- Reduces technician's color comparison errors.
- Balances all monitors to same color temperature.
- Uniform tracking from light to dark.
- Battery-powered for portable use anywhere.



HEAVY DUTY PEDESTAL



CAM HEAD

HTS STUDIO EQUIPMENT

Thirty five accessory studio equipment products
for professional and industrial telecasters.

appointed system development director of Continental CATV Corp., subsidiary of Viking Industries Inc., Hoboken, N. J.

Leslie Ford, manager of Whitehead Outdoor division of Whitehead Associates of Silver Spring, Md., named station manager of WKYR Keyser, W. Va.

PROGRAMING

Jack Haley Jr. and **Alan Landsburg**, with Wolper Productions Inc., Los Angeles, named executive VP's. Mr. Haley will be in charge of all live-entertainment programing and production and Mr. Landsburg will be responsible for all film and documentary programing and production. **Dick Shoppelry**, creative group director for McCann-Erickson, Los Angeles, joins program development staff of Wolper, that city.

David Victor, VP for producer Norman Felton's Arena Productions, named VP of Filmways TV Productions Inc., Hollywood. At Filmways, Mr. Victor will work in both television and motion picture production. During 1966-67 season, he supervised production of three Arena TV series, *The Man From U.N.C.L.E.*, *Girl From U.N.C.L.E.* and *Jericho*.

Robert E. McAuliffe, formerly with NBC and consultant for proposed TV station of WCFL Chicago, opens new consulting, production and syndication firm in Chicago at 44 East Superior under name of San Simeon Corp. Phone: 943-5335.

Lee Allen, with KGNC Amarillo, Tex., named program director of WJBO Baton Rouge.

Edwin S. Friendly Jr. has resigned as VP in charge of special programs for NBC-TV to form a production company with producer George Schlatter called George Schlatter-Ed Friendly Productions, New York and Hollywood. Mr. Friendly, who has been with NBC-TV since 1962, will serve as president of new organization, which plans to become active in producing feature films as well as TV series and specials.

Matthew Rapf, executive in program development for Screen Gems Inc., Hollywood, named executive producer of company's *Iron Horse* series. **Dick Campbell**, western division sales representative for Screen Gems syndication division in Los Angeles, named western division sales manager.

Wilton Schiller, producer of QM Productions' *The Fugitive* series, signed to produce *Mannix*, hour Desilu series to debut on CBS-TV in fall.

June Rosenstein, with promotion department of *Chicago Daily News*, joins Walter Schwimmer Inc., Chicago, as writer for television production.

John Florea, frequent director of

CBS-TV's *Daktari* series, signed by Ivan Tors Films and Television Inc., Culver City, Calif., to five-year exclusive directorial contract.

Max Ehrlich, novelist, signed to write script of "Sail to Glory," hour TV special to be produced by Gerald Schnitzer Productions, Hollywood.

William H. Acker, formerly with WRAL-TV Raleigh, N. C., and WRVA-TV Richmond, Va., joins WSVB-TV Harrisburg, Va., as director-producer.

Maxine Manning, producer for KLAC Los Angeles, joins staff of KFVB there in same capacity.

Herman D. Kenin, president of American Federation of Musicians, AFL-CIO, elected to head newly created Council for Professional, Scientific and Cultural Employees.

NEWS

Daniel Perkes, AP chief of bureau at Oklahoma City, named chief of bureau at Des Moines, Iowa, succeeding **Charles F. Capaldo**, who resigns. **Carl A. Rogan**, news editor at Oklahoma City, succeeds Mr. Perkes as head of bureau there.

Robert E. Page, business manager for central division of UPI, Chicago, appointed general sales executive for UPI in New York.

Jim Kerlin, news editor with WPDQ Jacksonville, Fla., joins Sims News Bureau, Washington, as chief of bureau.

Ken Taylor, with WLBW-TV Miami, named news director.

David M. Freund, copy editor for *Washington Evening Star*, named news director for WRIO Broadcasters Inc., which has CP for WRIO(FM) Cape May, N. J. **Kenny Flin**, with WSMD La Plata, Md., named news editor for WRIO.

Allen Green of UPI joins WSM Nashville, as editor.

Gene Randolph, KLGR Redwood Falls, elected president of Minnesota AP Broadcasters Association.

Earl Ellington, KXII(TV) Ardmore, Okla.-Sherman-Denison, Tex., named president of UPI Broadcasters Association of Texas. Regional VP's named: **Jim Poteet**, KDAV Lubbock; **Pat Endsley**, KWRD Henderson; **Bill McDonald**, KEYS Corpus Christi; **Roy May**, KLVI Beaumont; **Joe Tom White**, KWFT Wichita Falls; **Larry Webb**, KONO San Antonio, and **Charles Roberts**, KVKM Monahans.

Dalvin H. Bayles, director of photography for Community Newspapers Inc., Oak Creek, Wis., appointed reporter-photographer for WISN-TV Milwaukee.

Phil Wilson, newscaster for KXTV(TV)

Sacramento, Calif., joins KRON-TV San Francisco in same capacity.

David F. Patterson, with WDEF-AM-FM-TV Chattanooga, joins news staff of WMC-AM-FM-TV Memphis.

John Wydra, with WAZY Lafayette, Ind., appointed to news staff of WFDF Flint, Mich.

FANFARE

Jim Stewart, publicist on special projects in marketing division of Walt Disney Productions, Burbank, Calif., appointed publicity director of company.

Richard Sinclair, advertising and promotion manager for KABC Los Angeles, joins KNX there as director of information services.

Edwin Ted Conner, with WLAC Nashville, appointed PR director of WKBN-AM-FM-TV Youngstown, Ohio.

Bruce Marr, advertising manager for Thomas Organ Co., Sepulveda, Calif., named promotion manager for KABC Los Angeles.

Charles Mathieu, president of Charles Mathieu & Co., New York, joins Gartley & Associates there in consolidation that brings together two PR counseling firms. **Gartley & Associates** now becomes Gartley & Mathieu Inc.

Len Weissman, head of his own Hollywood PR agency, joins publicity staff at Screen Gems Inc., Hollywood, as assistant to director of studio promotion and publicity.

Peggy Rolfe, with WMC-TV Memphis, named community service director of WMC-AM-FM-TV, replacing **Derek Rooke**, who joins sales staff of WMC-TV.

ALLIED FIELDS

Bernard Landou, previously director of motion pictures and television for Barkin, Herman and Associates, Milwaukee, and account executive for Roger & Cowan, Beverly Hills, Calif., named manager, radio-TV services, for New York Stock Exchange, New York.



Mr. Clay



Mr. Welsh

E. H. (Hank) Clay, independent consultant, and **R. D. (Bob) Welsh**, eastern regional manager for American Research Bureau, Beltsville, Md., from Clay and Welsh, new research and promotion organization with headquarters at 700 Americana Drive, Annapolis, Md.

Robert Martin, operations manager

of WCUE Cuyahoga Falls, Ohio, appointed supervisor of television instruction at University of Akron, Akron, Ohio.

Richard Bogage, with consumer products division of American Cyanamid Co., Wayne, N. J., joins Audience Studies Inc., New York, as account executive.

EQUIPMENT & ENGINEERING

Lee G. Stevens, manager of WWUP-TV Sault Ste. Marie, Mich., named engineering operations director for parent Fetzer Television Inc. Fetzer also operates WWTV-FM-TV Cadillac, Mich.

Ray Lloyd, engineering technician for WIP Philadelphia, named chief engineer for WRIO Broadcasters Inc., which has CP for WRIO(FM) Cape May, N. J.

Theodore Swanson, head staff engineer of American Cablevision Co., Beverly Hills, Calif., resigns to become director of engineering of American Cable TV Inc., Phoenix.

Robert V. Clapp, sales development manager for microfilm products division of 3M Co., St. Paul, appointed sales manager of optical television products for Wollensak optical products division of 3M, Rochester, N. Y.

Glenn Littlejohn, with Entron Inc., Silver Spring, Md., appointed north-eastern regional sales manager in Greenwich, Conn.



Mr. Bacon

Robert C. Bacon, head of sales staff of Electronic Sales Corp., Salt Lake City, named executive VP and assistant manager of Electronic Sales Corp. and Telemation Inc., that city.

A. H. Leader, VP-sales of Anaconda Wire and Cable Co., New York, elected administrative VP. **W. R. Olsen**, VP-corporate planning and employe relations for Anaconda, New York, elected VP-sales. He will also direct corporate planning functions. **W. J. Plate**, manager of wire and cable division, elected VP-wire and cable division.

Albert J. Franczak, assistant treasurer and assistant secretary of The Rauland Corp., wholly-owned cathode ray tube manufacturing and research facility of Zenith Radio Corp., Chicago, also named controller.

John Jerose, with Western Electric Co., Syracuse, N. Y., appointed southern regional sales manager of CATV division of Craftsman Electronic Products Inc., Manlius, N. Y.

Samuel R. Tedford, manager of advertising and sales promotion for semiconductor products department of Gen-

eral Electric Co., Syracuse, N. Y., appointed manager of advertising and public relations of voice communications division of Roanwell Corp., New York.

Hugh Cleland, chief television engineer for instructional television department at State University College, Oswego, N. Y., named special projects and school services planning engineer for noncommercial WCNY-TV Syracuse, N. Y.

Elyn S. Rankell, previously with Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, and The Phillip Lesly Co., Chicago, appointed publicity director for Superscope Inc., Sun Valley, Calif.

INTERNATIONAL



Mr. Thomas

Continuing as president of Thompson in Canada is **Raimond D. Senior** who operates from Montreal. Mr. Thomas will make his headquarters in Toronto.

George T. Urquhart, chairman of Saint John (N.S.) port and industrial development commission, appointed to Board of Broadcast Governors, Ottawa.

Peter German, account supervisor, Ted Bates & Co., New York, joins Crane, Norman, Craig & Kummel, London, as account supervisor.

DEATHS

Walter S. Lemmon, 71, radio engineer and inventor and former international broadcaster, died at his home in Old Greenwich, Conn., on March 18. In 1935, Mr. Lemmon organized and operated international short wave radio station WRUL New York, which during World War II was used to combat Nazi propaganda in Europe and



Mr. Lemmon

Latin America and was forerunner to Voice of America. WRUL was acquired by Metromedia Inc. in 1960 and later sold to International Educational Broadcasting Corp., which merged it with WNYW New York last year. At his death Mr. Lemmon was president and board chairman of Greenwich Broadcasting Corp., which operates WGCH Greenwich, Conn. He is survived by his wife, Ann.

Daniel Carman McArthur, 69, who organized first radio news service of Canadian Broadcasting Corp. in 1940, died of cancer at his Ottawa home March 17. Mr. McArthur was director of special program events for CBC before he retired in 1962, and had previously been chief editor of network's radio news service from 1940 to 1953. He is survived by his wife, Dorothy, son and five daughters.

R. H. Eppler, 42, VP-management representative, Foote, Cone & Belding, Chicago, died March 15 following heart attack.

Jack Landau, 42, former CBS newsman who was working as consultant on television special for WHDH-TV Boston, died March 16 after being strangled and stabbed in his apartment in Boston. He had received Emmy award for 1965 news documentary on artist Ben Shahn. Last May he joined National Educational Television as producer of *N.E.T. Playhouse* series.

Jimmy Blaine, 42, producer, writer and performer on radio and television, died March 18 of heart attack. He sang on WNEW New York, and also on television quiz program *Stop the Music*. Mr. Blaine was Jersey Jim on *Howdy Doody Show* and was host of *Rough and Ready*, another children's program. He had headed his own production company, Jumbo Productions. He is survived by his wife, Phyllis, son and two daughters.

James Allen Roberts, 38, administrative assistant to Rep. Glenn C. Cunningham (R.-Neb.), died March 18 in car-truck collision near Omaha. Before joining Rep. Cunningham's staff three years ago, he had been reporter for nine years at KMTV(TV) Omaha. Surviving are his wife, Barbara, son and three daughters.

Donald Redding, 65, advertising salesman for WBAL Baltimore, died in Sinai hospital there March 19 of injuries received in car accident Feb. 2 in Baltimore. Mr. Redding had been with WBAL for 19 years.

Ben Leighton, 50, timebuyer at Campbell-Mithun, Minneapolis, since 1955, died March 18 of cancer.

Jann Winn, 21, daughter of Dan Winn, chief engineer for KARK-TV Little Rock, Ark., died March 11 in head-on auto collision near Pleasant Plains, Ark. She had done broadcast and advertising art work for KTHV(TV) and KAAV, both Little Rock.

George F. Ross, 79, church organist and choir director and radio announcer for WRC Washington during 1920's, died March 20 at Georgetown University hospital in Washington. He is survived by two daughters.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 16 through March 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

FINAL ACTIONS

*Eureka, Calif.—Redwood Empire Educational Television Inc. Broadcast Bureau granted VHF ch. 13 (210-216 mc); ERP 32.5 kw vis, 6.46 kw aur. Ant. height above average terrain 460 ft., above ground 107 ft. P. O. address: Box 3434, Eureka. Estimated construction cost \$105,100; first-year operating cost \$68,773. Studio to be located in Arcata; trans. to be located on Redwood Peak, 12 miles se of Eureka, both California. Geographic coordinates 40° 43' 52" north lat.; 123° 57' 06" west long. Type trans. Dupont 8000; type ant. RCA TF-6-AH. Legal counsel Huber & Goodwin, consulting engineer Donald R. King, both Eureka. To be supported by Humboldt State College. To be administered by board of directors. Action March 13.

Miami—Gold Coast Television Corp. Broadcast Bureau granted UHF ch. 33 (584-590 mc); 200 kw vis., 39.8 kw aur. Ant. height above average terrain 430 ft., above ground 451 ft. P. O. address: c/o Budd Mayer, Box 771-N.W. Branch, Miami 33147. Estimated construction cost \$508,703; first-year operating cost \$300,000; revenue \$175,000. Studio and trans. both to be located in North Miami. Geographic coordinates 25° 54' 44" north lat., 80° 09' 33" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Smith & Pepper, consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Bernard A. Mayer, Robert M. Haverfield, Herbert K. Cummings and Burton S. Kahn (each 25%). Mr. Mayer is in food brokerage company. Mr. Haverfield is attorney. Mr. Cummings is in investments. Mr. Kahn is in real estate and insurance. Action March 17.

OTHER ACTIONS

Review board in Homewood, Ala., television broadcast proceeding, denied joint petition for enlargement of issues filed Dec. 9, 1966, by Alabama Television Inc. and Birmingham Television Corp. Ordered that in event of grant to Birmingham Broadcasting Co. such grant be subject to condition it is without prejudice to action, if any, commission may deem appropriate as result of pending criminal action in U. S. District

Court for Northern District of Alabama, Southern Division. Board Member Kessler absent. Docs. 15461, 16760, 16761, 16758. Action March 15.

Review board in Homewood, Ala., television broadcast proceeding, Docs. 15461, 16760-1, 16758. granted motion for acceptance of late filing, filed Feb. 24 by Birmingham Broadcasting Co.; granted petition to enlarge issues filed Jan. 31 by Birmingham Television Corp. to extent of adding issue to determine facts and circumstances as to preparation and filing of Birmingham Broadcasting's proposed amendment of Jan. 12, whether misrepresentations in connection therewith have been made and whether facts adduced bear upon applicant's requisite or comparative qualifications in this proceeding. Board Member Kessler not participating. Action March 17.

Review board in Washington television broadcast proceeding, Docs. 16088, 16089, 16091, granted petition to extend date for oral argument, filed March 14 by T.C.A. Broadcasting Inc., and rescheduled oral argument before panel of review board for 10 a.m., Mon., April 24, in room 7134, New Post Office building, Washington. Board Member Kessler absent. Action March 16.

Review board in Largo, Fla., television broadcast proceeding, Doc. 17051, denied motion to review board to amend, modify or enlarge issues, filed Jan. 16, by Association of Maximum Service Telecasters Inc.; motion to modify and enlarge issues, filed Jan. 16, by L. B. Wilson, Inc.; and petition to modify issue, change burden of proof, and certify matter to commission en banc, filed Jan. 16, by WSUN Inc. Board Member Kessler absent. Action March 16.

Review board in Chicago television broadcast proceeding, Docs. 15668, 15708, granted motion filed March 16 by Chicago Federation of Labor and Industrial Union Council and extended to March 23 time to file exceptions to initial decision. Action March 17.

Review board in Baton Rouge television broadcast proceeding, Docs. 17005-6, denied petition to enlarge issues filed Dec. 19, 1966, by Romac Baton Rouge Corp. Board Member Kessler absent. Action March 16.

Commission on March 16 reconsidered and set aside its action of March 15 scheduling for April 24 oral argument en banc in ch. 5, Boston TV proceeding (Docs. 8739 et al.). New hearing date will be announced later. Commissioners Cox and Loevinger not participating.

Review board in Jackson, Miss., television broadcast proceeding, Docs. 16894, denied petition for waiver of 50-day waiting period, filed Feb. 27 by Dr. Marvin H. Osborne. Board Member Nelson dissenting. Board Member Kessler absent. Action March 15.

FCC waived Sec. 1.580 of rules to allow Eugene Television Inc. and Liberty Television Inc. until April 4 to file petition to deny in connection with Salem Television Co.'s application for modification of its CP. Action March 15.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 7 designated Hearing Examiner Chester F. Naumowicz Jr. to

serve as presiding officer in proceeding on TV (ch. 24) applications of Gamma Television Corp.; John McLendon, tr/as Tele/Mac of Memphis; and Victor Muscat and Cliff Ford, d/b as Memphis Broadcasting Associates, all Memphis; scheduled prehearing conference for March 29, and hearing for May 8. (Docs. 17258-60).

Hearing Examiner Thomas H. Donahue on March 16 in proceeding on TV application of Hawaiian Paradise Park Corp. (assignor) and Friendly Broadcasting Co. (assignee), Honolulu, granted motion of Broadcast Bureau and extended time for filing proposed findings from March 15 to March 29, and replies from March 27 to April 10. (Doc. 16889).

Hearing Examiner Charles J. Frederick on March 17 in proceeding on TV applications of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco, canceled all procedural dates now established, dismissed motion of applicant Reporter Broadcasting Co. for continuance of hearing and exchange dates, and scheduled further prehearing conference for April 27. (Docs. 16678, 16831).

Hearing Examiner David I. Kraushaar on March 14 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., remand, certified to commission for its consideration WAGE Inc. petition to amend its application and associated pleadings (Docs. 14368-72, 14444-46).

Hearing Examiner Chester F. Naumowicz Jr. on March 16 in proceeding on TV applications of Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates, all Memphis, continued hearing conference from March 29 to April 14. (Docs. 17258-60). On March 17 in proceeding on TV applications of Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television & Broadcasting Co., all Yakima, Wash., continued without date hearing now scheduled for April 4, and all procedural dates canceled (Docs. 16924-26).

RULEMAKING ACTIONS

By memorandum opinion and order, commission denied rulemaking petition of Midcontinent Broadcasting Co. of Wisconsin Inc. to deintermix Madison, Wis., to all UHF commercial assignments by amending television table of assignments to reserve ch. 3, the only VHF channel, for education in place of ch. 21, and by requiring ch. 3 station (WISC-TV) to shift to UHF operation. Commissioners Bartley and Johnson concurred in result; Commissioner Cox concurred and issued statement in which Commissioner Lee joined. Action March 1.

CALL LETTER APPLICATION

Cumberland Broadcasting Co., Fayetteville, N. C. Requests WCCT(TV).

CALL LETTER ACTION

Holston Valley Broadcasting Corp., Kingsport, Tenn. Granted WKPT-TV.

DESIGNATED FOR HEARING

Macon, Ga. Rovon Television Inc.—FCC designated for consolidated hearing applications for new UHF television to operate on ch. 24. Action March 22.

Existing TV stations


FINAL ACTIONS

WSMS-TV Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 692 kw vis., 138 kw aur., trans. and studio location to southeast corner of South 33rd Avenue, and Pembroke Road, Pembroke Park, and increase ant. height to 520 ft. Action March 20.

Lawrence, Ind. White River Radio Corp.—Broadcast Bureau granted mod. of CP for commercial TV station to change studio location to Howe Road, 1.8 miles southeast of Noblesville City limits, Noblesville. Ann. March 20.

Office of opinions and review on March 17 in Rochester, N. Y., ch. 13 proceeding in Docs. 14394 et al., granted request by Federal Broadcasting System Inc., Rochester Telecasters Inc., Main Broadcasting Inc. and Heritage Radio and Television Broadcasting Inc., for extension of time to March 27 to respond to joint petition for resolution of case.

WAKR-TV Akron, Ohio—Broadcast Bureau approved data submitted pursuant to report and order adopted July 27, 1966 (Doc. 16538) to specify ch. 23, 524-530 mcs in lieu of ch. 49, 680-686 mcs; ERP to vis. 776 kw, aur. 138 kw, trans. location as 1561 Dreishbach Drive, Akron, and increase ant.

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 22

	Lic.	ON AIR	CP'S	NOT ON AIR
				CP's
Commercial AM	4,102 ¹		16	88
Commercial FM	1,582		25	268
Commercial TV-VHF	478 ²		17	24
Commercial TV-UHF	92 ²		28	127
Educational FM	295		5	33
Educational TV-VHF	60		7	9
Educational TV-UHF	41		8	49

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 22

	VHF	UHF	Total
Commercial	519	255	774
Noncommercial	76	98	174

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 ¹	1,533	570 ²	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

height to 960 ft. Action March 17.

*WETK(TV) Burlington, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 245 kw vis., 46.8 kw aur., decrease ant. height to 2,680 ft.; change studio location to Ethan Allen Drive, Colchester. Action March 21.

■ Broadcast Bureau granted renewal of license for *KBYU-TV Provo, Utah. Action March 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on March 14 in proceeding on TV application of Central Coast Television (KCOY), Santa Maria, Calif., granted applicant's request and extended time for filing proposed findings from March 17 to March 31, and replies from April 7 to April 21. (Doc. 16430).

■ Hearing Examiner Forest L. McClenning on March 20 in proceeding on TV application of Island Broadcasting System (WRIV) Inc., Riverhead, N. Y., granted petition for leave to amend with reference to basic qualifications of stock optionee included in tendered amendment (Doc. 16709). By separate order, granted applicant's request and continued hearing from March 21 to April 6. (Doc. 16709).

New AM stations

APPLICATIONS

Penn Hills, Pa. — Cer-Bay Co. Seeks 1190 kc, 1 kw-DA-D. P. O. address: 208 Pheasant Drive, Penn Hills 15235. Estimated construction cost \$24,923.83; first-year operating cost \$48,000; revenue \$60,000. Principals: Arthur W. Cervi and William H. Tebay (each 50%). Mr. Cervi is financial analyst, nuclear division of Westinghouse Electric. Mr. Tebay is sales manager of

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wine and liquor importers. Ann. March 17.
Palm Beach, Fla.—Erway Palm Beach Broadcasting Corp. Seeks 1170 kc, 0.5 kw-D. P. O. address: 269 Allenwood Drive, Lauderdale-by-the-sea, Fla. Estimated construction cost \$20,879; first-year operating cost \$34,000; revenue \$48,000. Principals: Guy S. Erway, president, Robert C. Salisbury, vice president (20%), Erway Broadcasting Corp. (80%), et al. Mr. Erway is also secretary of Watkins Glen-Montour Falls Broadcasting Corp., which has application for new AM there. Mr. Salisbury is attorney and director and stockholder in bank. Erway Broadcasting is licensee of WAYE Baltimore, has application for new TV pending there, is licensee of WSEB Sebring, Fla. and owns WAYE Travel Bureau. Ann. March 17.

OTHER ACTIONS

Jackson, Ala. Radio Jackson Inc.—FCC granted waiver of Sec. 73.37 of rules and accepted for filing application for new AM broadcast station to operate unlimited time on 1230 kc with power of 250 w, 1 kw-L.S. Commissioner Cox abstained from voting; Commissioner Johnson concurred. Action March 22.

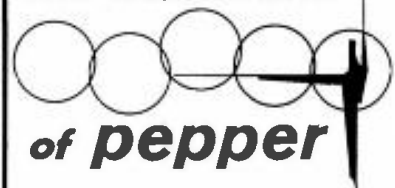
■ Review board in Costa Mesa-Newport Beach, Calif., standard broadcast proceeding, Docs. 15752, 15754-6, 15758-62, 15764-65, 15766, granted motion filed March 13 by California Regional Broadcasting Corp. and extended to March 22 time to file responsive pleadings to petition to enlarge issues filed by five of applicants on March 2. Board Member Kessler absent. Action March 15.

■ Review board in Costa Mesa-Newport Beach, Calif., standard broadcast proceeding, Docs. 15752, 15754, 15755-60, 15758-62, 15764-6, granted petition filed March 20 by Broadcast Bureau and extended to March 29 time to file responsive pleadings to petition to enlarge issues filed March 2 by five of applicants. Board Member Nelson not participating. Action March 22.

■ By memorandum opinion and order, commission (a) granted joint motion for approval of agreement and for dismissal of application of Redlands Broadcasting Inc., filed June 13, 1966, by Seven (7) League Productions Inc. and Redlands, and dismissed Redlands' application; (b) granted joint request for approval of agreement, filed June 22, 1966, by Seven League and South Dade Broadcasting, Inc., and dismissed South Dade's application; (c) granted Seven League's renewal application for WIII Home-

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stead, Fla.; (d) granted application for transfer of control of Seven League from Richard M. Gillaspay and Majorie Gillaspay to O. Ralph Matousek, Paul Losner, Richard Accursio and Ralph Hebert, and (e) terminated Homestead, Fla., standard broadcast proceeding (Docs. 16342-4). Commissioner Bartley dissented; Commissioner Cox abstained from voting. Action March 22.

■ Review board in Quincy, Fla., standard broadcast proceeding, Docs. 15589, 16938, granted motion filed March 20 and extended to March 27 time within which to file reply to statement concerning applicant's pending joint petition. Board Member Berkemeyer dissenting. Action March 22.

■ Review board in Elmhurst, Ill., standard broadcast proceeding, Docs. 16965-6, granted petition to enlarge issues filed on Nov. 24, 1966, by Central Du Page County Broadcasting Co., enlarging issues as to Du Page County Broadcasting Inc., to inquire into availability of that applicant's proposed antenna site and ability of that applicant to maintain its directional antenna system within maximum expected operating values of radiation as proposed. Action March 22.

■ Review board in Xenia, Ohio, standard broadcast proceeding, Doc. 16124, Board Members Nelson, Stone and Kessler denied petition for reconsideration of review board decision herein, filed Jan. 16 by Greene Information Center Inc. Action March 17.

■ Review board in Kingsport, Tenn., standard broadcast proceeding, Docs. 17024-5, denied petition to enlarge issues, filed by J. T. Parker, Jr. Action March 20.

■ Office of opinions and review on dates shown granted petition by The Tidewater Broadcasting, Inc. for extension of time to March 20 to file replies to exceptions and supporting briefs to second supplemental initial decision in proceeding on its application and that of Edwin R. Fischer for new AM's in Smithfield and Newport News, both Virginia, respectively (Docs. 13243, 13248). Action March 15.

■ Review board in Casper, Wyo., standard broadcast proceeding, Docs. 16787-8, granted joint request for approval of agreement filed Nov. 22, 1966, by Family Broadcasting, Inc. and Harriscope Broadcasting Corp.; approved agreement; dismissed with prejudice application of Family Broadcasting Inc.; and

granted application of Harriscope Broadcasting Corp. subject to condition that grant will not become effective until ultimate resolution of matters raised by decision of the U. S. Court of Appeals in American Broadcasting-Faramount Theatres Inc. v. Federal Communications Commission, 120 U. S. App. D. C. 264, 345 F.2d 954 (1965), cert. den. 383 U. S. 906 (1966), and any supplementary proceeding relevant thereto, which will permit acceptable use of the 1030 kc frequency by KTWO at Casper, Wyo. Action March 20.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 7 designated Hearing Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM applications of Kittyhawk Broadcasting Corp., Gem City Broadcasting Co., both Kettering; Western Ohio Broadcasting Service Inc., Eaton; Treaty City Radio Inc., Greenville, all Ohio; James L. Schmalz, Phyllis Ann Schmalz, James I. Toy Jr., and Thomas A. Gallmeyer d/b as Bloomington Broadcasting Co., Bloomington, Ind. Voice Of The Ohio Valley Inc., Louisville, Ky.; W. V. Ramsey and Lewis Young d/b as Shively Broadcasting Co., Shively, Ky. and Albert S. Tedesco (WWCM), Brazil, Ind.; scheduled prehearing conference for March 24, and hearing for May 15. (Docs. 17243-50). On March 16 in proceeding on AM application of F. L. Crowder, tr/as Harriman Broadcasting Co. (WXXL), Harriman, Tenn., designated Herbert Sharfman, in lieu of James D. Cunningham, to serve as presiding officer (Doc. 17255).

■ Hearing Examiner Charles J. Frederick on March 20 in proceeding on AM application of Rice Capital Broadcasting Co., Crowley, La., denied motion opposing the taking of deposition by KSIG Broadcasting Co. and applicant herein may take deposition of Dan J. Fruge in Crowley, La., at any time between 10 a.m. March 30 and 12 a.m., April 13. (Doc. 16785).

■ Hearing Examiner H. Gifford Irion on March 14 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted request of applicant Cedar Broadcasters and continued hearing from March 15 to April 17. (Docs. 15835-36, 15838-39). On March 20 in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna, and H. W. Huntley, Yoakum, both Texas, granted petition of applicant Cosmopolitan Enterprises Inc. and extended time for filing reply findings from March 17 to March 31. (Docs. 16572-73).

■ Hearing Examiner Jay A. Kyle on March 16 in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J. et al., granted request of applicant Radio Elizabeth Inc. and continued hearing from March 20 to March 28. (Docs. 14755-57).

CALL LETTER APPLICATIONS

■ U. S. Bartmess, Burney, Calif. Requests KAVA.

■ Long Island Broadcasting Corp., Islip, N. Y. Requests WLIX.

■ Arnold F. Petrich, Langdon, N. D. Requests KNDK.

■ Winyah Bay Broadcasting Inc., Georgetown, S. C. Requests WINH.

CALL LETTER ACTION

■ Hamilton City Broadcasting Co., McLeansboro, Ill. Granted WMCL.

Existing AM stations

APPLICATIONS

WALG Albany, Ga.—Seeks CP to increase daytime power from 1 kw to 5 kw; change from DA-N to DA-2. Ann. March 17.

WAIT Chicago—Seeks CP to change hours of operation from limited to unlimited, using power of 10 kw night and 5 kw day; separate night site at 95th and Kean Avenue, Chicago; install DA-N. Request for waiver and petition for oral presentation. Ann. March 17.

FINAL ACTIONS

WAVP Avon Park, Fla.—Broadcast Bureau dismissed application for renewal of license. Action March 21.

KFXD Nampa, Idaho—Broadcast Bureau granted mod. of licenses to change licensee name to Idaho Broadcasting Co. Action March 15.

WEEP Pittsburgh—FCC granted application for increase in power from 1 kw to 50 kw, 25 kw-CH. Action March 15.

WSEW Selingsgrove, Pa.—Broadcast Bureau granted license covering new AM. Action March 17.

WJXN Jackson, Miss.—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. March 22.

KYSS Missoula, Montana—Seeks CP to change frequency from 910 kc to 930 kc; increase power from 1 kw to 5 kw. Ann. March 22.

WIZR Johnstown, N. Y.—Broadcast Bureau granted license covering new AM. Action March 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WBMD Baltimore; WFMO Fairmont, N. C.; WJNO West Palm Beach, Fla.; WKWF Key West, Fla.; WSYD Mount Airy, N. C., and WTMA-FM Charleston, S. C. Action March 17.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WJCM Sebring, WEZY Cocoa, WJFE Kissimmee, all Fla.; WVJP Caguas, P. R., WWGF-AM-FM Sanford, N. C., and WXRFF-AM-FM Guayama, P. R. Action March 20.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WABZ Albemarle; WATA Boone; WCEC Rocky Mount; WCNC Elizabeth City; WDBM Statesville; WEGO Concord; WEWO Laurinburg; WFBS Spring Lake; WFCM Winston-Salem; WGBR Goldsboro; WIZS Henderson; WKMT Kings Mountain; WKTC Charlotte; WLAS Jacksonville; WLON Lincolnton; WMAP Monroe; WMYN Mayodan; WNNC Newton; WOHS Shelby; WPNC Plymouth; WRMT Rocky Mount; WSIC Statesville; WTLK Taylorsville; WTSE Lumberton; WYAL Scotland Neck; WADE Wadesboro; WBAG Burlington-Graham; WCGC Belmont; WCPS* Tarboro; WDSL Mocksville; WELS Kinston; WFAI Fayetteville; WFNC Fayetteville; WGAI Elizabeth City; WGOL Goldsboro; WKBC N. Wilkesboro; WKJK Granite Falls; WKSK West Jefferson; WKTE King; WLNC Laurinburg; WLTC Gastonia; WMSJ Sylva; WNCA Siler City; WNOH High Point; WPAQ Mount Airy; WPKY Greenville; WRRZ Clinton; WWSM Valdese; WTOE Spruce Pine; WWDR Murfreesboro, and WZKY Albemarle, all North Carolina. Action March 20.

■ Broadcast Bureau granted renewal of

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licenses for following stations and co-pending auxiliaries: WAGL Lancaster; WAKN Aiken; WBER Moncks Corner; WBEU-AM-FM, SCA, Beaufort; WBLR-AM-FM, SCA, Batesburg; WCAV Cayce; WDXV Sumter; WEAB Greer; WEAC Gaffney; WFIG Sumter; WFNL North Augusta; WGSW Greenwood; WGUS North Augusta; WKSC Kershaw; WLAT Conway; WORD Spartanburg; WQSN Charleston; WQXL Columbia; WTHB North Augusta; WTND Orangeburg; WTYC Rock Hill, and WWBD Bamberg, all South Carolina. Action March 21.

OTHER ACTIONS

■ Office of opinions and review on March 17 granted petition by Madison County Broadcasting, Inc. (WRTH), Wood River, Ill. for extension of time to March 31 to file opposition to petition for reconsideration and grant without hearing in proceeding on its AM application (Doc. 16980).

■ By memorandum opinion and order in Henderson, Nev., standard broadcast proceeding (Docs. 16813-15), commission dismissed application for assignment of license of KBMI to Thomas L. Brennen, modified designation order in certain respects to delete all references to Brennen application, and added appropriate issues to proceeding so that it may be determined whether public interest would be better served by grant of application of 1400 Corp. (KBMI) for renewal of license of station KBMI, or by grant of application of Joseph Julian Marandola for CP. Commissioner Bartley concurred in result. Action March 22.

■ WMSJ Sylva, N. C.—FCC returned application of WMSJ as unacceptable for filing and dismissed joint agreement of WATY North Atlanta, Ga., and WMSJ for withdrawal of WMSJ application. Action March 22.

■ Office of opinions and review in proceeding on AM applications of Dennis A. Sleighter and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, in Docs. 15942-3, granted petition by WWDS for extension of time to March 27 to file application for review of review board's decision. Action March 14.

■ Commission denied petition by Chester County Broadcasting Co., licensee of WCOJ Coatesville, Pa., for waiver of sponsorship identification rule and Sec. 317 of Communications Act with respect to proposed "help wanted" announcement sponsored by a corporation.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 20 in proceeding on AM application of Norristown Broadcasting Inc. (WNAR), Norristown, Pa., continued hearing from April 24 to June 6 (Doc. 14952).

■ Hearing Examiner James D. Cunningham on March 14 in proceeding on AM application of F. L. Crowder, tr/as Harriman Broadcasting Co. (WXXL), Harriman, Tenn., continued hearing from April 3 to April 18, and scheduled further prehearing conference for April 11 (Doc. 17255). On March 16 in proceeding on AM applications of Royal Broadcasting Inc. (KHAI) for renewal of license and Radio KHAI Inc. for CP, both Honolulu, granted petition of Broadcast Bureau and granted continuances on procedural dates including hearing from March 22 to April 7 (Docs. 16676-77).

■ Hearing Examiner Thomas H. Donahue on March 17 in proceeding on AM-FM renewal application of Star Stations of Indiana Inc., Indianapolis, Ind., granted petition of Broadcast Bureau and extended time for filing proposed findings from March 20 to March 27, and replies from April 3 to April 10 (Docs. 16612).

■ Hearing Examiner Jay A. Kyle on March 16 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE), King, N. C., rescheduled conference from March 28 to April 28 (Doc. 17143). On March 17 in proceeding on AM renewal application of WMGS Inc. (WMGS) and C. P. of Ohio Radio Inc., both Bowling Green, Ohio, scheduled further prehearing conference for April 10 (Docs. 16290-91).

■ Hearing Examiner Herbert Sharfman on March 15 in proceeding on AM applications of Columbia Broadcasting System Inc. (WCAU), Philadelphia, and Plains Broadcasting Co. (KGYN), Guyton, Okla., extended from March 15 to March 31, time for preliminary exchange of applicants' exhibits and rescheduled hearing from March 27 to April 12 (Docs. 16589, 16848). On March 20 in proceeding on AM application of Harriman Broadcasting Co. (WXXL), Harriman, Tenn., scheduled further prehearing conference for March 23. (Doc. 17255).

FINES

■ Commission adopted notice of apparent

liability to Radio Sales Corp., licensee of KEEP Twin Falls, Idaho, in amount of \$2,000 for repeatedly violating terms of its license by operating with daytime power (1 kw) before local sunrise and after local sunset, whereas station license requires use of 250 w power prior to sunrise, and reduction in power to 250 w at sunset. In addition, station had not maintained station maintenance log and there was no indication that proper transmitting equipment inspections had been made. Chairman Hyde abstained from voting. Action March 22.

■ As result of investigation into control exercised by Chicago-area broadcasting stations over their foreign language programming, commission on March 15 took following actions: (1) Issued public notice reminding all broadcast licensees of their obligation to familiarize themselves with content of, and exercise control over, all programs including those in foreign languages. Commission stated in part, "Licensees who do not have in their regular employ responsible employees who are familiar with the languages broadcast should, as a minimal procedure, arrange to have such programs monitored at frequent intervals by outside parties who are independent of the persons presenting the foreign language broadcasts and who are familiar both with the languages used and the program policies of the licensee. Such persons should be required to report to management of the station on each broadcast monitored." (2) Dispatched letters of admonition to twelve AM or FM's and one TV in Chicago area regarding lack of knowledge of or control over foreign programs. Stations are WCUI-TV, WCRW, WEAW, WEBH(FM), WEDC, WJOB, WLNR-FM, WLTH, WOPA, WSBC, WTAQ, WYCA-FM and WXRT-FM. (3) Issued notice of apparent liability to following Chicago-area stations in listed amounts (all were issued for failure to file time-broker contracts except that sent to WEBH(FM), which was for that violation of rules as well as several others, including many kinds of logging violations, sale of time to political candidates at different rates and failure to maintain a record of requests for time by political candidates): WCRW Chicago, \$1,000; WEBH(FM) Chicago, \$5,000; WEDC Chicago, \$1,000; WJOB Hammond, Ind., \$1,000; WLTH Gary, Ind., \$500, and WTAQ LaGrange, Ill., \$1,000. Letter to licensee of WEBH(FM) not only served as notice of apparent liability for \$5,000 forfeiture but stated that it was to be considered "as one of censure for past failure of the licensee to exercise adequate control over the station and to prevent the many violations that occurred, and the licensee is notified that the matters set forth herein, as well as its future operations, will be considered by commission when the licensee's next renewal application is received." Letter to other foreign language stations regarding program control enclosed copies of commission's public notice on subject and stated that they will be required to submit with their next applications for renewal of license statements as to steps taken to "assure such licensee knowledge and control" over programming.

(Note: Following release of above notice, commission withdrew it to revise language of statement concerning obligations of broadcasters carrying foreign-language programs. Corrected version is expected to be ready for publication in For the Record this week.)

New FM stations

APPLICATIONS

Leesburg, Fla.—Norfolk Broadcasting Corp. Seeks 106.7 mc, ch. 294, 40 kw, Ant. height above average terrain 257 ft. P. O. address: 252 West Brambleton Avenue 23510. Estimated construction cost \$50,713; first-year operating cost \$45,000; revenue \$50,000. Principals: Louis H. Peterson, president. Norfolk is 50% stockholder in Delta Teleradio Corp., assignee for acquisition of CP for KHMA-TV Houma, La.; stockholder of Lynchburg Broadcasting Corp., licensee of WLVA-AM-TV Lynchburg, Va.; 100% stockholder of WNOR-FM Inc., licensee of WNOR-FM Norfolk, Va.; 100% stockholder of Colonial Outdoor Advertising Corp., and subject to FCC approval is purchasing 100% of WABR Orlando, Fla. Mr. Peterson is president and director of WNOR-FM Inc.; president and director of Colonial advertising agency, and Outdoor Displays Inc., and has interest in bank and apartment house corporation. Ann. March 21.

Waukegan, Ill.—De Haan Broadcasting Co. Seeks 106.7 mc, ch. 294, 50 kw, Ant. height above average terrain 305 ft. P. O. address: 305 Sheridan Road, Winnetka, Ill. 60093. Estimated construction cost \$71,060; first-year operating cost \$42,304; revenue \$45,000. Principals: James, president (80%), Abel J., vice president and treasurer (4%) and Dorothy de Haan, secretary (16%). Mr. James de Haan has no other business interests indicated. Mr. Abel de Haan is attorney. Mrs. de Haan has no other business interests indicated. Ann. March 22.

Marshall, Mo.—KMMO Inc. Seeks 102.9 mc, ch. 275, 56.7 kw, Ant. height above average terrain 230 ft. P. O. address: Box 128, Marshall 64350. Estimated construction cost \$51,824.50; first-year operating cost \$35,000; revenue, none indicated. Principals: F. V. Heinkel, president of board, plus stockholders. KMMO Inc. is licensee of KMMO Marshall. KMMO Inc. is controlled by MFA Security Service Co., which is controlled in part by Countryside Casual Co. and MFA Life Insurance Co. and MFA Mutual Insurance Co. Ann. March 17.

Archbold, Ohio—Nobco Inc. Seeks 95.9 mc, ch. 240, 3 kw, Ant. height above average terrain 300 ft. P. O. address: 303½ North Defiance Street, Archbold 43502. Estimated construction cost \$44,990.65; first-year operating cost \$40,600; revenue \$45,000. Principals: Max E. Smith Sr., president, O. Roger Taylor, treasurer (each 26%), et al. Mr. Smith founded Impact Advertising Agency and formed partnership with Mr. Taylor to purchase *Farmland News*. Mr. Taylor is also clerk of German township. Ann. March 20.

Spanish Fork, Utah—Pioneer Broadcasting Co. Seeks 106.3 mc, ch. 292, 0.220 kw, Ant. height above average terrain 920 ft. P. O. address: RD#1, Box 80-A, Spanish Fork 84660. Estimated construction cost \$25,107; first-year operating cost \$4,500; revenue \$4,500. Principals: George K., president and treasurer (50.5%) and Mrs. Charlotte L. Culbertson, vice president and secretary (49.2%) and Mrs. Catherine C. Buss (0.3%). Mr. Culbertson is president, treasurer and general manager of applicant-owned KONI Spanish Fork. Mrs. Culbertson is vice president, secretary and program director of same. Mrs. Buss is director of same and high school teacher. Ann. March 22.

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FINAL ACTIONS

Ozark, Alabama — Ozark Broadcasting Corp. Broadcast Bureau granted 104.9 mc, ch. 285, 2.85 kw. Ant. height above average terrain 180 ft. P. O. address: Alabama Highway 27, 2½ miles west of Ozark. Estimated construction cost \$16,741; first-year operating cost \$12,000; revenue \$18,000. Principals: Douglas Brown, president (6.22%); W. C. Brown, secretary (49.3%); W. A. Brown, vice president (21.5%), and estate of Fred Sallba Burkett (4.36%). Mr. W. C. Brown is partner in pharmacy, banker and realtor. Mr. W. A. Brown is partner in pharmacy, banker and realtor. Mr. D. Brown is attorney, realtor and banker. Estate of Fred Burkett owns and operates four businesses in Ozark. Ozark Broadcasting Corp. owns and operates WOZK Ozark. Action March 17.

Corpus Christi, Tex.—Stereo Broadcasting Corp. Broadcast Bureau granted 96.5 mc, ch. 243, 25 kw. Ant. height above average terrain 290 ft. P. O. address: 725 Wilson Tower, Corpus Christi 78401. Estimated construction cost \$39,684; first-year operating cost \$33,670; revenue \$36,000. Principals: Stephen A. DeWalt (25%), James W. DeWalt (5%), Marvin B. Porter, Gerald P. Albright, J. H. Tony Murphy, Woodrow Glasscock, Eli Abrams db/as Courtesy Advertising, Jerry D. Harrison and Leight Keats Dunnam Jr. (each 10%). Mr. S. DeWalt is in advertising. Mr. J. DeWalt is in sales and service for GE. Mr. Porter is in engineering. Mr. Albright is in sales, rentals and residential investments. Mr. Murphy is in retailing. Mr. Glasscock is oil operator and owner of oil company. Mr. Abrams is owner of Courtesy Advertising. Action March 14.

*Buckhannon, W. Va. — West Virginia Wesleyan College. Broadcast Bureau granted 88.9 mc, ch. 205, 14 kw. Ant. height above average terrain 840 ft. Estimated construction cost \$6,000; first-year operating cost \$10,000; revenue \$15,671.93 budgeted by board of trustees. Principals: administered by board of Trustees, West Virginia Wesleyan College. Action March 17.

OTHER ACTIONS

■ Review board in Little Rock, Ark., FM broadcast proceeding, Docs. 17070-2, granted in part petition to enlarge issues filed Jan. 23 by KAAV Inc. and enlarge issues. Board

Member Kessler absent. Action March 15.

■ Review board in Syracuse, N. Y., FM broadcast proceeding, Docs. 17117-8, granted petition filed on March 17 by Ward L. Jones and extended to March 28 time to file reply to the opposition to petition to enlarge issues filed on Feb. 13 by Jones. Action March 20.

■ Review board in Clarkesville, Tenn., FM broadcast proceeding, Docs. 16037-8, granted to extent indicated motions to correct transcript of oral argument filed Jan. 16 by Fort Campbell Broadcasting Co., and Jan. 19 by Campbell and Sheftall. Board Member Kessler absent. Action March 15.

■ Review board in Martin, Tenn., FM broadcast proceeding, Docs. 16655-6, granted petition filed March 16 by Northwest Tennessee Broadcasting Co. and extended to March 21 time to file responsive pleadings to petition to enlarge issues filed March 17. Action March 17.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 16 in proceeding on FM application of San Fernando Broadcasting Co. (KSFV), San Fernando, Calif., granted petition of Broadcast Bureau and changed place of hearing from Washington, to San Fernando, Calif. (Doc. 17198).

■ Hearing Examiner Millard F. French on March 15 in proceeding on FM applications of PrairieLand Broadcasters and Richard P. Lamoreaux, both Monmouth, Ill., canceled hearing scheduled for March 20, and scheduled further prehearing conference for April 18. (Docs. 16944-45). On March 17 in proceeding on FM application of Boca Broadcasters Inc., Pompano Beach, Fla., scheduled prehearing conference for March 30 (Doc. 15806). On March 20 in proceeding on FM applications of Cherokee Broadcasting Co., Murphy, N. C. and Fannin County Broadcasting Co., Blue Ridge, Ga., rescheduled procedural dates except hearing for April 13 which remains same (Docs. 17086-87).

■ Hearing Examiner Forest L. McClenning on March 17 in proceeding on FM applications of News-Sun Broadcasting Co., Waukegan; Edward Walter Piszczek and Jerome K. Westerfield, Des Plaines, and Maine Township FM Inc., Des Plaines, all Illinois, advanced prehearing conference from March 31 to March 21. (Docs. 13292, 13940, 17242).

CALL LETTER APPLICATIONS

■ *St. Cloud State College, St. Cloud, Minn. Requests KVSC(FM).

■ *Susquehanna University, Selinsgrove, Pa. Requests WQSU(FM).

■ Radio Anderson Inc., Anderson, S. C. Requests WANS-FM.

■ *University of South Dakota, Vermillion, S. D. Requests KUSD-FM.

■ G. C. Monson, Spokane, Wash. Requests KUDY-FM.

CALL LETTER ACTIONS

■ Triad Stations Inc., Marshall, Mich. Granted WALM-FM.

Existing FM stations

FINAL ACTIONS

WCRX(FM) Springfield, Mass.—Broadcast Bureau granted license covering new FM. Action March 15.

WPEG(FM) Concord, N. C.—Broadcast Bureau granted license covering change in ERP to 10 kw, increase ant. height to 390 ft. Action March 15.

WAKM(FM) Bedford, Pa.—Broadcast Bureau granted license covering new FM broadcast. Action March 15.

WBBI-FM Abingdon, Va.—Broadcast Bureau granted license covering new FM. Action March 15.

KTUX(FM) Livermore, Calif.—Seeks mod. of license to change station location from Livermore, Calif. to Concord, Calif. Contingent on grant of application for assignment. Ann. March 20.

KONG-FM Visalia, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 3 miles East of Exeter, Rocky Hill, increase ERP to 10 kw and ant. height to 960 ft. Action March 20.

WSAF-FM Sarasota, Fla.—Broadcast Bureau granted renewal of license, conditioned upon consummation of assignment to Stewart Broadcasting Co., and resumption of station operation no later than May 15. Failure to meet this condition will render grant null and void, and will cause renewal application to revert to pending status. Action March 15.

WBBQ-FM Augusta, Ga.—Broadcast Bureau granted license covering change ant. height to 560 ft. Action March 21.

*WGSU(FM) Geneseo, N. Y.—Broadcast Bureau granted CP to change ERP to 1.75

kw, ant. height minus 7 ft., change frequency to ch. 207 (89.3 mc). Action March 17.

WRUN-FM Utica, N. Y.—Broadcast Bureau granted mod. of CP to increase ERP to 40 kw. Action March 17.

WPAV-FM Portsmouth, Ohio—Broadcast Bureau granted mod. of CP to decrease ERP to 93 kw, and increase ant. height to 610 ft. Action March 20.

WDUZ-FM Green Bay, Wis. — Broadcast Bureau granted mod. of CP to delete vertical polarization, and decrease ant. height to 72 ft. Action March 17.

■ Broadcast Bureau granted renewal of licenses for the following stations and co-terminating auxiliaries: WABZ-FM Albemarle, WDBM-FM Statesville, WEWO-FM SCA Laurinburg, WEQR(FM) Goldsboro, WKIX-FM, SCA Raleigh, WOHS-FM Shelby, WTSB-FM Lumberton, WFMA(FM), SCA Rocky Mount, WBAG-FM Burlington-Graham, WFNC(FM), SCA Fayetteville, WNOS-FM High Point and WFMX(FM) Statesville, all North Carolina. Action March 20.

■ Broadcast Bureau granted licenses covering the following new FM's: WDUX-FM Laird Broadcasting, Inc., Waupaca, Wis.; KVOX-FM Central Minnesota Television Co., Moorhead, Minn.; KHAR(FM) Willis R. Harpel, Anchorage, Alaska, and KLEM-FM, KLEM Inc., Le Mars; Iowa. Action March 21.

OTHER ACTIONS

■ By report and order in Doc. 16987, commission removed requirement of a 12-month transmitter reliability showing in connection with applications for remote control authorization of AM, FM, and noncommercial educational FM's with more than 10 kw transmitter power. This action does not change present requirement of rules that standard broadcast stations with power in excess of 10 kw, and FM or noncommercial FM broadcast stations with transmitter output power in excess of 25 kw, shall have a first-class operator on duty at all times when transmitter is in operation. Action March 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning on March 20 in proceeding on revocation of licenses of Quality Broadcasting Corp. WKYN and WFQM-FM, both San Juan, and Radio Americas Corp. WORA-FM Mayaguez, all Puerto Rico, granted petition of Broadcast Bureau and continued hearing from March 22 to May 24. (Docs. 15139-41).

CALL LETTER ACTIONS

■ WBUD-FM, WBUD Inc., Trenton, N. J. Granted WBJH(FM).

■ Nationwide Communications, Columbus-Worthington, Ohio. Granted WNCI(FM).

Translators

ACTIONS

■ Broadcast Bureau granted Gilmore Broadcast Corp. of Arizona, Tucson, CP for new UHF TV translator to serve Casas Adobes, operating on ch. 77, by rebroadcasting programs of KGUN-TV, ch. 9, Tucson. Action March 15.

Merced, Calif. County Superintendent of School—Broadcast Bureau granted CPs for new UHF TV translators to serve Merced, operating on ch. 70 by rebroadcasting programs of KQED(TV), ch. 9, San Francisco; and to serve Los Banos, operating on ch. 76 by rebroadcasting programs of KQED(TV), ch. 9, San Francisco. Action March 14.

■ With waivers of Sec. 74.732(e)(1) of rules, commission granted applications of KTVB Inc. (KTVB-TV, ch. 7), Boise and Boise Valley Broadcasters Inc. (KBOI-TV, ch. 2) Boise, Idaho, for CP for new VHF TV translator stations to serve Brownlee, Idaho and Halfway, Oregon—KTVB Inc. to operate on ch. 12 and Boise Valley to operate on ch. 10—by rebroadcasting programs of their respective stations. Action March 22.

■ Commission waived Sec. 1.534(b) of rules and granted applications of Forsyth Township Co-op, Gwinn, Mich., for CP to replace expired permits which authorized new VHF TV translator stations. Action March 22.

WIOAF Canton, N. C.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to Chamber Mountain, approximately 3 miles northwest of Canton. Action March 15.

Glendale, Ore. Glendale TV Booster Club—Broadcast Bureau granted CP for new VHF TV translator to serve Glendale, Wolf Creek and Azales, operating on ch. 12 by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action March 14.

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CATV

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 7 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on applications of CATV of Rockford Inc., Rockford, Rockford Community Television Inc., Loves Park, TV Cable Company of Stephenson County, Freeport, all Illinois, Beloit Community Television Services Inc., Beloit, Television Wisconsin Inc., Whitewater, White-water Cable Corp., Whitewater, Jefferson Cable Corp., Jefferson, and Total TV Inc., Janesville, all Wisconsin, for authority pursuant to Sec. 74.1107 to serve and operate CATV systems in Milwaukee market (24), Madison market (80), and Rockford market (99); scheduled prehearing conference for March 28 and hearing for April 24. (Docs. 17234-41).

■ Hearing Examiner Isadore A. Honig on March 20 in proceeding in matter of cease and desist order to be directed against Valley-Vision Inc. (CATV), Placerville, Calif., granted petition to intervene of Kelly Broadcasting Co. (Doc. 17171). By separate order granted petition to intervene of Great Western Broadcasting Corp., licensee of KXTV (TV) Sacramento, Calif.

■ Hearing Examiner David I. Kraushaar on March 14 in proceeding on CATV petitions by Cosmos Cablevision Corp., North Augusta, and Aiken Cablevision Inc., Aiken, both South Carolina, scheduled further prehearing conference for June 12, and continued without date hearing herein (Docs. 17056-57). On March 17 in proceeding in re petition of Video Vision Inc., Lancaster, S. C. (CATV), scheduled procedural dates including hearing continued to May 22.

■ By Hearing Examiner Jay A. Kyle on March 16 in proceeding on CATV petitions by Fetzler Cable Vision, Kalamazoo, Mich., et al., scheduled further prehearing conference for April 25, and continued without date hearing previously scheduled for April 25. (Docs. 17200-17208).

■ Hearing Examiner Herbert Sharfman on March 17 in proceeding on CATV petitions by CATV of Rockford Inc., Rockford, Ill., et al., rescheduled prehearing conference from March 28 to April 12. (Docs. 17234-41).

■ Hearing Examiner Elizabeth C. Smith on March 20 in proceeding (CATV) in re United Transmission Inc., Russell, Kays Inc., Hays and Cobb & Associates Inc., Great Bend, Hoisington and Larned, all Kansas, requests for special relief filed pursuant to Sec. 74.1109, granted petition to intervene of Mid-Kansas. (Docs. 17181-83).

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted petition by Meredith-Avco Inc., owner of CATV systems in Alabama, Arkansas, Florida, Kentucky, Mississippi and Tennessee, and waived program exclusivity requirement of Sec. 74.1103(e) of rules for its CATV systems until June 17, or, as to individual CATV systems, until automatic switching equipment is installed on each, whichever is sooner; and (2) denied petitions by Paducah Newspapers Inc. (WPSD-TV), Paducah, Ky. and Hirsch Broadcasting Co. (KFVS-TV), Cape Girardeau, Mo., for issuance of cease and desist orders against Meredith-Avco. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox dissented; and Commissioner Loevinger concurred. Action March 22.

■ By memorandum opinion and order, commission partially granted request for waiver of Sec. 74.1103(a) and (e) of commission's rules, filed by Television Distribution System, operator of CATV system in Huntsville, Ala. Opinion waives carriage and program exclusivity, except to following extent: CATV system shall not simultaneously duplicate signals of Huntsville and Decatur stations and that Decatur station be carried when it is being accorded non-duplication protection. Further, commission has waived Sec. 74.1105 notification provision for importing distant signals when system has unused channel capacity. Commissioner Bartley dissented and issued statement; Commissioner Cox dissented; and Commissioner Johnson absent. Action March 15.

■ By memorandum opinion and order, commission (1) granted Vista Cablevision Inc. authority to commence operation of its CATV system at Vista, Calif., to carry signals of following San Diego, Calif. KFMB-TV, KOGO-TV, KAAR (TV), KJOG-TV, and Tijuana, Mex., TV station XETV; (2) designated with proceeding in Doc. 16786 (San Diego, Calif., market hearing) proposal by Vista to supply its subscribers with signals of certain Los Angeles stations, and (3) granted in part opposing

petition by Midwest Television Inc. (KFMB-TV), San Diego. Commissioner Bartley abstained from voting; Commissioner Johnson absent. Action March 15.

■ Review board in Dalton, Ga., CATV proceeding, Doc. 17066, granted that portion of motion for extension of time, filed March 20, by Multivision Northwest Inc., which requests extension of time to March 23 within which to reply to oppositions to the petition to limit issues, filed on March 1 by Multivision Northwest Inc. Action March 21.

■ Office of opinions and review granted motion by Midwest Television Inc. for extension of time to April 5 to file responsive pleadings to petition by General Electric Cablevision Corp. for reconsideration in proceeding on petitions by General Electric Cablevision Corp. for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Peoria television market (Docs. 17144, 17155). Action March 15.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Jackson TV Cable Co., owner and operator of CATV system in Jackson and Blackman township, both Michigan. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action March 22.

■ By memorandum opinion and order, commission granted petition filed by Central New York Cable TV Inc. for waiver of Sec. 74.1107 of rules to permit its CATV system to serve New Hartford, Whitesboro, Whitestown, Yorkville, New York Mills, Schuyler, Paris, Clayville, Clinton, Kirkland, and Marcy, all New York; granted petition of Newchannels Corp. to import distant signals to its CATV system in Fulton, N. Y.; granted petition of Onondaga Video Inc. for hearing as required by Sec. 74.1107 for its CATV system proposing to service Onondaga township, N. Y.; denied petitions by Newchannels Corp. and Upstate Community Antenna Inc. for waiver of Sec. 74.1107 of commission's rules to permit their CATV systems to serve Manlius, Minoa, Liverpool, Fayetteville, Clay township and Cicero township, all New York, in Syracuse, N. Y., market which is ranked 31st, and set latter proposals for hearing in consolidation with hearings in Docs. 17131, 17132, 17133, 17135, and 17136. Commissioners Bartley and Cox concurred in part and dissented in part and issued separate statements; Commissioner Loevinger concurred in result. Action March 8.

■ Review board in Van Buren, N. Y. CATV proceeding, Docs. 17137-6, granted motion filed March 15 by Meredith Syracuse Television Corp., and extended to March 31 time to file oppositions to motion to enlarge and change and to shift burden of proof filed March 6 by New Channels and Eastern Microwave Inc. Action March 17.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of commission's rules, filed by Portsmouth Cablevision Inc., operator of a CATV system in Portsmouth, Ohio. Commissioner Bartley dissented and issued a statement; Commissioner Loevinger concurred. Action March 22.

■ By memorandum opinion and order, commission granted petition by Panther Valley Television Inc., operator of CATV systems serving Lansford, Coaldale, Nesquehoning, and Summit Hill, all Pennsylvania, for temporary waiver until April 1 of carriage and nonduplication conditions of Sec. 74.1103, but denied its request for permanent waiver of carriage requirement with respect to WDAU-TV Scranton, Pa. Commissioner Bartley concurred in part and dissented in part and issued a statement; Commissioner Loevinger concurred in result. Action March 15.

■ In CATV show cause proceeding, Doc. 17064, in Ormrod, Freemansburg and Greenawalds, all Pennsylvania, commission, after hearing before Hearing Examiner Millard F. French, issued decision prepared by Commissioner Cox which found that Twin County Trans-Video Inc., owner and operator of three CATV systems: (a) was distributing signals of six television broadcast stations beyond grade B contours of stations on CATV systems in Ormrod and Freemansburg, both Pennsylvania, contrary to provisions of Secs. 74.1105 and 74.1107 of rules; and (b) that commencement of service to subscribers in Greenawalds, Pa., was imminent. Commission ordered Twin County, Trans-Video Inc. to cease and desist from operations contrary to Secs. 74.1105 and 74.1107 of rules in Ormrod and Freemansburg, both Pennsylvania, and to desist from operation contrary to Secs. 74.1105 and

and 74.1107 in Greenawalds, Pa. Continued carriage of local signals was provided for conditioned upon compliance with Sec. 74.1103 of rules within thirty days. Commissioner Bartley dissented and issued statement; Commissioner Loevinger dissented. Action March 15.

Ownership changes

APPLICATIONS

WFMJ-FM Montgomery, Ala.—Seeks transfer of control from Issac E. Cohen and Walter B. Stevenson, Fine Music Inc. to Investment Capital Corp. Principals: Rufus M. King, president, Walter J. Knabe, vice president, et al. Mr. King is lawyer and his other interests include: investments; real estate; shopping center; insurance; land development; telephone utility company; water utility company, and is applicant for broadcast license in Prattville, Ala. as Voice of Prattville Inc. Mr. Knabe is lawyer and his other interests include: real estate; mortgage and investments; lessor of coal lands; real estate developing, and shopping center. Consideration \$30,000. Ann. March 20.

KTUX(FM) Livermore, Calif.—Seeks assignment of license from Vernon C. Hatfield to Kestner-Goldman Inc. for \$27,150. Principals: Norman Kestner, president, Earl M. Goldman, vice president (each 50%), et al. Mr. Kestner has not presently been engaged in any business. Mr. Goldman has 100% interest in insurance agency and is director and secretary of savings and loan concern. Applicant has application to acquire KWUN Concord, Calif. pending. Vice president Victor M. Ives is general manager and stockholder of KWUN; program manager of KAIR Tucson, Ariz., and KGEZ Bakersfield, Calif. Ann. March 20.

KPGM Los Altos, Calif.—Seeks transfer of control from William H. Meyer, public administrator of estate of William J. Greene, to Foothill Broadcasting Corp. Principals: James N. Christensen and Lawrence Gahagan (each 27.8%). Mr. Christensen is owner of insurance company and co-general manager of Foothill. Mr. Gahagan is co-general manager of Foothill. Consideration \$5,303. Ann. March 17.

WDCF Dade City, Fla.—Seeks assignment of license from WDCF Radio Inc. to Radio WDCF Inc., 100% owned by Norman O. Protsman. Incorporation. Ann. March 16.

WREY New Albany, Ind.—Seeks assignment of license from M. R. Lankford t/as M. R. Lankford Broadcasting Co. to M. R. (62.5%), Stuart E., George R. and R. J. Lankford (each 12.5%) d/b as Lankford Broadcasting Co. Consideration \$15,000. M. R. Lankford is father of other three partners. Ray, George and Stuart are each 1/3 partners in Lawrenceville Broadcasting Co., licensee of WAKO-AM-FM Lawrenceville, Ill. Mr. Lankford also has interests in WRAY-AM-FM Princeton and WDNQ DuQuoin, both Illinois. Ann. March 20.

WHYN-AM-FM-TV Springfield, Mass.—Seeks assignment of license from The Hampden-Hampshire Corp. to The WHYN Stations Corp. for \$3,850,000. Principals: Applicant is wholly owned subsidiary of Guy Gannett Broadcasting Services, licensee of WGAN-AM-FM-TV Portland, Me., which has application pending for new VHF television translator to be operated on ch. 3 in Portland. Eugene Wilkin, vice president, Jean Gannett Arnen, president and director, J. Richard Arnen, treasurer and director. Ann. March 16.

KOTE Fergus Falls, Minn.—Seeks assignment of license from Northland Broadcasting Corp. to Empire Broadcasting Stations Inc. for \$257,500. Principals: Otto A. Korp, president (28.35%), Gerald S. Rufer, vice president (4.27%), Donald H. Fritzell, secretary-treasurer (26.14%), et al. Mr. Korp has no other business interests indicated. Mr. Rufer is attorney; vice president, director, treasurer and has 25% interest in investment corporation; president, director and holds 25% interest in Fergus Investments Inc., Law Center Inc., Diamond Essco Inc.; president and director with nominal interests in Fergus Properties Inc., Fergus Realty Co., Manhattan Building Corp., and Lincoln Building Corp., and is vice president and director of Wold Petroleum Inc. Mr. Fritzell has no other business interests indicated. Messrs. Korp and Fritzell previously formed a separate corporation, Empire Broadcasting Corp., to apply for CP's to build new AM and FM's in Fergus Falls. The AM will be asked for dismissal, and the FM will be amended to show change of applicant. Ann. March 17.

WJXN Jackson, Miss.—Seeks transfer of control from James T. Ownby to Jackson Broadcasting Co. Principals: James H. Luper and Elva I. Shik. Each to acquire 50% of

3000 shares of stock. Mr. Luper, president, treasurer, general manager and 25% of stock. Mrs. Shik, vice president, assistant treasurer and 75% of such stock. Mr. Luper is station manager of WJXX. Mrs. Shik is vice president, director and 50% stockholder of Jackson Broadcasting Co., licensee of WJXX. Consideration \$70,000. Ann. March 17.

WBFB-AM-FM Rochester, N. Y.—Seeks assignment of license from WBFB Inc. to Monroe County Radio Inc. Monroe County Radio Inc. is wholly owned subsidiary of LIN Broadcasting Corp. and owns all issued and outstanding stock of WBFB Inc. For corporate reasons, LIN is causing WBFB Inc. to be dissolved, and its assets, including broadcast authorizations, to be transferred to its parent corporation, Monroe. There will be no change in ultimate beneficial ownership of licensee, which in each case, is in stockholders of LIN. Clyde Clifford is vice president of WBFB Inc. and Monroe County Radio Inc. Ann. March 16.

WFAH-AM-FM Alliance, Ohio—Seeks assignment of license from Review Publishing Co. to D. A. Peterson Inc. for \$100,000. Principals: D. A., president and Josephine H., secretary (52%), Donald A. Jr. and Jill H. Peterson (each 24%, children of Donald and Josephine). Ann. March 20.

WEEA-AM-FM Easton, Pa.—Seeks assignment of license from Easton Publishing Co. to WEEA Inc. Application seeks newly formed, wholly owned subsidiary. Principals: Sole stockholder would be Easton Publishing Co.; Donald W. Diehl, president and treasurer; J. L. Stackhouse, chairman of board; Adele S. Fretz, vice president and secretary; Henrietta A. McPherson, vice president, and George F. Coffin Jr., vice president and counsel. No change in ownership involved. Ann. March 17.

WYNG Warwick-East Greenwich, R. I.—Seeks assignment of license from Attleboro Radio Association Inc. to Cranston-Warwick Radio Inc. for \$87,500. Principals: James G. Smith, president, Carl Hultine, treasurer, John W. Whitby, secretary, et al. Mr. Smith is vice president, director and stockholder of Kent & Sussex Motor Co. and Kent County Motor Co.; president, a director and stockholder of Marva Acceptance Corp., Warrington Furniture Co., J. G. Smith Autos Inc.; director of Realin Corp.; president, director and 100% stockholder of Radio Newark Inc., licensee of WNRK Newark, Del.; director of Wilson Enterprises; president, director and stockholder of J. G. Smith Farms Inc., Auto Specialty Shop Inc., J. G. Smith & Co., Pinetree Corp. Inc., Birchside Centers Inc., and Prices Corner Liquors Inc. Mr. Hultine owns insurance agency. Mr. Whitby has not other business interests indicated. Ann. March 16.

WATO-AM-FM Oak Ridge, Tenn.—Seeks assignment of license from Radio-Active Broadcasting Inc. to WATO Inc. for \$350,000. Principals: Henry Rau, president (55%), Lloyd Spencer Smith, vice president (20%), et al. Mr. Rau is president, director and majority stockholder of Dover Broadcasting Co., licensee of WDOV-AM-FM Dover, Del. Capital Broadcasting Co. licensee of WNAV-AM-FM Annapolis, Md., WARK Inc., licensee of WARK-AM-FM Hagerstown, Md., and Delaware Teleservice Co. (CATV) in Dover. Mr. Smith is vice president, director and stockholder in same, except for Dover Broadcasting, of which he is secretary and director. Ann. March 22.

KSPJ-FM Diboll, Tex.—Seeks assignment of license from Arthur Temple Jr. to Piney

Woods Broadcasters for \$90,000. Principals: J. Harold Bates and Leroy J. Gloger (each 40%) and C. A. Neal Pickett (20%). Mr. Bates is attorney and has interest in leasing heavy equipment. Mr. Pickett is Federal Housing Administration director. Mr. Gloger has 100% interest in Industrial Broadcasting Co. d/b as Radio Station KIKK Pasadena, Tex.; 51% interest in Your Host Inc., magazine publishing; 100% interest in construction and ranching and Nor-Temp Broadcasting Co., operating KIKK-FM, and 50% interest in shopping center. Ann. March 16.

WPHD(FM) Norfolk, Va.—Seeks assignment of license from Flanagan Dorsey Broadcasting Enterprises Inc. to Big T Corp. for \$26,000. Principals: Big T Corp. is licensee of WTID Newport News, Va. Milton Q. Ford, president, Alvin Epstein, secretary-treasurer (each 50%), Louella Epstein vice president and Jeanne Ford, assistant secretary-treasurer. Ann. March 22.

ACTIONS

KWSO Wasco, Calif.—Broadcast Bureau granted assignment of license from E. J. Peters d/b as Maple Leaf Broadcasting Co. to Maple Leaf Broadcasting Co. No consideration. Incorporation. Action March 16.

WIII Homestead, Fla.—FCC granted transfer of control of licensee corporation Seven League Productions Inc. from Richard M. Gillaspay and Marjorie Gillaspay (100% before, none after) to O. Ralph Matousek, Paul Losner, Richard Accursio and Ralph Herbert (none before, 25% each after). Mr. Matousek is lawyer. Mr. Accursio is restaurant owner. Mr. Losner is in banking business. Mr. Herbert is in automobile dealership. Consideration \$130,000. Action March 22.

WMAF Madison, Fla.—Broadcast Bureau granted assignment of license from Norman O. Protsman to WMAF Radio Inc. Principals: Norman O. Protsman (70%), George R. Day and Ronald R. Brown (10% each), Clarence S. Parker and William Savity (5% each). Ann. Jan. 31.

WCCC-AM-FM Hartford, Conn.—Broadcast Bureau granted assignment of license from Greater Hartford Broadcasting Inc. to Elektra Broadcasting Corp. for \$325,000. Principals: Ernest Tannen, executive vice president and Elektra Corp. (each 50%). Jac Holzman is president, majority stockholder and chief administrative officer of Elektra Corp., which produces and manufactures phonograph records; director of Elektra Records, U.K. Ltd., a subsidiary; president and majority shareholder of Nipper Music Inc. and Dyna Corp., music publishers, and vice president of Half Moon Productions, now dormant. Mr. Tannen is owner of WDMV Pocomoke City, Md.; president and 50% stockholder of WYRE Annapolis, Md. and president, director and sole stockholder of Radio Del-Val Inc., WEEZ Chester Pa. Action March 16.

WSAF-FM, SC Sarasota, Fla.—Granted assignment of license and SCA from Multitone Music Corp. to Stewart Broadcasting Co. Consideration \$20,000. Charles A. Stewart, president, treasurer and director. Action March 15.

WJCM Sebring, Fla.—Broadcast Bureau granted assignment of license from Highland Radio Inc. to Evans Broadcasting Corp. for \$75,000. Principals: Flem J. Evans (89%), et al. Mr. Evans is director and officer of credit corporation, minority stockholder of Florida Keys Broadcasting Corp., licensee of WKIZ and FM permittee of WFYN, both Key West, Fla. and vice president and director of Greater Ocala Broad-

casting Corp., licensee of WWKE Ocala. Action March 20.

WBMP-FM Elwood, Ind.—Broadcast Bureau granted voluntary transfer of control from Charles R. Banks. (33 1/3% before, none after) Dallas D. Montgomery and Howell B. Phillips to Dallas D. Montgomery and Howell B. Phillips (each 33 1/3% before, 50% after). Stockholders have interest in WIFN Franklin, Ind. Permittee is Heart of Hoosierland Inc. Consideration \$30,000. Action March 16.

WCBC(FM) Catonsville, Md.—Broadcast Bureau granted voluntary acquisition of negative control from John C. Kepley, Christian Broadcasting Co. to J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 33 1/3% before, 50% after) through sale of stock. Consideration \$12,000. Action March 16.

WJML-FM Petoskey, Mich.—Broadcast Bureau granted assignment of license and SCA from John Harrington to Harrington Broadcasting Co. Principal: Mr. Harrington is owner and president of assignee, and 60% owner of assignor company. Harrington Broadcasting Co. is permittee of WJML Petoskey. Consideration \$123,081.95. Action March 16.

WCPC-AM-FM Houston, Miss.—Broadcast Bureau granted assignment of license and CP from WCPC Broadcasting Co. to WCPC Broadcasting Inc. Principals: Robin, Ralph and Rad Mathis and John B. Skelton Jr. Stockholders have interest in WSJC Magee, WXTN Lexington and WSAO Senatobia, all Mississippi. Action March 21.

KCMK Kansas City, Mo.—Broadcast Bureau granted transfer of control from F. A. Mesch d/b as F. M. Broadcasting Inc. to Albert J. Yonke, John B. Ewing Jr. and Max Brown. Principals: Mr. Yonke and Mr. Ewing are attorneys. Mr. Brown is automobile dealer. Consideration \$33,000 (\$11,000 each). License will remain same. Action March 16.

KJOM Havre, Mont.—Broadcast Bureau granted assignment of license from North Montana Broadcasting Co. to North Montana Broadcasters Inc. Principals: Carlyle D. Leeds, chairman, Stanley G. Stephens, secretary, et al. Incorporation. Action March 15.

WRNC Raleigh, N. C.—Broadcast Bureau granted assignment of license from Robert E. and Harry D. Stephenson (each 50%) d/b as Raleigh Radio Co. to Raleigh Radio Inc. No consideration. Incorporation. Action March 21.

WYLO Jackson, Wis.—Broadcast Bureau granted assignment of license from Suburban Broadcasting Inc. to Universal Broadcasting of Milwaukee Inc. Principals: Marvin B. Kosofsky, Lawrence Brandon and Howard Warsaw (each 33 1/3%). Mr. Kosofsky is president, treasurer, director and stockholder of Universal Broadcasting Corp., Southwest Broadcasters Inc. licensee of KCIJ Shreveport, La., and Universal Broadcasting of Minneapolis-St. Paul Inc., licensee of KUXL Minneapolis. Mr. Brandon is executive vice president, director and stockholder of Universal Broadcasting Corp., and Universal Broadcasting of Minneapolis-St. Paul Inc., president, director, treasurer and stockholder of Brandon & Co. Inc., station reps. Mr. Warsaw is president, director and stockholder of Highlands Cable Television Corp. in Sebring, Fla., director of Universal Broadcasting Corp., Southwest Broadcasters Inc. and Universal Broadcasting Co. of Minneapolis-St. Paul. Consideration \$265,000 with covenant not to compete for five years. Action March 20.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Chicksaw, Ala.—Communications Installation & Service Co. has applied for a 20-year franchise. The city will receive 5% of the annual gross receipts during the first seven years; 5 1/2% during the next seven years, and 5 3/4% for the remaining six years. The company has also applied in Prichard, Ala.

Concord, Calif.—Tele-Vue Systems Inc.

(multiple CATV owner) has returned its franchise to the city. Tele-Vue cited the limited economic return in serving the area, due to Western Communications franchise in Concord and General Electric Cablevision's system in Walnut Creek, both California. The city is presently seeking applicants.

■ **Duarte, Calif.**—International Cable Television Corp., Pomona, Calif., has been granted a franchise. Installation and monthly service charge will both be \$5.95. International Telemeter Corp. had also applied.

■ **Laguna Beach, Calif.**—Community Cablevision Co., a wholly owned subsidiary of the Irvine Co., has applied for a franchise to serve the Irvine developments in Laguna Beach. American Cablevision Corp. (multiple CATV owner) holds a nonexclusive franchise for the city.

■ **Madera, Calif.**—Fresno Cable Television Inc. has been granted a franchise. The city will receive a minimum of \$3,200 or 5% of the annual gross receipts during the first

two years with the percentage being raised to 5 1/2% after that period. Monthly service will be \$4.80 until the system reaches 3,500 subscribers, when the charge will drop to \$4.50. General Electric Cablevision (multiple CATV owner) had also applied.

■ **Redwood City, Calif.**—M and M Cable Co. Novato, Calif., has applied for a franchise. Redwood City CATV Inc. and Peninsula Cable Television Co. had previously applied.

■ **Elmwood Park, Ill.**—Leyden-Norwood Multi-View TV Systems Inc. has been granted a 25-year franchise. The village will receive 3% of the annual gross receipts. Maximum installation and monthly service charges will be \$25 and \$7 respectively.

■ **Greenfield, Iowa**—By referendum, citizens rejected a franchise for United Transmission Inc. (multiple CATV owner) by a vote of 298 to 187.

■ **Dodge City, Kan.**—Dodge City CATV Inc. (a new corporation formed by KGNO-AM-

(Continued on page 204)

CLASSIFIED ADVERTISEMENTS

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RADIO

Help Wanted Management

Managing editor. #2 man on 11 man staff for European assignment in radio news writing and broadcasting. Considerable experience in both phases essential. Managerial experience helpful. Send resume immediately. Box C-248, BROADCASTING.

Personnel consultant. Our company is seeking bright, young broadcasters to join America's only profession radio personnel consultants. Beautiful, private North Michigan Avenue offices for each young executive selected to join our firm. Management experience and good knowledge of programing required. Salaries commensurate with present income plus terrific bonus arrangement. Send resume to Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 645 North Michigan Avenue, Chicago, Illinois.

Help Wanted—Sales

Aggressive young man wanted by 5 kw network affiliate located in a growing midwestern town. Experience is not as important as the willingness to learn and to work. Box C-190, BROADCASTING.

East—Experienced man with managerial potential. Aggressive quality a must. Good earnings, opportunity unlimited. Send resume, photo, to Box C-207, BROADCASTING.

Well established Virginia station has opening for a salesman. Enjoy small community life with above average income. Family man with sound references can start at \$7,500 with opportunity to grow. Many fringe benefits. Send complete resume in confidence to Box C-222, BROADCASTING.

Adult station needs ambitious salesman with creative ideas. Let's hear your side of it. Box C-237, BROADCASTING.

Old established, financially sound, quality medium market, fast growing radio station needs key salesman; salary \$600.00 monthly guaranteed plus commissions. One good staff announcer, \$100.00 weekly. Good copywriter-account service man or woman \$100.00 weekly. All jobs plus sick leave with pay, ten days paid vacation, and hospital and life insurance. Send complete details, photo, personal and experience data, audition tape, will return. Box C-286, BROADCASTING.

Talk to me! Sales opportunity. Salary plus. KFRO, Longview, Texas 75601.

Would you like to sell local advertising for a station programing "Bible Radio"? WBRI, 4802 E. 62nd, Indianapolis, would like to hear from you.

Sales-sports: Need combination of sports director and part time salesman. Junior college and high school play-by-play. Morning sports show with balance of time in sales. A good opportunity for the right man. Contact C. R. Griggs, General Manager, WVLN, Uinay, Illinois.

Great opportunity to join a Great Scott station. All new WTIG, Massillon-Canton, Ohio needs full-time salesman. Desire to make money only prerequisite. Salary. Commission. Car allowance. Also announcer-salesman opening. Grow with the Six-Station Scott chain. Contact Mr. Raihall, 216-832-5023.

Sales—(cont'd)

Washington D. C. Top 40. \$150 weekly draw against commission for right man. Call Ed Bushman or Pierre Eaton at 301-424-9292.

Announcers

Top 40 dj, medium market. New England immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

News and combo announcer for good music. First phone. \$125.00 per week or better with ability. 216-352-3155 between 9-12, and 3-5, Suburban market, pro staff. Box C-139, BROADCASTING.

Talented, mature Jock-newsman: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

5 kw network affiliate in the midwest. First phone desirable but not essential above average earnings. Box C-191 BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Announcer with first class ticket for Eastern AM-FM small market. No rock, no roll. Send 7½ tape and experience with your reply. Box C-213, BROADCASTING.

Future opening, beautiful California community. Experienced announcer with copy and production experience. Send air check, resume. Box C-257, BROADCASTING.

Immediate opening—Top 40 DJ, newsman \$80.00 a week—Earn while you learn—Work in market of 100,000—Northeastern New York. If you dig modern radio, we'll dig you. Send tape and resume. Box C-282, BROADCASTING.

Announcer-salesman, C-W. Needed immediately. Old established station. one of Florida's largest cities. Family man preferred. Send tape and resume. Box C-285, BROADCASTING.

New England group has excellent openings for management personnel. Must have sales, announcing and production experience. Box C-309, BROADCASTING.

No. 1 station needs announcer with 1st phone for night shift. Creative production ability important. . . . We pay for ideas! Opening the result of a promotion. Send tape and resume to Box C-314, BROADCASTING.

Wanted—A pro Country & Western & Gospel announcer. Small market daytimer. If you like to work for money and not the size of the market, I have a job—not a position). A job that pays \$150 per week for the right person. Send tape & complete info to Box C-320, BROADCASTING.

Announcer wanted for evening radio, good music shift. Also a chance to do some TV work. Retirement benefits, group insurance. Contact Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Bright and competent announcer strong on production. Excellent chance for advancement. Send tape and resume to Roger Turner, KMNS, Box 177, Sioux City, Iowa.

Announcer with endorsed third class license for station in Hawaii. Send full resume, references and tape by airmail to KMVI, Box 550, Wailuku, Hawaii 96793.

Opportunity for permanent, qualified staff announcer for 50,000-watt good-music station. Airmail complete details: salary, snapshot, and returnable tape to J. G. Wilson, KSWs, P. O. Box 870, Roswell, New Mexico.

Announcers—(cont'd)

Announcer wanted: Good place for inexperienced man to learn all phases of radio. 3rd phone a must. Salary open. Contact Mays, KTFO, Seminole, Texas.

My employer, Black Hawk Broadcasting is transferring me to PD of their Austin outlets. For top pay, excellent working conditions and benefits I recommend you write Bill Baldwin, KWWL-AM-TV, Waterloo, Iowa. (signed . . . Mr. Roger Burke)

Need announcer; only experienced need apply—Top 40 afternoon show—Must appeal to housewife—Send references, complete background, photo, tape. No drifters c/o Jay Sands, WAEB, Allentown, Penna. 18103.

Metro market MOR station has immediate opening for announcer with 3rd. Top salary for man with at least two years commercial experience. Send tape, resume and references to Dick Lingle, WASK, Box 880, Lafayette, Indiana.

Announcer with 1st phone and appreciation of sacred music for "Bible Radio" in Indianapolis. WBRI, 4802 E. 62nd.

Morning man needed. Good music format. Some experience required. Good opportunity. Send tape and resume to Max Shaffer, WDAN, Danville, Illinois.

Immediate opening for announcer with first phone. No maintenance. Liberal benefits. Send salary requirements, tape resume. Radio WEED, P. O. Box 752, Rocky Mount, N. C. 27801.

Swingin' format station in the nation's 60th largest market—Grand Rapids—needs immediately an experienced happy-sounding drive-time man. Production ability important. Good salary and benefits. Rush tape and all information to WERX Wyoming, Michigan.

We don't need you—not right now anyway. We have a full staff. But what about the future?—Your future!—Would you be interested in a year or more in Paradise? Sun—sand—the world's finest fishing—relaxed living—relaxed modern sounding radio. If you have a first phone and want to enjoy life—why not let us know now so when we do have an opening we can get together. Send your tape and resume to WFFG—P.O. Box 488—Marathon, Fla. We are a five station chain that believes in promoting from within the organization. What's in your future?

Above average opportunity for 1st phone morning man at adult programed M.O.R. station in fast growing area. Best equipment. No rockers or drifters. . . . Complete resume & tape. WINU, P. O. Box 303, Highland, Illinois. Area 618-654-4161

C&W station has opening for experienced announcer with first class ticket. Send resume to Tolliver Rivers, WJAZ, Albany, Ga.—No phone calls.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Middle of the road station, heavy on sports, needs good staff announcer. Newscasting ability a must. WLAG, Lagrange, Georgia.

North Carolinians come home . . . old established MOR 50-kw in Capitol City needs young, experienced draft-free personality for evening heavy with music and news. Send tape, resume and salary requirements to WPTF-Radio, 410 S. Salisbury Street, Raleigh.

Needed immediately — middle-of-the-road morning man with 1st phone. Good permanent position with opportunity for advancement. \$150 per week, \$5.00 raise every six months, 42 hour air-shift, 48 hours total. Car necessary. Call Radio station WTOR, Torrington, Connecticut 203-289-4181.

Announcers—(cont'd)

Southwest AM-FM needs 3rd phone with endorsement announcer with good voice and news delivery. Possible sports play-by-play. Call 602-537-2345.

Immediate opening announcer with third for southeast Arkansas AM-FM. Salary commensurate with ability. Call 501-364-2182.

Help Wanted

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First or potential first with second. Future studio construction. Maintenance. West Virginia, Ohio area. Box C-170, BROADCASTING.

1st class engineer—Music-news station. AM-FM, Southeastern Massachusetts. No board work. Excellent salary. Send details, experience. Box C-185, BROADCASTING.

Engineer to maintain AM-FM 7 mobile units, 5 years experience minimum. . . . Must be excellent broadcast engineer. References required and carefully checked. Addition to staff, not a replacement. Collins, Gates Marti equipment. . . . Middle Atlantic state. \$150.00 weekly. Call 301-689-8871 or write Box C-198, BROADCASTING.

Bright MOR station, part of growing group, needs chief engineer strong on maintenance with ability for short air work. Salary open. Send all details first letter. Box C-203, BROADCASTING.

Newsman-engineer for coastal Carolina station. A newly created position for maintenance and local news coverage. 1st class ticket and some writing ability. Right man can set his own pace. Apply Box C-251, BROADCASTING.

1st phone operator, energetic man would like to be chief. Experience as important as desire to learn. Some announcing ability helpful. Staff \$125 per week for 48 hours. Box C-281, BROADCASTING.

Radio engineer-announcer. Must be able to handle equipment maintenance and short announcing shift. We will make it right for the right man, KTRF, Box 40, Thief River Falls, Minnesota 56701.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRC—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

Transmitter engineer. No maintenance. Will train beginner. WAMD, Aberdeen, Md.

Help wanted: First class or third class engineer-announcer. Immediate opening. Contact Radio Station WHSM, Hayward, Wisconsin.

First class engineer with maintenance ability, AM-FM fulltime station, with background music operation. No announcing involved. WLAG, Lagrange, Georgia.

WTTW/WXXW ETV Chicago now hiring summer replacement engineers for summer relief work. Contact Director of Engineering, 5400 North St. Louis or 312/583-5000.

Immediate opening, permanent position, for first class engineer. Car required. Five thousand watt day and night directional station. Send resume and salary requirements to Tom Kita, c/o WLEE Radio, P.O. Box 8765, Richmond, Virginia, no announcing.

First class engineer for AM-FM station. Strong on maintenance, Phone 606-474-5144.

NEWS

Newsman-Engineer for coastal Carolina station. A newly created position for maintenance and local news coverage. 1st class ticket and some writing ability. Right man can set his own pace. Apply Box C-250, BROADCASTING.

Southwest newsman wanted: a self-started who has an obsession to be first and accurate for fulltime medium market radio station. Must believe in actualities, interviews, and be able to anticipate news breaks. Also direct 30 minute program daily without listener ever being aware of your opinion. Permanent opportunity for dedicated radio journalist. Box C-261, BROADCASTING.

Lost our news director to top 25 market. Award-winning news department (includes APRTA in 1966), needs man capable of handling 4,000 square-mile area newsbeat that includes broadcasts over Armed Forces Network. Want opportunity to grow? Call KOLT, Scottsbluff, Nebraska, 308-632-6155, immediately.

Newsman—50,000 watt popular music station in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGY Radio, Box 6606, Minneapolis, Minnesota. (A Storz Station).

Newsman with first phone to cover and direct extensive local news operation. Community-minded MOR station, good working conditions. Contact D. Osborne, WEEF Radio, Highland Park, Illinois. No maintenance.

Excellent opportunity for experienced newsman. Must be able to gather, write and deliver in a professional manner. Send tape, photo, and resume to: Jim Moore, WGH Radio, P.O. Box 98, Newport News, Virginia 23607.

News director needed in state capital city to head small department. Must be aggressive, love long hours and believe in actualities. Call or send tape and resume to WITL, Lansing, Michigan.

Small market, college town, southeast Ohio needs top quality small market newsman. Top price for good man. Send resume or call WMWM Radio, Wilmington, Ohio.

Production—Programing, Others

Copy writer/announcer/production man. Must be worker. Will be accepting auditions between now and April. Only format type, non-screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

We want someone who loves to prepare good radio copy and then shepherd it through production to its conclusion as an excellent commercial. You'll be pleasantly surprised at the earnings. Major Midwest market. Equal opportunity station. Box C-254, BROADCASTING.

N. Y. state metro market. Modern country music station needs a good morning man with the ability to become great. Person we seek must be seasoned with solid experience. Third class endorsed required. Sharp sounding pro with good employment record and personal responsibility will get this job. Plenty of opportunity for advancement with group operation. Send no tapes at this time. Do send complete personal/professional resume with references rating history and your success stories to: Box C-307, BROADCASTING.

Combination morning man—production director needed for MOR aggressive daytimer. Opportunity for advancement in seven station Mid-west family group. Complete fringe benefits and good salary with incentives. Send tape and resume to WITL, Lansing, Michigan.

Commercial copywriter, with some knowledge of traffic. Air work, if desired. Male or female. WLAG Lagrange, Georgia.

Wanted—Lyric writer with knowledge of music and advertising. Position with future. Call Wilson Northcross, Pepper Sound Studios, Memphis, Tenn. 901-274-6674.

RADIO

Situations Wanted—Management

Thoroughly experienced station manager seeks change, permanent, dependable. Box C-216, BROADCASTING.

Broadcaster—10 years FM radio. Management and sale management, advertising and promotion experience. Proven track record. Solid contacts, agencies, clients New York, Chicago, Detroit, etc. Box C-263, BROADCASTING.

Mature, family man., experienced all phases, most market sizes. First class license. I'm particular, too, only adult operation, public relations minded, located in South. Box C-275, BROADCASTING.

Sales

Local sales pro—sales management Ideas—Leadership—Results. Box B-298, BROADCASTING.

Situations Wanted—Announcers

DJ, tight board, strong news, commercials, happy sound. Box C-109, BROADCASTING.

Country western: Announcer, PD. Rate getter! Ask my employer. Box C-214, BROADCASTING.

Female first phone, DJ, MOR, news, commercials, copy, programing, production-minded. Open personality, (non prima-donna) 4 yrs experience. Box C-219, BROADCASTING.

Young announcer-news-caster wants MOR in Rockies, California, or Hawaii. Experienced. Tight board. College. Married, draft-free. Authoritative news. 3rd endorsed. Location, not salary primary consideration. Box C-241, BROADCASTING.

Maryland, Virginia stations—need an experienced part-time announcer with first? Washington area serviceman available. Box C-249, BROADCASTING.

Young announcer-news-caster. Experienced. Authoritative news. Tight board. College background. Well read. Prefers MOR. Draft exempt. Married, responsible. 3rd endorsed. Will relocate. Box C-258, BROADCASTING.

Experienced announcer with first phone seeks permanent position, willing to relocate. Box C-259, BROADCASTING.

Experienced free lance sportscaster looking for TV and/or Radio sports directorship. Major college football-basketball and minor league baseball play-by-play experience. Also major market TV experience. Excellent references. Medium-major market only. 415-583-5755. Box C-262, BROADCASTING.

All-round announcer/DJ, 1 year experience, 3rd endorsed, ambition, willing to travel, top 40 preferred but will consider every offer. Available immediately. Box C-265, BROADCASTING.

In need of immediate temporary help? Unavoidable shortage of help? Vacations? Sickness? Exp. in news, sports staff. Third class endorsement! Temporary! Wire or write Box C-266, BROADCASTING.

Announcer. . . . Presently ad salesman and announcer. AFN Europe experience. Want Radio or TV. Qualified MOR or personality. Prefer metro market. Excellent references, six years experience. Box C-267, BROADCASTING.

Eastern seaboard: Contemporary VIP, want good market, dollars. Young, 3 years commercial, major—N.Y.C., 3rd endorsed. Box C-268, BROADCASTING.

Announcer, first phone, young, 3 years experience. Box C-270, BROADCASTING.

ATT.: New York-Philadelphia-Connecticut areas. DJ, announcer-news-caster, beginner, college background-family, 3rd endorsed, military complete, Broadcast graduate, relocate. Box C-273, BROADCASTING.

Blind radio announcer wishes employment. Baltimore, Annapolis, Washington, preferred. 2 years experience on console. Salary expected: \$4,000-\$5,500 annually. Box C-274, BROADCASTING.

Personality Jock—5 years experience. Wants top 40 or MOR. Strong on production. Desires medium in southern New England. Draft exempt. 3rd endorsed. Box C-276, BROADCASTING.

Announcers—(cont'd)

First phone—college graduate, year MOR experience—Desire top 40. Music director capability. Prefer Northeast but will consider all offers. Box C-278, BROADCASTING.

Columbia Teachers Masters. . . . Opportunity college communications. Fifteen years radio experience. Box C-279, BROADCASTING.

Available for N.Y.C. or L.A. area—experienced girl. Primarily interested in air work. Smooth, mature voice. 3rd endorsed. Box C-287, BROADCASTING.

Combo—1st eng./annr. C&W/MOR. \$125. Northern Calif. please. Box C-288, BROADCASTING.

1st phone, family man . . . 9 years experience. 3 years as PD at last job. Copy, production, news, dj in radio & TV. References. West only. Box C-291, BROADCASTING.

DJ-news caster, authoritative artistic. 3rd ticket, military complete. Will relocate. Box C-300, BROADCASTING.

Want a career minded, ambitious dj??? 3rd ticket, experienced, USNR inactive. Top 40 preferred, broadcast school grad., good personality. Box C-303, BROADCASTING.

West coast!!! 3rd phone experienced broadcast school grad. Draft exempt. Top 40 format will relocate. Tight board, creative, responsible. Box C-304, BROADCASTING.

One year's experience, some college, third, draft deferred. Box C-308, BROADCASTING.

Medium market: Young versatile, assiduous announcer with smooth, intelligent delivery, excellent spot production, keen music programming sense, adept all formats, program director experience. Best references. 313 Wister Street, Philadelphia 19144 or Box C-310, BROADCASTING.

Versatile DJ experienced 1 year. Trained in N.Y. State. Top 40 or MOR, strong production. Box C-311, BROADCASTING.

Top 20 market personality jock tired of time, temp, and flip cards. Give me a chance to prove myself in your 40 personality format. We'll both be satisfied. Box C-316, BROADCASTING.

Versatile jock, 1 year experience. First phone. George Maifair, 3033 Godwin Terrace, Bronx, N. Y. 10463, 212 TU 4-3684.

Telephone-talk is turning radios "on." If you're in top thirty market and considering talk show you want me! Proven rating success in two top markets. Personal interview. Replies confidential. L.A. has Pyne, Chicago has Williams, you have me. Call collect 312-259-9372 or Box 147 Mt. Prospect, Illinois. NOW.

Beginner: Seeks start in radio. Experience in newspaper. Married, some college, no draft problem. Call collect Timothy Benford, 201-436-6786 or write 151 W. 33rd St., Bayonne, N. J.

Announcer, DJ, news, third, experienced, desires Top 40, C & W, or R & B. Knows music. Military completed, married, presently employed. Write Box C-228, BROADCASTING.

Available June. . . . Experienced announcer, sportscaster, program director. . . . College graduate . . . draft exempt . . . third endorsed. . . . Gary Yarus, Box 659 Morehead State University, Morehead, Ky.

"Mr. Personality and The Go Show." Top-40 swinger—an air and live. 3rd endorsed—some experience—a lot of desire. Joe Lentl, 259 N. Midland Ave., Nyack, New York 10960.

Technical

Looking for a permanent job with future, married and experienced chief engineer of 5 kw AM directional and 20 kw FM, willing to relocate. Box C-177, BROADCASTING.

First phone beginner, white, age 42, and free to travel. 18 months formal training Radio-TV, etc. Desire position in Florida or Southeast only. Box C-236, BROADCASTING.

Technical—(Cont'd)

Chief or assistant job, 10 years plus: Experience. UHF & VHF equipment. Xmtr. studio installation, trouble-shooting. College engineering. Box C-297, BROADCASTING.

NEWS

Thinker and doer. Quality stations midwest, east. Box C-234, BROADCASTING.

Experienced newsmen for Eastern Ohio-Western Pennsylvania area to learn your way. Box C-290, BROADCASTING.

Coast Guard journalist short timer. Wants to be newsmen long timer. Defense Information School graduate. Family man, 26, dependable, references. Edward Conlon, 3 Pennsylvania, Ave., Cape May, New Jersey.

Production—Programing, Others

Program or operations manager, medium market. Contemporary, pop. Ten years, college, married, first phone. Box C-204, BROADCASTING.

Ready now. One station builder. Broadcasting pro with experience plus enthusiasm, stability and ability, dedication and drive. Formerly-college education, radio and TV from the bottom up, including pd at leading top market station. Presently—on air, top station, top market, and topped out. Next—operations director or pd, on or off air, top 40 or MOR. Box C-240, BROADCASTING.

Sports director, radio and/or TV. 18 years experience. Veteran, college, family man. Desires full time sports play-by-play, daily shows etc. If you're looking for a real professional in sports, I'm your man. Tapes available, but let's talk about that personal interview. Interested in only those stations willing to pay for top flight professional and carrying a full time sports schedule. You need me. I want you. Box C-302, BROADCASTING.

Looking for program directorship in small to medium market. Six years experience in top 100 markets. One year in top 20 market. Single, draft deferred. Box C-315, BROADCASTING.

This is the turning point. Top 40 either updates the sound or it's finished. If your commitment is Top 40 and your hold on your market is slipping, I'm your man. Program improvement will guarantee more profits for now and the future. What better investment? Sold background with all the fundamentals. My success will be your. Box C-217, BROADCASTING.

TELEVISION—Help Wanted

Management

General manager with strong national sales experience wanted by Northeastern station. Great potential with new ownership. Stock options. All replies confidential. Send resume to: Box C-236, BROADCASTING.

Personnel Consultant. Our company is seeking bright, young broadcasters to join America's only professional TV & Radio personnel consultants. Beautiful, private North Michigan Avenue offices for each young executive selected to join our firm. Management experience and good knowledge of programing required. Salaries commensurate with present income plus terrific bonus arrangement. Send resume to Ron Curtis, President, Nationwide Personnel Consultants, 645 North Michigan Avenue, Chicago, Illinois.

Announcers

Announcer wanted. Immediate opening. Leading Southern ABC affiliate needs staff announcer. Send tape, resume and photo to Box C-245, BROADCASTING.

Excellent pay, benefits and working conditions for good, mature-voiced Radio-TV announcer. Iowa's first full-color station, KWLL-AM-TV Waterloo, Iowa. Send tape picture to Bill Baldwin, KWLL Building, Waterloo, Iowa.

Technical

Immediate opening for engineer with 1st class license in mid-Michigan, full power VHF station. Write Box B-313, BROADCASTING.

Immediate opening for engineer—first phone television station operation—no announcing. Location, northern lower Michigan. Box C-91, BROADCASTING.

Technical—(Cont'd)

Immediate opening for first or second phone engineer in one of Southwest's fastest growing cities. Many personal advantages of group operation. Prefer experienced man, but will train. Box C-162, BROADCASTING.

Excellent opportunity for right man. Require transmitter chief with suitable background experience. Very attractive salary and fringe benefits. This is an excellent opportunity for a 1st ticket man to step up into managerial-engineer position. Station located in Northwest. Contact: Box C-169, BROADCASTING.

Chief engineer for fast growing UHF station in the Northeast. Excellent salary, benefits, equipment, mobile unit. Write to Box C-176, BROADCASTING.

TV studio engineer for Virginia station. First class license & experience desired. Submit full resume and salary requirements in first letter. Box C-197, BROADCASTING.

Maintenance engineers—Operating experience on RCA TK-41C and TK-42 cameras and Ampex VR--2000 preferred but not mandatory. Some travel required. Top wages. Box C-224, BROADCASTING.

First class licensed engineer to work in good, clean, fully equipped VHF television station in clean university small town. Contact W. B. Cox, Chief Engineer, KBTX TV Bryan, Texas.

Stop-and-compare: KCND-TV requires first ticket engineer. Salary scale fully competitive with metro markets. Excellent working conditions, fringe benefits. Will accept application of recent first graduate. Minimum starting salary for recent graduate \$100 a week. Experienced engineer's salaries will be proportionately higher in relation to background. Contact: Chief Engineer—Heady, 825-6292, Pembina, North Dakota. A McLendon Station.

First phone, studio board operator will consider trainee. Contact Tom Jenkins, KXLF-TV, Butte, Montana.

Man with 1st class FCC license for studio switching and transmitter operation. Permanent position with unlimited opportunity for advancement. Contact chief engineer, WBJA-TV, Box 813, Binghamton, New York 13902.

Television technician, 1st phone, required. Permanent for qualified man. A-one health insurance and retirement program. Address Chief Engineer, WHIO-TV Dayton, Ohio.

Experienced television studio technicians—must be thoroughly familiar with all phases of television studio operation. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

Vacation relief engineers wanted for Radio and Television. April through October, 1967. WRC—NBC owned station in Washington, D. C. Please send resume directly to: Mr. John G. Rogers, Manager of Technical Operations, National Broadcasting Company, 4001 Nebraska Avenue, NW, Washington D. C. 20016.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV, Dick Peck, Chief Engineer.

Studio maintenance man 1st class license and maintenance experience in monochrome and color studio equipment required. Good salary and relocation aid to the right man. Contact Elmer Snow, WTTV, Indianapolis—317-787-2211.

Maintenance supervisor wanted to operate and maintain studio and transmitter equipment for Educational TV and AM stations. Emphasis on TV, including VHF transmitter and UHF translators. Must have first phone. Immediate opening, excellent fringe benefits, including one month's vacation. Ideal community for family. Apply Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

NEWS

Newscaster-newsman. Must be able to "sell" news to listeners. Top image TV station in Texas resort area. Ideal place to live. Good salary and working conditions. Send all info first reply. All material will be returned. Box C-152, BROADCASTING.

NEWS—(Cont'd)

Think you can administer nightside of established mid-Atlantic radio-TV news department and do authoritative air job? If so send full resume, tape salary requirements, avail., and late pic or films to Box C-223, BROADCASTING.

Major Northeastern network affiliate interested in newsmen with on-camera experience writing and strong coverage background. Tape, film, and resume to Box C-306, BROADCASTING.

Production—Programing, Others

Medium market station now accepting applications for newsmen and sales staff. We are also accepting applications for a chief engineer capable of handling an expanding organization. Good company benefits. Please send complete resume to Box C-283, BROADCASTING.

Art director, 16mm photographer, immediate opening in California TV station. Must know color slide processing. All replies confidential. Send resume and salary requirement. Box C-301, BROADCASTING.

Promotion/merchandising director—If you are the No. 2 man in a medium or large market, have strong promotion-merchandising experience and feel you're ready to become department head of an eastern net affiliate in a 3 VHF medium sized market send resume, salary requirements etc. to Box: C-313, BROADCASTING.

New station in large eastern market needs man to head up aggressive sports department. Must be qualified to do play-by-play for all types of sporting events. Box C-321, BROADCASTING.

Advertising and promotion writers—Our continuing planned expansion activities have created an immediate need for talented young on-air promotion and sales promotion writers at both the station and corporate levels. These openings have good starting pay and favorable long range advancement opportunities for college graduates under age thirty-five with six months to three years directly related experience in broadcast promotion and publicity work. Send confidential resume of age education and experience to Mr. J. P. O'Hagan, Employment Manager, AVCO Broadcasting Corporation, 140 West Ninth Street, Cincinnati Ohio 45202. An Equal Opportunity Employer. (M/F)

TELEVISION

Situations Wanted—Management

Director of engineering; 18 yrs experience all phases of engineering. 13 yrs. management. Presently head of large dept. Seeking position with large organization. Prefer group. Available for interview at NAB or your location. Top references. Box C-205, BROADCASTING.

Producer-Director-Writer of award winning film documentaries and TV programs. Proven executive ability. 18 years solid broadcasting experience in major markets. Also experience and interest in educational television. What opportunity do you have available? Box C-255, BROADCASTING.

TV executive with 14 years experience in all phases of TV and film production seeks position as program manager or operations manager. Excellent professional references. Available NAB, Harrison Motor Hotel, 616-532-9329 or write Box C-256, BROADCASTING.

Professional type TV salesman seeking opportunity in sales management, local, national, or general. Eight years experience as top producer in two major markets. Exceptionally strong as energetic, imaginative, aggressive and creative salesman with excellent professional references that will bear out management potential. Capable of selling numbers when available but can produce without them. Believes in rate card stability. Profit minded. Family man, 33, educated, BBA and MBA degrees. Prefer South or Southwest. Box C-277, BROADCASTING.

TV executive, single, 12 years of extensive experience in all phases of TV. Have creative ability. Wish to relocate to smaller market as Operations Manager or Program Manager. Excellent professional references. Box C-284, BROADCASTING.

Experienced studio supervisor, 9 years live TV, black and white and color, taping. Box C-298, BROADCASTING.

Management—(Cont'd)

Experienced and responsible management executive. Solid 20 years background in management of TV and radio stations, including full responsibility for 5-station group. Capable of taking full charge of existing facility or completely organizing and establishing new property. Excellent relationships with networks, top reps, agencies, manufacturers, suppliers, Washington, other broadcasters. Knowledgeable FCC matters, active in civic and industry affairs. Very finest of references. Principal experience in South and Southwest, but available for challenging opportunity anywhere. Available for interview before, during, or after NAB Convention. Write Box C-293, BROADCASTING, or contact personally through Broadcasting suite at NAB April 1-5.

Interested in petition as Adm. Asst., or program manager with TV station on air or in preparation. 15 years UHF, VHF experience, 13 in high management position in one of top 5 markets. Strong administrator, profit maker, knowledgeable all phases TV and radio. Box C-305, BROADCASTING.

Are you Mr. Television Station owner looking for a General Manager? An individual who has managed—sales, programing, advertising and public relations who has worked for single station ownership as well as group broadcasters; experienced in local and network television. If you are seeking such an individual I am young hard-working, ambitious person who holds an enviable reputation in the industry for perfection and problem solution. Presently employed in an executive capacity with a large group broadcaster. I am seeking a greater challenge. P. J. 2237 Winnemac Ave., Chicago, Illinois 60625.

Sales

Television sales manager, Excellent record. My system works. Box C-95, BROADCASTING.

Situations Wanted

Announcers

Experienced television announcer (now in radio) seeks return to television. Prefer Northeast. Box C-260, BROADCASTING.

Announcer, engineer, switcher, young, experienced, first phone, desires position which includes on-camera announcing at small station ETV or CATV. Box C-269, BROADCASTING.

Technical

Experienced and aggressive, your man Friday, Assistant chief, studio supervisor, expert video tape and color. Box C-289, BROADCASTING.

NEWS

Network TV & Radio newscaster desires to locate in major East coast market. Experience 10 years. Age 34. Box C-242, BROADCASTING.

One of the finest on camera news directors in the nation seeks change. Associated Press award winner. Box C-271, BROADCASTING.

Young Phila. TV news writer/producer seeks to expand. Will relocate. Box C-319, BROADCASTING.

Situations Wanted

Production—Programing, Others

Director with 9 years experience wants relocation with progressive organization. Producer-Director position desired. Capable, conscientious, versatile, with strong production background. Box C-36, BROADCASTING.

Need experienced Producer/Director with knowledge of programing? MA degree, major market background—is it worth a few minutes of your time to find out more? Certainly! Box C-253, BROADCASTING.

Negro—Double barreled TV/film production specialist, experienced, all phases, married, 34. Seeks challenging opportunity. Box C-292, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No Junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

WANTED TO BUY—Equipment

continued

Wanted: 10 KW-AM transmitter for 1,130 Kc. 230 Ohms output. Air cooled, good price, fair condition. Please send information to us. Radiodifusora XEZL, P.O. Box 164, Xalapa, Ver, Mexico.

1 used transmitter tube for testing. Type 4CX 15,000. Must be in worable condition —James E. Taylor, Box 2006, Rapid City, South Dakota.

Equipment wanted . . . 10 KW AM transmitter. . . late model . . . quote lowest price. Martin L. Hedstrom, 1108 7th Street N.E., Rochester, Minnesota.

FOR SALE—Equipment

Television radio transmitters, monitor tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolin, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

New—used towers, ground wire available, P.O. Box 55, 752-3040, Greenville, N.C. Bill Angle.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment, Write Box B-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

Two Ampex colortec units each in excellent working condition, \$5,000.00 each F.O.B. Logos Teleproductions, 3620 S. 27th Street, Arlington, Va.

For Sale: Large assortment tube type television equipment, cameras, switchers, sync generators, stab amplifiers, power supplies, monitors, etc. Cox Broadcasting Corporation, 1801 West Peachtree Street, N. E., Atlanta, Georgia.

4 Bay Andrew antenna, tuned 94.9 MC excellent condition, immediately available best offer over \$700. Box C-180, BROADCASTING.

Mobile tape unit, four RCA TK-31 cameras, RCA TR-11 videotape recorder, zoom lens, gasoline generator, cables and extras, General Television Network, 901 Livernois Avenue, Ferndale, Michigan. 313-548-2500.

465 ft. Dressler Tower complete with guy cables and lighting kit, priced to sell. Call Stuart Underwood, 617-993-1767, New Bedford, Mass.

All brand new: Gates Studioette, ATC cartridge record & playback, Ampex 802 & Speaker assembly, two 16" Gray arms, two 16" QRK Turntables, two Fairchild preamps, two Gray equalizers, beautiful custom console desk and chair. Package \$3,000. Box C-252, BROADCASTING.

RCA BA-33A, BA-34B, BA-34C plug-in transistorized amplifiers, guide assemblies, BR-22A, rack shelves. Box 136, Rowayton, Conn. 06853.

Weather radar, Decca model 40. Mint condition. 12" screen. A Steal. Complete info. Box C-244, BROADCASTING.

Eastman Kodak model CM 300 continuous 16 mm sound projectors. Used, 4 available immediately. Write Box C-246, BROADCASTING.

RCA 3-Bay, Channel 3 (or 2) TV antenna. Real bargain. WSAV-TV, Savannah, Georgia.

Bauer 1 KW AM Transmitter. Factory built, 3 years service, \$3,350.00. ITA 7.5 KW FM transmitter, 2 years service, \$5,950.00. Bill Barry. Box 609, Lebanon, Tennessee (615) 444-0305.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11226.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Add big station sound with custom intros, closings, station breaks, promos, news stops, production commercials, etc. For further information and sample tape write Box C-272, BROADCASTING.

Comedy material. Original, terrific. Listings, dime. Frankel, P. O. Box 983, Chicago 60690.

Market brochures, coverage maps, rate cards, custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sports casting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Elkins has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting May 10, July 12, Oct. 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

INSTRUCTIONS—(Cont'd)

"Warning" accept no substitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin — April 17—May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio-telephone license that is available in Sarasota, Florida will also be available in Kansas City, Missouri—3123 Gillham Road, Telephone WE-1-5444. Classes begin—Apr. 17—May 22—June 26—July 31—September 5—October 9—November 13. For details and reservations write to home office, R.E.I., 1336 Main Street, Sarasota, Fla.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

First phone in six to twelve weeks through recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, or Memphis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

RADIO

Help Wanted

Sales

EXECUTIVE SALESMAN BROADCAST EQUIPMENT SALES

—to sell IGM taped music services and broadcast automation equipment in Texas, Louisiana, Arkansas, Mississippi and Oklahoma.

B.A. degree required. Must have strong technical sales experience, be familiar with station operation, preferably with past station employment. Age 28-45. Must supply references.

Earnings from \$20-30,000 on guaranteed salary and liberal commissions, all expenses. Company-furnished car. Career opportunity.

Call or send resume, leading to personal interview starting April 10, to:

Mr. Irv Law

International Good Music, Inc.

Executive Inn

3300 W. Mockingbird Lane

Dallas, Texas (214) FL 7-5601

Sales—(cont'd)

Schafer Electronics

has an unusual and challenging opportunity for the right man to travel a territory in a Schafer "bus" to demonstrate and sell Schafer Automation, High income potential. Send complete resume and photo to:

Sales Department

Schafer Electronics

9119 De Soto Avenue

Chatsworth, Calif. 91311

Help Wanted—Announcers

WGY-WRGB-WGFM Schenectady, N. Y.

now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1. Must be experienced in all phases of broadcast operations. Audition tape should include News and DJ work. No tapes returned.
Box C-312, Broadcasting.

Technical

WANTED

Broadcast Directional Antenna Design Engineer.
Broadcast Field Engineer for D.A. measurements.
Box C-280, Broadcasting.

Production—Programing, Others

EXCEPTIONAL ABILITY

Promotion, Production & Continuity
Send resume, photo & samples of your work to:

Greg M. Mason

WNOE

New Orleans

The South's leading
50kw contemporary

MEDIA DIRECTOR

The man we seek must have excellent broadcast and print experience for a career opportunity with a multi-million dollar agency.

Salary open with excellent company benefits.

Please send complete resume to Box C-299, Broadcasting.

PRIME RELIGIOUS AVAILS

¼ & ½ hours daily within religious block, 9AM-2PM, WPEO, Radio 1020-kc, Peoria, Ill. clear channel, covering all central Illinois. Call 309-674-9249 or write % Jefferson Hotel, Peoria, Illinois.

50,000 WATTS OF THANKS TO THESE STATION CLIENTS

WBBM

THE TALK OF
CHICAGO
WITH
DON CANNON
8 pm-11 pm

WHDH

THE VOICE OF THE CITY
BOSTON
WITH
JIM RUNYON
10 am-2 pm

WRKO

THE NOW CROWD
BOSTON
AND
Al Gates—6 am-9 am
Chuck Knapp—9 pm-Midnite

WKYC

THE HAPPENING IN
CLEVELAND
AND
DEANE JOHNSON
PROGRAM MANAGER

NATIONWIDE BROADCAST PERSONNEL CONSULTANTS
645 North Michigan Avenue Chicago, Illinois

*TV-RADIO EXECUTIVES ARE INVITED TO VISIT
OUR HOSPITALITY SUITE AT THE EXECUTIVE
HOUSE DURING THE NAB CONVENTION*



Production—Programing, Others

Continued

**PROGRAM
MANAGER**

25 to 35 years of age, experienced in all phases of pop programing, with ability to accept full responsibility for air staff, programing and production for fulltime number one pop station. No air shift required. Salary open.

Contact:

**Don Foutz,
WROV RADIO
Box 4005**

Roanoke, Virginia 24015

Promotion Manager

We have outstanding opportunity for a presently successful employed promotion manager or assistant promotion manager seeking substantial improvement. Requirements: Experience, aggressive, sales oriented. Major radio-TV group. Send resume including salary history and proof of successes. Material will be returned if you request. All replies held in strict confidence.
Box C-173, Broadcasting.

RADIO

Situations Wanted—Management

**Do You Own a Radio
or TV Station**

in a 500,000 or larger market? Are you operating in the red or just getting by?

Would you be interested in a General Manager and a sales team with a proven track record? Presently operating a no-rating station and making it a top station, sales-wise and sound-wise. . . .

A method of radio and TV sales guaranteed to more than double your sales within 3 months.

Interested in possible equity deal . . . Presently located on East coast and would prefer same or middle west. . . Reply to discuss and set up meeting. . .

Box C-296, Broadcasting.

Announcers

TWO MUCH!

Midwest's funniest team available for drive-time slot in major market. Build ratings and client goodwill. We make 'em smile and sell as well. Experienced, talented, bright, clever, reliable and available. Contact us at,

Box C-239, Broadcasting.

RADIO

Situations Wanted

Production—Programing, Others

**MODERN RADIO
PROGRAM DIRECTOR
AVAILABLE**

Major market track record. Created large group of contemporary winners as PD and consultant. No misses. Currently with major 50 KW top 40. Seeks permanent position with major market station or group. Complete authority a must. Young, dynamic, successful. Works well with sales, reps, agencies. Best references, other particulars upon first meeting. Available at NAB.

Box C-243, Broadcasting.

TELEVISION—Help Wanted

Announcers

**TOP EASTERN
TV STATION**

offers exciting opportunity for experienced staff announcer to become part of its growing team.

Box C-247, Broadcasting

An Equal Opportunity Employer

Sales

Television Account Executive

Major TV Station. Previous experience necessary. No phone calls. . . . Resumes only. Successful list available. Draw-commission. Excellent opportunity for advancement. Send resumes to:
Mr. William Ritchie, General Sales Manager, WCPO-TV, Cincinnati, Ohio.

TELEVISION—Help Wanted—Sales

MAJOR TELEVISION PROGRAM PRODUCER AND DISTRIBUTOR

Looking for . . . ambitious, hard working regional salesmen. Must have track record of proven sales success in television broadcasting or allied field. Should be between 25 and 35 since there is a major opportunity for management growth. Send resume to:

Box C-158, Broadcasting.

Help Wanted—Technical

TELEVISION ENGINEERS

Here's a rare opportunity to share in the fantastic growth of color television with a major manufacturer of broadcast equipment.

A substantial increase in income can be yours—if you have at least three years experience in the technical operation of a television station, and an interest in selling.

To keep pace with the tremendous growth of the broadcast color TV equipment market, the Broadcast Equipment division of Sarkes Tarzian Inc. is expanding its staff of sales engineers. Prior sales experience is unnecessary—if you like people, have a good technical background, and desire to make money. We'll take care of any necessary sales training and assign you an exclusive sales territory.

Let's talk about it at NAB. Stop by our display and ask for Russ Ide. Check out the actual equipment you'll be selling. Talk to our other sales engineers. Or if you like call Mr. Ide today at Sarkes Tarzian, Bloomington, Indiana. Area 812-332-7251.

Sacramento Army Depot

has openings for engineers with maintenance experience AM-FM-TV. Must be qualified design & supervise installation Armed Forces Radio & TV stations. Home Sacramento, California, with considerable world travel. Salary \$10,927 per year. Permanent civil service.

Contact Mrs. Lucy Phillips, Sacramento Army Depot, Sacramento, California, 95813. Phone 916-388-2940.

AN EQUAL OPPORTUNITY EMPLOYER

MAINTENANCE TECHS

**Travel—Mobile operation
—Studio operators New
York City.**

Box C-225, Broadcasting.

POSITIONS IN COLOR TV ENGINEERING

The sudden industry wide acceptance of PLUMBICON Color Cameras has created many entirely new engineering positions in the areas of systems planning, field engineering, equipment packaging, circuit design. Engineers with live camera TV station experience and who are looking for personal advancement will receive training in this new equipment which is already playing a major role in the present shift to color.

Engineering positions in high band quadruplex video tape equipment development are also available.

Salary is commensurate with experience and ability. Locale: New York and California. Relocation assistance provided. Interviews possible in major cities or interview travel expenses paid.

Send complete resume or call Mr. C. E. Spicer or Mr. G. H. Wagner, Visual Electronics Corporation, 356 West 40th Street, New York, N. Y. 10018, telephone (212) 736-5840.



VISUAL ELECTRONICS CORPORATION

**JOIN THE "BLUE RIBBON" TEAM
IN BROADCAST EQUIPMENT**

Production—Programing, Others

**OPERATIONS MANAGER
WTVJ-TV Miami**

This progressive CBS Miami affiliate seeks an operations manager who has demonstrated his ability to achieve management objectives, with a combination of practical and creative production abilities. Station is full color with modern equipment; applicants should have working knowledge of equipment capabilities. Position reports to the General Manager with full departmental authority in addition to responsibility for heavy schedule of local and national commercial and program production. Salary commensurate with experience and abilities. If in attendance at NAB Convention please contact:

Mr. William Brazzil, Continental Plaza Hotel in Chicago, April 3-5 or send resume to Mr. William E. Frank, WOMETCO Enterprises, Inc., P.O. Box 2440, Miami, Florida.

Equal Opportunity Employer

**PROGRAM DIRECTOR
WDBO-TV Orlando, Florida**

Progressive, CBS-affiliated WDBO-TV seeks creative program director, strong on production and departmental leadership. Administrative talent, including attention to detail and follow-thru, and ability to communicate are as essential as past experience in TV programing and/or production. Applications sought from qualified, station level production personnel as well as experienced TV program directors. Orlando, the Action Center of Florida, is nation's 5th fastest growing market—neighbor of Cape Kennedy and future home of "Disney World."

Write to: Arnold F. (Doc) Schoen, Jr.
WDBO-TV, Channel 6
P.O. Box 1833
Orlando, Florida 32802
or call: 305-241-1491

TELEVISION

Situations Wanted Management

Management TV & Radio

Desires to associate with group operation in sales or general management position. Twelve years top management in radio and television. Excellent performance record. Young, energetic and resourceful. Presently employed. If interested in talking, send wire advising how you can be reached at NAB.

Box C-264, Broadcasting.

**TV Manager
Salesmanager**

Available for personal interview—Chicago NAB. Contact Robert L. Ray, Sherman House Hotel, March 30-April 1st or write:

Box C-294, Broadcasting.

MISCELLANEOUS

**"365 Days of Laughs"
Radio Gag Service**

PREPARED BY DeeJays FOR DeeJays

APRIL special \$3.00	"Mr. E." Productions
May edition \$5.00	1097 Hickok Lane
Year service \$50.00	Cincinnati, Ohio
	Zip 45238

Miscellaneous—(Cont'd)

**Documentary Unit Wishes
To Buy News Film Dealing
With Suicide Or Suicide
Attempts . . .**

Needed to round out in depth report on reasons for suicide . . . Deadline nearing so call COLLECT NOW . . . Bill Leonard, Cleveland, Ohio. 781-4500.

**LONDON TRANSPORTS
RED DOUBLE DECKERS**



**SIX TO ARRIVE SOON
USED EACH \$7,500.00 F.O.B.
NEW ORLEANS**

*Terrific for Promotions
Lots of Sign Space
Great for Remotes—
Tours—Parties—Etc.*

Call: Cal Young, Owner
WENO RADIO—Phone
895-5401—Nashville, Tenn.

BUSINESS OPPORTUNITY

PARTNERSHIP OFFERED

in So. Cal. Major Market FM—Candidate must have \$10,000.00 capital plus radio advertising sales success. Apply to Box C-235, Broadcasting.

WANTED TO BUY—Stations

RADIO STATION OWNER

I am seeking a radio station in a major market. See me at the NAB Convention. Phone J. G. in Chicago, 312 DE 2-3614.

FOR SALE—Stations

NORTHEAST

Daytimer needs
Owner-Manager
Box C-295, Broadcasting.

Southern California

5 KW Daytimer grossing \$120,000. Showing good profit now, with excellent potential. 29 percent down, balance in ten years.

Box C-318, Broadcasting.

FOR SALE—Stations



SELLER:
What's my property worth ?
BUYER:
What's his property worth ?
ANSWER:
Contact...

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 - 213/469-1171
BROKERS-CONSULTANTS

AVAILABLE
In Chicago
N.A.B. Convention
Mar. 31 through Apr. 7
Ambassador East Hotel

Radio
Television
C.A.T.V.
Newspaper
Magazines

Ga.	small	daytime	\$ 67M	terms
Fla.	coast	daytime	125M	cash
R.M.	medium	profitable	250M	29%
Gulf	medium	daytime	130M	terms
East	suburban	daytime	150M	nego

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 195)

FM; Dodge City Daily Globe, and Community Television Inc., Denver, (multiple CATV owner) has been granted a non-exclusive 10-year franchise. Installation will be \$15 with a \$5.50 monthly service charge. Kansas Telecable Corp., Multi-Vue TV Systems Inc. (multiple CATV owner) and Dodge City Cablevision Systems Inc. had also applied.

Delhi charter township, Mich.—Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) has applied for a franchise. National Cable Co. (multiple CATV owner) had previously applied.

Red Wing, Minn.—Clark Johnson, manager of the Hager City Telephone Co., and the Red Wing Daily Republican Eagle, have each applied for a franchise.

■ Addison, N. Y.—Addison Cable TV Inc. has been granted a renewal on its franchise

to Aug. 24, 1973.

Shelby, N. C.—The city council has passed an ordinance that sets the terms for a CATV franchise. Shelby Cablevision Inc. and Jefferson-Carolina Corp. (multiple CATV owner) have applied.

Watertown, S. D.—Midcontinent Broadcasting Co. (Northwest Publications-Ridder) has applied for a franchise. Estimated installation would be \$25 with a \$6 monthly service charge.

■ Crosbyton, Tex.—Don Hancock, Ruidoso, N. M., has been granted a franchise.

Washington — Frederick Cablevision Inc. (multiple CATV owner) has applied for a franchise. Installation would be \$10 with a \$4.95 monthly service charge. Frederick Cablevision has systems under construction in Frederick, Md., and Charles Town and Ranson, both West Virginia. The corporation has franchises in Brunswick, Md., and Leesburg, Va., and has applications pending in Baltimore and Richmond, Va.

ADDENDA TO 1967 BROADCASTING YEARBOOK

Corrections and additions to the 1967 BROADCASTING YEARBOOK. For the reader's convenience, the information is arranged in order of YEARBOOK section and page number.

Introductory Section
In Dimensions of Broadcasting, page 8—
U. S. radio homes: 57,300,000.

FOR SALE—Stations—(Cont'd)

Station Owners

Well financed individuals currently active in Broadcasting will purchase for cash station doing volume of \$300,000 or over. Our credentials and financial statements available. All replies held in confidence—brokers protected. Principals available in Chicago during NAB April 3 thru 5.
Box C-45, Broadcasting.

Section A—Facilities of Television

A-142—Under CATV, Poughkeepsie and Poughkeepsie Town: change name of system from Hightower Television Systems Inc. to WEOK Cablevision.

Section B—Facilities of Radio

B-13—KWRP Warren, Ark.—Delete entire listing, substitute: KWRP Warren Ark., Aug. 15, 1953: 860 kc; 250 w-D. Box 480. (71671). Castle 6-2653. Weldon & Violet Sledge, d/b as Pines Bestg Co. (acq 3-58).

Reps: Keystone, Hopewell. Spec progs: Neg, 7 hrs wkly.

Weldon Sledge, pres & gen mgr; Jimmy Kelley, coml mgr & news dir; Larry Dean, prog dir; Allen Weise, chief engr.

B-13—KVAR Apple Valley, Calif.—Change Rep to Webb; general manager to Alan F. Beach, commercial manager to D. H. Sullivan and program director to Chuck Russell.

B-18—KEWB Oakland, Calif.—Change call letters to KNEW.

B-25—KQXI Arvada, Colo. (Denver)—Delete spec progs: Neg 18 hrs wkly; delete Coleman Scott as coml mgr and substitute Chuck Woods as sis mgr; change John Patrick from prog dir to opns mgr; add G. Roy Gunderson as prog dir; delete Gary Overholser as chief engr and add Keith Leach as chief engr; delete Norman Sperry as news dir.

B-41—WDYX Buford, Ga.—add (CP 5 kw D).

B-47—KSNM Pocatello, Idaho—Correct spelling of pres & gen mgr to Daniel C. Libeg.

B-105—KBIM-FM Roswell, N. M.—Change power to 100 kw; Ant to 1,800 ft; prog to dups KBIM 5%.

B-108—WGVA Geneva, N. Y.—Listing should read "See Straus Broadcasting Group."

B-119—WSIC Statesville, N. C.—Delete Edward R. Rogers as asst mgr; Joey Glenn, prog dir; Robert Seagle, coml dir; Houston Peters, asst mgr. Insert Robert W. Marlow, stn mgr; Sam Gilkey, asst mgr.

WFMX(FM)—Add Edward R. Rogers, stn mgr; M. Houston Peters, asst mgr; Robert R. Seagle, coml dir.

B-134—WVAM Altoona, Pa.—Delete E. S. Leopold, pres; Will Ketter, gen mgr.

B-138—WHOC Philadelphia—Delete entire listing.

B-173 — WERR-FM Warrenton, Va. — Call letters and ownership are incorrect. Correct call letters are WEER-FM. Delete "c/o WAVA Arlington, U. S. Transdynamic Corp. See Arthur W. Arrundel Stns." Substitute: Same ownership as WEER.

B-174—WAYB Waynesboro, Va.—Change date on air to Dec. 19, 1947. Power is now 1 kw-D. 250 w-N (CP information should be deleted); Change Al Charles from stn & coml mgr to VP & stn mgr; delete Martin E. White as chief engr.

B-222—Under 1460 KC. REGIONAL correct WDYX Buford, Ga. (III) to show D-1000 *D-5000

Section E—Agencies (Reps) Nets

E-22—Substitute for Bureau of Broadcast Measurement the following: BBM Bureau of Measurement, 120 Eglinton Ave. East, Toronto 12. Dr. B. K. Byram president.

E-24—Add to NAB Board of Directors Executive Committee: Willard Schroder, WOOD Grand Rapids, Mich.

E-27—Under FCC Field Engineering Bureau: District 3—change phone number from Market 7-4410 to 597-4410.

E-39—Under Consulting Engineers, add Kramer, A. W. De Funiak Springs, Fla. (305) TW 4-8041. Also (202) Republic 7-8154 Washington, D. C.

WE WOULD LIKE TO DISCUSS ANY OF THESE PROPERTIES WITH YOU AT THE NAB:

- AM WEST** 1000 watts. Full-time. Excellent dial position. Top 100 markets. \$225,000.
- AM TOP 20 MARKETS** Approximately \$8 million going into area. Priced at two times gross at \$1.3 million. Full-time.
- AM HAWAII** Attractive full-time facility in a booming market. \$200,000 terms.
- AM WEST** Best facility with dominant ratings in area covering 300,000 in .5MV. Full-time price \$400,000 terms.
- TELEVISION** Exceptional opportunities with network affiliation. Top 100 markets.
- FM'S** One in far west—one in east. Among top 25 markets.
- AM** One of the top resort areas in the country. Full-time. Low overhead operation. Should offer good cash flow opportunities. Owner/Management.
- AM/FM EAST** Unusual growth area. Station did \$225,000 last year. Expect to do \$275,000 in 1967. Building and transmitter site included in price. Area \$500,000.
- CATV'S** We have 15 different CATV Systems listed with us ranging from 800 connections to 10,000 in various parts of the country. Mr. Kauzlaric will have the full information.

- EAST** City and retail area approximately 150,000. Fixed assets \$225,000. Billings over \$130,000 yearly. Ideal for ownership/management. Asking \$260,000. Excellent terms. Full-time.
- EAST** Full-time. Doing \$190,000. Asking \$350,000 on terms. Third largest city in state. Desirable area to live in. Over 400,000 in .5MV coverage.
- TOP 25 MARKETS 2 AM'S** Full-time. Midwest and southwest.
- EAST** Day-time facility. Adjacent to major market, with 500,000 population in .5MV. Price at \$180,000 with \$70,000 down and 10 year payout on balance. Studios, land, building, transmitter site . . . part of deal.—
- FLORIDA** Day-time facility in beautiful coastal area. Needs owner/management. \$200,000 terms.
- EAST** Gross of \$90,000 last year. Cash flow of \$12,000. This day-time facility ideal for owner/management in the Ski area of the country. Price \$150,000.

In Attendance:
HUGH BEN LA RUE, Pres.
ROBERT KAUZLARIC, V.P., CATV
ELIZABETH YOUNG

La Rue Media Brokers Inc.
116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

HOSPITALITY SUITE
for
LA RUE MEDIA BROKERS
at the
CONTINENTAL PLAZA HOTEL
900 N. Michigan Avenue
CHICAGO

ROBERT Morris is, by all accounts, the compleat broadcast engineer.

He will receive the 1967 NAB Engineering Achievement Award April 5 in Chicago. And he will retire May 1 to his six-acre farm in Sparta, N. J.

Mr. Morris is a 42-year veteran of nearly every major phase of broadcast engineering development.

He began in 1924 as a radio transmitter operator for AT&T's experimental station WEAJ in New York. He had just been graduated from Western Reserve University and the Case School of Applied Science in Cleveland.

Three years later, after advanced study at Columbia University, he was chosen to organize and head the developmental engineering group of NBC, which had taken over AT&T's broadcast operations.

He worked on a number of pivotal projects in the following 14 years, including the joint NBC-CBS-Bell Telephone development of the VU meter, the more than 30-year standard of program level; the development and testing of FM broadcasting with E. H. Armstrong; television testing on the early 60-line system, and in 1935, the RCA tests of 120-, 343-, 441- and 525-line systems from the Empire State building.

Out on Loan ■ In 1941, he was "loaned" to the Chief Signal Corps Officer and later to the War Department staff. He worked on the development and operation of large military monitoring stations. He says, "I still don't think it's advisable to talk too much about that project. But they were exciting years. We got a real sense of involvement through liaison with signal-intelligence units in the field."

Mr. Morris was awarded the Exceptional Service Medal for his wartime work.

He returned to the NBC radio recording department after the war, where he had been working on an improved method for lateral disk recording (Orth-acoustic). The development exerted a significant influence on the later NAB recording standards.

But he soon came to feel that he should be getting into television. In 1948 he joined the Blue Network, later to become ABC, as manager of radio and video facilities planning.

Mr. Morris was a member of both the first and second National Television Standards Committees, which established the officially recognized standards for black-and-white and color television. He also participated in the work of the Television Allocations Study Organization, concerned with the standards of transmission regarding coverage.

At ABC, his projects included the development of black-and-white and color film standards for television, improved methods of remote and automatic control of radio and television

NAB award caps long career for engineer

transmissions, and the still-unfinished development of methods to synchronize TV scan in relayed remote transmissions.

'Tough Nut' ■ "That last is just a basically tough nut to crack," he said last week. "We need to achieve accurate control to one-tenth of a millisecond in black-and-white, and maybe 10-times-greater accuracy in the case of color. But we've begun to see daylight in aspects of the problem, and it will be beaten yet."

For all of his years of achievement, Mr. Morris holds no degree from any of the several colleges he has attended.

Yet, Frank Marx, a vice president of the ABC parent company, who has

known him for many years, describes him as "a walking encyclopedia. Bob is extremely knowledgeable in every phase of broadcast engineering, which is quite a contrast to some of the highly educated specialists around today."

Mr. Morris's own typically restrained but completely unapologetic explanation of his knowledgeability-sans-degrees: "It's really quite common with men from the early days. But I learned a great deal while working at the Western Electric laboratories in 1935. I had a pass that allowed me to go anywhere, so I did, and asked a lot of questions."

Plenty to Do ■ About his retirement: "I don't know yet what I'll do first. There are so many things . . . hey, you're not writing an obituary, I hope. I'm going to be busy."

One of the things that may occupy Mr. Morris is his extensive amateur-radio operation. On the hill behind his 150-year-old farmhouse rises a 60-foot commercial broadcasting antenna. He erected it himself, sinking the legs in concrete.

He can talk to the world, but talks as often with his son, who is also a ham, and two of his three grandchildren.

The younger Mr. Morris is a biologist, currently working on a conservation project on the Delaware river.

"He's got the degrees," Mr. Morris says proudly, "BA, MS and PhD. He's also got a real interest in electronics. As a matter of fact, he did his doctoral dissertation on an electronic device that analyzes the composition of river water on a continuous rather than on a sampling basis."

Mr. Morris's other consuming, non-professional interest is target-shooting. He was an organizer of the "1st New Jersey Volunteers," a group of marksmen and Civil War gun fanciers that participates in an annual "North-South skirmish" in Winchester, Va.

"I really feel that I ought to participate in the competitions on the southern side. But while I'm a southerner by birth, I'm a northerner by residence," he explains with a smile.

Old vs. New ■ He apparently gets a great deal of pleasure from the sport. He described one of the skirmish events, a clay-pigeon shoot between eight men with muskets and four GI's with automatic M-14's.

"Often as not, the men with the muskets win," he testifies. "It's a competition of speed *and* accuracy."

And he launched into a lively discussion of how, and how fast, the musketmen reload their cap-and-ball antiques. "Seven seconds flat."

For a gun fancier and crack shot, Mr. Morris is remarkably pacific. He has never been hunting, for example. "Never could work up much interest in it."

WEEK'S PROFILE



Robert Mills Morris—Retiring as engineering staff consultant, ABC; b. Jan. 18, 1902, Washington; Washington Central High School, 1919; Western Reserve University & Case School of Applied Science, Cleveland, 1923; Columbia University 1926; radio transmitter operator, AT&T's experimental station WEAJ New York, 1924; Western Electric engineering dept., 1925; head, developmental engineering group, NBC, Bellmore L.I., 1927; head of NBC radio recording dept; radio engineering consultant. Chief Signal Corps officer and U. S. War Department, 1941-46; returned to NBC, 1946-48; manager radio and video facilities planning, ABC, 1948; staff consultant, ABC 1959-present; m. Dorothy Richards, June 23, 1928; children—Alvin Robert, 32, biologist; Ruth, 28, housewife; hobbies: target shooting, ham radio.

Dollar signs of the times

CHANGES of considerable dimension and importance may be on the verge of taking place in television advertising practices. There is serious talk about the expansion of commercial time in some periods and reduction of it in others, about the development of the 30-second commercial as a standard unit with its own rates, about revisions in the generally accepted standards of commercial placement and number.

All of this talk results from stresses created by rising costs of television broadcasting and a deceleration of the growth rate of some forms of television advertising.

On the cost side, as has been widely reported, the prices paid by networks for movies, sports and other specials have been escalating. A rise in network program prices inevitably means a rise in station program prices too. Aside from facing increases in their programming expense, networks and stations have been investing heavily in the hardware needed for color conversion.

On the revenue side, there has been softness in spot buying. In recent months spot volume has not increased as much as stations expected it to. This condition has called attention to the fact that network advertising has undergone a significant change from program sponsorship to minute insertions.

The station representatives whose livelihood depends on spot have begun to question the usefulness to them of a Television Bureau of Advertising that cannot show a preference among spot, network or local advertising. The networks, striving for more revenue to pay their program bills, are searching for new accommodations with their advertisers and affiliated stations. Cross-currents of conflicting interests run throughout the business.

The situation is not to be deplored, unless it leads to precipitate actions. Nobody in television broadcasting has any reason to assume that the business can go on forever exactly as it is.

It is, however, a time that requires thoughtful leadership and wise deliberation. It is no time for acrimony, for hip-shooting or for decisions taken without full exploration of their consequences.

Then it hit the fan

THE broadcasters' annual inventory runs from convention to convention. Next week an unprecedented number of radio and TV professionals—more than 5,000 at last count—meet in Chicago for the 45th convocation of the National Association of Broadcasters and, as usually happens, the really hot topics are not on the official agenda.

The 12 months since the last convention constituted a good year businesswise and not too bad a year on the regulatory firing line. Good that is, until recently when things began popping—almost as if timed for the convention.

As described in the editorial above, movements in the direction of great change have suddenly begun in television. On the advertising front there could be significant upheavals in the broadcasting business.

Whereas the business mart merely fumed, Washington's Capitol dome exploded. The House Commerce Committee's new leadership strafed the FCC for allegedly concealing its moves on pay-TV and preempting congressional prerogatives. And the same leadership reeled off an indictment of purported strictures by commercial broadcasting that might have been written by the competitive media, the Kremlin, Drew Pearson and Fred W. Friendly—the last named in

fact quoted as having written that network broadcasting is a "profit machine."

Until a fortnight ago, NAB, under its own new leadership, has parried every regulatory thrust and, with no really transcendental decisions to make, itself had a good year. Vincent T. Wasilewski, concluding his second year as president, has acquired new prestige and stature.

Neither the softness in spot, which doubtlessly will turn out to be temporary, nor the network-affiliate exertions fall within the NAB's purview. But when trouble develops anywhere in broadcasting, and particularly when it occurs on the eve of a convention, it has a way of getting into the NAB's bloodstream.

The congressional explosion is something else. That's on the NAB beat and its primary reason for being. So far it has been talk by new committeemen with little expertise in broadcasting. Delegates will learn from Mr. Wasilewski that it's only the first inning in the first game of the new congressional season and that his team is in there pitching.

Piece missing

IT may be picayune of us to mention it, but Fred W. Friendly seems to have overlooked one bit of interesting information in his new book. In his otherwise comprehensive description of the circumstances of his resignation as president of CBS News he has failed to mention the terms of his severance settlement.

This, it strikes us, is a regrettable oversight in a book that pays a good deal of attention to other economic statistics, including some that are presented in support of Mr. Friendly's contention that television profits have gotten out of line.

Just as a historical footnote, then, let us iterate the following from a CLOSED CIRCUIT item in BROADCASTING's issue of April 25, 1966. A total of \$410,000 was settled on Mr. Friendly by CBS, of which \$55,000 was a terminal benefit under the company's pension plan, \$35,000 was deferred compensation paid after his resignation and \$320,000 (\$170,000 in deferred compensation and \$150,000 as a settlement price) is to be paid over 15 years.

In the book, of course, the inclusion of that information might have taken the edge off the image of a man quitting cold on a matter of principle.



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