Meet The 3 Great New Stars of Television!

TOUCHE TURTLE
WALLY GATOR
LIPPY THE LION

HILARIOUS NEW CARTOONS CREATED BY HANNA-BARBERA!

For Details Contact SCREEN GEMS, INC. Suite 2500 at the NAB
THEMATIC 3 FROM CRC*!

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

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

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

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

COMMERCIAL RECORDING CORPORATION
3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004 • CALL, WRITE OR WIRE DIRECT
Yes, adult audiences in the Baltimore metropolitan area have long been in love with WCBM adult-level programming.

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

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

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

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

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

Reach the adults—the mature buyers with money to spend—the DECISION MAKERS.

Schedule WCBM Radio—Baltimore's perfect showcase for any product or service!
OUR 14th YEAR

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

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

STEINMAN STATION
Clair McCollough, Pres.
Three-way race?

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

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

Research research

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

Radio woos dept. stores

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

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

Deintermix mixup

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

Plan that fizzled

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

Affiliate compensation

Profit squeeze which has all three tv networks wondering how their affiliate-compensation plans might be adjusted to let stations share more of economic load (Broadcasting, Dec. 11, 1961 et seq) is almost sure to get fresh attention at CBS-TV affiliates convention in May. Whether specific solution will be offered by network at that time is another question; however. Despite speculation to contrary, officials say they have no plan in mind now and no idea yet whether one will—or can—be developed for submission at May meeting. Annual sessions, usually scheduled about NAB convention time, are set this year for May 3-4 in New York (Waldorf-Astoria Hotel).

JFK's news award

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

Conelrad substitute

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

BCH breakthrough

Quiet that has blanketed spot clearing-house field since three firms announced their entry into it last fall is due to be broken during NAB convention. Broadcast Clearing House expects to be first to announce date for start of service and hopes at same time or a little later to announce some of clients it says it's already signed. President John Palmer says BCH feels it should put service into operation without waiting for enough clients to make it profitable, so that stations, agencies and reps can evaluate service on basis of actual blueprints. Other services, which like BCH have been concentrating on presentations to prospects, are Broadcast Billing Co. and Central Media Bureau.
Because each market is different, there's never a format formula for a Storer Station. As a result, Storer's WIBG has the largest audience of any Philadelphia radio station and leads in homes with above average income.* You can always count on a Storer Station to be your best buy in any of 9 key markets. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

WEEK IN BRIEF

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

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

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

FOREIGN FILM PRESSURES ... 31

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

BMI SACRIFICE REFUSED ... 60

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

TREYZ OUT, MOORE IN ... 62

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

WHO RUNS CHICAGO TV? ... 38

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

TV CONTINUES TO GROW ... 34

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

SYRACUSE MERGER PENDS ... 54

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

ABC, CBS NEARLY ALL SOLD ... 36

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

THEY DEPEND ON RADIO ... 68

Published every Monday, 33rd issue (Yearbook Number) published in November by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 36 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

BROADCASTING, March 26, 1962
NEW NEIGHBOR ACROSS THE PLAZA!

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

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

WTIC TV 3/AM/FM
Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
ASCAP members plan study of TV issue

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

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

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

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

ASCAP board of directors approved settlement plan two weeks ago on condition that broadcasters approve it, too. ASCAP's membership will be held at New York's Hotel Astor starting at 2:30 Thursday, according to President Stanley Adams.

Account switch criticized

Sen. Carl T. Curtis (R-Neb.) charged March 23 that advertising account of General Aniline & Film Corp. was switched to Lennen & Newell because K. Lemoine Billings, vice president of L&N, is personal friend of President Kennedy. General Aniline is German firm seized during World War II as enemy property and has been operated by U. S. Attorney General since. General Aniline spends $1.5 million annually in advertising, Sen. Curtis said, estimating fees to L&N at $225,000-$250,000.

Dodd delayed

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

Chicago TV quality high, says Sanabria

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

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

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

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

Lar Daly, splinter-party candidate, suggested all Chicago stations should get together to saturate air with special candidates' programs on election days as means of getting out vote. He said Chicago stations are doing good job scheduling local live programs in view of public apathy toward these shows.

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

AB-PT gross in 1961 rose to $363 million

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

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

ABC Div., according to AB-PT President Leonard H. Goldenson, had record income of $254,280,000, increase of $31.8 million. It's expected that ABC-TV National Sales, newly organized in year to represent owned TV stations, "will bring further benefits to the owned TV stations," AB-PT said.

Mr. Goldenson noted that ABC Div. is expected to do "somewhat better" in first quarter of 1962 compared to like period of 1961 despite costs of TV coverage of spaceman shot in February.

More CBS-TV shows reported sold out

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

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

Sellers rush to beat FCC's 3-year rule

About two dozen station sales were filed at FCC Friday before FCC rule requiring hearings on sales of properties held less than three years...
Guy della Cioppa, vp, programs - Holly-wood, CBS-TV Network, signs effective May 15 (Closed Circuit, March 19). With CBS for more than 20 years, Mr. della Cioppa has served in all aspects of broadcasting. As producer he received number of radio's outstanding citations, including the Peabody Award. Following service in World War II as tactical chief of Psychological Warfare Branch under William S. Paley, Mr. della Cioppa returned to CBS as assistant to board chairman and has been in Hollywood since 1949 in various creative and administrative posts. As vp in charge of CBS Radio Network, he was responsible for bringing to network such programs as Gunsmoke and December Bride. Later in his capacity as program vp at CBS-TV, Hollywood, Mr. della Cioppa actively supervised Playhouse 90 for which he received the Emmy Award in 1960 as executive producer of series. No future plans have been announced.

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

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


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


Mr. Schroeter

For other personnel changes of the week see FATES & FORTUNES

goes into effect (see page 49).

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

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

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

Kenyon Brown estate sued by Nafi outlets

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

Los Angeles station asks $621,346 and KPTV $5,042, charging that from 1957 to 1960 while Mr. Brown was under-contract of $50,000 annually plus percentage of profits he used station money for personal expenditures and that he "secretly" owned companies that did business with stations and charged them inflated prices for goods and services.

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

Pre-sunrise stations set 'emergency' meet

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

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

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

Legal, technical and congressional representatives and 24 new regional chairmen will attend. Mr. Tarlow said meeting is open to all class III and certain class II stations to be affected by rulemaking. More than 1,000 delegates are expected, he said.

Duke cancels 'Biography'

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

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

General Cigar buys football

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

begins behind the screen

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

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

---

*Our apologies and compliments to the coiner of this phrase which so aptly describes our operation.*
One of a series of advertisements which reflects the balance, scope and diversity of NBC’s program service.
A SELF-PROPELLED COMIC / A SOLID GOLD WESTERN AND JFK

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

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

*Indicates first or revised listing.

**MARCH**


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


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

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

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

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

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

March 31-April 2—Assn. of Maximum Service Teletectors, annual membership convention and board of directors meetings. Technical committee meeting, 2:30 p.m., Blackstone Hotel, March 31; first meeting of directors will be held at the Blackstone Hotel at 5:30 p.m. Annual membership meeting April 1, Beverly Room, Conrad Hilton Hotel. 9:30 a.m., board of directors meeting, Bel Air Room, Conrad Hilton, 12:30 p.m. Meetings will be in Chicago.

**APRIL**

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

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

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

April 4-8—American Institute of Electrical Engineers south central district meeting. Hotel Peabody, Memphis, Tenn.


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

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


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


April 11-12—Institute of Radio Engineers Radio & Television Assn., spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

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

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

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

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

*April 14—Deadline for EMMY Awards nominations.

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

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

April 18-19 — National Educational Television & Radio Center, spring affiliates' meeting. Denver Hilton Hotel, Denver, Colo.

*April 19-20—Atlanta Advertising Club 12th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Caniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

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

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

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

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

**TVB sales clinics**

May 2—Bond Hotel, Hartford
May 6—Sheraton-Jefferson, St. Louis
May 13—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Balti
dore
June 7—Sheraton-Cleveland, Cleve
land
June 7—John Marshall, Richmond
June 19—Tropicana Hotel, Las Vegas
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha
Telephone Teaching for Shut-ins

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

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

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

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

A few facts for parents

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

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

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

See us at the N.A.B. Convention
RCI Hospitality Suite No. 1135A, Conrad Hilton Hotel
dollars with R.C.I total scope features

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

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

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

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

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

Our Product is a Signed Contract

Associate Member of N.A.B.
chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.
April 27-28—Oregon Broadcasting Conference. Village Green, Cottage Grove.
April 27-28—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.
April 27-29—National Academy of Television Arts & Sciences, trustees meeting. Seattle, Wash.
*April 27-29—Sigma Delta Chi Region 8 convention. Pioneer Hotel, Lubbock, Tex.
*April 28-29—Sigma Delta Chi Region 10 convention. U. of Washington, Seattle.
*April 28-29—Sigma Delta Chi Region 5 convention, Morrison Hotel, Chicago.
April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1016 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.
*April 29-May 4—Society of Motion Picture & Television Engineers, 61st convention. Advances of color motion pictures and color TV is the convention theme. Ambassador Hotel, Los Angeles.
Television board of directors meeting. Sheraton-Chicago Hotel, Chicago.
April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY
May 2-3—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.
May 3-4—American Women in Radio & TV, national convention. Sheraton-Chicago Hotel, Chicago.
*May 4—Annual awards dinner, Radio-TV Dept., Indiana U. Speaker will be Sol Taishoff, editor and publisher of Broadcast. Among awards will be two scholarships donated by Sarkex Terziian Inc. in Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.
*May 5—Sigma Delta Chi Region 11 convention, Montgomery Hotel, San Jose, Calif.
*May 5—Sigma Delta Chi Region 9 convention, La Court Hotel, Grand Junction, Colo.
*May 5—Sigma Delta Chi Region 2 convention. Chamberlain Hotel, Old Point Comfort, Va.
May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.
May 10—Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.
May 10-12—U. of Wisconsin Journalism Institutes, Wisconsin Center, Madison.
May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.
*May 11-12—Sigma Delta Chi Region 1 convention. Columbia U. New York.
May 12—UPI Broadcasters of Illinois, spring meeting. Innman Hotel, Champaign.

May 15—Comments due in FCC rulemaking (Docket 1419) affecting the presunrise operation of daytime only stations. (Re-scheduled from Feb. 8)
May 18-17—Annual Medical-Dental TV Workshop, sponsored by the National Naval Medical Center, National Naval Medical Center, Bethesda, Md.
*May 21—Southern California Broadcasters Assn. annual meeting. golf and dinner, at Lakeside Golf Club, Burbank.
May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.
*May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

JUNE
June 11-12—North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.
June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.
*June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.
June 14-15—Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.
June 20-23—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.
*June 22—New deadline for reply comments on FCC proposals to foster UHF, delete single stations from eight markets (de-intermixture) and drop in vhf channels in eight other markets.
June 23-28—Advertising Federation of America, 50th national convention. In conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.
June 23—Advertising Federation of America, ninth district meeting. Denver.
March 26, 1962

My dear Senator,

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

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

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

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

Sincerely,

Gordon McLendon

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

Not only are these Americans now better informed but ancillary results were achieved of vital international importance. In the pages of the Paris edition of The New York Herald Tribune, the Berliner Zeitung, Stockholm's Aftonbladet, the Rome Daily American, Paris' Ce Soir, Europeans greeted with near incredulity this indisputable proof of the absolute freedom of American communications. Throughout Europe, the news that a major American radio chain dared and was free to air the actual propaganda of an enemy nation won for the United States an important psychological victory in the cold war.

The McLendon Stations

KLIF/Dallas
KABL/San Francisco
WYS/L/ Buffalo
KILT/Houston
KTSA/San Antonio
KEEL/Shreveport
dollars with R.C.I.

**total scope**

features

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

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

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

Our Product is a Signed Contract

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

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

Associate Member of N.A.B.
facts you should know about

WTVY
DOTHAN, ALA.

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

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

COVERAGE:
In WTVY's coverage area there is a population of 1,062,100 with 261,700 total homes in the area. Our signal covers 48 counties—25 in Georgia, 13 in Alabama and 10 in Florida. Retail sales in 1959 for WTVY viewers totaled $824,295,000.

SCHEDULE:
WTVY carries the best of CBS and ABC programming, plus many popular local features.

WTVY
DOTHAN, ALA.

Call: THE MEKKER CO., National Reps; SOUTHEASTERN REPRESENTATIVES, Southern Reps; or F. E. BUSBY at SY 2-3195.

chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.
April 27-28—Oregon Broadcasting Conference, Village Green, Cottage Grove.
April 27-29—Mississippi Broadcasters Assn., annual convention, Broadwater Beach Hotel, Biloxi, Miss.
April 27-29—National Academy of Television Arts & Sciences, trustees meeting, Seattle, Wash.
*April 27-29—Sigma Delta Chi Region 8 convention, Pioneer Hotel, Lubbock, Tex.
*April 28-29—Sigma Delta Chi Region 10 convention, U. of Washington, Seattle.
*April 28-29—Sigma Delta Chi Region 5 convention, Morrison Hotel, Chicago.
April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.
*April 29-May 4—Society of Motion Picture & TV Engineers, 51st convention. Adv. of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.
Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.
April 30-May 2—Asmn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY
May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.
*May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.
May 3-6—American Women In Radio & TV, national convention. Sheraton-Chicago Hotel, Chicago.
*May 4—Annual awards dinner. Radio-TV Dep. Indiana U. Speaker will be Sol Taishoff, editor and publisher of Broadcasting. Among awards will be two scholarships donated by Sarkes Tarzian Inc.
*May 5—Sigma Delta Chi Region 11 convention, Montgomery Hotel, San Jose, Calif.
*May 5—Sigma Delta Chi Region 9 convention. La Court Hotel, Grand Junction, Colo.
*May 5—Sigma Delta Chi Region 2 convention. Chamberlin Hotel, Old Point Comfort, Va.
May 9-13—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements-West." Oasis Hotel, Palm Springs, Calif.
May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.
May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.
*May 11-12—Sigma Delta Chi Region 1 convention. Columbus U. New York.
May 13—UPI Broadcasters of Tidewater, spring meeting. Inman Hotel, Champaign.

May 15—Comments due in FCC rulemaking (Docket 14419) affecting the pre sunrise operation of daytime only stations. (Re-scheduled from Feb. 8)
May 16-17—Annual Medical-Dental TV Workshop, sponsored by the National Naval Medical Center. National Naval Medical Center, Bethesda, Md.
*May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.
May 21-25—50th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.
May 23-25—Electronics Industries Assn., 39th annual convention, committee, section, division and board meeting. Pick-Congress Hotel, Chicago.
*May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

JUNE
June 11-16—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.
*June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.
June 14-15—Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.
June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.
*June 22—New deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (de-intermixure) and drop in vhf channels in eight other markets.
June 23-28—Advertising Federation of America, 5th national convention, in conjunction with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.
June 25—Advertising Federation of America, ninth district meeting, Denver.
BUT THERE IS NO ZONE OF SILENCE FOR RADIO

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

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

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

Factual account

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

Uhf in South Bend

EDITOR: . . . a fine factual article showing how uhf can work [SPECIAL REPORT, March 12]. I have observed many times the growing acceptance of uhf by the people in the South Bend area. High towers and bedspring arrays were once seen on homes and buildings in the area. Now few are left. A more common sight is a corner reflector and bow tie or no outside antenna at all.—William A. Tynan, president-manager, WHFS (FM) Bethesda, Md.

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

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

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

Not so complete

EDITOR: In . . . your complete and interesting coverage of the ASCAP question [LEAD STORY, March 19] the names of the members of the All-Industry Television Station Music License Committee are listed and mine is omitted. The purpose of this letter is to tell you that I am a member, I have attended several meetings, and have been active in this work . . . —Campbell Arnoux, board chairman, WTAR-AM-TV Norfolk, Va.

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

Not philanthropists

EDITOR: ASCAP is not a philanthropic organization.

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

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

Double error

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

Your article states: “The prestige of

“Don’t do it,” they said . . .

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

But we don’t agree and we started our own shop . . .

Mort Bassett & Company

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

AND HAVE BEEN APPOINTED SPECIAL REPRESENTATIVE OF

WVNJ

NEWARK, NEW JERSEY

Great Albums of Music

RADIO STATION OF THE NEWARK NEWS

NAB CONVENTION CHICAGO

The Racquet Club
1363 N. Dearborn
Superior 7-3200

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

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

The wrong agency?

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

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

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

Radio recognition

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

Are these heroic efforts so commonplace that they should be passed almost unmentioned in the daily press and in Broadcasting, too? This failure of recognition is particularly regrettable at a time when so many people have sought to condemn the industry and to paint it in a bad light for the public.—Harry J. Daly, Daly & Ehrig, attorneys and counselors at law, Washington.
VOL. 3-"FILMS OF THE 50's"- NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS
KIRK DOUGLAS  DORIS DAY  LAUREN BACALL

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

YOUNG MAN WITH A HORN!
Johnny Green's
"WORLD OF MUSIC"

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

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

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

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

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

Jose Greco
George Greeley
Bonnie Green
Chris Green
Kathe Green
Patterson Greene
Dick Gregory
Howard Hanson
Roy Harris
Wallace Hendt
Skitch Henderson
Lois Hunt
Byron Janis
Shirley Jones
Spike Jones
Bromsau Kaper
Raymond Kendall
George Kuyper
Dorothy Kirsten
Bill Lee
Eric Leinsdorf
Edwin Lester

Richard Lewine
Henry Mancini
Marcel Marceau
Tony Martin
Zubin Mehta
Johnny Mercer
Dina Merrill
Robert Merrill
Howard Mitchell
Peter Nero
Marni Nixon
Patli Page
Leonard Pennario
Gregor Piatigorsky
Walter Piston
Otto Preminger
Andre & Dory Previn
Vincent Price
William Primrose
David Raknin
Nelson Riddle
Jerome Robbins

Edward G. Robinson
Miklos Rozsa
Artur Rubinstein
Harry Ruby
Dore Schary
George Sidney
Barbara Green Snyder
Denton M. Snyder
Je Stafford
William Steinberg
Isaac Stern
David Susskind
Danny Thomas
Roger Wagner
Franz Waxman
Paul Werth
Paul Weston
Whittemore & Lowe
Earl Wrightson

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

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

SEE PROGRAMATIC IN ACTION! VISIT THE PROGRAMATIC EXHIBIT AT BOOTH 8 E, N.A.B. CONVENTION. FOR RELAXATION AND A CHANCE TO GET TOGETHER, DROP IN TO PROGRAMATIC, SUITE 605 AT THE CONRAD HILTON
Too much of today's advertising is cursed by lost integrity

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

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

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

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

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

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

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

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

Mediocrity is conformity, and conformity is waste... waste manifest in the tiresome "sameness" of so much of today's advertising... the near-universal use by manufacturers of off-label deals and similar price incentives to lure consumers to a momentary tolerance of their products... the greed of retailers who chisel money from spineless manufacturers to pay the cost of their own painfully apparent contributions to marketing mediocrity.

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

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

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

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

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

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

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

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

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

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

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

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

MONDAY MEMO from CLAY W. STEPHENSON, Clay Stephenson Assoc., Houston

Clay W. Stephenson, president of Stephen- son Assoc., has served as director of advertising and sales promotion for Corning Glass and as vice president and general sales manager for Morton Mfg. Corp. He has been an account executive at both J. M. Mathes and Duane Jones Co., N. Y., and before forming his own agency was executive vice president of Tracy-Locke Co., Dallas. The Stephenson agency is devoted exclusively to creative marketing of consumer products.
WCKY, Cincinnati's powerful 50,000 watt radio station, covering 615 counties in 16 Mid-America states* is proud to announce the appointment of H-R Representatives, Inc. exclusive representatives, effective immediately.
It's a big show. Cast of thousands: The 36th Infantry.
You start at Salerno. And move with them all the bloody way to Rome.
And along those man-killing miles, the Texas Division—already famous as a fighting machine—takes its hold on immortality.


Many a man in the television audience lived through the events recorded so vividly in _Battle Zone_. Or fought similar battles. For them, for their families, for the millions at home who followed their exploits, for the millions more who shall forever honor them, _Battle Zone_ re-creates this shining hour in history.

_Come on ABC Television: Battle Zone_
CAN FOREIGN FILM CRACK MARKET?

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

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

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

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

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

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

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

Program contractors in Britain and, to a lesser extent in Canada, have been suggesting that U.S. networks buy some of their programs, pointing out that the foreign contractors have been purchasing American films for their stations for many years. In addition, they have been exhorting both networks and large U.S. independent producers to enter into co-production projects, filming programs in their countries for sale in the United States and throughout the world.

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

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

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

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

The main targets of criticism today are the non-commercial CBC-TV and the commercial program contractors in the United Kingdom. But U.S. officials stress that these "pressures" could
proliferate if production and co-production with the U.S. companies expands in other countries, such as Germany, Italy, France and Australia. They could well adopt the same attitude as their British colleagues, American executives reason.

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

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

He denied that BBC-TV uses co-production as a lever to manipulate the buying of programs falling under the U.K. quota. He said BBC-TV has made several co-production pacts with American companies but acknowledged that none has been negotiated with the TV networks, whose film divisions are the most active overseas distributors of TV series.

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

Networks and producers here insist they face scant competition from overseas programming sources. They recount that over the years British producers, for example, have attempted to produce or co-produce (with U.S. companies) and these presentations have ranged from “mediocre to poor, with few exceptions.” The only outstanding success in the U.S. market cited by many U.S. producers was The Adventures of Robin Hood, produced by Official Films and Sapphire Films. This series ran on CBS-TV for four years (1954-58) and still syndicates “Robin Hood” to stations.

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

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

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

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

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

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

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

Henry G. Plitt, ABC Films president, told Broadcasting the series will be filmed in Mr. de Laurentiis’ studios and at locations on the Continent “befitting the story content.”

Well-suited for U. S. • Mr. de Laurentiis, who is making his first venture into television, is “particularly well suited for American co-production of this nature,” according to Mr. Plitt. Many of his movies have been directed toward English-speaking markets and he has used American actors, directors and writers in his productions. In addition, he has one of the largest production facilities in Europe and is currently engaged in building a new studio outside Rome.

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

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

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

TV Gypsy • Tadie has already begun production of a one-hour documentary called “Gypsy” which will be made on location in the United States as well as France, Belgium, Spain, Greece, North Africa, Germany, Turkey and India. Production of three other TV shows, including one on U. S. show business as seen through French eyes, are also in Tadie’s plans.

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

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

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

Zero One, a co-production between MGM-TV and BBC, although not yet set for the U. S., will be telecast in England in September. The series is about an airlines security organ-
to aim programming at the U.S. market, still have not acquired the necessary know-how. Others believe that the British have made steady progress and look as formidable competitors for domestic tv film-makers.

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

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

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

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

One U.S. distributor explained: "The price for a top U.S. show is about $2,500 for the entire United Kingdom. This is based on about 12 million sets in the U.K. In contrast, when a Britisher tries to sell us one of his shows, he asks for the 'going rate' here—$35,000 to $45,000. We have approximately four times as many sets here. You'd think the British price for a program to be shown here would be about $10,000. Not at all. They ask for $35,000 to $45,000."

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

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

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

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

Variety artistes seek higher fees from BBC-TV

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

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

Minimum payments range from $42 for individuals to $420 for an act of five performers.
Some 49 million homes averaged 5 hours and 7 minutes of viewing per day in 1961 compared to 46.9 million homes and 5 hours and 6 minutes in 1960.

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

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

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

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

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

The TVB report indicates that 9 out of 10 homes now are TV-equipped, the audience for the average minute up 4.1% to over 13.1 million. Total hours of TV usage during an average day was placed at 240 million hours, which the bureau noted represented an increase of nearly 10 million hours per day from the 230.5 million hours shown in 1960.

Also shown in the figures is the average of TV usage by territory. The East central region is the highest for the third straight year in time spent with TV. During 1961, TVB reported, the East central region averaged 5 hours 26 minutes per day, up 4 minutes from 1960. Little change was reported in the average minute audiences for network programs, day or night.

Furniture stores use TV

A survey by Television Bureau of Advertising shows that the number of furniture stores advertising on TV has tripled since 1955. The study, conducted in cooperation with the National Retail Furniture Assn., also indicates that the average furniture store buying TV time puts 21% of its ad budget into the medium, TVB says.

A WAY TO 'PRE-RATE' TV PROGRAMS?

HTI describes upcoming shows to viewers to test popularity

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

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

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

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

The experiments also covered the possible effect of a star name, character-type and the like on questionnaire answers.

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

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

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

Practical Instrument? • HTI now believes there's promise that if researchers can learn what to put into description...
“Charlotte’s WSOC-TV... enthusiastic support and outstanding results”—Andy Anderson, Wade

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

WSOC-TV
CHARLOTTE 9—NBC and ABC. Represented by N-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton
and what to guard against, "we will have a practical instrument for pre-season estimates of what a show may do after it hits the airwaves."

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

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

New radio-TV rep firm organized by Bassett

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

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

Explaining the story of advertising

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

Members of the panel (l to r): Jean Lemons, housewife representing the consumer; Dr. Thomas Ungs, professor, political science, U. of Wichita; John Beach, vice president, Associated Adv.; Jim Yarnell, advertising manager, Beech Aircraft Corp.; Harold Whitehead, president, Lago & Whitehead Adv.; Dr. David Farnsworth, professor, political science, U. of Wichita; Marjorie Setter, advertising manager, Innes Dept. Store; Norman Jacobshagen, advertising and sales promotion manager, Kansas Gas & Electric Co.

NBC, CBS fall line-ups nearly all sold

BUT ABC-TV'S SCHEDULE IS STILL FAR FROM SETTLED

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

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

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

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

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

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

- Wednesday: participants only being accepted for Password and Twilight Zone, also an alternate-week half of Dobie Gillis (Dick Van Dyke is now definite for return to the schedule, sponsored by Procter & Gamble and P. Lorillard).
- Thursday: alternate-week half of Mr. Ed and Nurses, and almost all of CBS Reports.
- Friday: Participants only in Hitchcock and Eyewitness.
- Saturday: an alternate-week half-hour of Gunsmoke.

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

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

CBS-TV baseball sellout

CBS-TV's Baseball Game of the Week has been sold out with the signing of Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample and J. B. Williams Co., New York, through Parkson Advertising Agency, in the same city.
The place: CBS Films' hospitality center at the Conrad Hilton (Suite 2306 A), NAB Convention headquarters for "...the best film programs for all stations." The time: anytime, April 1-4. We'll be delighted to see you. Don't bother to knock. Just come on in!
Is all Chicago tv run from Chicago?

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

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

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

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

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

- WTTW (TV), the city’s cv station, came through clean as a whistle with scarcely a complaint.
- WGN-TV, Chicago's only independent, appeared to top the commercial totem role by getting the fewest knocks.
- WBKB (TV) and WBBM-TV, owned by ABC and CBS respectively, shared the next spot with about equal shares of honor and criticism.
- WNBQ (TV), owned by NBC, trailed and bore the brunt of critics' indignation. But WNBQ also drew considerable special mention support from organizations which have profited by broadcast exposure, a development that aroused the curiosity of the FCC counsel and prompted some critics to charge that that supporters were recruited.

It was the series of new complaints against WNBQ by the Chicago local of the American Federation of Television and Radio Artists which in part prompted the FCC to order its unique general inquiry in Chicago (BROADCASTING, Feb. 26). AFTRA wants the NBC station's license set for hearing.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

KRNT
"Total Radio" In Des Moines
REPRESENTED BY THE KATZ AGENCY
RCA Introduces a "New Generation" in Broadcast Equipment

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

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

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

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

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

The Most Trusted Name in Electronics

- BC-7 Audio Consolette
- RT-21 Audio Tape Recorder
- BQ-2C Turntable with Stereo Pickup
- BSA-1 Stereo Generator
- FM Transmitters (from 1KW to 50 KW) approved for stereo use.
New "M-Channel" design adds a monochrome channel to the red, blue and green color channels. As in four-color printing, the black improves color detail and reduces registration problems. Also provides a striking "black and white from color" picture.

As in four-color printing, the black improves color detail, and reduces registration problems. Also provides a striking "black and white from color" picture.

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

New high-resolution Kine eliminates face plate distortions, resolves up to 900 lines, provides highlight brightness of 160-foot lamberts. New double-aperture camera eliminates shutter bar, lessens vibration. Self-compensating circuits assure uniform contrast, automatic control of exposure. Used with fast film developer to play back pictures in 2 minutes.
10,320 women in and around Fargo are greatly exercised about what Bill Weaver says and does on his daily “Party Line” program every late afternoon.

For example: Bill had “Miss Exercise” appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered (not pushed) every day. In two weeks, 10,320 requests were received.

“Party Line” is doing a magnificent job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you’ll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!
and some Washington counsel for the local TV stations sat in as observers.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Attorney Wolff complained that the FCC had not given sufficient warning of the Chicago inquiry to permit AFTRA and other interested parties to prepare testimony and exhibits. At another point he charged that the stations had solicited “friendly” witnesses and that the FCC should ignore testimony obtained from recipients of special favors from the stations. He said the stations would not cooperate in supplying data to AFTRA (AT DEADLINE, March 12) and that the stations should have been put on the stand first to give the public witnesses a chance to evalu-
Winter in Indiana can be beautiful. It can also bring vehicle traffic to a complete standstill. When that happens, WIBC swings into action. Incoming phones are manned to take the hundreds of calls dealing with school closings, road reports, meeting postponements and cancellations, announcements by industrial and commercial concerns. These notices are broadcast repeatedly so that WIBC listeners become totally familiar with the situation as it exists. Newscasts ... music programs ... all participate in the dissemination of news and information of the storm and its ramifications. The broadcast continues until the phones stop ringing.

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

* Pulse 46-County Area Survey, April, 1961
* Pulse Metropolitan Area Survey, October, 1961

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

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

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

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

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

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

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

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

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

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

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

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
broadcast sponsor. Jonathan Pugh, advertising manager of Talman Federal Savings & Loan Assn., charged that WNBQ "has been milked like a slam landlord milks a property" since Mr. Yoder took charge. He said WGN-TV has been the only station to put quality programming in a good time slot.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WJXT
JACKSONVILLE, FLORIDA

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY
It happened in Dallas. Station KBOX subscribed to “Topic A” produced by the Time-Life Broadcast News Service. Almost immediately, Earl Hayes, the biggest Chevrolet dealer in town, signed up to sponsor fifty broadcasts a week, to get across-the-board impact.

Now, how about you?

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

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

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

BROADCASTING, March 26, 1962
WBKB, WBBM-TV and WTTW. The NAACP spokesman liked certain WTTW and WNBQ efforts but was upset over recent editorials over WBBM-TV on the public school problem in Chicago. He said NAACP did not ask for equal time and WBBM-TV did not ask if NAACP wanted it.

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

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

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

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

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

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

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

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

TIME-LIFE BROADCAST NEWS SERVICE

BROADCASTING, March 26, 1962

FCC's 3-YEAR RULE

Minimum holding time passed on 5-2 vote

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

The commission released the text of its order last week that requires a licensee, absent certain circumstances, to operate his station for a minimum of three years before it can be sold without a hearing (Broadcasting, March 19).

The new rule was adopted on a 5-2 vote.

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

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

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

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

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

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

Commissioners Rosel H. Hyde and
T. A. M. Craven dissented, the former with a statement (Broadcasting, March 19). In concurring views, Commissioner Robert T. Bartley said the rule may lessen attempts to traffic in licenses but that it does not get to the core of the problem. "I would prefer a rule which looks to . . . how well the new user of the authorization will serve the public interest," rather than how long the station being sold has been held, he said. Sales are not undesirable per se, he said, because new licensees may turn a marginal service to a meritorious operation. Therefore, he said, a rule should be adopted which would require a finding that a station transfer would result in an improved use of the frequency.

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

KRLA wants stay until petition is considered

KRLA Pasadena-Los Angeles has asked the FCC to stay its decision ordering the station off the air April 16 (Broadcasting, March 19) until 30 days after the commission has acted on a petition for reconsideration. The station said it will ask the FCC to reconsider the refusal to renew KRLA's license and said that "there is a strong likelihood that its petition will prevail because the decision . . . contains errors of both fact and law."

KRLA has until April 18 to ask for a review and, the station pointed out, if it has to go dark before the petition can be acted upon, it will suffer irreparable injury.

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

WLBW-TV files for renewal

Fulfilling a mandate from the FCC, WLBW-TV (ch. 10) Miami applied for license renewal last week. WLBW-TV, which received the grant after three other applicants had been disqualified, was ordered by the commission a month ago to file for renewal by last Tuesday (Broadcasting, Feb. 19). Owned by L. B. Wilson Inc., WLBW-TV went on the air last November and, according to terms of its grant, the first license period was to be for four months. The FCC has announced that competing applications for ch. 10 will be accepted until May 21 and will be considered on a comparative basis with WLBW-TV's bid for renewal. L. B. Wilson also owns WCKY Cincinnati.

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

Minow offers hope to daytime operators

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

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

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

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

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

Carter, NCTA protest decision on microwave

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

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

Broadcasting, March 26, 1962
“Ask Your Neighbor”

with Bob Allison
1:05-2:00 PM
Weekdays

“Can anyone tell me how to get an ugly coffee stain out of a beige carpet?”

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

“I’m searching for wholesome, entertaining games to play at teenage parties.”

This is just a sampling of the myriad queries directed to WWJ’s sprightly afternoon feature. Listeners phone in their problems; their WWJ neighbors respond with practical solutions—as the whole town eavesdrops with pleasure and profit.

And genial Bob Allison is the perfect MC for this friendly clearing house of the air.

Human interest, friendly service, a salesmaker! That describes “Ask Your Neighbor”—another facet of Total Radio on WWJ, Detroit.

Ask your PGW Colonel for availabilities today!

WWJ AM and FM
Radio
Detroit’s Good Business Station
**ALL CHANNEL SET CHANCES**

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

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

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

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

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

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who had suggested the moratorium to the commission, declined to predict what action his committee would take. But he said the FCC letter containing the proposal was a “good” one that “speaks for itself.”

In another development last week, Deputy Atty. Gen. Byron R. White submitted an opinion defending the constitutionality of the bill, which would require set manufacturers to build only all-channel sets for interstate commerce.

The constitutional question was not a major one in the recent hearings, but the proposal had been seriously challenged on this ground when presented in previous years. The opinion was submitted to Sen. Pastore.

Chairman Sympathetic to FCC • During hearings by their respective committees on the all-channel bill, Sen. Pastore and Rep. Harris appeared sympathetic to the commission view that the proposed legislation and the deintermixture issue should be separated—and that a prohibition of deintermixture would deny the agency the flexibility it feels it needs. But, in view of the feelings of congressmen worried about deintermixture in their districts, both advised the commission to recognize the political realities and to accept some compromise.

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

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

This is true of four House Commerce Committee members—Reps. Peter F. Mack (D-I11.), Robert H. Hemphill (D-S.C.), Abner Sibal (R-Conn.) and Vernon W. Thomson (R-Wis.). All come from areas threatened with deintermixture; all had supported a statutory ban against deintermixture, and all but Rep. Sibal are sponsoring such legislation.

Mack Disappointed • Rep. Mack expressed “great disappointment” that ch. 2 Springfield, Ill., was not included among the four deintermixture cases

---

**EIA suggests simulcasts as remedy for uhf**

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

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>State</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>657,467</td>
</tr>
<tr>
<td>California</td>
<td>594,469</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>374,545</td>
</tr>
<tr>
<td>Illinois</td>
<td>355,467</td>
</tr>
<tr>
<td>New Jersey</td>
<td>261,920</td>
</tr>
<tr>
<td>Indiana</td>
<td>146,951</td>
</tr>
<tr>
<td>Minnesota</td>
<td>89,032</td>
</tr>
<tr>
<td>Tennessee</td>
<td>87,037</td>
</tr>
</tbody>
</table>

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

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

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

---

**BROADCASTING, March 26, 1962**
happy competitors!
HERE'S WHY:

NORFOLK  SPOKANE  PHOENIX

Our Salt Lake City Market is now ranked 51st based on sets in use — average quarter-hour in prime evening time*

KCPX-TV  KSL-TV  KUTV

To help you better spend your advertising dollars find out the in-depth market information available in THE NEW 51st MARKET.

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

BROADCASTING, March 26, 1962
which the commission said could not, because of legal and technical reasons, be covered by the moratorium offer. But the FCC proposal, he said, is "a logical solution" to the problem involving the other proceedings, which include ch. 3 Champaign-Urbana and ch. 13 Rockford, both Illinois.

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

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

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

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

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

Nor are uhf broadcasters, who are on the other extreme of the deintermixture controversy, happy about the FCC offer. William L. Putnam, president of the all-uhf Committee for Competitive Television, said the all-channel set is no substitute for deintermixture as a means of helping uhf broadcasting. Mr. Putnam, who is president of WWLP Springfield, Mass., predicted that the bill, if enacted, would become entangled in court proceedings that would drag on for years. And during that time, he said many uhf stations will go dark.

SYRACUSE MERGER IN WORKS

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

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

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

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

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

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

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

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


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

Senate unit okays JFK spectrum boss choice

STEWART ASKED TO SEE IF MILITARY IS HOARDING VHSF

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

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

President Kennedy nominated Dr. Stewart for the $20,000 a year telecommunications post late last month. The Senate confirmation is to be assistant director of the Office of Emergency Planning, also an Executive Department post (BROADCASTING, March 5). Upon confirmation, the President will appoint him telecommunications management chief.

Posture: • Sen. John O. Pastore (D-R.I.), chairman of the communications subcommittee, asked Dr. Stewart to try to find out definitely whether the government might ever relinquish vhf frequencies for television. "We have tried and tried to resolve this problem," the Rhode Island Democrat said. He
United Press Movietone News supplies newsfilm to more television stations than all other services combined.
said he hopes the government may find a way so television "can indeed be a nationwide and competitive system."

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

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

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

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

Dr. Stewart also said he:

- Believes agreements with other governments should be made by the U.S., not by private companies.
- Expects to determine what portions of the spectrum the military services and the Central Intelligence Agency are using and why.
- Upholds the policy that telecommunications in the U.S. is "essentially" a job for private industry.
- Believes that in the administration of the radio spectrum, the U.S. has not kept pace with technological advances.

Both West Virginia senators and his congressman appeared in support of Dr. Stewart's nomination. For the last four years, Dr. Stewart has been professor of government at the Morgan-town university.

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

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

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

### COMPROMISE ON JFK, KERR BILLS?

**Kennedy says White House will give, but not on ownership**

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

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

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

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

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

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

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

**Limited Ownership Favored** — In four weeks of hearings before the Senate Space and House Commerce Com-
People who know the Pittsburgh market best TAKE TAE

“In the food business, advertising must pay off right away. Thorofare has sponsored full-length TV feature movies for the last nine years. In that time, our sales volume has tripled. We are continuing to place more television advertising than any food chain in this area. It helps give us the sales results we’re looking for.”

Mr. L. B. Smith, Jr., President Thorofare Markets, Inc.

A food chain owner is a hard-headed spender. Why is Pittsburgh’s most dynamic, talked-about grocery chain putting its money on TAE-time? Take TAE and see!

TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY, INC.
National Representatives
and would pay dividends and purchased two classes of stock. Class A would provide for common carriers, which would include their investment in their rate bases.

One Class of Stock

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

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

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

But he was adamant in insisting on public participation. The administration’s aim, he said, is to create a corporation that would develop space communications swiftly, provide global coverage, and foster competition among equipment manufacturers.

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

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

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

**FCC and Minow to light up ‘wasteland’**

The FCC has acquired a true public-service exhibit at the NAB Chicago convention April 1-4.

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

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

Etv by line to schools

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

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

...live and direct. That’s what sports fans associate with San Francisco’s KTVU. San Francisco Giants baseball, college basketball, ice hockey, pro football, wrestling…they’re all live and direct on KTVU. Sponsors know KTVU offers still another kind of direct action...the immediate buying action of audiences tailor-made for the advertiser’s product message. Top syndicated shows, post ’60 movies, children’s programs, local productions. Match the program to your product and watch sales go.

The Nation’s LEADING Independent TV Station

KTVU

SAN FRANCISCO • OAKLAND

Represented by M-R Television, Inc.
BMI sacrifice for ASCAP rate cut refused

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

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

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

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

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

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

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

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

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

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

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

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

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

Details of this session also were not officially divulged, but they reportedly included a lengthy presentation on the
America's leading retailers have selected WPEN to broadcast from America's largest enclosed mall shopping center, just across the river in New Jersey. These leading retailers selected WPEN because it is Philadelphia's leading personality station.
importance BMI has attained in the music world. Presumably this centered on details released only a few days earlier showing that, by BMI computations, BMI rivals ASCAP as a source of both radio and tv music and dominates ASCAP in the phonograph records field (BROADCASTING, March 19).

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

Although ASCAP and BMI are running nip and tuck for dominance as music sources generally, ASCAP's revenues—predominantly from fees from broadcasters—exceed BMI's by more than two and a half to one. ASCAP's total income last year was about $33.1 million compared to BMI's approximately $12.7 million. Long Battle • ASCAP, which has conducted a running fight against BMI for most of BMI's 20 years, approved the proposed settlement two weeks ago—on condition that the broadcasters also approve it.

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

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

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

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

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

Desilu refinancing to cost $4 million

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

THE MEDIA

The ABC-TV bus stops to let Treyz off

MOORE, BARNATHAN PROMOTED IN MOVES TO RECOVER MOMENTUM

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

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

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

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

The ABC-TV move ended weeks of rumor that an executive outside broad-
For Jan. this to mean reported that New York explaining rounds president Mr. reported distributes Desilu's $264,949, or 23 cents per share on 1,155,940 shares. 730 and ness strength TV and NBC seasons. Treyz there's generally tending to operate with "in an organizational way." Treyz has had difficulty working "in an organizational way."

There's no explanation from ABC authorities but observers interpreted this to mean that Mr. Treyz had been tending to operate with a lone hand. Loss in Momentum = ABC-TV is generally thought to have achieved its peak performance—in both program popularity and increased billings—under Mr. Treyz's leadership. But it's also obvious that a loss in the momentum that had been gained by ABC-TV, after years of being regarded as tv's "third network," came in the current season. Although the network's 1961-62 nighttime schedule cannot be dismissed, it remains that ABC-TV's competitors aren't upset. In fact, both CBS-TV and NBC-TV appeared to gain strength this season and ABC-TV didn't.

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

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

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

Four Star shows currently on network television include The Dick Powell Show and Robert Taylor's Detectives on NBC-TV; Target: The Corruptors and The Rifleman on ABC-TV; The Gertrude Berg Show on CBS-TV, and a renewal of The Law and Mr. Jones on ABC-TV for the balance of the season. The firm has "sold" three new half-hour series and one new hour series for network telecast in the 1962-63 season.

'Corruptors' gets suit for ABC and Four Star

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

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

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

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

Here's your answer:

demand radio

The biggest programming news at the N.A.B. Convention!
Hear it in Suite 1419A at the Conrad Hilton!
WHO HAVE HAD IT!

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

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

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

Q. Okay, but what about music—can I really build up my ratings, hold a good share of the market, get some attention from national advertisers—without playing Top Forty?
A. YES. (That's an important part of the DEMAND RADIO story.)

Q. It seems to me I've heard about the Men from Mars...
A. We should hope so! In just one year, Mars has scooped up the finest programming and technical talent, and has created, produced and sold a total of 20,000 program features to some 300 radio stations. Among the Mars clients are station groups that have never bought programming from anyone else!

Q. Now, you've made some pretty strong claims and promises. I have some specific questions...
A. Fine! Come see us at the N.A.B. Convention. We'll demonstrate DEMAND RADIO to you, introduce you to satisfied clients, back up every statement we've made above, and more.

Q. Just one more question now. Is DEMAND RADIO exclusive in my area?
A. That's right. Exclusively yours—or, we must add, exclusively one of your competitors, depending on whom we sign up. So please make Suite 1419A at the Conrad Hilton one of your first stops.

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

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

See you soon!

MARS BROADCASTING, INC. 575 Hope Street, Stamford, Conn.
might keep shows from going on the air before viewers got a chance to judge for themselves.

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

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

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

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

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

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

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

CHICAGO APPRAISAL
Broadcasters explain tv. problems to civic groups

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

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

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

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

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

Louis Hausman, director of the Television Information Office, explained to one seminar group that some broadcasters are wary of local advisory boards because the members might be intent on stations rejecting their impractical ideas. Mr. Hausman also opposed group pressure campaigns because they would "keep shows from going on the air before viewers got a chance to judge for themselves."

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

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

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

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

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

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

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

FM BROADCASTERS OPEN MARCH 31
Rabell proposes New York sales-promotion headquarters

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

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

Mr. Rabell has been elected as fm director-at-large on the NAB board of directors. His term starts with the NAB convention. The NAFMB convention begins formally March 31 at 9:30 a.m. with the annual business meeting and election of officers. It is open to members only.

After a board luncheon, a series of afternoon seminars will be held for fm broadcasters and others interested in the medium. Will Collier Baird Jr. WFMF (FM) Nashville, will preside at a seminar on fm measurement data and research. Participants will be Arnold E. Johnson, Needham, Louis & Brorby, Chicago; Roger N. Cooper, American Research Bureau; Donald Nelson, Nelson & Walker, Oklahoma City, Okla., and Robert Atkinson, C. E. Hooper Inc.

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

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

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

T. Mitchell Hastings Jr., Concert Network, will preside at an fm sales session that winds up the morning program. Participants will be Joe M. Leonard Jr., KGAF-AM-FM Gainesville, Tex.; L. N. Benton, WLOL-AM-FM Minneapolis; Mr. Rabell.
THE GREAT CHARLESTON-HUNTINGTON DEBATE COMMENCES!

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

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

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

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

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

JOHN: Very well, Mr. Garten! Which truncheon shall I first employ? Metropolitan Charleston's 62,100 TV homes? Or its average income? Sales Management's 1961 Survey of Buying Power shows that the average Charleston household annually earns $6,502—a sum sufficient, would you not say, to allow seconds at table?

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

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

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

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

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

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

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

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

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

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

TOM: Until the next time, then, we thank you all for your time and attention. WSAZ-TV, Channel 3, NBC. Division: The Goodwill Stations, Inc.
A new insight into the listening attitudes and tuning habits of radio listeners was added to the arsenal of radio sales ammunition last week with the release of a mass of audience data compiled by the Psychological Corp. for WMCA New York.

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

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

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

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

The study shows how listeners think of stations as having individual "personalties" and also singles out some of the personality traits of the more or less typical listener. For instance:

- He is basically loyal, despite a tendency to be a dial-switcher at times.
- He is open-minded and generally tolerant of what he hears.
- He is inquisitive.
- He likes to experiment occasionally—even to the extent of deliberately seeking out programming that he thinks he dislikes.
- He is patient.
- He is sometimes moody.
- He often is indecisive, needing help in making up his mind.

These attributes, like the other findings in the study, apply specifically to listeners in the New York area, where the study was made. Some of them are not mathematically projectible, but generally they are believed to be broadly typical of radio audiences as a whole.

The study has been under way for several months and highlights of some of its findings have been made public as the computations progressed (Broadcasting, Jan. 22, Feb. 5). It was conducted in two phases, with interviews for both held last November and December.

The methodology • The quantitative phase consisted of completed telephone interviews with 1,000 listeners in the New York metropolitan area, based on a sample which makes the results "projectible to the total listening population with considerable reliability," according to Dr. Harold Mendelsohn of Psychological Corp., an independent research firm in New York.

The qualitative phase consisted of depth interviews, averaging 90 minutes apiece, with 150 selected listeners, former listeners and non-listeners of WMCA. These results are considered "illustrative" but not mathematically projectible—because the sample was selected on quota basis—except as support for the findings from the quantitative phase.

Stephen B. Labunski, vice president and general manager of WMCA, said in releasing the report that he hoped it will "bring about a better understanding of radio audiences and result in greater and more effective use of radio."

The study started as a project to guide WMCA management in programming decisions. But it produced so much material offering "new and highly encouraging ways to look at radio" that WMCA officials felt this non-competitive material ought to be made available to other stations and to advertisers and agencies.

It goes further than most publicity released presentations in revealing "secrets" about its sponsor's strengths and weaknesses. Mr. Labunski said this policy stems from WMCA's belief that both the station and radio generally are strong enough to stand up to the facts and that, actually, "if everybody knew the full truth about radio, all of radio would gain."

One of the study's side results was confirmation of the generally held belief that radio ownership is virtually universal—much more so than the latest U.S. Census figures indicate. Although radio ownership was one of the requirements for those chosen to be interviewees, survey officials say they've combed their records without finding any indication that even one prospective respondent failed to have a working-order radio in his home.

Empty House • The respondents, according to the report, showed their
"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein
Scout Executive
Buffalo Bill Council

WOC is more than a member of the community... it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends $4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your FGW Colonel... today!
reliance on radio in many ways. This comment by a housewife was cited as typical: "To me, when the radio is off, the house is empty. There is no life without the radio being on. As soon as I get up at 6:30, the first thing I do is turn it on . . ."

Numerically, 85% of the WMCA listeners surveyed—as distinguished from those who listen primarily to other stations—said they spend more than two hours a day with radio (all stations) every day. A total of 49% listen to radio for more than two hours at a time in the morning, 48% for more than two hours in the afternoon, and 34% for two hours or more in the evening.

The number of non-listeners during any day in the survey varied from 14% in the morning to 29% at night.

Survey authorities noted that these figures, from the qualitative study, were not mathematically projectible. But they thought it safe to assume that the percentages are at least indicative of listening habits generally.

**Importance** — More than three-fourths of the WMCA listeners classified radio as "very important" (51%) or "fairly important" (27%) in their everyday lives.

**Why?**

First, the report notes, there are the "obvious" reasons: "Radio gives me the news," and "it entertains me." In addition to exploring these factors in detail, the study also turned up several "subtle" reasons "of which the respondent himself is usually unaware." The report explains these additional reasons as follows:

"Radio serves to 'bracket' the day. It's a suitable 'waker-upper' that heralds a new day and prepares the listener for his encounters with the outside world. (Example: As an adult female said, 'I don't know what I'd do without it in the morning. It just gets me started, and that's what I like about radio')."

"In the evening, it seems to punctuate the day's routines, anxieties and labors with a relaxing, untroubled period mark. (Example: 'When I can't fall asleep I turn on the radio,' a teenager reported. 'I have it on constantly [but] I like to listen especially when I'm in bed just before I fall asleep')."

"Between the waking and preparation-for-sleep periods, the listener turns to radio primarily for companionship.

Here, radio fills voids that are created:

"1. — By dull, routine and boring tasks (Example: 'I listen to the radio from the time I get up until I go to bed. It regulates my day and it keeps me company. I can do other things at the same time—cook, clean, and still hear it all the time . . . Also, when you are home with children the day seems to have no beginning and no end, and radio really helps to break it up a little.').

"2. — By social isolation and feelings of loneliness (Example: 'It makes my driving easier. I drive a truck all day and if I didn't have the radio, I'd go batty . . .')."

**Adapts to Moods** — "Corollary to radio's major function as a companion is its unique ability to accommodate itself to the listeners' mood or psychological frame of mind at any given time (Example: 'I couldn't get around without it. Especially if it's a rainy day or I feel blue. The music helps brighten the day. I sing along with the songs. I enjoy listening to the disc jockeys chattering away. It makes the time pass quickly, and my housework doesn't seem so boring.')."

The report notes that radio serves, in addition, an informational function that is also social. It helps the listener "identify" with other people and gives him something to talk about with them.

This role of radio as a "conversation piece" is not readily acknowledged by most listeners, authorities pointed out, but in the depth interviews it was quickly established that this is a factor of great importance. The report explains:

"Radio allows the listener . . . to share with others a wide variety of events of common interest and concern. The listener uses radio to bind him closer to other listeners like himself merely by virtue of having been a 'witness' to the same happenings. To many listeners these shared experiences become focuses of attention and conversation."

"In this process, the contents of radio broadcasts serve as 'social lubricants' for reducing inter-personal tensions that normally arise in the course of social living. By providing listeners with things to talk about, radio . . . serves as a rather harmless catalyst in making communication between people easier."

One wife phrased it this way: "The current events on radio help me to discuss with my husband in the evening."

**Dependent on Radio** — Whether for these incidental benefits or not, people were found to regard themselves as dependent to a "surprisingly high degree" on radio as a source of news. This appears at least to be the case with WMCA listeners, to whom this part of the study was limited, and WMCA
INDUSTRY'S MOST COMPLETE LINE OF CARTRIDGE TAPE EQUIPMENT

1. 500—Compact combination cartridge tape recorder/playback unit; 2. 505—Compact cartridge tape playback unit; 3. 505S—Compact combination stereo cartridge tape recorder/playback unit; 4. 505S—Compact stereo cartridge playback unit (also available in rack mount); 5. 500R—7” rack mount combination cartridge tape recorder/playback unit; 6. 505R—7” rack mount cartridge tape recorder unit; 7. TP1—Tape cartridge winder; 8. RS200—Lazy susan revolving cartridge rack; 9. RM100—Wall mount cartridge rack; 10. 300, 600, 1200—Tape cartridges.

This is Spotmaster—the most complete line of quality cartridge tape equipment in the World. Pioneered by Broadcast Electronics, Inc.—Spotmaster equipment is now being used in over 500 radio and television stations in the U.S.A. and in over 100 stations in Canada, Mexico, Europe and Australia. Stop by exhibit booth 14E at the NAB Show (Conrad Hilton Hotel) and see-for-yourself why more broadcasters prefer Spotmaster equipment over any other make.

BROADCAST ELECTRONICS, INC. 8800 BROOKVILLE RD., SILVER SPRING, MD.
Novel Industrial Corp. to get QXR Network

Interstate Broadcasting Co., a wholly-owned subsidiary of The New York Times, will transfer its QXR Network operation to the newly-formed Fidelisound Media Corp., a subsidiary of Novo Industrial Corp., New York, it's announced today (March 26).

WQXR-AM-FM New York will continue to supply music programs and the Times hourly news bulletin to the network, and will remain the key station affiliate in New York, according to Elliott M. Sanger, executive vice president of Interstate. The transfer will take place about April 1.

Mr. Sanger said that operating the network through a separate corporation will speed the development of the large fm network consisting of 16 interconnected stations in the triangular area bounded by Boston, Buffalo and Washington, and of 18 other stations which are serviced with WQXR tape programs. Interstate will not have any stock interest in Fidelisound, which is to be a wholly-owned subsidiary of Novo.

Walter E. Bronston, Novo board chairman, said Fidelisound would be headed by Chester M. Ross, president of Novo's Bonded Services Div., with the title of chairman and chief executive officer. James Sondheim, general manager of the QXR Network for Interstate, will be president and general manager of Fidelisound.

Principals in the transfer are shown above (1 to r): Mr. Sanger; Norman S. McGee, WQXR vice president in charge of sales; Mr. Ross, and Mr. Sondheim.
Mr. Ervin Lyke  
W. R. O. C. T. V.  
201 Humboldt St.  
Rochester, New York

Dear Mr. Lyke:

I wish to bring to your attention an incident in which your outstanding employee, Charles Planart, was instrumental in effecting the arrest of John Murphy, an escapee from the State Hospital on February 19, 1962. The subject, Murphy, had been committed to our County Jail after an arrest by the Police Bureau on a charge of robbing a merchant on Front Street earlier this month. In the County Jail, he attempted suicide which resulted in his commitment to the State Hospital for further examination. Here, he and an accomplice effected an escape by saving through a security window of a porch.

On February 21st, information was received by the Brighton Police Department that a subject answering the description of John Murphy - had been seen in the area. Charles Planart responded and while patrolling in his radio car in the area, spotted the subject near a barn at 2369 Clinton Avenue South, and immediately called in the position of the suspect, resulting in an early arrest without further incident.

We in the Police Bureau consider this man a very dangerous person to be at large in view of a past history of robbery conviction and other information developed - indicated that he is capable of much violence. It is duty such as this that brings the relationship between a Police Department and a news media much closer. Mr. Planart is directly responsible for the arrest and it is my sincere pleasure to commend him for an outstanding act. I might add, in the short time that I have been here that Mr. Planart has been most courteous in carrying out his duties as a news photographer and I have heard many kind comments about his conduct in dealings with the Police Department.

Very truly yours,

William M. Lombard  
Chief of Police

Thank you...  
Chief Lombard

Erwin F. Lyke

PRESIDENT WROC
Good Music* rings up sales in Southern California over KFAC AM and KFAC FM *two stations for the one price
NEXT WEEK
IN CHICAGO

NAB celebrates its 40th anniversary with an April 1-4 convention that ranks with the major industrial conferences of the nation. The way things shaped up at the weekend it appeared attendance might surpass the all-time record set in Washington last year.

The Conrad Hilton Hotel in Chicago now provides more space for the annual equipment exposition than was available in past years. More than 27,000 square feet of exhibit space was sold by the association, according to Everett E. Revercomb, secretary-treasurer and exhibit manager (see detailed equipment story starting page 92).

By returning to the Conrad Hilton the association can house all of its official meetings under one roof. Unofficial meetings not listed on the agenda will be scattered among other Chicago hotels, including the Sheraton Blackstone, just across the street.

Programming and service firms participating in the convention will have hospitality suites all over the hotel (see directories starting page 118).

Unofficial meetings get under way Friday, March 30, including that of the board of the National Assn. of Fm Broadcasters (story page 76) and the Assn. for Professional Broadcasting Education. NAFMB members have an all-day meeting Saturday and will join with NAB in an Fm Day program on Sunday. This has become an increasingly important phase of the convention as the fm medium grows.

Opener Features Murrow • Equipment exhibits open Sunday, April 1, at noon (see official program, page 76). Formal programming starts Monday morning with presentation of the Distinguished Service Award to Edward R. Murrow, director of U. S. Information Agency.

The separate Engineering Conference (see page 82) opens Monday afternoon, April 2 and winds up Wednesday afternoon with the annual FCC roundtable, the closing event of the convention. NAB President LeRoy Collins will deliver his annual report to the membership at the Monday luncheon. FCC Chairman Newton N. Minow will speak at the Tuesday luncheon. The Wednesday luncheon speaker will be James E. Webb, administrator, National Aeronautics & Space Adm.

Last year's convention attendance was 3,101 (officially registered). This is only part of the story. Exhibit personnel run about 1,000 and 200 assistants are employed in connection with exhibits. Finally upward of 1,000 converge on the convention but aren't officially registered. Some estimates have placed this group as high as 2,000. The official registration at the last Chicago convention in 1960 was 2,810.

Co-chairmen of the NAB Convention Committee are J. M. Higgins, WIBC Indianapolis, Ind., and William B. Quarton, WMT-TV Cedar Rapids, Iowa. Other committee members are Henry B. Clay, KTHV (TV) Little Rock, Ark.; George T. Frechette, WPHR Wisconsin Rapids, Wis.; Simon Goldman, WJTN Jamestown, N.Y.; Robert T. Mason, WMRN Marion, Ohio; Odin Ramsland, KDAL Duluth, Minn.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Joseph S. Sinclair, WJAR-TV Providence, R.I.; Robert F. Wright, WTK- TV Meridian, Miss.

Official agenda, sidebar events .......................... page 76
‘Where to find it’ directory ................................ page 135
Technical papers, agenda .................................... page 79
Major displays at exhibits .................................. page 92
Registration: who'll attend ................................. page 121

BROADCASTING, March 26, 1962 75
ON TAP IN CHICAGO

Official agenda and unofficial sessions. Engineering Conference agenda appears on page 79. All hotels are Conrad Hilton unless otherwise indicated.

MONDAY, April 2

General Assembly • 10:30 a.m.-12 Noon, Grand Ballroom.


Invocation, The Right Reverend G. Francis Burrill, Bishop, Archdiocese of Chicago (Episcopal); Presentation of the Colors, United States Marine Color Guard; The National Anthem, The Great Lakes Naval Training Center Band; Welcome, The Hon. Richard J. Daley, Mayor of Chicago.

Presentation of NAB Distinguished Service Award by LeRoy Collins to Edward R. Murrow; Address, Mr. Murrow.

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

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa; 1962 convention co-chairman.


Address, LeRoy Collins, president, NAB.

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

Presiding, John F. Meagher, vice president for radio, NAB.


Television Assembly • 2:30-5 p.m., Waldorf Room.

Presiding and Opening Remarks, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman; Louis Hausman, director, Television Information Office.

Moderator, Vincent T. Wasilewski, executive vice president, NAB; Panelists, Charles Sweeney, legal advisor, Bureau of Investigation, Federal Trade Commission; Stockton Helfrich, manager, New York, The Code Authority, NAB; Norman E. (Pete) Cash, president, TVB; William MacRae, coordinator—Spot Television.

TUESDAY, April 3

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

Presiding, John F. Meagher, vice president for radio, NAB.

Television Assembly • 8:30-10 a.m., Waldorf Room.

Continental Breakfast. Presiding, Dan W. Shields, special assistant, television, to the executive vice presi-
Other related meetings

FRIDAY, March 30
3:30 p.m. Assn. for Professional Broadcasting Education, subcommittee meeting. 7 p.m.—board of directors meeting, Room 12.

SATURDAY, March 31
9 a.m.-11 p.m. Assn. for Professional Broadcasting Education, membership meeting. Williford “A” Room.
9:30 a.m. National Assn. of Fm Broadcasters, business meeting. Waldorf Room.
12:30 p.m. APBE, membership luncheon. Williford “B” Room.
2 p.m. National Assn. of Fm Broadcasters, membership meeting. Waldorf Room.
2:30 p.m. ABC-TV Affiliates, meeting and presentation. Grand Ballroom.
5 p.m. APBE, reception. Williford “B” Room.
5:30 p.m. ABC reception. International Ballroom.

SUNDAY, April 1
8 a.m.-12:30 p.m. Assn. of Maximum Service Telecasters, membership meeting. Beverly Room.
9:30 a.m. National Assn. of Fm Broadcasters, session. Waldorf Room.
9:30 a.m. APBE, board of directors meeting. Room 12.
10 a.m. ABC Radio Affiliates, meeting. Williford Suite.
10:30 a.m. Broadcast Music Inc., board of directors meeting and luncheon. Rooms 13 and 14.
11 a.m. Daytime Broadcasters Assn., membership meeting. Williford “A” Room.
12:30 p.m. Assn. of Maximum Service Telecasters, board of directors luncheon. Bel Air Room.
12:30 p.m. NAB Television Code Review Board luncheon. Room 18.
2 p.m. APBE, membership meeting. Williford “A” Room.
4 p.m. Clear Channel Broadcasting Service, membership meeting. Bel Air Room.
5 p.m. Pre-Sunrise Broadcasters Committee, meeting. Upper Tower.
6 p.m. NBC Radio and Television Affiliates, reception and dinner. Golden Coast Room, Drake Hotel.
6:30 p.m. CBS-TV Affiliates, reception and banquet. Ambassador West Hotel.

MONDAY, April 2
8 a.m. Tv Stations Inc., membership breakfast. Mayfair Room, Blackstone Hotel.
8:30 a.m. NAB Broadcast Engineering Conference Committee, breakfast. Room 12.

TUESDAY, April 3
2:30 p.m. All Industry Television Music Licensing Committee, meeting. Room 14.
7:30 p.m. Broadcast Pioneers, banquet. Grand Ballroom.

WEDNESDAY, April 4
8 a.m. Society of Television Pioneers, breakfast. Lower Tower.
5 p.m. NAB Television Board of Directors, meeting. Room 12.
Mr. Jack A. Pegler  
Television Zoomar Company  
500 Fifth Avenue, Room 2223  
New York 36, New York

Dear Jack:

Congratulations are in order for your new lens creation -- the Super Universal Zoomar with improved optics.

Since we purchased the first one off the line it has performed in a very commendable manner for us. We used it with great success at the recent track meets in Madison Square Garden, and at the WPIX-11 pool feed origination of the reception and banquet at the Waldorf-Astoria Hotel for Marine Astronaut John Glenn. We believe it will serve us well when we start our exclusive coverage of the World Cham-
pion New York Yankee baseball telecasts within the next few weeks.

As one of the oldest television stations, in the most competitive market in the country, Channel 11 has pioneered in many facets of programming and engineering. Much of this success may well be attributable to the fact that early in television we saw the inherent value on using Zoomar lenses -- way back in 1948.

In this new lens, the improvement made by Dr. Bach is quite apparent, and we believe it adds a new dimension in broadcasting.

Sincerely,

Otis Freeman

Otis Freeman gets the First!
TECHNICAL PAPERS

A look at the latest technical developments in television, am radio and fm radio including stereo, along with a glimpse of what the future will offer in the electronic field, will be given at the April 2-4-16th Broadcast Engineering Conference in Chicago. The conference runs concurrently with the NAB convention at the Conrad Hilton Hotel.

Technical delegates will join the management group at the opening general assembly Monday morning, April 2, and at the annual FCC roundtable session the afternoon of April 4. Also open to technical delegates are the FM Day program Sunday, April 1, and the convention exhibits.

Jack Petrik, KETV (TV) Omaha, Neb., is chairman of the engineering conference committee in charge of the technical meeting. Serving with him are Glenn G. Boundy, Storer Broadcasting Co.; Virgil Duncan, WRAL-TV Raleigh, N. C.; William S. Duttera, NBC; William B. Honeycutt, KRLD-AM-FM-TV Dallas; Leslie S. Learned, MBS; Frank Marx, ABC; George L. McClanathan, KPHO-AM-TV Phoenix, Ariz.; James D. Parker, CBS; Orrin W. Towne, WHAS-AM-TV Louisville. George W. Bartlett, NAB manager of engineering, has cooperated with the committee in arranging the program.

Engineers will have their own luncheons. Speakers will be: April 2, Sir Harold Bishop, director of engineering, British Broadcasting Corp.; April 3, Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Labs.; April 3, Dr. George Brown, RCA vice president, research and engineering.

Engineering delegates will have no formal programming the afternoon of April 3, which has been set aside for visits to the two exhibit rooms in the lower lobby of the hotel.

The opening technical program April 1, with Mr. Bartlett presiding, includes a greeting by NAB President LeRoy Collins. The technical papers that afternoon will be devoted to both radio and tv topics.

The conference will split up into radio and tv groups the morning of April 3. Final engineering program the morning of April 4 will deal with combined radio and tv topics.

Theme of many of the technical papers will be cost reduction, tied closely to miniaturization of equipment. The slow progress in design and adoption of transistorized equipment, with savings in space, has long baffled many broadcast industry executives.

Several of the technical papers will go into this subject. Angles to be dealt with include the important saving in floor space made possible by small equipment. Another aspect is the belief by many engineers that transistors will do a better job and do it more reliably.

Here is the full program, with summaries of individual papers:

Monday, April 2

9 a.m.—General Assembly, Grand Ballroom, Conrad Hilton.

12:30 p.m.—Engineering Luncheon, Willard Room.

Presiding: Glenn G. Boundy, vice president for engineering, Storer Broadcasting Co., Miami Beach, Fla.

Speaker: Sir Harold Bishop, Director of Engineering, British Broadcasting Corp.

2:30 p.m.—Technical Session, Continental Room.

Presiding: George W. Bartlett, Manager of Engineering, NAB.

Session Coordinator: William S. Duttera, Director, Allocations Engineering, NBC.

Opening of Engineering Conference—LeRoy Collins, president, NAB.

3:15-3:30 p.m.


The Federal Aviation Act of 1958, while clarifying many troublesome issues in the field of aviation safety, has raised new points as to the proper allocation and use of airspace. Of immediate concern to broadcasters is the question of whether
EASE OF OPERATION—Top-mounted control knob (1) facilitates changing of the neutral density filter disk and lens cap. Center-shaft zoom lens control (2) permits rotating the five-lens turret with zoom lens installed. Handle positioned (3) for ease in handling camera.

CONVENIENCE—Viewfinder operating controls, zoom lens handle, and lens selection handle are located for maximum convenience. Other camera controls are fully protected behind swing-down door.
NEW GENERAL ELECTRIC CAMERA CONVERTS FROM 3" TO 4½" I.O.

PE-20-A/B CHANNEL INCREASES FLEXIBILITY; BRINGS GREATER PICTURE STABILITY AND EASIER OPERATION TO LIVE TELECASTING

Now General Electric offers an advanced studio camera channel that can utilize either a 3-inch or 4½-inch image orthicon through a relatively simple and inexpensive conversion process. This design provides either the operational economy of a 3-inch I.O. camera or the optimum video quality of a 4½-inch I.O. camera in one channel.

Designated the type PE-20-A (3") and the type PE-20-B (4½"), the new General Electric camera channel also provides operational control of the image orthicon at the console as well as at the camera. After initial line-up at the camera, any touch-up required, such as target, and all electronic focus control adjustments, can be performed at the console. This dual control feature allows for operational flexibility using standard camera cable.

Other features of the PE-20-A/B include:

- **Stability**—Transistorized circuitry and regulated voltages assure maximum stability and reliability.
- **Self contained meter**—Built-in, switchable meter provides monitoring of all important camera voltages including H & V sweep.
- **Electronic lens cap**—New electronic lens cap can be operated at either camera or console without need of delegation switches.
- **Built-in I.O. Guard**—Self contained I.O. Guard assures prolonged I.O. tube life.
- **Improved turret design**—Center shaft zoom lens control permits rotation of 5-lens turret with zoom lens installed and with remote iris control operating.
- **Ease of maintenance**—Plug in turret design on swing out chassis allow quick accessibility for ease in servicing.
- **Improved 8-inch Viewfinder**—Integrated viewfinder with 8" rectangular tube provides sharper, brighter picture. Switchable input permits either preamp output or camera channel output to appear on viewfinder.
- **Retractable handles**—Handles swing out for ease in handling camera.


**Progress Is Our Most Important Product**

**GENERAL ELECTRIC**

**COMPACT DESIGN**—Right side of camera with swing-out chassis in closed position shows (l to r) built-in switchable voltmeter, vertical sweep chassis with corona regulator and built-in I.O. Guard.

**ACCESSIBILITY**—Swing-out chassis, shown in open position provide maximum accessibility for ease of maintenance. Behind the center chassis is the transistorized viewfinder video circuitry.
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

an agency dealing in aviation can be objective in the matter of "public interest" when faced with the erection of radio and tv towers. The record of FAA in administering the act thus far has been good. The problems that remain can best be solved through the continued cooperation and understanding of aviation and broadcasting interests.

3:35-3:55 p.m.
"An All Transistor Uhf/vhf Field Strength Meter," by Cecil S. Bidlack, broadcast consultant, Smith Electronics Inc., Cleveland (authors are Joseph F. Dobosy, Mr. Bidlack, W. G. Hutton and Carl E. Smith). In the past, field strength meters for television signal measurements have been portable. However their size and weight make a two-man team a necessity to move them. In addition their power consumption requires a 6 volt storage battery or 110 volt ac for their operation. Separate units are also required for uhf and vhf measurements. This paper describes the salient features of a truly portable field strength meter, designed for the use of the FCC in the New York City uhf-tv project. Both uhf and vhf television bands are covered in one instrument, measuring 9 x 12 x 9 inches and weighing only 17 pounds.

4:425 p.m.

The objective of this paper is to provide a systematic approach to trouble shooting which will put the transmitter back on the air in the minimum time when trouble occurs. Two generalized techniques are discussed. The first is the "immediate action" approach. The operator automatically follows a brief fixed sequence of steps intended to restore operation without immediately trying to determine what specifically interrupted service. While following the immediate action routine, the operator may note irregularities but will not hesitate or interrupt the sequence of events. The second technique discussed is a detailed fault finding procedure to isolate a malfunction in a minimum amount of time. This stepwise procedure is arranged to reduce the unknown area (location) of the fault by about 50% each time a step is performed.

4:30-4:50 p.m.
"VTX-Slow Motion Video Tape," by Albert W. Malang, chief video facilities engineer, ABC.

During the course of network programming many times the most significant points are instants of crisis or performance. This is particularly true of news and sports events. While techniques of time expansion have been available for some time (slow motion and stop frame photography), in general they are laborious and time consuming.

The "immediacy" of television dictates a very rapid process, of high reliability and ease of operation. In developing such a facility for ABC, video tape was chosen as the mechanism. A description of the techniques used, and of the ancillary equipment fabricated, for this purpose is the subject of this paper.

Tuesday, April 3

9:00 a.m.—Technical Session—Radio—Continental Room.
Presiding: Leslie S. Learned, director of engineering, Mutual Broadcasting System.
Session Coordinator: William B. Honeycutt, chief engineer, KRLD AM-FM-TV, Dallas.

9:15-9:35 a.m.
"A Solid-State Direct Fm System for Mono, Stereo, and Sca Broadcasting," by Robert J. Hrvelda, and Frank D. McLin, project engineer, Collins Radio Co. (To be presented by Mr. McLin).

Recent advances in the transistor art have made possible the design of an economical solid-state fm exciter-modulator for broadcast applications. This system uses a varicap as a modulator and accepts an audio input between 30 cps and 75 kc while maintaining distortion less than 0.5% and r-f output frequency within 500 cps. Five vacuum tubes (the only tubes in the system) are used to convert the modulated signal to a 10 watt output at the station's frequency. A simple, reliable, entirely transistorized stereo unit using a time division principle generates the L and R signals. Because of the wideband capability of the modulator, the stereo signals and SCA input can be fed directly into the system without auxiliary modulators. This paper stresses reliability, quality of both monaural and stereo transmissions, and advances in the state of the art for the broadcast service.

9:30-9:55 a.m.
"Utilizing a 950 MC STL for Remote Control of Am or Fm Transmitters," by John A. Moseley, president, Moseley Assoc. Inc., Santa Barbara, Calif.

By the use of a 950 mc stl, am and fm transmitters can be remotely controlled without employing wire program and control circuits. This paper presents a complete system in which the stl carries both program and control signals simultaneously to the remote transmitter without degradation of the program material or interference to the control commands. The optimum method for returning the remote metering data to the controlling studio is a function of the type of emission; i.e., am, fm, or fm stereo. Systems are discussed for these instances. A new approach is introduced for relaying two channels for fm stereo over a system of stls operating within the
This broadcast engineer multiplies program power (without degrading signal quality)

CBS Laboratories' new AUDIMAX automatic level control is already helping more than fifty stations multiply their station coverage. Extensive field tests have shown that AUDIMAX increases average modulation by 6 db with a corresponding 300% increase in radiated program power.

AUDIMAX is not just another limiter, compressor or AGC amplifier—it is an electronic device which controls gain as competently as the most alert engineer. No other device acts with such speed and intelligence. While the staff engineer pursues more important duties, AUDIMAX sits in for him, maintaining maximum modulation or recording level. With AUDIMAX there is no need to compromise signal quality for high level of modulation.

This unique sound level control device is available in two models: AUDIMAX I ($495) for broadcasting and recording, and AUDIMAX II ($595) for television, motion picture and video tape production. A special Gated Gain Stabilizer in AUDIMAX II automatically determines whether gain should be turned up during prolonged lapses in the program. This eliminates the need for continuous manual monitoring of TV films and prevents noticeable level changes during pauses in live telecasts. A stereophonic adapter ($150) is also available to enable two AUDIMAX units to adjust gain on both channels simultaneously, thus assuring perfect balance in stereo broadcasts.

For complete information on how AUDIMAX can improve your broadcast efficiency write or call our Audio Products Department.

CBS LABORATORIES
STAMFORD, CONNECTICUT
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

You are invited to see AUDIMAX at the Chicago Convention of the National Association of Broadcasters.

BROADCASTING, March 26, 1962
bandwidth limitation of a single stl channel. Operation and maintenance considerations are important factors in the system design.

10:10:25 a.m.
"Automatic Stereophonic Phaser," by Benjamin B. Bauer, vice president for acoustics and magnetics, CBS Laboratories, Stamford, Conn.

With the advent of stereophonic recording and broadcasting, there is a need for a device that can sense the phasing of the left and right signals and automatically make corrections if necessary.

The CBS Laboratories' automatic stereo phaser bridges the left and right program lines, linearly amplifies each signal and then converts them to L+R and L-R signals by means of a transformer matrix. The L+R and L-R signals are separately rectified and the resulting dc is applied to a mechanical flip-flop. Correct phasing results in an equal or greater L+R signal as compared to the L-R signal. If the reverse appears, the program lines are automatically rephased.

10:30-10:55 a.m.
"Cartridge Tape Programming Techniques," by Ralph L. Haberstock, senior audio engineer, Gates Radio Co.

The proposed paper is intended to fill a gap which seems to exist in the general knowledge of cartridge tape uses, through variation in tape recording and cartridge preparations.

These different variations can be used to enhance the general overall performance of the station and also to the planning that must accompany the use of remote functions. The topic of cartridge storage will also be covered.

11-11:25 a.m.

He will explain the importance of Conelrad and how the funds will be obtained by the Conelrad stations that were appropriated by Congress to provide for these facilities.

In addition, Mr. Gray will outline the minimum requirements for installing emergency facilities at the transmitter site along with his recommended procedures for fast and efficient transition to the Conelrad frequency. And, a detailed outline of a simple automatic alarm that can be attached to the Civil Defense audio line to the key Conelrad station for constant monitoring as to the continuity of the telephone line.

11:30 a.m.-12 noon
"Improving Quality of Broadcasting Stations," by Frank McIntosh, consulting engineer, Washington, D. C.

Present status of broadcasting facilities from standpoint of quality; how are stations operated now; requirements under FCC Standards; present listening facilities available and growing size of hi-fi market; quality and what it means for the broadcaster and the listener; types of distortion; meaning of frequency response; areas in which improvements can easily be made; areas in which improvements can be made with more difficulty and expense.

Technical Session—Television
9 a.m.—Upper Tower

Presiding: Frank Marx, vice president for engineering, ABC.

Session Coordinator: George L. McClanathan, director of engineering, KPHO & KPHO-TV Phoenix.

9-9:25 a.m.
"New Approach to TV Studio Lighting Levels," by Rollo G. Williams, director of color research, Century Lighting Inc.

Surface brightnesses rather than incident footcandle densities are the important things to consider in studio lighting, which should be based on the spectral quality of the surface reflections picked up by the camera tube. Spectral distribution in the lighting can be a most important factor and it is shown how this can be controlled by variations in the voltage supplied to lamps. Correct use of spectral characteristics can result in important economics in studio equipment and operational costs. Examples are given and data provided so that studio lighting may be based on the spectral distribution of lighting and use made of the opportunities for improved picture quality as well as reduced lighting costs.

9:30-9:55 a.m.

The trend in image orthicon tubes today is toward the higher capacitance field mesh design tubes. These tubes fill the requirements for higher signal-to-noise ratio, longer grey scale range, better resolution and uniformity. High target voltage operation of these tubes produces the best signal-to-noise ratio and most accurate "photographic reproduction" of a scene. Lower target voltages allow more latitude in exposure control and lighting at the expense of certain performance features. Certain desirable characteristics of an image orthicon
LOOKING FOR A FAST WAY TO SHIP?

You’ve found it! The answer is Greyhound Package Express. Phonograph records, film, tapes, printed matter...you name it! Greyhound will get it there fast...very often the same day shipped. Your packages travel in weatherproof compartments aboard regular Greyhound buses, on fast, frequent schedules. Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places—so often. You can ship anytime...twenty-four hours a day, seven days a week, weekends and holidays, too! Ship C.O.D., Collect, Prepaid, or open a charge account. When getting it there fast is of the utmost importance, always specify Greyhound Package Express. It’s there in hours...and costs you less!

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. 6-C
140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

NAME______________________TITLE______________________
COMPANY______________________
ADDRESS______________________
CITY______________________STATE______________________PHONE____________
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

picture are described and the techniques of matching the picture from film, black and white and color cameras are explained.

10:10:25 a.m.
"Tv Automation Experience at KYW-TV," by Sidney Stadig, chief engineer, KYW-TV Cleveland.

KYW-TV placed a television program automation system in operation late last year. The system operates from paper tape and performs all master control video and audio switching, operates multiplexers, film and slide projectors, video tape machines, switches, mikes, mutes speakers, etc. This paper describes how KYW-TV prepares the paper tape at the time the schedule is typed, how it accommodates schedule changes and what changes this entailed in the functions of the traffic department, film department and operations.

10:30-10:55 a.m.
"Interleaved Sound Transmission Within the Television Picture," by J. L. Hathaway, engineering department, NBC.

A system is described for combining sound and picture signals and transmitting them over a single video circuit in such a manner as to provide an emergency sound service for use during failures of the regular television audio facilities. Picture and sound portions of network programs are ordinarily carried by inter-city circuits which differ in apparatus and routings. Although each has been subject to occasional service interruptions, simultaneous failures have been highly unusual. This Interleaved Sound system creates no degradation of picture quality, adds no interference components to the picture signal, and provides recovered sound of adequate quality.

11:11:25 a.m.

Evaluating television lenses on the basis of customary lens tests very often leads to wrong conclusions. Lenses which show highest quality with the resolution pattern perform poorly in field or studio and vice versa. Even bench tests which break down lens defects into the seven basic aberrations cannot be applied in the same way as for photographic lenses. Contrast transfer function tests, though more comprehensive, are often misinterpreted. The difficulties encountered with fixed focus lenses are compounded when zoom lenses are to be evaluated because the lens defects change throughout the zoom; and since practical objects are three-dimensional, two-dimension test patterns are not very good indicators for lens performance. In television, the required lens correction is different, particularly if color photography is compared to color television.

Methods for conducting reliable tests on television lenses will be shown by demonstration and illustrations.

11:30 a.m.-12 noon
"Seven Years of Significant Color Television Progress," by Clyde Hoyt, manager, tv receiver engineering, home instruments division, Radio Corp. of America.

In 1954 the first 21 inch color tv receiver was introduced. The 1961 21 inch color tv receiver represents the improvement and development accomplished in the interim. The tricolor kinescope has been greatly improved for light output, for stability, for life and for manufacture. The circuits and components associated with the color kinescopes are much better for performance, service and customer useability. The color receiver of today is a developed, refined device that receives excellent color pictures of greatly increased contrast, brightness and fidelity. It is now easy for the customer to operate, has a long operating life, and usually will operate for months and even years without service. Reception of black and white transmissions is greatly improved as well.

Engineering Luncheon
12:30 p.m.—Williford Room.
Presiding: Orrin W. Towner, director of engineering, WHAS Inc., Louisville, Kentucky.

Speaker: Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Laboratories.

No Sessions Scheduled

After Luncheon

This period is not programmed to permit delegates to visit exhibits and hospitality quarters.

Wednesday, April 4

9:30 a.m.—Continental Room
Presiding: James D. Parker, director, Television R-F Engineering, CBS Television Network.
Session Coordinator: Virgil Duncan, chief engineer, WRAL-TV Raleigh, N. C.

9:30-9:55 a.m.

The transmitting facilities at the FCC experimental television station WUHF in New York City will be described, together with methods and equipment used in evaluating the service provided by the station. Preliminary results will be given for the comparison of service with circular and horizontal polarization and with the use of directional and omni-directional antennas.
These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.

**Continental Electronics MANUFACTURING COMPANY**

Mailing Address: Box 17040, Dallas 17, Texas, 4212 S. Buckner Blvd., EV 1-7161 Subsidiary of Ling-Temco-Vought, Inc.

Designers and Builders of the World’s Most Powerful Radio Transmitters
10:10-25 a.m.

"Power Gain Measurements on an Installed TV Antenna," by Andrew Alford, president, Alford Manufacturing Co.; R. E. Fish, specialist, Antenna Engineering, General Electric Co., and Ogden L. Prestholdt, director of engineering, CBS Radio Network (To be presented by Mr. Prestholdt, formerly of CBS Television Network, engineering dept.).

Techniques are described for measuring the power gain of an installed tv transmitting antenna using a calibrated dipole with a triplane reflector as a reference antenna mounted on the same tower. Both helicopter and ground measurements are discussed and shown to be reliable and compatible.

10:30-10:55 a.m.

"A Comparative Analysis of Transverse and Helical Scan Television Tape Recording Techniques," by Charles Ginsberg, vice president and manager, rotary head recording advanced technology, Ampex Corp.

Over the past few years there has been an increase in interest in the design and utilization of helical scan television tape recorders, with particular applications in the field of closed circuit and education. This paper will discuss and analyze the basic differences between helical scan and four headed transverse video recorders, with particular emphasis upon time base stability, signal systems and operation, and performance quality. In addition, the ramifications of new track standards that might result from the use of helical machines will be analyzed and compared to the existing transverse standards. The compatibility insofar as duplication from one standard to another will be discussed, and a comparative analysis of operating costs will be made.

11:10-11:30 a.m.


The history behind the license law in Louisiana, a brief explanation of the mechanics of its operation and some of the experiences that have shown its success in the improvement of the tv and radio services.

11:30-11:45 a.m.

"Experiences in Moving a TV Transmitter Without Loss of Air Time," by Robert W. Cross, chief engineer, KROC-AM-TV Rochester, Minn.

The experiences of the technical staff of one station when the transmitting equipment was moved to a new site 32 miles distant. The move was made overnight and without loss of airtme.

No attempt is made to deal with the subject of site selection or FAA approval of tower structures, as these are individual problems. Rather, an explanation is made of the planning and practical execution of the move. It is pointed out that the

chief engineer, KOOL-AM-FM-TV Phoenix, Ariz.

Mr. Prestholdt

Mr. Ginsberg

Mr. Hillstrom

Mr. Bloom

Mr. Cross

PROGRAM AUTOMATION CAN REDUCE COSTS, INCREASE EFFICIENCY

by Vernon A. Nolle, V. Pres.

WJBC and Automatic Tape Control

Program automation does not mean pushing a button, walking out the door and locking the studio for the day. Automation is only a tool designed to provide specific efficiencies under certain program conditions.

Broadcasters today appear to be interested in two forms of program automation: the first, partial automation for brief periods—the second, full time automation for projected program periods.

Both part-time and full-time automation can offer some interesting cost saving and efficiency factors. With rising costs in the industry, broadcasters must keep an eye on costs and attempt to get more productive effort from employees. Many broadcasters believe it no longer makes sense to have a creative, skilled and well paid announcer spending most of his time in a control room doing mechanical operations when his efforts could be more productive elsewhere. This has encouraged some broadcasters to automate for periods of from two to three hours a day. They have found that they can relieve an announcer from mechanical functions in the control room long enough to prepare news broadcasts, write commercial copy, make sales calls, prepare public service programs, act in public relations capacities, and perform a multitude of other productive functions. Although this type of automation may save a station much money, it does provide a method of getting more meaningful work from existing employees.

Full time automation is now used extensively, particularly, in larger market areas. Some AM stations also have found that it is possible to operate by automation and still maintain the spontaneity of the medium. At WJBC-FM, for example, which is now completely automated fifteen hours a day, we have been able to produce additional revenue to the extent of $20,000 to $25,000 per year at operating costs that are less than $10,000 a year. One employee can operate the entire station, including the selling of time.

News, bookkeeping, traffic and copy services are available from the regular AM staff without any additional cost.

Automatic Tape Control does not claim to have the complete answer to everyone's program automation problem. We do have certain tools that we believe offer the greatest flexibility in an automation system. The standard ATC units, the ATC 55, the new Automatic Program Logging—all have been designed to solve the automation problems of broadcasters. We recommend that you talk to the personnel of Automatic Tape Control appearing at the NAB Convention and look at the practical and tested equipment that may be of assistance to you at your broadcast station.
AUTOMATIC PROGRAM LOGGING . . . New ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast.

ATC DUAL-TONE TAPE CARTRIDGE UNITS . . . The original and most widely used tape cartridge system in the broadcasting industry.

ATC 55 . . . A device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.

See the latest developments in AUTOMATIC PROGRAMMING in operation at Exhibit 26-W NAB CONVENTION

Just as no two sets of fingerprints are identical, no two broadcast stations have identical requirements for automated programming. Each installation must be considered from the standpoint of that station's own unique program policies and physical layout. That's why all our men are actually broadcast personnel. They do more than sell a piece of equipment. They can advise and counsel on your requirements—and how best to use our equipment to get the most satisfactory and profitable results. All ATC equipment will be in operation in our booth at the NAB Convention in Chicago. And all of our men pictured here will be on hand to explain the equipment and how it can be adapted to your needs. Reading clockwise from the top: Bob Johnson, Tim Ives, Lee Sharp, Elmo Franklin and the three at left who are our engineers. We'll be looking forward to meeting you at the convention.

FIRST CLASS LICENSED ENGINEERS . . .
Jack Jenkins, Ted Bailey and George Stephens have a combined total of over 50 years' experience as full time broadcast engineers. They understand the broadcaster's problems and perform an outstanding service of custom engineering each ATC installation to the station's individual needs.

made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL
209 E. Washington St. • Dept. 117 • Bloomington, Illinois
marketed in Canada by Canadian General Electric, Toronto 4, Ontario
NAB PREVIEW

TECHNICAL PAPERS CONTINUED

public is greatly affected by the move, and steps are suggested to assist tv dealers and viewers with their reception problems.

11:45 a.m.-12 noon
“The Transition to Transistors in TV,”
by John H. DeWitt, Jr., president, 
WSM, Inc., Nashville, Tenn.

The advantages of solid state devices, techniques in design and construction of tv terminal equipment are discussed. The design of practical, electrical and physical arrangements for replacing existing tube amplifiers is stressed. The problems in the design of an amplifier for video and pulse use are discussed. One year’s experience with a large number of transistorized pulse/video distribution amplifiers will be reported upon, including transistor life, stability of operating characteristics, et cetera.

Figures are given on the relative cost of air conditioning tube and transistor amplifier. Various types of transistorized video amplifiers developed and available are enumerated.

Engineering Luncheon
12:30 p.m.—Williford Room.
Presiding: Jack Petrlik, KETV (TV) 
Omaha, chairman, Broadcast Engineering Conference Committee.

Presentation of NAB Engineering Award to: 
Ralph N. Harmon—by: 
George W. Bartlett, Manager of Engineering, NAB.
Speaker: Dr. George Brown, vice president, research & engineering, Radio Corp. of America.

General Assembly
2:30-5 p.m.—Grand Ballroom.
Annual Convention Banquet
7:30 p.m.—International Ballroom.

Award to Harmon
Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., will be presented the annual NAB Engineering Award at the concluding luncheon of the NAB Engineering Conference. (See Our Respects, page 153). The presentation takes place April 4, just prior to participation of engineering delegates in the annual FCC roundtable, held as the final feature of the combined NAB management and engineering conferences. George W. Bartlett, NAB engineering manager, will make the presentation to Mr. Harmon. Last year’s award winner was Raymond F. Guy, formerly with NBC and now a consultant.

CONVENTION EXHIBITS

Broadcast equipment manufacturers are displaying their products in the lower lobby of the Conrad Hilton Hotel. Here are descriptions of some of the products they will show in the two separate exhibit halls. Hotel is Conrad Hilton unless otherwise indicated.

In addition a list of equipment manufacturers who will have hospitality suites is found in the “Where to Find It” directory (Page 135).

Station representatives, syndicators and miscellaneous industry service firms, with personnel attending the convention, are also listed on subsequent pages. These are based on information available as Broadcasting went to press.

Equipment makers

AITKEN COMMUNICATIONS INC. 
Space 22W

On display will be the Auto Jockey, a complete system of audio control using convention and/or endless loop tape machines and the automatic back-up cueing Seeburg Changer. New this year is the two-tone, reduced-level control to eliminate false action of the equipment. Systems are custom made to meet individual station requirements.

Personnel: Kenneth Aitken.

ALFORD MANUFACTURING CO. 
Space 20W

Alford will exhibit the following products: television broadcast antennas, diplexers, coaxial switches, vestigial sideband filters, RF measuring instruments.

Personnel: Harold H. Leach, Gerald Cohen.

ALTO-FONIC TAPE SERVICE 
Space 57W

Programmed music service for am and fm stations will be shown together with monophonic and stereophonic systems and background music for SCA multiplexing.

Personnel: D. Alan Clark, Peter R. Cornell.

AMERICAN MICROWAVE & TELEVISION CORP. 
Space 53W

AMTEL will feature a high resolution vidicon camera chain that will pan-tilt-zoom electronically as 35mm slides are illuminated in the projector. An engineer seated at the unit’s switching console controls all camera action by means of a “joy stick” (for panning and tilting) and a 4:1 zoom control. Among several advantages cited for the new unit is the impossibility of panning or tilting the camera beyond the slide picture field, as can happen with studio cameras and rear screen projection. Other equipment to be displayed: a 10 w microwave amplifier using a traveling wave tube which can be driven
"exceeding our best expectations"

The ANDREW Multi-V is the standard of the industry. Over 353 Multi-V units have been installed to date, accounting for more than 50% of the stations presently licensed. Installations have been made in all climates and service is uniformly acclaimed both for standard and multiplex operation. De-icers are available for use when icing conditions occur and can be added to units already in service. Similarly, the VSWR tuner can be added to existing installations without modifying the antenna.

A new warehousing program assures quick deliveries of all standard units. You are invited to consult us on your FM antenna system requirements.

Measured VSWR on a 16-bay production unit. Note bandwidth. VSWR tuner, Type 19893, is available for tuning out tower effect, thus, assuring optimum performance and eliminating need for field tuning individual bays.

HELIAX

the flexible air dielectric cable

HELIAX is the preferred cable for FM. Low VSWR, greater mechanical strength and flexibility have made it the favorite of broadcasters. Available in continuous lengths in diameters up to 3/8 inches.
If this video recording equipment didn’t

1. AMPEX VR-1000C. CONSOLE VIDEOTAPE® RECORDER. Provides sparkling-clear picture plus accuracy and control of both black/white and color. It’s easy to maintain. And console format provides unequalled operating convenience. A processing amplifier gives you superior playback of all tapes, including rf-to-rf copies. Unquestionably the finest in performance, convenience, reliability: The VR-1000C console. No wonder it’s preferred by all U.S. and foreign networks! And only Ampex has it.

2. AMPEX VR-1002. UPRIGHT VIDEOTAPE® RECORDER. The practical answer for the console-equipped station needing a companion recorder or a mobile recording unit. Or for the station with space limitations. It gives you the quality features you want most—in a compact design that stresses ease of operation. AFC Modulator automatically locks carrier frequency to standard. Control panel adds convenience with all meters required for normal operation placed adjacent to their respective control knobs. And a Mark III recording head has individual transducers pre-selected and precisely matched for the highest picture quality. (Monitoring equipment optional.)

3. AMPEX ELECTRONIC EDITOR. Makes editing as easy as pushing a button. No physical cutting or splicing. You electronically insert changes, assemble new material or make corrections while the tape is in motion. And watch the entire new tape on the monitor—during
give you the finest performance attainable...

production. The result: important new savings in time and tape. And only Ampex has it.

4. AMPEX COLORTEC*. DIRECT COLOR RECOVERY EQUIPMENT. Color adaptation—without complex conventional signal processing of decode-encode or heterodyning systems. Colortec produces signal guaranteed to meet N.T.S.C. color standards. Offers simplified operation—only two controls. Single solid-state chassis fits into only 5¼" of panel space in present VTR electronic racks. And only Ampex has it.

5. AMPLEX/MARCONI MARK IV, 4½" IMAGE ORTHICON TV CAMERA. The world's most advanced monochromatic TV camera. Provides outstanding picture quality superior gray scale, noise-free picture—elimination of halos. It's stable, easy to operate—complete remote control relieves camera men of all electronic adjustments. It's the most imitated camera today and the perfect teammate to the VR-1000C or VR-1002 for producing, recording and reproducing the finest picture in television. And only Ampex has it.

6. NEW AMPLEX VIDEOTAPE*. This is the year that videotape reaches a new standard of performance. The year you can get videotape made by Ampex. Into this tape has gone the superior engineering and manufacturing skill that has made Ampex the leader in the videotape recorder field. And it's coming your way soon.
or if this audio equipment didn’t, either...

7. AMPEX 351 AND 354. PROFESSIONAL RECORDER/REPRODUCERS. The Ampex 351 is dependable. Flexible. Easy to operate. And provides lasting economy. (Some models have logged over 36,000 hours. No wonder the 351 has become the standard of the broadcast industry!) Available unmounted, in a console or portable and a two-channel version: the 351-2. The recorder above: the 354—a two-channel recorder designed specifically for stereophonic sound. It provides two new channels of electronics—in one compact panel. Both record and play at 33 1/4 and 7 1/2 ips or 7 1/2 and 15 ips.

8. AMPEX 601. PORTABLE RECORDER/REPRODUCER. Both the 601 (monophonic) and the 601-2 (stereophonic) offer full professional quality recording and reproducing. Plus the utmost in convenience and portability. The 601 gives you instantaneous starting, low impedance output, plug-in low impedance microphone transformer. So does the 601-2—along with new precision stereo heads, freedom from cross-talk and separate mixing controls for each channel. Both models record and play at 33 1/4 or 7 1/2 ips.

9. NEW AMPEX 1200. PORTABLE 4-TRACK RECORDER/REPRODUCER. The newest precision portable 4-track recorder from Ampex. It makes possible the convenience and economy of 4-track recording/reproduction with full professional quality previously attainable only in 2-track. Plays and records at 33 1/4 and 7 1/2 ips.

10. AMPEX 600 PROFESSIONAL RECORDING TAPE. Fully professional recording tape—produced under exacting conditions, tested to meet military-type specifications. The result: the smoothest audible tape available. Output remains constant throughout the life of the tape. Available in Mylar or Acetate base.
...it wouldn’t come from Ampex.
NAB PREVIEW

EXHIBITS CONTINUED

to full output by a .1 w transmitter; differential phase and gain equalizer for use in the video circuit of a microwave system or tv studio system.


AMPEX CORP.

Space 29W

Ampex will display a full line of professional recording equipment for both radio and tv broadcasting, including two valuable newly improved accessories for the VR-1000 Videotape recorder. Ampex will also demonstrate for the first time its own brand of video tape.

The improved and miniaturized Color-Tec color conversion unit used with the VR-1000 employs full recovery of the original color burst information without alteration of amplitude or phase, enabling the burst signal to accompany the chroma signal. Previous systems required the insertion of new burst information from the station signal source, inducing variables affecting color fidelity. This improvement permits greater versatility of operation and includes completely automatic selection of operating modes for monochrome, standard color signals and non-standard color signals. The original Color-Tec, introduced last year, eliminated the need for complex signal processing of decode-encode systems or heterodyning systems previously required in adapting the tv tape recorder for color.

A greatly simplified and improved "Intersync," compatible with all Ampex Videotape recorders currently in use as well as in production models, has 50% fewer controls than previously, thereby simplifying maintenance setup and operating procedure. In addition the synchronizer incorporates numerous built-in test features cutting down the need for external test equipment in setup. It also incorporates improved electronic resolver circuitry which results in greater horizontal phase stability and greater tolerance for instabilities caused by mechanical splices.

Ampex is now producing its own tv tape designed specifically for use with the VR-1000 series of Videotape recorders. It is in limited use on the market now. The new tape, coated with Ampex's exclusive Ferro-Sheen process, has demonstrated maximum tape life and minimum head wear and head clogging in field tests. Samples were evaluated in daily commercial and educational broadcasting operations over a period of months. The addition of tv tape rounds out the Ampex line

standard electronics

PRODUCT LINE BY REEVES INSTRUMENT CORP.

SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA

FARMINDALE, NEW JERSEY

Gentlemen: Please send me additional information on Standard Electronics equipment. I am particularly interested in knowing more about:

_________________ KW TV Transmitters  ___________________ KW TV Amplifiers

Name ____________________________________________ Station ___________________________

Address ____________________________________________

__________________

98 (NAB CONVENTION PREVIEW)
Take the Amperex 5924A for example. For the past eleven years, we at Standard Electronics have used these tubes in all of our TV and FM transmitters and amplifiers.

We like them.

Over the years, they have proven themselves to be an excellent performer — a fit companion to the built-in quality of our product — and one we are proud to associate with.

Every component in our broadcast equipment is either manufactured by us, under the most exacting quality-control conditions possible, or supplied by reputable, nationally known American manufacturers — a double assurance that Standard Electronics equipment will meet your highest expectations of performance.

**NEW NEW NEW NEW 20 KW FM Transmitter Type 2012.** Here is a sparkling example of beautifully engineered equipment — equipment that provides the kind of signal your hyper-sensitive FM listener wants to hear! Now — with the advent of Stereo FM, signal quality has become even more important — more critical. Stereo receiver sales are setting unprecedented records — the listeners are eager to tune in the station that provides the clearest, most pleasurable signal.

**QUALITY YOU CAN SEE — AND TOUCH** — made obvious by superior components skillfully integrated with unsurpassed design and construction — yours to have only with Standard Electronics FM and TV transmitters and amplifiers.

**standard electronics**

**PRODUCT LINE** BY REEVES INSTRUMENT CORP.

**SUBSIDIARY/DYNAMICS CORPORATION OF AMERICA**

**FARMINGDALE, NEW JERSEY**
ON ITS WAY UP—
WHEN COMPLETED, WILL BE THE WORLD'S TALLEST STRUCTURE!

We've said it before: nothing beats increased tower height! And wise broadcasters are now buying towers that can go still higher—for just a fraction of the cost per foot of a new one. If you're planning a new tower of any kind, here's a suggestion: Let Stainless' experienced engineering staff spare you problems and headaches. It's that easy. Get in touch with Stainless today.

of tape products, which includes tapes for use with the company's instrumentation, computer, professional and consumer audio recorders.

Also to be shown are such previously introduced video accessories as "Amtec" and "Electronic Editor" and the VR-1002 Videotape recorder, a compact upright model with the same quality of performance obtained from the VR-1000C console model. Ampex/Marconi Mark IV TV cameras, manufactured in England and marketed exclusively by Ampex in this country, will he demonstrated. On display also will be professional Ampex audio equipment with emphasis on stereo fm. Among these will be the Model 351 single channel 7/8-15 ips recorder-reproducer; Model 354 stereophonic monophonic 7/8-15 ips recorder-reproducer; Model 601-2 portable 10 w amplifier-speaker; Model SA 10 rack-mounted 40 w amplifier-speaker system, and an MX-35 four position stereophonic mixer. In addition two of Ampex's wideband instrumentation recording devices, the AR-300 airborne recorder and the FR-700 companion ground unit, will be displayed.

ANDREW CORP.
Space 54W
Products to be shown include multi-V, fm broadcast antennas, HELIAX, flexible air dielectric cables, rigid transmission lines, coaxial switches and telescoping mats.


AUTOMATED ELECTRONICS
Space 65W
Automated will show its new automation programming system for radio. The system carries 64 channels of information with up to 90 seconds each for immediate playback. Random selection is provided.

Personnel: Herbert Ford.

AUTOMATIC TAPE CONTROL INC.
Space 26W
A brand new ATC development that automatically prints FCC logging information directly from magnetic tape as it is broadcast will be one of the company's exhibits in a demonstration of how a completely automated broadcast station operates. Other equipment to be demonstrated: ATC Dual-Tone Tape Cartridge Units, a dual-tone system allows for an auxiliary control tone to be inserted in the recorded message which, in playing back, will automatic-
KTTV got the picture

(EMI/US got the order)

The West’s leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI’s 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day. All the time. Picture quality is like nothing you’ve seen.

But, don’t take our word for it. See for yourself at NAB. Or, check with us on the possibility of a demonstration in your studios. EMI/US General Communications Division, 1750 N. Vine St., Los Angeles 28. EMI/US
ally activate other ATC equipment or additional equipment such as tv slide projectors, record changers, etc.; ATC 55, a device which plays 55 tape cartridges in sequence without reloading or manual operation of any kind.


BAUER ELECTRONICS CORP.
Space 43W
Bauer will exhibit four new items: a Model 900 "Peakmaster" limiting amplifier; a Model 912 Levelmaster automatic gain control amplifier; Sparta-Matic tape cartridge unit, a new compact 300 series of playback and record units, and a Sparta portable stroboscope turntable, four input audio console in an easily movable compact assembly. Also to be shown is a Model 707 1,000 w-250 w transmitter, with one model in kit form and the other a completed unit constructed just prior to the convention by a local radio technician.


BOGEN PRESTO DIV.
OF SIEGLER CORP.
Space 23W
Bogen Presto will exhibit its Stereo Broadcast Automation System (Type BA-101), an automatic programmed playback unit for radio stations. The firm will also display a multi-channel quarter and half-inch tape recorder (800 Series); three automatic program pre-selectors; a new program sensor switch and a tape playback pre-amplifier with optional plug-in sensing modules (one for 25-cycle tone sensing and one for silent sensing). In conjunction with the multi-channel recorder, Bogen Presto will show a plug-in head assembly and the 625 Series tape reproducer transports, available in head configuration of full-track, half-track monaural, half-track stereo and quarter-track stereo.

Personnel: Peter Basralian, Philip Pavla, James Kadisch, Norman Kornetz, Ray Hutmacher and Bill Ellinger.

BROADCAST ELECTRONICS
Space 14E
Featured in the Broadcast Electronics exhibit will be new compact, rack-mounted and stereo models that have been added to the line of tape cartridge equipment. A new lazy-susan storage rack can hold 200 cartridges. The line includes complete accessories for cartridge operation along with the conventional basic models of Spotmaster equipment.

Personnel: Ross Beville, Jack Neff, Paul Shore.

CBS LABS
Space 64W
CBS Labs will exhibit its new Audimak, an automatic level control device, and Video Test Signal generator, which produces wave forms for testing and adjusting video tape equipment.

Personnel: B. B. Bauer, Benson Ackerman, Richard C. Hahn and Marvin Kronenberg.

CENTURY LIGHTING CO.
Space 27W
Century will demonstrate its complete line of tv and photographic lighting equipment, controls and systems to meet most any need. Other products to be exhibited include fresnelites, lekos, scoops, pattern lekos and accessories. C-Core (silicone controlled rectifiers) remote control and manual lighting equipment also will be shown.


CHRONO-LOG CORP.
Space 56W
Providing for remote displays of the time-to-go at various locations, such as control console, director's desk, at camera, etc., is Chrono-Log's Q System. This is designed to permit cueing performers and crew at the start and end of live shows and tape sessions. The displays are operated from a central location, and indicate a five minute warning and a two minute warning. The final 30 seconds are counted down to assure that all personnel are ready at the proper time. This is the newest piece of equipment to be shown by Chrono-Log: others:
Sequential Television Equipment Programmer (STEP) is designed to switch video and audio, start and stop film projectors and tape units and operate slide projectors during the station break "panic" period. Priced at $5,900, STEP permits programming an entire day's switching sequences in advance. A preview mode is provided, as is provision for last minute changes and operator override when necessary. The STEP control panel mounts directly in the operator's console and provides a clear display of the functions to be performed on the next switching event and the time remaining until that event.
Chrono-Log digital clocks provide special effects possibilities for various tv shows. They were used by NBC during the Glenn Mercury orbit both as a video overlay and on Frank McGee's desk. They can also be used for tv coverage of sporting events and other features where the element of time plays an important part. They contribute to viewer understanding and interest.


CLARK-ROOT INC. and ALTO FONIC TAPE SERVICE
Space 57W
The star attraction will be the new 1100 Series completely automatic tape transport system for 100% automation of station operation. It features four Clark-Root transports as basic modules of a simplified, automated system. Console is a punched tape program which permits programming of complete programs to any desired format. Also to be featured is the individual 1100 Series tape transport for use in station application. This equipment is compatible with other broadcast apparatus. Also on display will be the new stereo library of Alto Fonic Tape Service. The tapes represent part of a library of more than 40,000 stereo selections. Alto Fonic tapes are offered in both mono and stereo for all types of good music broadcasters with regular monthly additions selected and programmed from current releases of all leading record companies.


COLLINS RADIO CO.
Space 18W
Collins will display a wide-range of new broadcast equipment at the NAB convention, including the 786M-1 stereo multiplex generator and 830A-2 10 watt exciter. The multiplex generator feeds monaural audio and the stereo subchannel to the exciter on a single, composite signal, thus eliminating the instability of conventional dual channel stereo injection methods.
In the Collins stereo system, accurate amplitude balance between the two channels is maintained by using a wideband direct fm exciter. Any gain changes or time delays will affect the main and subchannels equally under this method. The 786M-1 has nominal 40 db separation over audio spectrum transmitter and the exciter is a wideband direct fm unit which accepts a composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.
The 830A-2 exciter is flexible, accepting any frequency up to 75,000 cps and improves performance on any
NEW

GATES TRANSISTOR AUDIO CONTROL CONSOLES

...on display in the Gates 40th Anniversary Exhibit at the 40th NAB Convention

Three entirely new transistor audio systems, opening a whole new era of facility control never before dreamed possible.

Here is a rare combination of exquisite styling to satisfy the aesthetic faculties... direct natural-pattern placement of operating controls for split-second response... and absolute reliability with AAA transistors, gold program switching contacts and highly advanced electronic circuitry.

M-6158 Stereo Transistor Console, designed for full 10-channel stereo — plus AM, FM and TV dual channel broadcasting and recording of monophonic programming. Gates' exclusive Solid Statesman Transistor Amplifiers are incorporated to meet the most exacting tests of performance and reliability.

M-6209 Dual Channel Solid Statesman Transistor Console, featuring a totally new switching concept with two illuminated banks of push-buttons forming a comprehensive medium level input control center. Specially designed modular construction. Eight mixing channels for monophonic programming for AM, FM, TV or recording.

M-5564 Single Channel Solid Statesman Transistor Console. The 12-position push-button control center and multiplicity of input circuits set a new standard in the development of monophonic control consoles. Illuminated VU meter designed to be placed either on console housing or desk top.

Dramatic styling by one of America's foremost industrial designers... advanced audio technology by Gates, the most respected name in broadcasting.

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB
possible use. It has no frequency multipliers to compound oscillator drift.

Collins also will show to the industry generally for the first time the 830D-1A fm transmitter, which, when coupled with the 830A-2 exciter, achieves a new degree of reliability and operational ease for the fm broadcaster. The transmitter is push-button operated and features a full-automatic starter system. All RF circuits are tuned from the front panel and adjustments can be made while the transmitter is on the air.

The company also will display the 808A-1 remote console, the M-3-60B and 11RS-2Q remote transmitter and receiver mounted and with an operator for demonstration purposes, 20V-3 am transmitter and the 830E-1A 5 kw fm transmitter. The Collins tape cartridge system also will be demonstrated at the exhibit.


CONRAD DIV. - GIANNINI CONTROLS CORP.
Space 7E

Conrad’s products on display will be monochrome video monitors and audio video receivers.


CONTINENTAL ELECTRONICS MANUFACTURING CO.
Space 16E

A compact 50 kw transmitter, Type 317B driven by a complete Type 315B/316B 5/10 kw transmitter, will be demonstrated by Continental. The 317B occupies the smallest amount of square footage for any complete 50 kw transmitter, Continental said. It contains all components within one cabinet except for the PA Blower. The Type 317B may also be used as the driver for Continental’s Type 320B 500 kw transmitter.

Continental also will exhibit an operating display of the TRC-3 transmitter remote control and Fault Alarm systems.


DYNAIR ELECTRONICS INC.
Space 47W

Dynair will exhibit new solid-state video amplifiers and an improved version of its closed-circuit tv transmitter, model Tx-1B, suitable for color. The amplifiers will be shown in several models with gains up to 20 db. Several new video switchers, with both illuminated and non-illuminated push buttons, will be shown and a VS-60A switcher-fader will be demonstrated.

Dynair will use its convention exhibit to introduce a 100-watt tv transmitter which occupies only 264 inches of standard rack space.


ELECTRONICS APPLICATIONS
Space 19W

Studio and field microphones, AKG dynamic headphones, shock-proof microphone stands and Nagra IIIB portable tape recorder will be demonstrated.


ELECTRONICS, MISSILES & COMMUNICATIONS
Space 50W

Vhf and uhf translators will be on display for all television rebroadcast applications.


EMI/US
Space 49W

The company will introduce solid-state picture monitor, completely transistorized, with an eight-inch screen and a laminated safety-glass face. The 35-pound monitor is designed for rack or console mounting, and all external connections are plug-in type, permitting the unit to be withdrawn from its mounting for maintenance.

EMI/US will also display the TVS-80, a solid-state switching and distribution system, and 4 ½-inch image orthicon and advanced color-television cameras. TVS-80 is a completely modular concept, which allows its expansion to meet studio growth. The 204 color camera provides high quality studio performance, yet is sufficiently lightweight for field use.

Personnel: Percy Allaway, Daniel C. Bonbright, and A. Bruce Rozet.

Broadcasters everywhere know that MAGNE-TRONICS means top quality musical programming on tape. With specially-designed equipment (also available through MAGNE-TRONICS), it is ideally suited for automatic radio programming. Available to only one station in each market.

Write for details, audition tapes and availabilities.

Charles Castle
General Manager
WARN
Fort Pierce, Fla.
FEDERAL MANUFACTURING & ENGINEERING CORP., TELEVISION SPECIALTY CO. DIV.

Space 40W

Kinescope recorders, wireless microphones, rear screen projectors and screens, transistorized 16mm S-O-F newsreel cameras with portable power back, transistorized mixer-amplifiers and lenses will be displayed.

Personnel: George R. Lippert, Lawrence D. Scheu Jr., Dean Peck, Gerald Granger, Irving Zimet.

FISHER RADIO CORP.

Space 58W

The Fisher booth will include monitor and relay fm tuners, audio reverberation systems, audio amplifiers and preamplifiers, audio control and loudspeakers, tape recorders and fm stereo mpx generator.


GATES RADIO CO.

Space 31W

A new line of transistor audio control consoles will be introduced by Gates. For stereo programming, the company will feature its M-6158 Dual Stereo Audio Control Console, designed for full 10-channel stereo operation. It can be used for am, fm, and tv dual-channel broadcasting and recording of monophonic programming.

Gates will also show audio systems for dual and single-channel mono. The M-6209 Dual-Channel Solid Statesman and the M-5764 Single-Channel Solid Statesman include a 12-position push-button control center, which the company says is a totally new switching concept, and a detachable VU meter. All consoles are completely transistorized.

Other new items will be the new Gates Dual Stereo Peak Limiter, the SMX stereo generating system, stereo turntables, and am, fm and tv transmitters, spot tape recorders, digital and cartridge tape systems, 12- and 16-inch turntables, remote amplifiers, monitors, remote-control systems and microphones.


GENERAL ELECTRIC CO.

Space 9E

General Electric will demonstrate its live 3-inch and 4½-inch I.O. camera channel, live I.O. color camera channel, a special remote control vidicon camera channel for live telecasting and a vidicon film camera. Also in operation will be the continuous motion picture projector, film center multiplexer and a line of high quality utility monitors.

Other products to be shown include a vertical interval switcher, small video utility switcher, transistorized video distribution amplifier, and a new monaural/stereo transcription preamplifier. Larger items include a 35 kw high channel tv amplifier and a 1/5 kw high channel tv transmitter. In addition, microwave multiplex equipment and a 2 kmc heterodyne repeater and a complete line of antennas will be on display.


GENERAL ELECTRIC LABORATORIES

Space 60W

Company engineers, using oscillographs to illustrate the correct stereo wave form, will explain tuning procedures for the GEL STERE-O Exciter and STERE-O Generator. Other new products being shown are GEL's 5 kw fm STERE-O transmitter and SCA relay receiver, and an improved line of Rust 14c and 15c RF monitors for am and fm stations.


GENERAL PRECISION, GPL DIVISION

Space 12E

Products to be exhibited include a 35mm projector (PA-200), used with three-vidicon color or black-and-white studio film chains, which has a resolution in excess of 600 lines; a high resolution (600 lines at corners) film chain (PA-550), equipped with automatic exposure control; a viewfinder camera.

“MOST SATISFIED”

If you're looking for additional revenues, join the background music operators who are having “wonderful success” with this MAGNE-TRONICS service. It's an extra profit source that fits neatly into your station operation via fm multiplexing and/or wired lines. You'll find prospects everywhere—and all will enjoy the MAGNE-TRONICS service. Write for full details and availabilities.

See us at the NAB booth 35W

MAGNE-TRONICS INC.

“Motivational” Background Music

49 WEST 45TH STREET NEW YORK, N. Y.

BROADCASTING, March 26, 1962
NAB PREVIEW

(PD-250), whose compact design makes it suitable for closed-circuit use; a moderately priced precision film chain (PA-530); and an automatic exposure control, wide band STL microwave relay equipment, and a sync generator.


INTERNATIONAL BUSINESS MACHINES CORP.

Space 30W

IBM will exhibit its Series 50 low-cost, punched-card equipment for radio and tv stations demonstrating the automatic preparation of bills, income and expense statements and general ledgers. In addition, log preparation will be demonstrated on the IBM 870 document writing machine for the first time this year. Printed literature on all aspects of IBM automation will be available for distribution.


INTERNATIONAL GOOD MUSIC INC.

Space 39W

As it did last year, IGM will feature complete equipment necessary to automate am and fm radio stations under the trade name IGM Simplification. Simplification without manual control, IGM says, will switch to six functions, excluding music, on whatever frequency is desired. For example: Music to station break to commercial to news, weather, sports and the time of the day. Along with its three "scripted programming" choices of background music—Sovereign, Premier and Heritage—IGM will also feature its automatic program and transmitter logging equipment as well as its new automatic 24 cartridge carousel.

Personnel: Rogan Jones, Danny Coulthurst, Phil Wiley, Don Hedman, Eddie Chase, Irving Lawrence, Hamilton Brosious, Frank Bloter.

ITA ELECTRONICS CORP.

Space 42W

ITA will exhibit and demonstrate am and fm transmitters, its complete audio line, programming service and what it describes as a "revolutionary new concept" in recordings which it is keeping secret until the convention. The am transmitters range from 250 w to 50 kw, all incorporating high efficiency circuitry, silicon rectifiers, automatic recycling, vacuum capacitors, compactness, minimum tubes and full accessibility. Fm transmitters range in power from 10 w to 40 kw. In addition, there will be a demonstration of the new ITA stereo exciter.

A complete line of new audio consoles, including a one-channel and a two-channel stereo console will be demonstrated. Associated with these consoles will be live presentations of the ITA line of cartridge tape machines. These units have been designed for both monaural and stereo operation with each unit capable of serving in either record or playback. Other audio items including AGC amplifiers, limiters, line amplifiers and range compressors also will be demonstrated.

ITA also will show the Triangle Music service, as well as automation equipment designed for the reproduction of this programming.

ITEC ELECTRO-PRODUCTS CO.

Space 37W

Itc's booth will show a wireless microphone system. This high-quality unit is expressly designed for tv broadcasting, in studio and out. It features high power, exceptional fidelity, diversity reception and a complete line of accessories.

Personnel: Samuel Card, William Stern, Peter Dudaney, Cleo Betts, Carlton Davis, Hugh Ware, John Hardy.

JAMPRO ANTENNA CO.

Space 36W

A new single bay, wideband fm antenna and a batwing turnstile vhf antenna series will highlight the Jampro exhibit. The fm antenna, JA-1-A (which will be on display) will be mounted so that it may be checked with test equipment located right in the convention booth. Component parts for the JA series also will be exhibited. In vhf antennas, Jampro is offering up to 6 bay units for chs. 2-6 and up to 12 bays for chs. 7-13. Power ratings vary from 20-50 kw, depending on the number of bays.

Personnel: Peter Onnigian, Larry Seese, Taro Yodokawa.

JOHNSON ELECTRONICS

Space 62W

Products on display will be transistorized amplifiers, tuners, receivers, combinations and a p.a. podium.


KLEGL BROS. LIGHTING

Space 1E

Klieg will show its new silicon controlled rectifier (SCR) Dimmer and a
Itek INTRODUCES
THE WORLD'S FINEST
WIRELESS MICROPHONE SYSTEM

Designed especially for exacting broadcast industry use in or out of the studio... dead spots eliminated by simple, effective diversity reception and high power (400 milliwatts)... fidelity surpasses quality of today's finest miniature microphones... an Itek crystal filter and crystal control in each Receiver give you up to six channels simultaneously... from Itek, world's largest producer of crystal filters. Write today for brochure. See it... hear it... try it... at NAB Booth 37-W.

Itek Electro-Products Company
75 CAMBRIDGE PARKWAY, CAMBRIDGE 42, MASS. A DIVISION OF Itek
new line of light sources for television use. These include the quartz iodine lamp for cyclorama curtain lighting; the Lilliput Twin, which uses the new sealed-beam quartz-iodine lamps made by General Electric and can provide high-level lighting without using transformers; and the latest in PAR-64 introductions.


KRS ELECTRONICS
Space 14E
A compact stacked tape cartridge unit for automatic radio programming will be shown as part of the Visual Electronics Corp. display. The new unit features all-solid-state electronics, the unit providing a compact facility to inject spot announcements between musical selections by push-button remote control.

Called STACT, the system offers flexibility to meet specific needs. The endless loop KRS tape cartridge is the heart of the instrument. It feeds tape from the center and wraps it on the outside in a continuous motion. Three and six-cartridge models are available in rack-mount or self-contained.

Personnel: K. Rey Smith II, Jerry Denbo.

MACARTA INC.
Space 59W
Automatic magnetic tape cartridge recording and playback equipment and the automatic reconditioning and reloading tape magazine will be the features of this Des Moines, Iowa, manufacturer.


MAGNETRONICS INC.
Space 35W
On display will be the new Magnetronics Aitken communications music and announce equipment with the company's radio music service for automated radio broadcasting. Also shown will be Magnetronics' background music service for fm multiplex and land line transmission.


MCMARTIN INDUSTRIES INC. (McMartin formerly was Continental Manufacturing Inc.)
Space 32W
The exhibit will feature an fm and stereo-SCA multiplex display consisting of McMartin's complete line of fm monitoring equipment. Off-the-air and adjacent transmitter signals will be fed to the monitors for direct readings for various information. The readings will be visually inspected through the use of an auxiliary Tektronix scope.

Monitors used in the display: TBM-4000 (fm modulation SCA multiplex), TBM-3500 (fm modulation), TBM-3000 (fm frequency), TBM-2000 (fm subcarrier and relay receiver), TBM-1000 (fm main carrier and relay receiver). McMartin also will display its new RF amplifier, Model TBM-2500, usable with all the company's monitors for remote installations.

According to McMartin, of special interest will be a demonstration of a filter which can be added to improve crosstalk 20 db if a station is experiencing transmission difficulties with simultaneous stereo-SCA multiplex operation.


MINNESOTA MINING & MANUFACTURING CO.
Space 25W
Display will include the complete line of Scotch brand sound and video recording tapes, featuring 3M sandwich and lubricated audible range tapes, longitudinally oriented video tape for slant-track recorders; newly designed NAB reel and other tape accessories.


MIRATEL ELECTRONICS INC.
Space 55W
Featured will be a complete new line of video monitors, translator fm multiplex receivers and a new transistor monitor series. A complete hand-carried transistor television system will be demonstrated with no external power required. All items are new and in production.


MOSELEY ASSOC. INC.
Booth 51W
Displayed for the first time: 5-w, 950-mc STL, designed for fm, tv aural,
Mr. Richard A. Harper  
Metro-Goldwyn-Mayer, Inc.  
1540 Broadway New York 36, N. Y.  

Dear Dick:  

I am delighted that we have successfully concluded our negotiations for the sixty Post-48 MGM Features which you are currently offering.  

As you know, this is the first time in over five and a half years that KTTV has purchased any first run features. And while I am still convinced that the price is steep, I'm also convinced that the results we will get with this package justify the expenditure.  

The top quality of pictures which you have made available to television, made it clear that you could provide us with strong enough ammunition to get back into feature film programming in Los Angeles in a big and important way. I might add that in my opinion, there's more quality and value in the MGM availabilities than in any comparable list I've ever seen.  

It is indeed a pleasure to get back into business with MGM and let me assure you we are looking forward to your future packages.  

Best regards,  

[Signature]  

Dick Woollen  

You'll find our welcome mat out for the NAB Convention in Suite 1800 at the Conrad Hilton.
am and intercity application, with two 18-db uhf antennas; operating technical demonstration of Model SCG-3 fm stereo generator; 25-position wire remote control system.

Other products to be displayed: subcarrier generator for SCA operations; radio remote control system.

Personnel: John Mosely, Howard M. Hamm Jr.

OZALID AND AMSCO DIVS. OF GENERAL ANILINE AND FILM CORP.

Space 44-45W

Ozalid will be displaying its Super-Ozamatic office duplicating equipment, for use in station order billing, traffic and contract invoicing systems. Amso will show its television film.

Personnel: Richard Lyman, John Thompson, E. Stamboulian, Mel Taylor and W. Hopkins.

PROGRAMATIC BROADCASTING SERVICE

Space 8E

Representatives will demonstrate how commercials and pre-recorded local programs and network cut-ins are automatically integrated into broadcast schedules. O-Vation Music, Muzak programming service and syndicate programs will be featured.

Personnel: John Esau, Robert E. Fender, David Bain, Gus Webber, Sheldon Van Dolen, Joseph W. Roberts.

RADIO CORP. OF AMERICA

Space 5E, 6E, 10E

An experimental color tv camera which for the first time produces four signals—three in color and one in black and white—resulting in color pictures of unprecedented richness and detail, will be exhibited by RCA. This is one of a half-dozen new items to be shown by the company (BROADCASTING, March 19).

The addition of an M-channel to the three primary color signals generated by current color cameras produces an effect much like that of four-color printing in which black imparts fidelity and depth of tone. Use of the camera requires no changes in present color receivers.

Other "new generation" RCA equipment to be exhibited:

A television film recorder, capable of 50% improvement in picture resolution—900 lines compared to 600 lines produced in conventional kinescope recording. To reduce halation and achieve a finer focused beam, the recorder uses a new thin-window, flat-faced presentation tube with an inner face plate on which the image appears. A new double frame pull-down camera eliminates the shutter bar inherent in current systems.

A television switching system, the TS-100, featuring a new type of simplified manual control (SIMCON) as the "mother" element for a family of addedons capable of extending the system's ultimate capability to computer control of all station functions. The basic SIMCON console is applicable to medium-sized and larger tv switching systems and simplifies manual control of video, audio and operations equipment. For more comprehensive systems, time and memory control can be added, using relay or punched paper tape, or a combination of both, for storage of information.

Production models of three types of television tape recorders—the TR-22, all transistorized; the TRT-1B, standard broadcast unit for both black-and-white and color, and the TR-11, compact unit equipped with new accessory to permit operation at normal or half speed.

A mobile tv tape recording unit, using a Metro Van lightweight local delivery type truck as the transport. The mobile unit will bear a complete price of under $50,000. The four-rack recorder is installed with two racks on each side of the truck, with the units mounted on tracks to facilitate serving and removal for in-studio use if desired.

A production model of the TK-12 monochrome camera using a 4½-in. image orthicon tube which provides substantial improvement in resolution, signal-to-noise ratio and gray scale rendition.

A full range of matched studio and transmitting equipment to meet the exacting requirements of fm stereo broadcasting. The line includes a new universal tape cartridge for either stereo or monophonic operation, a solid-state stereo console, the RT-21 stereo tape recorder for stereo-mono in the smallest cabinet available and a new sub-carrier generator for use with fm transmitters.

Personnel:


RAYTHEON CO.

Space 18E

On display will be a sample of Raytheon broadcasting tubes including power amplifiers, image orthicons and vidicons.

Featured will be a demonstration of new 1 w Dual-Link microwave equipment for tv STL operation over a simulated 30-mile distance, using a vidicon camera chain.

Personnel:

Hugh Bannon, Don Smith, Gene Love, George Hinckley, Phil Cass, Robert Keller, Robert Lingle and Henry Geist.

SARKES TARZIAN INC.

Space 17E

Display will feature a compact vertical interval switcher for console mounting, designed for tv stations in smaller markets, with a more sophisticated version for stations in larger markets.

Also displayed will be super vidicon studio and film cameras; a new 1.5-inch vidicon tube designed for higher resolution at normal studio lighting levels; heterodyne microwave repeater equipment; multiplexers, automatic slide pro-
Creative's got 'em!

custom-produced animated TV commercials

at 1/3 to 1/5 the normal cost!

IT'S A FACT! Custom-produced, fully-animated commercials and station promotion spots at 1/3 to 1/5 of normal cost. Our unique new process delivers top-quality, action-filled animation at tremendous savings. We'll even story-board your commercial or develop new commercials and ideas especially for you or advertisers in your market. FAST TOO! See us for versatile animated commercials and ID's that adds zest to your sales pitch and programming.

LET CREATIVE PUT YOU IN ANIMATION!

JINGLES—PROMOTIONS TAILORED TO SUIT YOUR NEEDS! You'll score big with our new Money-Maker Jingle Plan. Words and music so singable, it makes products and services so saleable. Now you can have a Jingle Plan that suits your needs and plans...at prices that mean profits for you. Creative also has the newest and greatest Jingle-Selling incentive plan ever.

NEW! LAUGH-A-MINUTE® COMEDY COMMERCIALS

Always leave 'em laughing and you'll have 'em buying. Now—custom-written and custom-produced Comedy commercials for your advertisers who want instant recognition and results. Stop in—Listen to this new Laugh-Maker idea for business-building. Available on a plan to suit your needs. No other service like it—and low cost, too.

LAUGH-A-MINUTE IS AN EXCLUSIVE CREATIVE SERVICE

features for radio and television
75 East Wacker Drive
Chicago 1, Illinois
RA 6-5376

See us AT THE ESSEX INN...ROOM 1001
APRIL 1st thru APRIL 4th

BROADCASTING, March 26, 1962

TELESCRIPT-CSP INC.
Space 3E

The dual-head rear screen projector, single-head rear screen projector and a variety of TV studio prompting equipment are the highlights of this New York exhibitor.

PERSONNEL: Peter Jackson and Robert Swanson.
So you want to grow bigger?

No trick at all! Just grow taller with a tower by Dresser-Ideco

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Greater coverage extends your market area...increased antenna height improves signal quality, and your clearer signal wins greater audience loyalty.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000'-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio, and microwave communication. You are assured of money-saving, time-saving attention to detail when you work with Dresser-Ideco. Write us, please...and ask for Tower Catalog T-57.

Dresser-Ideco Company
Tower Division, 857 Michigan Ave., Columbus 15, Ohio
Branch: 2314 Redondo Beach Blvd., Gardena, Calif.
NAB PREVIEW

EXHIBITS CONTINUED

THOMPSON RAMO WOOLDRIDGE,
DAGE DIV.
Space 24W

The Dage RGS-10 closed-circuit system, designed for operation in extreme environments and under hazardous conditions, will be demonstrated at the Dage exhibit. The all-transistorized unit operates satisfactorily with less than one-foot candle power and at temperatures as low as —30 degrees and as high as 160 degrees Fahrenheit. Over 200 of the RGS-10 units have been ordered for use in activating U. S. Air Force Atlas missile sites.


TOWER COMMUNICATIONS CO.
Space 41W

Tower Communications Co. (formerly Tower Construction Co.) will display as in previous years the following line of equipment: Towers-microwave, am, fm and tv (both guyed and self-supporting); microwave passive reflective; portable pre-built buildings; parabodies; guy tension devices, and erection and installation services.


UTILITY TOWER CO.
Space 38W

The Utility Tower booth will demonstrate how the company manufactures and installs all types of radio, tv and microwave towers.


VISUAL ELECTRONICS
Space 14E; Suite 1200

Visual's booth will show image orthicon tubes. Walter E. Turk, manager of English Electric Valve Co.'s photoelectric tube division, pioneer in commercial development of the 4½-inch image orthicon tube and 3-inch field mesh tube will be present to discuss tube operating problems. Visual will also have a hospitality suite. The Visual booth will include a tape cartridge display (see KTS Electronics).

The display will include a diversified line of program automation for video and audio systems.


VITRO ELECTRONICS DIV.,
VITRO CORP. OF AMERICA
Space to be assigned

The new Nems-Clarke fm rebroadcast receiver, designed to meet the high sensitivity requirements of fm networks, and the new Type 125 field intensity meter, developed to measure harmonic radiation of am broadcast transmitters, will be Vitro's new introductions to the broadcast industry. Other equipment on exhibit includes such broadcast standards as the Nems-Clarke Type 120-E field intensity meter, the 108-E phase monitor, and a complete line of audio and video jacks and patch cords.


UNDER THE SPREADING ULLMAN TREE

Herb Berman, Ullman Regional sales manager, never has you barking up the wrong tree. He knows our new BIG SOUND plants your feet on really solid program ground. That's why it's the biggest selling service of its kind in the world. Prune away waste. See Herb.

RICHARD H. ULLMAN, INC.
New York Dallas
NAB Hqrs: Suite 2000, Conrad Hilton

Station Representation Companies

ABC-TV NATIONAL SALES
Executive House

ADAM YOUNG COMPANIES
(Adam Young Inc., Young-Tv and Young Canadian Ltd.)
Suite 2200
Personnel: Adam Young, James O'Grady and Steve Machinski.

ADVERTISING TIME SALES
Essex Inn, Suite 301

AM RADIO SALES CO.
Sheraton Blackstone, Suite unassigned
Personnel: Jerry Glynn Jr.

avery-KNODEL
Sheraton Blackstone, Suite 1108-09-10

MORT BASSETT & CO.
Racquet Club
Personnel: Mort Bassett.

JOHN BLAIR & CO.
BLAIR-TV
BLAIR TELEVISION ASSOC.
Sheraton-Blackstone, Suite 608-09-10

THE BOLLING CO.
Executive House, Suites 2011-2012

CBS TV NATIONAL SALES
Sheraton-Blackstone, Suite unassigned
Personnel: Bruce Bryant, Ted O'Connell, Richard Loftus.

COUNTRY MUSIC NETWORK INC.
Suite unassigned
Personnel: Charles Bernard.

HENRY I. CHRIStAL CO.
Suite 1306

CONTINENTAL BROADCASTING
Unassigned
Personnel: O. Wayne Rollins.

BROADCASTING, March 26, 1962
PLAN YOUR MASTER MONITOR REQUIREMENTS AROUND THIS TEKTRONIX 5-INCH WAVEFORM MONITOR

You can use the dual inputs differentially.
In addition to conventional two LINE and two FIELD displays, you can choose from three calibrated time-base rates, eliminating the need for time markers.
And you can observe bright displays accurately and dependably over a full 7-cm by 10-cm viewing area.

Adaptable and versatile, this Tektronix Waveform Monitor features: amplitude linearity within 1% over full 7-cm of vertical deflection • sensitivity from 0.25 volt minimum to 1.6 volts maximum for 140 IRE units • response flat within 1% from 60 cycles to 5 mc or new IRE Rolloff • internal calibrator for 1.0 and 1.4 volt peak-to-peak signals • backporch dc restoration, with no color-burst distortion.

CALL YOUR TEKTRONIX FIELD ENGINEER FOR A DEMONSTRATION

Tektronix, Inc. P.O. BOX 500 - BEAVERTON, OREGON / Mitchell 4-0161 - TWX - BEAV 311 - Cable: TEKTRONIX

TEKTRONIX FIELD OFFICES: Albuquerque, N. Mex. • Atlanta, Ga. • Baltimore (Howard Mill) • Boston (Winthrop) Mass. • Buffalo, N.Y. • Chicago (Pleasant Ridge) Ill. • Cleves, Ohio • Dallas, Texas • Dayton, Ohio • Denver, Colo. • Detroit (Lansing) Mich. • Edmonton, Edmonton, Alta. • Kansas City (Mission) Mo. • Las Vegas, N.Y. • Los Angeles, Calif. • Minneapolis, Minn. • Montreal, Quebec, Can. • New York City (Hoboken) N. J. • Pittsburgh, Pa. • Philadelphia, Pa. • Phoenix (Glendale) Ariz. • Portland, Ore. • Poughkeepsie, N.Y. • San Diego, Calif. • San Francisco, Calif. • Seattle, Wash. • St. Louis, Mo. • Toronto (Willowdale) Ont., Canada • Washington, D.C. • (Annandale, Va.).

ENGINEERING REPRESENTATIVES: Tektronix Hawaii Ltd., Honolulu, Hawaii. Tektronix is represented in twenty-five overseas countries by qualified engineering organizations.

European and African countries, the countries of Lebanon and Turkey, please contact TEKTRONIX INTERNATIONAL, A.G., Terrasswzw 1A, Zug, Switzerland, for the name of your local engineering representative.

Other overseas areas, please write or cable directly to Tektronix, Inc., International Marketing Department, P.O. Box 500, Beaverton, Oregon, U.S.A. Cable: TEKTRONIX.

SEE THIS TEKTRONIX WAVEFORM MONITOR AT THE N.A.B. SHOW—BOOTH 28W

BROADCASTING, March 26, 1962 115
Clark-root introduces a completely new, professional tape transport for continuous, long playing, automatic programming... in mono or stereo... for AM or FM stations... designed in strict accordance with broadcast standards... available as individual units... or as the basic module of a Clark-Root simplified, automated system... offering new flexibility of performance... new reliability... new simplicity... new serviceability... new profitable operation for you. See this equipment in operation at NAB with the new concept in tape programming service by Alto Fonic for AM and FM, in mono or stereo... or send for new descriptive literature: #1100 Broadcast Automatic Programmer Brochure including Alto Fonic Tape Program Service; #700 Brochure, covering all other applications.

BOOTH 57, WEST HALL
NAB CONVENTION

NAB PREVIEW
REPRESENTATIVES CONTINUED

ROBERT E. EASTMAN CO.
Executive House, Suite unassigned

FORJOE & Co. and FORJOE-TV
Suite unassigned
Personnel: Joseph Bloom.

GILL-PERNA INC.
Suite 2300
Personnel: Helen Gill, John J. Perna Jr., Walter Beadell, Don Dalton, Bruce Houston, Dan Bowen.

HARRINGTON, RIGHTER & PARSONS
Sheraton-Blackstone, Suite 708-09-10

GEORGE P. HOLLINGBERY CO.
Suite 1600

HAL HOLMAN CO.
Suite 1322-A
Personnel: Hal Holman.

H-R REPRESENTATIVES
Executive House, Suite 3711
Personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Max Everett, James Atspaugh, Avery Gibson.

JACK MASLA CO.
Unassigned

DAREN F. MCGAVREN CO.
Executive House, Unassigned

MEEKER CO.
Conrad Hilton Hotel, Unassigned

NBC SPOT SALES
Ambassador East
Personnel: Richard Close.

JOHN E. PEARSON CO.
Congress Hotel, Suite unassigned
Personnel: Joseph Savalli, William
PETERS, GRIFFIN, WOODWARD
Sheraton-Blackstone, Suite unassigned

EDWARD PETRY & CO.
Suite 1400
Personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival.

RADIO-TV REPRESENTATIVES INC.
Conrad Hilton Hotel, Suite 1224
Personnel: Peggy Stone, Tom Carroll, Saul Frischling, Ed Nicky, Sy Thomas, Marshall Black.

PAUL H. RAYMER CO.
Executive House

SPOT TIME SALES
Ascot Motel
Personnel: Bill Heaton, John Erickson, Carl Loucks, John Shelton.

STORER TELEVISION SALES
Executive House, Unassigned.
Personnel: Peter Storer, Francis Barron.

TELEVISION ADVERTISING REPRESENTATIVES
Drake, Suite unassigned
Personnel: Robert M. McCredy, Benjamin Margolis, Larry Israel and Tommy Thompson.

VENARD, RINTOUL & McCONNELL
Suite 2100

WEED RADIO & TELEVISION CORPS.
Sherman Hotel, Suite unassigned.

Networks

ABC RADIO
Suite 1806A
NAB PREVIEW

Networks continued


ABC-TV

Suite 1005


CBS-TV

Suite 2306, Royal Skyway Suite


CBS RADIO

Cairo Suite, 18th floor


NBC-TV, NBC-RADIO

Sh-B, Presidential Suite


KEYSTONE BROADCASTING SYSTEM

Suite 804


Program producers & syndicators

Allied Artists Television Inc.

Executive House, suite unassigned


CBS FILMS

Suite 2306A


DESILU SALES

Suite 1435-36A

Programs to be shown are Guestward Hot; Harrigan & Sons; Desilu Playhouse; The Texan; a new documentary, Window on the World and a new sports show untitled.

Personnel: Richard W. Dinsmore.

INDEPENDENT TELEVISION CORP.

Drake, Suite unassigned

Personnel: Abe Mandel and Bert Weiland.

MCA-TV LTD.

Unassigned


MARS BROADCASTING

Suite 1419A


Radio, will be introduced. It is aimed specifically at station owners not desirous of programming top tunes. It is customized to each station, providing a total programming service including everything on the schedule. New facilities have been added as well as new talent. Mars also produces customized contests.

MGM-TV

Conrad Hilton, Suite 1800


NATIONAL TELEFILM ASSOCIATES

Conrad Hilton, Suite 1300


OFFICIAL FILMS

Suite 3011, Executive House

Official distributes Biography and 37 other tv series.

Personnel: Seymour Reed, Robert A. Behrens, Russ Raycroft, Allen Ash, Stan Byrnes, Maury Lanken.

SCREEN GEMS

Conrad Hilton, Suite 2500


Broadcasting, March 28, 1962

Get off the trail of the lonesome pine with Golden Era Jingles, most successful in all radio. Regional sales manager Gene Daniels has a 'tree-t' in store for you with these jingles set to the tunes of America's most "poplar" tunes. See him at NAB.

RICHARD H. ULLMAN, INC.

New York  Dallas

NAB Hqrs: Suite 2000, Conrad Hilton

118 (NAB Convention Preview)
TAKE IT FROM THE TOP... like we did

| Take 1 |  | The genius of RUSS GARCIA  
Musical Director of Media Tempo, Inc. |
|--------|  | Unmatched facilities of TODD-AO  
Hollywood Soundstage A |
| Take 3 |  | Incomparable quality recorded on  
35MM magnetic FILM |
| Take 4 |  | Unlimited utility, 6 TRACK equipment  
allowing 100% separation |
| Take 5 |  | TOP west coast musicians |
| Take 6 |  | TOP west coast vocalists |

WE PUT 'EM IN A "MIXER" AND . . . THE RESULT?

our "REALLY RADIO" series of station ID's, and promo's.

You'll agree these are the most unique productions ever offered to radio with a definite identifiable musical signature throughout.

BE SURE YOU PREVIEW THE "REALLY RADIO" SERIES ON 3 TRACK AND MONOURAL EQUIPMENT AT THE NAB CONVENTION.

These stations took it From the Top . . .

K/MEN San Bernardino, California
K/MAK Fresno, California
K/POI Honolulu, Hawaii

Russ Garcia conducting the "REALLY RADIO" series at TODD-AO in Hollywood.
SEVEN ARTS ASSOCIATED CORP.

Suite 800


SHOWCORPORATION

Suite unassigned

Release of 25 feature films produced in the late 50s will be announced. The Showcorporation Million Dollar Movies is the fourth package of new features offered in the last four years. Many new pictures in the group of 25 will be available beginning Sept. 1.

SPORTS NETWORK INC.

Unassigned

Personnel: Dick Bailey, Roy Sharp and Charles Voso.

STERLING TELEVISION

Conrad Hilton, Suite unassigned

Personnel: David Bader.

STORER PROGRAM SALES

Suite 1005-A

Personnel: Terry Lee, Jack Liebenguth, Hank Davis.

TRANS-LUX CORP.

Suite 700

A sales meeting will be held prior to the convention. The hospitality suite will serve champagne and caviar 5-8 p.m. Souvenirs will be given. “How to Live Like a Millionaire” will be the theme. Two new TV series will be introduced.


20TH CENTURY FOX TELEVISION

Executive House, Suite 2040


RICHARD H. ULLMAN, DIV. OF PETER FRANK ORGANIZATION

Suite 2000

Distributors of radio and TV programs and production aids; station jingles and musical signatures; tailored and open end commercial jingles. Products to be shown: the big sound, formatic radio; dimensional radio; country and western radio; hit intro package; golden era jingles; velvet touch; “W” jingle series; one-serf jingles; country and western jingles.


U. S. ARMY, TELE-RADIO BRANCH

Space 19E

The office of the chief of information will have an exhibit showing the Army's weekly TV series, The Big Picture, and weekly radio series, The Army Hour.

Other Convention Exhibitors

AMERICAN RESEARCH BUREAU

Suite 900

A nine-panel exhibit will show color blowups of new formats for local market service in 1962-63, including emphasis on audience characteristics. The new TV audience profile report will be explained as well as special studies and tabulations available with increased computer capacity.


ASSOCIATED PRESS

Sheraton-Blackstone Ballroom


BROADCAST CLEARING HOUSE

Executive House Suite 2811

Personnel: John Palmer, Lee Mehlig.

BROADCAST BILLING CO.

Unassigned

Personnel: George Schiele, Charles Shafran.

FEDERAL COMMUNICATIONS COMMISSION

Space 34W, Exhibits


U. S. NAVY

Space, West Exhibit Hall

WBC PROGRAM SALES

Suite unassigned

Personnel: Michael Roberts.

ZIV-UNITED ARTISTS

Conrad Hilton, Suite 1900


CELLOMATIC DIV., SCREEN GEMS

Suite 2500

Cellomatic will have a Salesmobile trailer exhibit in the parking lot to the rear of the Conrad Hilton Hotel. It will demonstrate the new Futura, fully automated animation projected, and allied graphic arts. Screen Gems acquired Cellomatic last January.

Personnel: Milton Rogen, Tom Howell, Jack Arbic.

WILTON GUNZENDORFER & ASSOC.

Unassigned

A. C. NIELSEN COMPANY

Suite 1000


THE PULSE INC.

Suite 2320

Personnel: George Sternberg, Allan Klein, Clay Forker.

JACK L. STOLL & ASSOC.

Unassigned

Personnel: Jack Stoll.

STORER BROADCASTING CO.

Suite 1005-A

TELEVISION AFFILIATES CORP.

Suite 700

The annual board meeting of TAC will be held April 1, 4 p.m. Future plans in the local programming field will be discussed.

Personnel: Robert Weisberg and Joseph Schackner; Richard Borel.
WBNS-TV Columbus, Ohio; Eldon Campbell, WBFM-TV Indianapolis; Jack Harris, KFRC-TV Houston; Norman Louvau, KCPX-TV Salt Lake City; David C. Moore, Transcontinental Television Corp., A. Louis Reed, WDSU-TV New Orleans.

TV STATIONS INC.

Suite 2024A

Personnel: Herb Jacobs, Don Menchel, Grace Jacobs, Leo Brody, Roz Rappaport.

UNIVERSAL PRESS INTERNATIONAL

Suite 600


VIDEOTAPE PRODUCTIONS OF NEW YORK

Conrad Hilton, unassigned

Personnel: Howard S. Meighan, Donald Collins.

WESTINGHOUSE BCSTG. CO.

Unassigned


ADVANCE REGISTRATION

NAB CONVENTION

A

Abel, Charles F., KFMB San Diego, Calif.
Abbott, Clint, Standard Rate & Data, Skokie, Ill.
Abbot, J. Harry, Harte-Hanks Newspapers, Corpus Christi, Tex.
Abitz, Donald R., KOTH Dubuque, Iowa.
Adams, David C., NBC, New York.
Adams, Irwin S., KXON Portland, Ore.
Adams, Irwin S., Mrs., KQGON Portland, Ore.
Adams, Robert F., KFTH Wichita, Kan.
Adanti, Paul, W-AM-TV Syracuse, N. Y.
Agostino, James R., KCLI Spokane, Wash.
Ahner, Tom, KXMB-TV Bismarck, N. D.
Akin, R. M., Storer Broadcasting Co., Miami, Fla.
Aldridge, Mahlon, KFRU Columbus, Ohio.
Alexander, Jack, Futursonic Productions Inc., Dallas, Texas.
Alexander, John, WFLA Tampa, Fla.
Alcota, Charles, Film Daily, New York.
Allen, E. W. Jr., FCC, Washington, D. C.
Allen, G. M., Statesville Broadcasting Co., Statesville, N. C.
Allen, James E., WBZ-TV Boston, Mass.
Allen, James T., KP-AM-4 Abilene, Texas.
Alloto, Vincent, WTHI, New Orleans, La.
Alliey, Wade H., WHIO Dayton, Ohio.
Allison, Duane B., KHAS-TV Hastings, Neb.
Allman, Frederick L., WKBZ Muskegon, Mich.
Alspaugh, H. P., Standard Rate & Data, Skokie, Ill.
Alsum, Gordon, WCWC Ripon, Wis.
Alsop, Charles, KGTV-C-TV Culver City, Calif.
Alter, Robert, RAB, New York.
Amato, Joseph C., WIRE Indianapolis, Ind.
Amoc, Lloyd R., KXMB-AM Valley City, N. D.
Anderson, A., KXMB-TV Bismarck, N. D.
Anderson, Carl G., KREY-AM Montrose, Colo.
Anderson, Elwood C., WORC York, Pa.
Anderson, Gilbert L., WJW-TV Cleveland, Ohio.
Anderson, Harold E., WCFA-C-TV Columbus, S. C.
Andrews, Fred M., WATE Inc., Knoxville, Tenn.
Andrews, G., D., MacArt Inc., Des Moines, Iowa.
Andrew, George K., WJSZ, Huntington, W. Va.
Arentz, Rosemary D., New York.
Arkedis, George, CBS, New York.
Armstrong, George W., Storer Broadcasting Co., Kansas City, Mo.

B

Babcock, John B., WLW (TV) Indianapolis, Ind.
Back, Frank, New York.
Bacus, Roy, WBAP Fort Worth, Texas.
Bagwell, Ken, WADA-TV Atlanta, Ga.
Bagwell, Norman, WK, Oklahoma City.
Bailey, Fred L., Bloomington Broadcasting Corp., Bloomington, Ill.
Baird, Robert M., Blackburn & Co., Inc., Atlanta.
Baird, Will C. Jr., WMBM, Nashville, Tenn.
Baisch, Joseph M., WRUX-AM Rockford, Ill.
Baker, Alan, NBC, New York.
Baker, Philip M., Washington, D. C.
Baker, R. Karl, WLDS Jacksonville, Ill.
Baker, T. B. Jr., WLAC-TV Nashville, Tenn.
Balch, Frank, A., WJY-D, Burlington, Vt.
Baldwin, John M., WTCM Minneapolis, Minn.
Baltimore, David M., WBRE Wilkes-Barre, Pa.
Bankson, John J. Jr., Miller & Schroeder, Washington, D. C.
Bannister, Harry, NBC, New York.
Bannister, John G., KRTV (TV), KCP (TV), KTVB (TV), Oakland, Calif.
Barker, Ray, WMME Toledo, Ohio.
Barnathan, Julius, ABC, New York.
Barnes, Tom, WDAY Fargo, N. D.
Barnett, John A., KSWF-TV Roswell, N. M.
Baron, Amos T., KCFX-TV Hollywood, Calif.

C

Beauch, Fred L., WLBT (TV) Jackson, Miss.
Beaudin, Ralph, WLS Chicago.
Beatley, Frank, WCAU-TV Philadelphia.

D

Darrow, Robert F., WJW-C, Cleveland, Ohio.
Dawson, Robert H., KXMB-TV Bismarck, N. D.
DeBoer, Fred, KSLA-TV Shreveport, La.
DeBatte, Ralph, KSTP, St. Paul, Minn.
DeCamp, William W., WABC New York.
DeForest, J. Frank, WCMF-C, Farmington, Conn.
Decker, Donald A., WJAC Johnstown, Pa.
Decker, John R., KDKA Pittsburgh, Pa.
Deffenbaugh, Woodrow, WJW-C, Cleveland, Ohio.
DeGroat, Herbert, WJW (TV) Columbus, Ohio.
DeLong, W. S., WJW, Cleveland, Ohio.
DeLarios, Robert, WJW-C, Cleveland, Ohio.
DeLuca, John, WUSB New York.
DeLuga, Frank, KFRC, Phoenix, Ariz.
DeLuca, Sam, WTOP Washington, D. C.
DeLuca, Tony, KFRC, Chicago.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
DeLuca, Vincent, WTOP Washington, D. C.
DeLong, John, WUSB New York.
DeLuga, Frank, WTOP Washington, D. C.
Bitzer, Mrs. Ralph J., Consulting Engineers, St. Louis
Black, Norman D. Jr., WDAY Fargo, N. D.
Blackburn, James W., Blackburn & Co., Inc., Washington, D. C.
Blackburn, Richard K., WHEC Rochester, N. Y.
Blackman, E. G., WLAC Nashville, Tenn.
Blakeshead, David J., KXMB-AM Bismarck, N. D.
Blanchette, W. C., WJUL-TV Great Falls, Mont.
Blair, John, John Blair & Co., New York
Blair, Lewis R., U. S. Army, Pentagon, Washington, D. C.
Bland, T. A., Crosley Broadcasting Corp., Cincinnati
Bliweis, Leo, Teleseam Inc., New York
Block, Richard C., Kaiser Broadcasting, Oakland, Calif.
Blohm, Charles, WDOE Dunkirk, N. Y.
Bloom, J. D., WLW-TV New Orleans
Bloyd, James E., WENS TV Cleveland
Blue, Paul, KLZ Denver, Colo.
Blue, Ron B., KBEY Oklahoma City
Blumberg, Marvin, A. D. Ring & Assoc., Washington, D. C.
Blume, Jack P., Ess, Fly, Shuebruck, Blume & Gagnure, Washington, D. C.
Bogan, Rupert, WORAP Fort Worth, Tex.
Boiler, John W., North Dakota Broadcasting Co., Fargo
Bolling, George W., The Bolling Co. Inc., New York
Bonansinga, Joe, WGEM Quincy, Ill.
Bondy, Hugo A., WAGA-TV Atlanta
Benebrake, M. H., KOCY Oklahoma City
Bookwalter, L. S., KOIN Portland, Ore.
Boorem, Warren J., Hamilton-Landis & Assoc., Washington, D. C.
Booth, John S., WCHA Chambersburg, Pa.
Borden, K. B., Vitro Electronics, Silver Spring, Md.
Borel, Richard A., WBNS-TV Columbus, Ohio
Bostic, Tom, Cascade Broadcasting Co., Yakima, Wash.
Boundy, Glenn, Storer Broadcasting Co., Miami Beach, Fla.
Bove, Enrico F., New York
Bowen, Dan, Gil-Perna Inc., Detroit
Bowry, Walter A. Jr., WTVR (TV)-WMIBG-WOOD Richmond, Va.
Box, John F. Jr., The Balaban Stations, St. Louis
Box, Norval, KCAG-AM TV Cedar Rapids, Iowa
Box, Yes R., KRLD-TV Dallas, Tex.
Boyd, Raymond, KNOE-TV Monroe, La.
Braden, Paul F., WPFB Middletown, Ohio
Braden, Ruth M., WPFB Middletown, Ohio
Bradley, Don, KRTV (TV) Great Falls, Mont.
Bradshaw, J. D., WRFD Worthington, Ohio
Brandish, Justin, Broadcast Music Inc., N. Y.
Brakefield, Charles B., WREC Memphis, Tenn.
Branham, C. R., WSM-TV Nashville, Tenn.
Brandon, Gustav, KFW Fort Dodge, Iowa
Brandt, H. Dell, KOBI Hot Springs, S. D.
Brandt, Otto, King Broadcasting Co., Seattle
Brandt, Richard, Trans-Lux Television Corp., N.Y.
Braniff, Verl, Colorado Springs, Colo.
Bray, Robert W., WHN-B TV-W, Hartford, Conn.
Brea, Clarence E., KTLY-AM Tremonton, Utah
Brecher, Joseph L., WLOF-TV Orlando, Fla.
Breen, Edward, KVFD Fort Dodge, Iowa
Brennan, A. Harrison, Employers Reinsurance Corp., New York
Brennan, Charles E., Charles E. Brennan Consulting, Eng., Milwaukee
Bretherton, Thomas S., Community Broadcasting Co., Toledo, Ohio
Bridge, H. A. (Tony) Jr., KLUE Longview, Tex.
Bridges, Loren F., WFGW Black Mountain, N. C.
Bridges, Walter C., WEAL-TV Eau Claire, Wis.
Brenster, Lyell, KFAB Omaha
Bremer, Joseph, Broadcast Attorney, Beverly Hills, Calif.
Brewest, F. Wayne, Bi-States Co., Holdrege, Neb.
Brillier, Bill, ABC-AM, New York
Brines, Paul C., WSJV (TV)-WTRC South Bend, Ind.
Brizzard, Alvin E., Security First Nati Bank, Los Angeles
Brokaw, Harold L., WWOW Fort Wayne, Ind.
Brown, Charles R., WCHS-TV Portland, Maine
Brown, Clifford S., WTTW Towanda, Pa.
Brown, Mrs. Doris B., Wilkes Broadcasting Co., N. Wilkesboro, N. C.
Brown, Franklin H., WBMCC McMinnville, Tenn.
Brown, Dr. G. H., RCA, Princeton, N. J.
Brown, John F., WPS Evansville, Ind.
Brown, John J., Armed Forces Radio & TV, Los Angeles
Brown, R. M., KPOJ Portland, Ore.
Brown, Roy F., WILX-TV Lansing, Mich.
Brown, Stanley K., KLZ Denver, Colo.
Brown, W. Jack, W LON Lincolnton, N. C.
Brown, John F., WPS Evansville, Ind.
Brown, John J., Armed Forces Radio & TV, Los Angeles
Bryant, Bruce, CBS-TV New York
Bryant, Joe H., KCBF-TV Lubbock, Tex.
Buchan, Alexander, WIND Dayton, Ohio
Buchanan, Bruce, WBGC Greenville, S. C.
Bufford, Bob, KLV (TV) Tyler, Tex.
Bufford, Mrs. Lucille, KLV (TV) Tyler, Tex.
Bullard, William D., KMID Midland, Tex.
Bullitt, Dorothy S., King Broadcasting Co., Seattle
Bullivan, Slimson, King Broadcasting Co., Seattle
Burgess, Jack, WOSO-AM FM Foley, N. Y.
Burgess, James H., WLWA (TV) Atlanta
Burke, Daniel B., Capital Cities Broadcasting Corp., Albany, N. Y.
Burns, John, MGM-TV, New York
Burt, Richard H., WDOE Dunkirk, N. Y.
Burton, Don, WLBL Muncie, Ind.
Burntho, Robert J., Broadcast Music Inc., New York
Bush, E. O., WDLA Walton, N. Y.
Bushnell, John, KVADK-TV Tulsa, Okla.
Butler, James F., WISR Milwaukee
Butterfield, Richard, KNSP-TV Minneapolis
Butts, James H., KGBY (TV) Denver, Colo.
Bryan, Don, Screen Gems Inc., New York

Cady, William R. Jr., KADY Inc., St. Charles, Mo.
Cagle, Gene L., KTIZ Fort Worth, Tex.
BROADCASTING staff

A staff of editors and reporters plus advertising representatives of Broadcasting Publications Inc. will attend the NAB Chicago convention. Headquarters will be in Suite 706A of the Conrad Hilton, overlooking Lake Michigan. A separate newsroom will be operated, with staff members assigned to every event, including unofficial meetings.


Representing Television will be Ken Cowan, Don West, Frank Chizinni.

Cahen, Herbert B., WJTV-Baltimore
Callie, Eugene, WBCK Battle Creek, Mich.
Cain, Perry H., Tinker AFB, USAF, Okla.
Caldwell, John H., Sales Management Magazine, New York
Caldwell, Spencer W., CTV TV Network Ltd., Toronto, Canada
Calibrao, Daniel D., WGN Chicago
Campbell, A. Hartwell, WNTY (TV) Greenville, N.C.
Campbell, John E., WFBM Indianapolis
Campbell, Harry, KSMN Mason City, Iowa
Campbell, Mrs. Marianne B., WJEI Gallipolis, Ohio
Campbell, Richard, WVDA Danville, Va.
Campbell, Theodore E., WJAC Johnstown, Pa.
Carlino, Lawrence M., WJBK-TV Detroit
Carlson, A., WSBA York, Pa.
Carlson, George, WDSM Duluth, Minn.
Carlton, Richard, Trans-Lux Television Corp., New York
Carmichael, O. D., KNCQ Garden City, Kan.
Carow, Raymond E., Gray Television, Albany, Ga.
Carpenter, Marshall M. Jr., WDTM Detroit
Carpenter, Terry, KTCI Terreton, Neb.
Carr, Eugene, WHSB and WPPO Canton, Ohio
Jacksonville, Fla.
Carrera, Dillard, KVIL Dallas, Tex.
Carroll, Thomas, Radio TV Representatives Inc., New York
Carroll, Tom, WFBM Indianapolis
Case, Ross E., WKAT Watertown, S. D.
Casey, Arthur J., KSD St. Louis
Cash, Norman E., TV Bureau of Advertising, New York
Casselberry, R. L., General Electric Co., Syracuse
Cassens, G., WLDS Jacksonvillle, Ill.
Cassill, H. W. (Dutch), Blackburn & Co. Inc., Sioux City, Iowa
Carroll, Charles X., Storer Broadcasting Co., Miami Beach, Fla.
Castle, Donald H., NBC, New York
Caudle, L. L. Jr., WSOQ Charlotte, N. C.
Cavazzzo, ABC, New York
Cervini, Anthony A. Jr., NBC, New York
Cervone, Larry, Gates Radio Co., Quincy, Ill.
Chalmers, Richard, WHNC New Haven, Conn.
Chamberlain, George, Capital Cities Broadcasting Corp., Albany, N. Y.
Chamberlin, John, Standard Rate & Data, Skokie, Ill.
Chambers, G., Russell, WAMS Wilmington, Del.
Chandler, Bob, MGM-TV, New York

Chapin, Richard W., Stuart Radio Stations, Lincoln, Neb.
Chapman, Reid G., WANE Fort Wayne, Ind.
Chase, Eugene A., WKMG Fort Wayne, Ind.
Chase, Janet, Washington, D. C.
Chase, Sam, BBN, WG New York
Chase, Seymour M., Washington, D. C.
Chaucerly, Tom, KOLD Phoenix, Arizona
Chweuney, Mrs. Tom, KOLD Phoenix, Ariz.
Chenui, L. E., KFRA Fresno, Calif.
Chernault, George W. Jr., WLSL Roanoke, Va.
Chertok, Harvey, Seven Arts Assoc. Corp., New York
Cheiviot, Edward V., WOAI San Antonio, Tex.
Chisman, Thomas F., WVEC Hampton, Va.
Chismark, Albert H., WJTV-NY Syracuse
Chizinni, Frank, WJTV Nashville, Tenn.
Christal, Henry I., Henry I. Christal Co., Inc., New York
Christopher, Larry, BROADCASTING, Chicago
Christopher, Maurice, Advertisers Age, New York
Church, Abiah A., Storer Co., Miami Beach, Fla.
Church, James D., KOSI Denver, Colo.
Churchill, J. K., A. C. Nielsen Co., Chicago
Clay, James D., WTVS-TV Richmond, Va.
Clark, Peter B., WWJ Detroit, Mich.
Clark, Stewart M., Western Ontario Broadcasting Co., Windsor, Ontario
Clay, Henry B., KWKK Shreveport, La.
Clements, Jack B., WTVR Richmond, Va.
Close, Richard B., NBC, New York
Cobb, A. G., CAY-JAY Winnfield, Man., Canada
Cobb, Grover C., NVBS Great Bend, Kan.
Coheen, William, ABC, Los Angeles
Coddington, William J., WBSN St. Petersburg, Fla.
Code, C. D., WWCA Gary, Ind.
Cordell, Edward, The Katz Agency Inc., New York
Coff, Miss Gloria, FCC, Washington, D. C.
Coe, Robert L., ABC-TV, New York
Cohen, Israel, WCAM Lowell, Mass.
Cohen, Julius, WNOC Washington, D. C.
Cohen, Julius, George C. Davis, Washington, D. C.
Cohen, Lester, Hogan & Hartson, Washington, D. C.
Cohn, Sidney L., KUTV Salt Lake City
Cohen, Stan, WDSU-TV New Orleans
Cohn, Stanley E., Advertising Age, Washington, D. C.
Cohn, Marcus, Colby and Marks, Washington, D.C.
Cohn, Gerald, Alford Manufacturing Co., Boston
Colby, Lauren A., Attorney-at-Law, Washington, D. C.
Cole, John, Needham, Louis & Brochby, Chicago
Coleman, O. P., KFOL Morridge, S. D.
Colledge, C. H., RCA, Camden, N. J.
Collins, T. J., ASCAP, New York
Colvin, T. L. Sr., KTOC Jonesboro, La.
Comas, John, WWSZ Winston-Salem, N. C.
Compton, Charles, The Merck Co., Chicago
Comte, George R., WTMJ-TV Milwaukee
Conaway, Donald F., AFTRA, New York
Conger, Fred L., KWDB Hutchinson, Kan.
Conn, Robert A., Dunham & Jeffrey Inc., New York
Conn, Carl, Broadcasting & Film Comms., New York
Connor, Ralph, CKSO Suturb, Ont., Canada
Corney, James J., KTV (TV) Ottumwa, Iowa
Constant, A. H. (Al), KRON-TV San Francisco
Conwell, Frank, WLJO Mobile, Ala.
Conwell, John O., KOMU-TV Columbia, Mo.
Cook, Charles R., WUPF Hoon, Ill.
Cook, Dean C., Wayne State U., Detroit
Cook, Hal B., Record Source Inc., New York
Cook, Kenneth H., KTVH (TV) Wichita, Kan.
Cooke, Turner, Broadcast Music Inc., New York
Cooney, Edward, SESAC Inc., New York
Coons, Joseph D., WFLD East Liverpool, Ohio
Cooper, Grover C., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.
Cooper, Jack D., Employers Reinsurance Corp., Kansas City, Mo.
Cooper, Jim W., WFAA Dallas, Texas

Cooper, Kenneth M., Modern Broadcast Sound Co., Inc., Fairfield Conn.
Cooper, Robert E., WSM Nashville, Tenn.
Cooper, Roger, American Research Bureau, Washington, D. C.
Cooper, Rupert, WLTV-New Orleans
Cordier, Charles E., KFAC Los Angeles
Courier, Hugh, U. of Illinois, Urbana
Corken, Maurice, WHBF Rock Island, II.
Cornell, Weldon M., WAWK Kendallville, Ind.
Corwin, Gerald S., Gerald S. Corwin & Assoc., Minneapolis
Cote, Jean, National Film Board, Montreal, Que.
Cottone, Benedict P., Cottone & Fanelli, Washington, D. C.
Countiss, Art, WCNY-BS, Bristol, Va.
Covey, R. H. (Dick), KFTR Phoenix, Ariz.
Coyington, Oscar P., WCOV Montgomery, Ala.
Cowan, Ken, TELEVISION
Cowpig, Harold G., Smith, Hennessey & McDonald, Washington, D. C.
Cox, James L., Surrounding Sound Inc., Hollywood
Cox, Joseph, ABC-TV, New York
Cox, Kenneth A., FCC, Washington, D. C.
Cox, Kenneth D., IBEW, Washington, D. C.
Cox, Lester L., KTVI (TV) Springfield, Mo.
Cox, Robert F., Dept. of Defense, Washington, D. C.
Coyne, John J., KVIL Dallas, Tex.
Cradock, Douglas L., WLOE Lakeview, N. C.
Craik, W. F. (Bill), WLBC Muncie, Ind.
Crans, Richard, Broadcast Music Inc., New York
Crate, Rufus, BROADCASTING, New York.
Crawford, Robert B., Hoyts Inc., Silver Spring, Md.
Craven, Hon. T. A. M., FCC, Washington, D. C.
Crawford, James H. Jr., WBTM Dallas, Va.
Crawford, Dr. Robert P., Queens College, Flushing, N. Y.

UNDER THE SPREADING ULLMAN TREE

Regional sales manager Bernie Edelman will never leave you out on a limb. Especially when he tells you how productive DIMENSIONAL RADIO is. It's Ullman's newest. Jingles and program aids as bright as tomorrow's blossom. Get on the sunny side of the ratings.

RICHARD H. ULLMAN, INC.

New York Dallas

NAB Hqrs: Suite 2000, CONRAD HILL

123
NAB PREVIEW
REGISTRATION CONTINUED

Cretz, John, Cretz & Snowberger, Washington
Crockett, Dave, KOMO-TV Seattle
Croll, James G., Metropolitan TV Co., Pueblo, Colo.
Cross, Hon. John S., FCC, Washington
Cross, Robert W., KROC Rochester, Minn.
Crowl, H. K. (Bill), WAVI Dayton, Ohio
Crutchfield, Charles H., WB ST-WBTW (TV) Charlotte, N. C.
Crutchfield, J. Ralph, American Research Bureau, Washington
Cullum, Wayne, CASS Sudbury, Ont. Canada
Culver, John P., WGOA Atlanta
Culver, Keith, MGM-TV, New York
Culver, Ronald H., Lotters & Culver, Washington
Cuneen, Mike, WDLA Walton, N. Y.
Cupp, Roderick B., KF05 Ottawa, Kan.
Curran, Don B., ABC, New York
Curran, Robert E., ABC-TV, New York
Currie, Robert C., Nati Council of Churches, New York
Curtis, Ralph W., Walter Reed Army Medical Center, Washington
Cusick, Jack, Standard Rate & Data, New York
Custer, Frederick, KPOL Los Angeles
Czarra, Edgar F., Jr., Assn. of Maximum Service Telecasters Inc., Washington

D

Daggett, Parker, K7VL Dallas, Tex.
Dahl, Howard, WKBH-WBTV (TV) La Crosse, Wis.
Dahsten, Bill, KAFM Salina, Kan.
Dailey, Don C., KDFO Springfield, Mo.
Daily, Gordon, WNNM Neenah, Wis.
Dales, John L., SAC, Los Angeles

UNDER THE SPREADING ULLMAN TREE

Our expert tree surgeon, Regional sales manager Charlie Grood, says get out of the woods with the new HIT INTRO PACKAGE. New jingles budding forth each month to intro the month's top tunes. There's Grood news tonight — and every night.

RICHARD H. ULLMAN, INC.
New York   Dallas

March 26, 1962
BROADCASTING, March 26, 1962

F

Fagans, Allen, Standard Rate & Data, New York
Fairbanks, Richard M., WIBC Indianapolis
Falkner, Ben Jr., WTHI Terre Haute, Ind.
Falkenstein, Max G., WREX Topeka, Kan.
Fallon, Jack, WIBW Topeka, Kan.
Fehlman, Robert C., WPDO Jacksonville, Fla.
Feldman, Samuel E., WBEB Baltimore
Fender, R. E., Programmatic Broadcasting Service,
Dallas, Tex.
Ferguson, Robert W., WTRF-TV Wheeling, W. Va.
Fetterly, Jack, WBRB TV Chicago
Fidler, Maurice, Radio Advertising Bureau, New York
Field, Joseph S. Jr., WIRK W. Palm Beach, Fla.
Field, Stanley, American U., Washington, D. C.
Fieding, James F., Midwestern TV Inc., Champaign, Ill.
Finch, Pete, Media/Scope, Skokie, III.
Fine, Jesse D., KELO St. Joseph, Mo.
Finger, Mike, WSMI Litchfield, III.
Finney, E. Dean, WTWN St. Johnsbury, Vt.
Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Washington
Fisher, Carl D., KUGN, KBZY, KUMA Eugene-Salem-Pendleton, Ore.
Fisher, Earl, WJWRS Owensboro, Ky.
Fitch, Joseph, Standard Rate & Data, Los Angeles
Fitzgerald, Harold, SESAC Inc., New York
Fitzpatrick, Horace, WSLS Roanoke, Va.
Flaherty, Eugene J., KTIV Sioux City
Flamgo, G, LaVerne, WQAQ Doline, Ill.
Flanders, Robert, WFBM Indianapolis
Fletcher, Floyd, WTV (TV) Durham, N. C.
Fletcher, Frank U., Spearman & Roberson, Washington

G

Gaguine, Benito Esq., Fly, Shurebruk, Blume & Gaguine, Washington
Gaither, Frank, WSB Atlanta
Galusha, Meri L., WCV-WRGG (TV) Schenectady
Gamble, Joseph A., WRBL Columbus, Ga.
Gamble, Joseph E., KJQX Stockton, Calif.
Gardner, Jay, KROD Colorado Springs, Colo.
Gardner, Reid, KONG Cedar Rapids, Iowa
Garrist, Lou, WFEJ Hagerstown, Md.
Garrison, W. E., WFBC-TV Greenville, S. C.
Garten, C. Thomas, WSAZ Huntington, W. Va.
Gaston, Otis (Tony), WKZO Kalamazoo, Mich.
Gater, Charles, WGN Chicago
Gates, Hilliard, WKIG Ft. Wayne
Gay, Chuck, WHIO-TV Dayton, Ohio
Geiler, Henry, FCC, Washington
George, Carl E., WGAR Cleveland
George, Clark, WBEM-TV Chicago
George, L. M., WNPC Albany, Ga.
George, Russ, Specialty Broadcasting Co., Columbus, S. C.
German, Daniel, WTV (TV) Utica, N. Y.
Giaquinto, Joseph E., ABC, New York
Gibbens, Tom E., WAFB-TV Baton Rouge, La.
Gibbs, John D., KOV Pittsburgh
Giddens, Kenneth R., WKRK-TV Mobile, Ala.
Gilbert, Frederick S., Time-Life Broadcast Inc., New York
Gilbert, Jack, KHOL-TV Holdrege, Neb.
Gilbert, John O., WXZ TV Detroit
Gilchrist, T. S. Jr., WESH-TV Daytona Beach, Fla.
Gill, Cliff, KEZY Anaheim, Calif.
Gill, George C., WTUN Jackson, Miss.
Gill, Miss Helen, Glit-Penna, Inc., New York
Gilmor, Paul E., WHBC Canton, Ohio
Gilmore, John C., Community Club Awards Inc., New York
Gilmore, William J., WAVY Dayton, Ohio
Gittleson, Norman, Broadcast House Enterprises Inc., Manchester, N. H.

SWING TO

Simplification

now with

OUTSTANDING NEW AUTOMATED PROGRAMS (semi-classical or popular) by Eddie Chase

long-time top program man in Detroit, outstanding announcers, big, growing library. All for you and your station that you have time to do the local things you cannot do otherwise.

SIMPLIFICATION MEANS COMPLETE AUTOMATION of programs and equipment with better service to the public—more profits to you. Send for free samples.

INTERNATIONAL GOOD MUSIC, INC.
P. O. BOX 943, BELLINGHAM, WASHINGTON

125
A green thumb'll make things bloom, but Regional sales manager Harry Sanger has something better. Has the VEL VET TOUCH, that great musical signature-program aid package for all good music stations. No need to have the willow weep for you. Sprout with Harry Sanger.

RICHARD H. ULLMAN, INC.

New York Dallas

NAB Hqrs: Suite 2000, CONRAD HILTON

126 (NAB CONVENTION PREVIEW)

Gordon, Robert D., WCPO Cincinnati
Gore, Theodore, KAKE-TV Wichita, Kan.
Gorman, Leon F., WCCA-TV New York
Gorman, Thomas Y., WEEI Boston
Gort, John, KDLQ & KPLQ Sioux Falls, S.D.
Gosz, Rev. I. M., WBYA-TV Green Bay, Wis.
Gotlieb, Ralph, WKBW Buffalo, N. Y.
Gould, Robert, WBAP Fort Worth, Tex.
Goustit, Al, Zir-United Artists Inc., New York
Grall, Stephen, KUST Vermillion, S. D.
Griffif, Clifford, WCIZ Green Bay, Wis.
Graham, Edward Jr., WWNS St. Petersburg, Fla.
Grant, Dennis, WTM-TV Cedar Rapids, Iowa
Grant, Michael, WCAU Philadelphia
Grant, William, KDA Denver, Colo.
Graves, L. Herschel, WTV (TVA) Tallahassee, Fla.
Gray, George J., WLWD (TV) Dayton, Ohio
Gray, Gordon, WKTV (TVA) Utica, N. Y.
Gray, James E., WYES Birmingham, Ala.
Gregg, Paul, Bauer Electronics Corp., San Carlos, Calif.
Green, C. N., Albin Optical Co., Hollywood
Green, Dave, KXLY Spokane, Wash.
Green, Dick, KAGI Inc., Grants Pass, Ore.
Green, Harold, WMAL Washington
Green, Ralph H., KFEE Greeley, Colo.
Greenlee, Howard N., WAOW Vincennes, Ind.
Greenman, M. S., United Press Movietone, New York
Greenmeyer, P. A., RCA, Camden, N. J.
Greep, Malcolm, WVJS Owensboro, Ky.
Grenier, Theodore B., ABC Hollywood
Griffith, E. T., WRN, New York
Griggs, Charles R., WVLN Gimbly, Ill.
Griggs, Keith, KAKE Wichita, Kan.
Grisham, Charles, WAPI Birmingham, Ala.
Griswold, Glenn G., KOMU-TV Columbia, Mo.
Grizzard, Ted, WVLK Lexington, Ky.
Groskin, Herbert, Franklin Broadcasting Co., Philadelphia
Gross, Horace W., WRSC State College, Pa.
Gross, Paul D., WTPA Harrisburg, Pa.
Grove, William F., KFBC-TV Cheyenne, Wyo.
Grubb, Gene V., KOA Denver, Colo.
Gundy, M. Darrell, Pams Advertising Agency, Dallas, Tex.
Grysen, J. C., WJBL Holland, Mich.
Guber, Sidney, SESAC Inc., New York
Gudridge, Ernest A., WIZE Springfield, Ohio
Guillemar, Maurice A., WWL-TV New Orleans
Gulick, John, WGLC Lancaster, Pa.
Gunn, Hartford Jr., WGBH Cambridge, Mass.
Gunzendorfer, Will, WJG & Gunzendorfer & Assoc., Los Angeles
Guth, Raymond E., WOC Davenport, Iowa
Guyan, George, KJAR Phoenix, Ariz.

H

Haahr, Donald K., Collins Radio Co., Cedar Rapids, Iowa
Haas, Harry Jr., Franklin Broadcasting Co., Philadelphia
Haas, Julian F. Sr., KAGH Crockett, Ark.
Haberlan, John M., WTIV (TV) Tampa, Fla.
Haeg, Larry, WCCO Minneapolis
Haehle, Clyde G., Crosby Broadcasting Corp., Cincinnati
Hagen, Scott N., WSB-TV South Bend, Ind.
Hagerly, James, ABC-TV, New York
Hague, Fred, Geo. P. Hoffman Co., New York
Hahn, Clifford E., WDB Decatur, Ill.
Hahn, Norman, WBRC Madison, Wisc.
Haigh, Joseph B., WIBK-TV Detroit

Treasury Dept., Washington
Halid, John A., WDNS-AM Columbus, Ohio
Hale, Harold K., WBWB Wichita, Kan.
Haley, Andrew G., Haley, Wollenberg & Bader, Washington
Hall, Hugh Jr., WOAI-TV San Antonio, Tex.
Hall, Glenn H., WNNY-WCHY-TV Watertown, N.Y.
Hall, Payson, Meredith Broadcasting Co., Des Moines, Iowa
Hallie, Charles F., WBXH Portsmouth, N. H.
Hallor, Dr. G. L., General Electric Co., Syracuse
Hallinan, Charles, WKOP Binghamton, N. Y.
Hallstrom, John P., WIZZ Streator, Ill.
Hallstrom, Charles, Broadcast Music Inc., New York
Halvord, D. C., WCMJ Ashland, Ky.
Hamilton, A. Stanley, WMAL-FM Washington
Hamilton, Charles, KFJ Los Angeles
Area Inc., New York
Hamilton, Ray V., Hamilton-Lands & Assoc., Washington
Hamilton, Wm. Thomas, WNDU-TV South Bend, Ind.
Hammett, Robert L., Hammett & Edison, San Francisco
Hance, K. M., KSTP St. Paul, Minn.
Hancock, Paul M., NBC, New York
Hanlon, James, WGCN Chicago
Hanna, Boyce J., WADA Shelby, N. C.
Hanna, Motte, WADA Shelby, N. C.
Hansen, John S., KPVY (TV), St. Joseph, Mo.
Hansen, Ralph, KTVI (TV) St. Louis
Hansen, Robert, Surrounding Sound Inc., Hollywood
Hansen, William, KJRUR Burlington, Iowa
Hartley, Dale, KFJ Los Angeles
Hargett, T, Klebs Syndicated Products, Dallas, Tex.
Harris, Cecil, Syndicated Products, Dallas, Tex.
Harris, Burt L., KTWA (TV) Casper, Wyo.
Harris, Richard H., WDFX Mobile, Ala.
Harris, Stanley, Hogan & Hartson, Washington
Harrison, William, WEMA Hampton, Va.
Harsh, Joseph F., Magne-Tronics Inc., New York
Hartwick, Carter C., WSFA-TV Montgomery, Ala.
Harkrader, John, WDBI-TV Roanoke, Va.
Harper, Fred, WPBS Philadelphia
Harper, Richard, MGM-TV, New York
Harrington, Howard, KOGA Ogallala, Neb.
Harrington, John, FCC, Washington
Harrington, John E. Jr., Harrington, Righer & Parsons Inc., New York
Harris, Buddy, Pames Syndicated Products, Dallas, Tex.
Hartman, Ward W., WRKR Rockford, Ill.
Harwood, Dr. Kenneth, U. of Southern California, Los Angeles
Hatch, George C., KUYV (TV) Salt Lake City
Hatch, Wilda Gene, KALL Salt Lake City
Hathaway, J. B., NBC, New York
Hartz, Geo. W., WFLA Tampa, Fla.
Harvey, Jack V., Blackburn & Co., Inc., Washington
Hasegawa, Kazutada, Yomiuri TV Broadcasting Co., Osaka, Japan
Hassan, Samuel A., WROD Carmi, Ill.
Haslil, Kenneth L., WMT Cedar Rapids, Iowa
Hatcher, Ralph, ABC-TV, New York
Haxton, Heno, WTCP West New York
Haven, Milburn, WTV (TV) Richmond, Va.
Havenste, Carl, Broadcast Music Inc., New York
Hawkin, Woodrow, WJSN (TV)-WTRC South Bend Indiana
Hayden, J., KUDY Edgerton, Wis.
Hayden, J., Roger, Dresser-Idaco Co., Columbus, Ohio

BROADCASTING, March 26, 1962
Jorgenson, Jordan, Jones, King, King, Kicher, Charles
Keyworth, Kettler, Kenney, Kennedy, Kennedy, Kellner, Kelly, Charles,
Kelley, Kelley, Keberlein, Kearl, Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Kalisch, Kaiser, Kaiser, NAB
Kenefick, New
Kane, New
Diego,
Diego,
Diego,
Kaufman, Karavakis, Kapel, George,
Longfellow, Bruce S., FCC, Washington
Lonretn, Edward F., Commercial Radio Equipment
Loutcher, Paul C., WRCO Rochester, N. Y.
Louvau, Norman, KCPX Salt Lake City
Louch, Francis, W. I., Toronto
Low, E. V., Raytheon Co., Norwood, Mass.
Lovel, H. J., WKY Oklahoma City
Lovely, Wayne, WEXR Peoria, Ill.
Lowen, Marvin, Screen Gems Inc., New York
Loyel, Paul A., WQI Des Moines, Iowa
Lukkar, Robert, KNOX Grand Forks, N. D.
Luster, Betty, KUTV Salt Lake City
Lydon, William F., KEYT Santa Barbara, Calif.
Lyke, Vivian F., WRCO-Rochester, Minn.
Lynch, David J., KBYE Oklahoma City
Lynch, F. F. Mike, KYBE Oklahoma City
Lynch, Frank J., KBVE Oklahoma City
Lynch, Robert K., WKTX Atlantic Beach, Fla.
Lyons, Stanley, WAGM Presque Isle, Maine

M
MacCallum, William, ABC, Chicago
MacDonald, Rod, Guild, Bausch & Lomb Inc., New York
Mae, Ivan F., RKBK Hutchinson, Kan.
Mackey, E. R., RCA, Camden, N. J.
MacLeod, Mrs. David, KFVR Bismarck, N. D.
MacMillan, Lowell H., WHEC Rochester, N. Y.
MacNair, Jean, WADG Bangor, Maine
MacRae, William B., Television Bureau of Advertising, New York
Magie, Robert G., WHUM Reading, Pa.
Maher, David W., Kirkland, Ellis, Hodgson, Chase & Masters, Chicago
Mahaffy, Louis E., WLEC Sandusky, Ohio
Main, Guy F., Midwest TV Inc., Chicago, Ill.
Malang, Albert W., ABC, New York
Malette, Floyd, WFTU Bloomington, Ind.
Mandle, John, WHEL Oklahoma City
Manders, Ron, Advertising Bureau, New York
Mann, Jack, ABC, Los Angeles
Markov, Rudolph O., WLBB-TV Bangor, Maine
Margolis, Benjamin, TV Advertising Representative Inc., New York
Maron, Paul B., WBT Charlotte, N. C.
Marks, Leonard H., Cohn & Marks, Washington
Martin, Al, Broadcast Music Inc., New York
Martin, George W., KONT Denton, Tex.
Martin, George, KCLE Cleburne, Tex.
Martin, Arthur L., WMRN Marion, Ohio
Martin, Bill, KMMJ-XXXX Grand Island, Neb.
Martin, Daniel E., WNOU South Bend, Ind.
Martin, Dwight W., WBAB-TV Baton Rouge, La.
Martin, Emery W., KFIZ Fond du Lac, Wis.
Martin, Joe, WOSS Dillon, S. C.
Martin, Leo, Michigan State U., East Lansing
Martin, Roy, WITM Columbus, Ga.
Martin, Stuart W., WCAX-TV Burlington, Vt.
Martin, Vincent F., WNFL Syracuse
Marshall, A. W., Canadian Marconi Co., Montreal
Marshall, Glenn Jr., WIXT Jacksonville, Fla.
Marshall, Clifford B., Blackburn & Co. Inc., Atlanta
Marston, J. Kenneth, The Dixie Network, Jackson, Tenn.
Mason, Richard H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, Ohio
Mason, Frank L., ABC, New York
Masschaele, Howard W., WHIN New Haven, Conn.
Mason, Curtis, KFI Los Angeles
Mason, Terry P., KMGS-AM Missoula, Mont.
Mathiot, J. E., WGLL Lancaster, Pa.
Matsuo, E. S., Okura Trading Co., Ltd., Tokyo, Japan
Mattenley, John, CKVR-TV Barrie, Ontario
May, Edward W., WMAI Shendoah, Iowa
Mayer, T., Marconi, Chelmsford, England
Mayfield, W. E., WMBI Chicago
Mazzie, Jack, WREX-TV Rockford, Ill.
Mccabe, Charles J., KYTV St. Louis
McCabe, Aloysius B., Kirkland, Ellis, Hodgson, Chase & Masters, Washington
McCart, James E., KYTM FMI Oklahoma City
McClain, C. A. (bud), WFKY Frankfort, Ky.
McClanahan, George, KPHO Phoenix, Ariz.
McCloud, John T., WATE Inc., Knoxville, Tenn.
McCull, Mickey, KNSL Chico, Calif.
McClymonds, Clyde C., Storer Broadcasting Co., Miami Beach, Fla.
McCullough, Clair, WAGL-AM-TV Lancaster, Pa.
McDonnell, Robert B., WISH Indianapolis
McCoy, Dale W., KAKE Wichita, Kan.
McCrack, William F., WABC New York
McDermott, Robert M., TV Advertising Representatives Inc., New York
McDonald, William K., National Broadcasting Co., New York
McDermott, Francis M., Air Safety Consultant, Washington
McDermott, Mrs. G. B., The McDermott Co. Inc., Burlington, Iowa
McDonald, Joseph A., Smith, Hennessey & McDonald, Washington
McDonough, Francis C., Dow, Lohens & Albertson, Washington
McDougal, Worth, U. of Georgia, Athens
McElroy, Ralph J., KWWL-AM-TV Waterloo, Iowa; KAUS, KMMT TV Austin, Minn.
McEvoy, Paul B., KSWV-TV Rosewell, N. M.
McFarland, Ernest W., KTVK TV Phoenix, Ariz.
McGann, Donald H., Westinghouse Broadcasting Co., New York
McIntosh, Frank H., McIntosh & Assoc., Washington
McKay, R. M. Jr., WKRK Columbus, Tenn.
McKenna, James A. Jr., McKenna & Wilkinson, Washington
McKenney, Keith T., WSPD-TV Toledo, Ohio
McKibben, Bill, WIL radio, St. Louis
McKune, Robert, Radio Station KSAL Salina, Kan.
McLeod, Court, ABC-TV, Hollywood
McLouth, George, KTVX (TV) Phoenix, Ariz.
McRoy, Paul F., WICL Carbondale, Ill.
Medd, Warren, KWWL-AM-TV Waterloo, Iowa; KAUS, KMMT TV Austin, Minn.
Meador, Ralph E., KLOX Lexington, Mo.
Meadcroft, Gar, WDPN Pontiac, Mich.

UNDER THE SPREADING ULLMAN TREE

Trees grow mostly in the country and Regional sales mgr. Fred Winton o'pines that Ullman competitors are even more with envy over our COUNTRY AND WESTERN Package. For the very best jingles and program aids in blue grass listening, cultivate Fred at the NAB.

RICHARD H. ULLMAN, INC.
New York, New York

The image contains a page with text about various individuals and companies, including radio and television stations, and mentions the spreading Ullman tree. The text includes names of people, companies, and locations. Some names mentioned include Garcia, Sun, Fred, and others associated with broadcasting and television industries. The text also refers to a tree and mentions the spreading Ullman tree. The page appears to be a page from a book or a report, possibly related to broadcasting and television. The text is not fully legible due to the image quality. The page contains a list of individuals and entities, and there is a mention of the spreading Ullman tree, which may be a metaphor or a literal reference to a tree. The text is not coherent and appears to be part of a larger document or set of documents. The image contains a page with text about various individuals and companies, including radio and television stations, and mentions the spreading Ullman tree. The text includes names of people, companies, and locations. Some names mentioned include Garcia, Sun, Fred, and others associated with broadcasting and television industries. The text also refers to a tree and mentions the spreading Ullman tree. The page appears to be a page from a book or a report, possibly related to broadcasting and television. The text is not fully legible due to the image quality. The page contains a list of individuals and entities, and there is a mention of the spreading Ullman tree, which may be a metaphor or a literal reference to a tree. The text is not coherent and appears to be part of a larger document or set of documents.
UNDER THE SPREADING ULLMAN TREE

World's biggest tree is the redwood. World's biggest selling station is the "W" series. Go redwood; avoid deadwood. Account exec Bernie Fineberg can help you blaze the right trail. Feather your nest with him next week at NAB.

RICHARD H. ULLMAN, INC.
New York  Dallas
NAB Hqrs: Suite 2000, Conrad Hilton
REGISTRATION CONTINUED

Sanderson, Allen G., WWJ-TV Detroit
Sandler, Jack, WQAM Miami
Sandstrom, Thad M., WIBW Topeka, Kan.
Sandstrom, Mrs. Thad M., WIBW Topeka, Kan.
Sanjek, Russell, Broadcast Music Inc., New York
Santucci, Anthony, WCOO, Chicago Heights, Ill.
Saunders, A., WSBA York, Pa.
Sarnoff, Thomas W., National Broadcasting Co., Burbank, Calif.
Sauber, Robert H., WITV Titusville, WFCR Franklin, Pa.
Sawtelle, Max M., Judge, WCCG Hartford, Conn.
Sawtelle, William M., WCCG Hartford, Conn.
Sawicki, Chester F., WNEP-TV Scranton
Sawyer, Wayne, WSGO, Chester, S. C.
Saxe, Edward, CBS-TV New York
Saxon, Joe H., WTOK-TV Meridian, Miss.
Saxon, Merl, Consulting Radio Engineer, Lufkin, Texas
Scala, Edward M., WINR-AM Binghamton, N. Y.
Schaaf, Harold, WBFC Worthington, Ohio
Schafer, Paul C., Schafer Electronics, Burbank, Calif.
Scharf, Arthur W., Scharf, Segal, Baron & Stambler, Washington
Selurowich, George, Broadcast Engineering, Kansas City, Mo.
Scheiner, Arthur, Wilner, Bergson, Scheiner & Lessenco, New York
Schein, John, WHBC Canton, Ohio
Scherer, Jacob, WHFB Benton Harbor, Mich.
Scherick, Ed, ABC-TV, New York
Scheuermann, John D., Triangle Publications Inc., Philadelphia
Schlaven, James, WWJ Detroit
Schlankert, R. T., Taft Broadcasting Co., Birmingham, Ala.

UNDER THE SPREADING ULLMAN TREE

Schloss, O. M., WJIC Pittsburgh
Schlosser, Don, ABC, New York
Schlosser, Len, WBBM Chicago
Schmidt, James P., WDAP Kansas City, Mo.
Schneider, Alfred, ABC-TV, New York
Schneider, Edwin R., Merlind & Schneider, Washington
Schneider, Jack, WCAU-Philadelphia
Schrock, William R., KOSA-TV Odessa, Texas
Schoen, Arnold F., Jr., WBOO Chicago
Schuberg, Don S., KSD St. Louis
Schonover, James, WROC Rochester, N. Y.
Schroeder, Arthur H., Miller & Schroeder, Washington
Schroeder, Frank C. Jr., WDZ Decatur, Ill.
Schroeder, Raymond J., KMTV (TV) Omaha
Schudt, William A., Jr., CBS, New York
Schuebel, Reggie, Guild, Bascom & Bonfiglioli, New York
Schulkind, Herbert M. Esq., Fly, Shuebner, Blume & Gagne, Washington
Schultz, Len, Standard Rate & Data, Skokie, Ill.
Schiele, George W., Broadcast Billing Co., New York
Schwartz, Willis E., KBURB Burlington, Iowa
Scott, Charles L., KEYZ Williamson, N. D.
Scott, Claude, KTSB-AM Shreveport, La.
Scott, Roberts P., KPCG Kansas City
Scully, Charles, SESAC Inc., New York
Sears, Charles, WJXT Jacksonville, Fla.
Sears, Zenas, WAGA Atlanta, Ga.
Serrie, William A., KGLC Miami, Okla.
Sebastian, Daryl, WTWW (TV) Cadillac, Mich.
Secrist, C. R., KID-AM Idaho Falls, Idaho
See, Harold P., KRON-TV San Francisco
Seebeck, Charles E., WTON Staunton, Va.
Seghers, E. Boyd, Jr., KNDE New Orleans
Seltzer, Lewis O., KGHL San Angelo, Tex.
Seidelman, Robert, Screen Gems Inc, New York
Sellers, Edward, American Research Bureau, Washington
Sellers, Ed, BROADCASTING, Washington
Sells, Harry G., Dow, Lohnes & Albertson, Washington
Seitz, Herbert A., WFIU, Bloomington, Ind.
Seppa, L. M., Capitol Broadcasting Co., Jackson, Miss.
Serrao, John A., KHWO Honolulu, Hawaii
Severn, Donald W., Ted Bates & Co. Inc., New York
Seward, James M., CBS, New York
Shaffer, Bill, American Research Bureau, Los Angeles
Shaffer, Russell, KBOI Boulder, Colo.
Shaffo, G. Richard, WIS-TV Columbia S. C.
Shaheen, Richard A., Hamilton-Landis & Assoc., Chicago
Shannon, George E., WTOK-TV Meridian, Miss.
Shannon, Steve, Meredith Broadcasting Co., Omaha, Neb.
Shapiro, M. H. Ghap, Broadcast Pioneers, New York
Shapiro, Mike, WFAA Dallas, Tex.
Sharratt, Robert H., WCW Radio, Chicago
Shaub, Harry J., Jr., WAGL Lancaster, Pa.
Shaw, Donald S., Jr., ABC, New York
Shawhan, Carey, NBC, Burbank, Calif.
Shawn, Fred P., WSUI St. Petersburg, Fla.
Sheftall, Parry, WZMN Clarksville, Tenn.
Shelburne, Thomas P., WNEP-TV Scranton, Pa.
Shelton, Arnold H., Armed Forces Radio & TV Service, Los Angeles
Shelley, Mrs. Sally Swing, UNESCO, New York
Shepard, Harwell V., KDNT Denton, Tex.
Shepard, Richard C., WGR Radio Buffalo, N. Y.
Shepherd, Jerrel A., KNMC Moberly, Mo.
Sheridan, Phil, WFRF Worthington, Ohio
Sherman, Barry, WJTL Atlanta
Sherman, Gordon, WMAY Springfield, Ill.
Sherman, John M., WOC-TV Minneapolis

Shimski, Willard, WXII Atlanta
Shivley, Richard F., WTVV (TV) Evansville, Ind.
Sholis, Victor A., WHAS Inc., Louisville, Ky.
Shomo, E. H., WBBM New York
Shott, John C., WHSV-TV Bluefield, W. Va.
Shoup, James D., Croley Broadcasting Corp., Cincinnati
Shuebner, Peter, Esq., Fly, Shuebner, Blume & Gagne, Washington
Shuel, William J., WIRE Indianapolis, Ind.
Shurtleff, David J., WJAR-TV Providence, R. I.
Sibert, Lt. Col., Loberth, Armed Forces Radio & TV Service, Los Angeles
Siegel, Simon, ABC-TV, New York
Sigmon, C. Curtis, WYCL, York, S. C.
Sigmon, Loyd C., Golden West Broadcasters, N. L. Angeles
Sims, William P., Jr., Dow, Lohnes & Albertson, Washington
Sinclair, David G., KFVD Fort Dodge, Iowa
Sinclair, Joseph S., WJAR-TV Providence, R. I.
Singer, Sheldon C., WKOK Colorado Springs, Colo.
Singleton, Bruce E., Gray Television, Albany, Ga.
Simlett, Robert J., WHBF Rock Island, Ill.
Sipper, Art, KDHI Twentynine Palms, Calif.
Sisson, Franklin G., WWJ-TV Detroit
Sistrick, Joseph M., Blackburn & Co., Inc., Washington
Skinner, Paul F., WHBL Sheboygan, Wis.
Sklo, George M., Walter F. Kean & Assoc., Riverside, Ill.
Skog, Herb Carl, KENS Radio San Antonio, Tex.
Slane, Sam J., WCBS New York
Slat, James W., "Bill," KFSA-TV Fort Smith, Ark.
Snavely, H. W., Scripps-Howard Bcstg Co., Memphis, Tenn.
Sloan, Sam W., WOHO Toledo, Ohio
Small, Franklin H., WAVI Dayton, Ohio
Small, Kenneth F., WJUR Gainesville, Fla.
Smith, Alfred B., WFWG Black Mountain, N. C.
Smith, Alvin, KTV-TV Co., Sioux City, Iowa
Smith, Bruce, KATV (TV) Little Rock, Ark.
Smith, Calvin J., KFAC Los Angeles
Smith, Daniel H., Capital Cities Bcstg Corp., Albany, N. Y.
Smith, E. Berry, WFRV (TV) Green Bay, Wis.
Smith, Elmer F., WYAX Yankton, S. D.
Smith, E. Strawford, Smith & Pepper, Washington
Smith, Edward A. W., KVO Pittsburgh
Smith, George S., Smith, Hennessey & McDonald, Washington
Smith, George W. NABET, Chicago
Smith, Harvey, WJWL Wilmington, Del.
Smith, H. E., General Electric Co., Syracuse, N. Y.
Smith, Hugh M., WCMO Montgomery, Ala.
Smith, Jim, WING Dayton, Ohio
Smith, Edward H., Jr., WIRC Hickory, N.C.
Smith, Lee Allan, WYK Oklahoma City
Smith, Lester M., KXL Portland, Ore.
Smith, Lon "Champ," KABC-TV Little Rock, Ark.
Smith, Merlin H., WANE Fort Wayne, Ind.
Smith, R. H., WCYB-TV, Bristol, Va.
Smith, Mrs. R. H., WCYB-TV Bristol, Va.

You'll have a woodchoppers' ball with ONE-DERFUL RADIO and account exec Joey Levin, Jingles, your station logo, instrumentals, with the big band sound (including wood winds of course) America loves. Get in the cozy Ullman-tree house.

RICHARD H. ULLMAN, INC.
New York Dallas
NAB Hqrs: Suite 2000, CONRAD HILTON

312 (NAB CONVENTION PREVIEW)
Dance for joy with account exec Bill Previtti and Ullman's hot, new TWIST JINGLE, customized to your call letters. It will flourish into an orchard of an audience for you. Your ratings will glow like a campfire. See forest ranger Bill.

RICHARD H. ULLMAN, INC.
New York  
Dallas

NAB Hqrs: Suite 2000, CONRAD HILTON

134  (NAB CONVENTION PREVIEW)
WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 23 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EQUIPMENT MANUFACTURERS

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aiken Communications</td>
<td>22W</td>
</tr>
<tr>
<td>Alford Manufacturing Co.</td>
<td>26W</td>
</tr>
<tr>
<td>Alto HiFi Tape Service</td>
<td>57W</td>
</tr>
<tr>
<td>American Microwave &amp; Television Corp.</td>
<td>53W</td>
</tr>
<tr>
<td>Ampex Corp.</td>
<td>29W</td>
</tr>
<tr>
<td>Antelope Microwave &amp; General Precision</td>
<td>54W</td>
</tr>
<tr>
<td>Automated Electronics</td>
<td>65W</td>
</tr>
<tr>
<td>Automatic Tape Control</td>
<td>26W</td>
</tr>
<tr>
<td>Bauer Electronics Corp.</td>
<td>43W</td>
</tr>
<tr>
<td>Baker-Presto Div. of the Siger Corp.</td>
<td>23W</td>
</tr>
<tr>
<td>Broadcast Electronics</td>
<td>14E</td>
</tr>
<tr>
<td>CBS Laboratories</td>
<td>64W</td>
</tr>
<tr>
<td>Century Lighting</td>
<td>27W</td>
</tr>
<tr>
<td>Chro-Log Corp.</td>
<td>56W</td>
</tr>
<tr>
<td>Clark-Rock Inc.</td>
<td>57W</td>
</tr>
<tr>
<td>Collins Radio Co.</td>
<td>18W</td>
</tr>
<tr>
<td>Conrad Division</td>
<td>7E</td>
</tr>
<tr>
<td>Continental Electronics Manuf. Co.</td>
<td>16E</td>
</tr>
<tr>
<td>Continental Manuf.</td>
<td>32W</td>
</tr>
<tr>
<td>Dynair Electronics</td>
<td>47W</td>
</tr>
<tr>
<td>Electronics Applications Inc.</td>
<td>19W</td>
</tr>
<tr>
<td>Electronics, Missiles &amp; Communications Inc.</td>
<td>50W</td>
</tr>
<tr>
<td>EMI/US</td>
<td>49W</td>
</tr>
<tr>
<td>Federal Manuf. &amp; Engineering Corp.</td>
<td></td>
</tr>
<tr>
<td>Television Specialty Co., Division</td>
<td>40W</td>
</tr>
<tr>
<td>Fisher Radio Corp.</td>
<td>58W</td>
</tr>
<tr>
<td>Gates Radio Corp.</td>
<td>31W</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>9E</td>
</tr>
<tr>
<td>General Electric Labs</td>
<td>60W</td>
</tr>
<tr>
<td>Graf-Tech</td>
<td>12W</td>
</tr>
<tr>
<td>International Business Machines Corp.</td>
<td></td>
</tr>
<tr>
<td>International Good Music</td>
<td>30W</td>
</tr>
<tr>
<td>ITA Electronics Corp.</td>
<td>42W</td>
</tr>
<tr>
<td>Itek Electro-Products Co.</td>
<td>36W</td>
</tr>
<tr>
<td>Jampro Antenna Co.</td>
<td>37W</td>
</tr>
<tr>
<td>Johnson Electronics</td>
<td>62W</td>
</tr>
<tr>
<td>Kileg Bros.</td>
<td>1E</td>
</tr>
<tr>
<td>McCauley Inc.</td>
<td>59W</td>
</tr>
<tr>
<td>Magne-Tronics Inc.</td>
<td>35W</td>
</tr>
<tr>
<td>Martin Industries Inc.</td>
<td>32W</td>
</tr>
<tr>
<td>Minnesota Mining &amp; Manuf. Co.</td>
<td>25W</td>
</tr>
<tr>
<td>Miratel Electronics</td>
<td>55W</td>
</tr>
<tr>
<td>Mosley Associates</td>
<td>51W</td>
</tr>
<tr>
<td>Multifield Products, General Aniline &amp; Film Corp.</td>
<td></td>
</tr>
<tr>
<td>Programmatic Broadcasting Service</td>
<td>44W-45W</td>
</tr>
<tr>
<td>Radio Corp. of America</td>
<td>5E, 9E, 10E</td>
</tr>
<tr>
<td>Raytheon Laboratories</td>
<td>18E</td>
</tr>
<tr>
<td>Sarkis Tariq Corp.</td>
<td>17E</td>
</tr>
<tr>
<td>Schafer Electronics</td>
<td>52W</td>
</tr>
<tr>
<td>Scully Recording Instruments Corp.</td>
<td>63W</td>
</tr>
<tr>
<td>The Soundscaper Corp.</td>
<td>48W</td>
</tr>
<tr>
<td>Standard Electronics</td>
<td>15E</td>
</tr>
<tr>
<td>Surrounding Sound Inc.</td>
<td>4E</td>
</tr>
<tr>
<td>Tektronix Inc.</td>
<td>20W</td>
</tr>
<tr>
<td>Telechrome Manuf. Corp.</td>
<td>2E</td>
</tr>
<tr>
<td>Telemet Corp.</td>
<td>2E</td>
</tr>
<tr>
<td>TelePrompTer Corp.</td>
<td>11E</td>
</tr>
<tr>
<td>The Telequip Co.</td>
<td>33W</td>
</tr>
<tr>
<td>Teleprompter-CP Corp.</td>
<td>5E</td>
</tr>
<tr>
<td>Thompson Rama Wooldridge Inc. Dage Div.</td>
<td>24W</td>
</tr>
<tr>
<td>Tower Communications Corp.</td>
<td>41W</td>
</tr>
<tr>
<td>U. S. Army Tele-Radio Branch, Off.</td>
<td></td>
</tr>
<tr>
<td>Chief of Information</td>
<td>19E</td>
</tr>
<tr>
<td>U. S. Navy West Exhibit Hall</td>
<td>38W</td>
</tr>
<tr>
<td>Utility Tower Co.</td>
<td>14E</td>
</tr>
<tr>
<td>Visual Electronics Corp.</td>
<td>19W</td>
</tr>
<tr>
<td>Vitro Electronics Corp.</td>
<td>21W</td>
</tr>
</tbody>
</table>

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
Convention Program............................................Room 4
Executive vice-president for industry affairs..........Room 1
Engineer Conference...........................................Room 1
George Bartlett, manager.............................Room 2
George Gayou, assistant exhibit director..............Room 3
George Gayou, assistant exhibit director..............Room 3
Howard E. Revercomb, secretary-treasurer.............Room 1
Lobby Department.............................................Lower Lobby
William L. Walker, assistant treasurer..............Room 2
Newsroom.......................................................Astor Room

NAB STAFF OFFICES

Executive vice president..............................Room 4
Vincent T. Wasielewski, manager....................Room 5
John F. Meagher, vice president.....................Room 2
President....................................................Room 2
Dan Shields, special assistant for television.....Room 3
Station relations..........................................Lower Lobby
William Carlisle, vice president for station services......Room 4
James Hubert, manager....................................Room 4
Government affairs........................................Room 2
Hollis Seavey, manager.............................Room 2
Legal.............................................................Room 2
Douglas Astoio, general counsel.................Room 2
Code Authority..............................................Room 4
Robert D. Sweazy, director..........................Room 4
Edward H. Bronson, manager for television....Room 4
Charles M. Stone, manager for radio..............Room 4

EQUIPMENT HOSPITALITY SUITES

Her Majesty's New Trianpease (See also Equipment Exhibitors)

Albin Optical Co. ............................................Unassigned
American Telephone & Telegraph Co. ...............Unassigned
Audiolight Labs.............................................Unassigned
Bell & Howell.............................................Unassigned
Blonder-Tongue.............................................Unassigned
Bolt & Co........................................................Unassigned
Bolton Research Labs......................................Unassigned
Brown Iron & Steel Co..................................1339
M & H Engineering Co..................................Unassigned
Minnipeaa-Honeywell Rallator Co. ....................Unassigned
Mitchell-Vinten Inc....................................Unassigned
Modern Broadcast Sound Co...........................2659
Mouic Specialtys Co..................................Unassigned
Shure Brothers............................................Unassigned

Z

Zappie, Nick, U. S. Senate Commerce Commit-
tee, Washington
Zellner, Fred L, ABC, New York
Zimmerman, Joe, WLYH-TV Lebanon, Pa.

BROADCASTING, March 28, 1962
### NAB PREVIEW

WHERE TO FIND IT CONTINUED

Sony Corp. of America Unassigned
Stainless, Inc. 1506
Telecontrol Corp. Unassigned
Television Zoomer Corp. 923
Trans-Lux Television Corp. 700
Westrex Corp. Unassigned

### STATION BROKERS

Blackburn & Co. Essex Inn 1403
Howard S. Frazier Inc. Unassigned
Hamilton-Lands & Assoc. 714-16
Jack Masla Unassigned
Jack N. Stahl Unassigned
Howard Stark Unassigned

### STATION REPRESENTATIVES

ABC Radio 1806A
ABC-TV National Sales Executive House
Advertising Time Sales Essex Inn 301
Am Radio Sales Co. Sh-B
Avery-Knodel Sh-B 1108-9-10
Mort Bassett & Co. Racquet Club
John Blair & Co., Blair-TV, and Blair
Television Assoc. Sh-B 608-9-10
The Bolling Co. Executive House, 2011
CBS-TV Stations National
Sales Sh-B Unassigned
Henry J. Christal Co. 1306
Continental Broadcasting Unassigned
Country Music Network Unassigned
Robert E. Eastman Co. Executive House
Forge & Co., Forge-TV Unassigned
Gil-Perna 2300
Harrington, Righter & Co. 706-9-10
Henry P. Hollingbery Co. 1500
Hal Holman Co. 1232A
H-K Representatives Executive House, 3711
The Katz Agency Executive House 3803
Robert Kerr Organization 1235A
Daren F. McGavron Co. Executive House
The Meeker Co. 1700
NBC Spot Sales Ambassador East
John E. Pearson Co. Congress
Peters, Griffin, Woodward Sh-B 704
Edward Petry & Co. 1400
Radio TV Representatives 1224
Paul H. Raymer Co. Executive House
Spot Time Sales Acsmot Motel
Storer Television Sales Executive House
Television Advertising Representatives Drake
Venard, Rintoul & McConnell 7100
Grant Webb & Co. Unassigned
Weed Radio & Television Corps. Sh-B
Adam Young Cos. 2200

### NETWORKS, GROUPS

<table>
<thead>
<tr>
<th>Network</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Radio</td>
<td>1800-9A</td>
</tr>
<tr>
<td>ABC-TV</td>
<td>1005</td>
</tr>
<tr>
<td>CBS Radio</td>
<td>1608A</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>906</td>
</tr>
<tr>
<td>Keystone Broadcasting System 2306</td>
<td></td>
</tr>
<tr>
<td>Mutual Broadcasting System 1706A-9A</td>
<td></td>
</tr>
<tr>
<td>NBC Radio Sh-B 508</td>
<td></td>
</tr>
<tr>
<td>NBC-TV Sh-B 508</td>
<td></td>
</tr>
<tr>
<td>Sports Network 2500</td>
<td></td>
</tr>
<tr>
<td>Storer Broadcasting Co. 1005A</td>
<td></td>
</tr>
<tr>
<td>Westinghouse Broadcasting Co. Unassigned</td>
<td></td>
</tr>
</tbody>
</table>

### PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Films 2319-16</td>
<td></td>
</tr>
<tr>
<td>M &amp; A Alexander Productions Unassigned</td>
<td></td>
</tr>
<tr>
<td>Allied Artists Television Executive House</td>
<td></td>
</tr>
<tr>
<td>Jim Ameche Productions Unassigned</td>
<td></td>
</tr>
<tr>
<td>Bonded TV Film Service 2235A</td>
<td></td>
</tr>
<tr>
<td>Buena Vista Distribution Co. 2139</td>
<td></td>
</tr>
<tr>
<td>CBS Films 2306A</td>
<td></td>
</tr>
<tr>
<td>Centennial, Div., Screen Gems 2500</td>
<td></td>
</tr>
<tr>
<td>Creative Services Essex Inn 1001</td>
<td></td>
</tr>
<tr>
<td>Desilu Sales 1435-16A</td>
<td></td>
</tr>
<tr>
<td>Futuristic Productions 1335A</td>
<td></td>
</tr>
<tr>
<td>Harry S. Goodman Productions 1218</td>
<td></td>
</tr>
<tr>
<td>International Good Music 835A</td>
<td></td>
</tr>
<tr>
<td>King Features Syndicate Unassigned</td>
<td></td>
</tr>
<tr>
<td>Lang-Worth Feature Programs Unassigned</td>
<td></td>
</tr>
<tr>
<td>Mars Broadcasting 1419A</td>
<td></td>
</tr>
<tr>
<td>MCA-TV 2400</td>
<td></td>
</tr>
<tr>
<td>Menlo Tempo 1800</td>
<td></td>
</tr>
<tr>
<td>MGM-TV 1305</td>
<td></td>
</tr>
<tr>
<td>National Telefilm Assoc. Executive House 3011</td>
<td></td>
</tr>
<tr>
<td>Pams Productions Unassigned</td>
<td></td>
</tr>
<tr>
<td>Programmatic Broadcasting Service 605</td>
<td></td>
</tr>
<tr>
<td>Radio Concepts 1135A</td>
<td></td>
</tr>
<tr>
<td>RCA Recorded Program Services 500</td>
<td></td>
</tr>
<tr>
<td>Record Source Unassigned</td>
<td></td>
</tr>
<tr>
<td>Screen Gems 2500</td>
<td></td>
</tr>
<tr>
<td>SESAC 1200</td>
<td></td>
</tr>
<tr>
<td>Seven Arts Associated Corp. 800</td>
<td></td>
</tr>
<tr>
<td>Showcorporation Unassigned</td>
<td></td>
</tr>
<tr>
<td>Sterling Television Unassigned</td>
<td></td>
</tr>
<tr>
<td>Storer Program Sales 1010A</td>
<td></td>
</tr>
<tr>
<td>Telecine 1319</td>
<td></td>
</tr>
<tr>
<td>Telescript-3SP Unassigned</td>
<td></td>
</tr>
<tr>
<td>Television Affiliates Corp. 700</td>
<td></td>
</tr>
<tr>
<td>20th Century Fox Executive House 2040</td>
<td></td>
</tr>
</tbody>
</table>

### MOST DEPEND ON RADIO continued from page 88

Two were "high" in offering release from psychological tensions and pressures, and two were "high" in providing "friendly" listening.

Only three of the ten stations were rated "high" in as many as two of these four functions. Six were rated "low" on two or more.

**Why They Listen • How do listeners become listeners?** What gets them started listening to a specific station in the first place?

Among WMCA's listeners, chance was the biggest factor: 38% said they originally stumbled across WMCA while twisting the dial. The next largest group, 18%, attributed their discovery to the station's dial position (570 kc, which it promotes heavily as "first on your dial"), and another 18% said they started listening because someone recommended the station. The rest said they discovered the station in other ways, or couldn't remember how it happened that they first became aware of the station.

Researchers said they had no way of knowing how closely this pattern of discovery would apply to stations in other cities, although it seemed reasonable to assume that the principal factors—accident, dial position and recommendation—would also rank high in most.

---

**R. C. CRISLER & CO., INC.**

BUSINESS BROKERS IN TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI
Paul E. Wagner, 5th/3rd Bank Bldg., DU 17775

LOS ANGELES
Lincoln Dollar Co., 691 Siena Way, GR 2-7594

NEW YORK
41 S. 42nd St., MU 7-8743

136 (PREVIEW & THE MEDIA)

BROADCASTING, March 26, 1982
other markets.

One attraction is that, like the study found, his habit of constantly listening to radio. His patience is long and his loyalty high. More than half of WMCA's current listeners, for example, agreed they had been listening to WMCA for five years or longer, and the resters found indications of similar longevity among the audiences of other stations.

They're Open Minded • The study notes that open-mindedness of WMCA listeners is evident in their attitudes toward what subjects should—or should not—be treated on air. The form of presentation appears to be more critical than the topic presented. In fact, the report says, "practically anything goes—provided, of course, that it is considered to be enjoyable, unobtrusive and inoffensive."

Listeners frequently volunteered praise for WMCA, which use their facilities as forums for the presentation of divergent views. The report stresses, however, that the listeners' "willingness to hear varying opinions does not include slanting the news." The report continues:

"Political and social issues should be aired by the ideal radio station with accuracy, integrity and sincerity and without bias of any kind, according to the listeners studied. Controversial matters pertaining to ticklish moral topics were considered also to be generally appropriate on the air. The form of presentation appears to have been subject matter to the late evening hours when younger members of the household are out of reach."

To illustrate the point, the report quotes one listener as saying: "It is important that a station take a stand to let an audience know. Sex may be discussed, but in late hours when the children are asleep. Actually, nothing is that hot, that it can't be discussed on radio."

Much the same attitude appears to exist toward commercials: People are inclined to "complain" about them—possibly because this seems the thing to do—but few indicated they had stopped listening because of its commercials. The key requirement seems to be that they are kept honest, believable and in good taste.

In listeners' open-mindedness the study also discerned a certain "dependence" or "sense of looking to others, radio stations among them, for cues and advice regarding their own behavior." The extent of this dependence appears to vary but was said to be evident among many as many as 35% of WMCA's current listeners.

Radio listeners' reliance on other media is considerably less than their dependence on radio, the study indicated. It found that 25% of all respondents had not looked at a newspaper yesterday, 64% had not looked at a magazine yesterday, and 29% had not looked at television yesterday.

Among those who had watched television, 31% had watched for two to four hours, 15% had watched more than four hours, and 24% had watched less than two hours.

Change of Pace • The study of "open-mindedness" also disclosed that listeners were inclined to spend some time—voluntarily—listening to programming that they don't really enjoy. This finding was used to point out the need for stations to include "a change of pace" in their programming. The report explained:

"Many listeners make a conscious effort to expose themselves to music that they normally feel is counter to their basic musical tastes . . ."

"A number of listeners 'force' themselves to listen to music that does not jibe with their predominant taste patterns in order to expand the horizons of their own personal experience. Here the primary motivation seems to be that unless they consciously make efforts to listen to music they normally do not prefer, they miss out on something important."

"Sheer curiosity about 'what is going on on the other side of the fence,' as one listener put it, is responsible for a good deal of listening to 'counter-taste music.' This mode of behavior was particularly evident among listeners who reported a basic distaste for rock-and-roll music . . ."

"The second manner in which WMCA listeners' needs for variety in music expresses itself is in the high degree of tolerance for all forms of modern music that was reflected in their musical tastes and preferences . . . Musical presentations that do not strictly conform with listeners' overall tastes are listened to by most WMCA listeners, because they are convinced that sooner or later material more suited to
them will be played. In this instance, a truly remarkable degree of patience is exhibited by many listeners . . .”

The report being made public by WMCA—109 pages plus 42 tables—is a digest of the survey’s findings except for material considered confidential for WMCA’s own use. Mr. Labunski and his associates already have begun showing it to agencies and advertisers. Requests for copies should be addressed to Mr. Labunski at WMCA, 415 Madison Ave., New York 17.

Changing hands

ANNOUNCED = The following sales of station interests were reported last week subject to FCC approval:

- WHFC and WEHS (FM) Cicero-Chicago, Ill.: Sold by Richard W. Hoffman to LP Broadcasting Co. for $1 million. LP Broadcasting is owned by Leonard and Philip Chess, Chicago record company executives. WHFC operates with 1 kw daytime, 250 w nighttime on 1450 kc. WEHS is on 97.9 mc with 75 kw. Broker was Blackburn & Co.

- WDOD-AM-FM Chattanooga, Tenn.: Sold by Interstate Life Insurance Co. to Cy N. Bahakel for $225,000. Mr. Bahakel already owns WABG-AM-TV Greenwood, Miss.; WLBJ Bowling Green, Ky.; KXEL Waterloo, Iowa; WKinK Kingsport, Tenn.; WWOD-AM-FM Lynchburg and WRIIS Roanoke, both Virginia. In order to stay within the limit of seven radio stations, as required in the FCC’s duopoly rule, Mr. Bahakel is selling WKZ Kosciusko, Miss., to Mims Bowswell Jr., manager of the station, for $147,500. Coleman Austin Jr., manager of WRIIS, will serve as manager of WDOD stations after FCC approval. WDOD is 5 kw fulltime on 1310 kc. WDOD-FM operates on 96.5 mc with 13 kw. Broker was Blackburn & Co.

- WKYB-AM-FM Paducah, Ky.: Sold by Bruce Barrington to Arthur C. Schofield for $140,000 plus $50,000 for agreement not to compete. Mr. Schofield, a veteran broadcaster, is assistant to the president of Peoples Broadcasting Corp. and formerly was vice president in charge of advertising and promotion of Storer Broadcasting Co. Mr. Barrington owns also KCGM Columbia, Mo. WKYB is on 570 kc with 1 kw day, 500 w night. WKYB-FM operates on 93.3 mc with 31 kw. Broker was Hamilton-Lands & Assoc.

APPROVED = The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see For The Record, page 146).

- KOGO-AM-FM-TV San Diego, Calif.: Sold by Washington Post Co. and Fox, Wells & Rogers to Time-Life for $6,125,000 (see separate story page 140).

- KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku, Hawaii: 51.4% interest sold by estate of Wallace Rider Farrington to group of Hawaiian businessmen, for $5,720,000 (see separate story page 140).

- WDOK-AM-FM Cleveland, Ohio: Sold by Frederick C. Wolf and associates to Transcontinental Television Corp. for $1.4 million (see separate story page 140).

- KEEL Shreveport, La.: Sold by Gordon and Barton McLendon to KEEL Inc. for $800,000. Buyer is wholly owned subsidiary of LIN Broadcasting Corp. which is headed by Frederick M. Gregg. Same group owns WMAK Nashville, Tenn., and WAKY Louisville, Ky.

- WMET-AM-FM Miami Beach, Fla.: Sold by Community Service Broadcasters Inc. (James R. Williams, president) to Consolidated Communications Corp. for $5,000 cash and assumption of $248,000 in obligations. Consolidated is headed by Harry Trenner who owns WBBS Tarpon Springs, Fla. FCC grant is conditioned on Mr. Trenner disposing of his interest in WBMB Miami, which has been sold to Max C. Tavel for $57,500.

- KOOD Honolulu, Hawaii: Sold by Alister Macdonald, Maurice J. Sullivan and associates to Hawaiian Paradise Park Corp., owned by the Ellen Jensen Watumull family, for $150,000.

- WBIW Bedford, Ind.: Sold by Joseph H. and Agnes I. McGillvra to Lester G. Spencer and associates for $140,000 and $10,000 agreement not to compete. Mr. Spencer’s group owns WKBV-AM-FM Richmond and WBAT Marion, both Indiana.

- WMIN St. Paul, Minn.; WLOD Pompano Beach, Fla.; WWOM New Orleans, La.; WDW St. Louis, Mo.; KOME Tulsa, Okla.: Merger of Franklin Broadcasting Co. and Radio Concepts Inc. involving payment of 175,000 shares of Franklin Broadcasting to Philip Meltzer and Alvin Koenig for 100% of Radio Concepts. Radio Concepts, New York, distributes radio advertising and promotional material. Franklin Broadcasting stock is sold over the counter. The FCC’s action last week approved the acquisition of negative control of Franklin Broadcasting by Messrs. Meltzer, Koenig and Minnesota Small Business Investment Co.
LOOK FOR THE BLACKBURN MEN AT THE N.A.B. CONVENTION

All Blackburn men will attend the N.A.B. Convention in Chicago. They're looking forward to meeting with you, whether you have plans to buy, sell, use our other services, which include financing and appraisals, or just visit. You'll find them at the ESSEX MOTOR INN, Suite 1403. (Across the street from the Conrad Hilton).

BLACKBURN & COMPANY INCORPORATED
RADIO-TV-NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS
FCC OKAYS $13 MILLION IN SALES
San Diego, Hawaii, Cleveland acquisitions top year's trading

More than $13 million in station ownership changes were approved by the FCC last week—the largest sum in station sales this year.

The three big sales:
- Time-Life's buy of KOGO-AM-FM-TV San Diego for $6,125,000.
- The purchase of 51.4% of the Honolulu Star-Bulletin by a group of Hawaiian businessmen for $5,720,820. The Star-Bulletin owns KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wallula.
- Transcontinent Television Corp.'s buy of WDOK-AM-FM Cleveland for $1.4 million.

Still pending FCC approval are five multi-million-dollar tv-radio sales: 63% of KENS-AM-TV San Antonio to Harte-Hanks Newspapers (present 37% owner) for $6.2 million; KTVT (TV) Fort Worth to WKY Television Systems Inc. for $4 million; WEAU-TV Eau Claire, Wis., to the Appleton (Wis.) Post-Crescent for $2.1 million; KTVR (TV) Denver to Bill Daniels for $2 million; 50% of KCRA-AM-FM-TV Sacramento, Calif., to the estate of the late Ewing C. Kelley for $2 million.

Quote for Time ≗ Time-Life's buy of the San Diego stations brings to five the number of broadcast properties owned by the magazine publication firm (Time, Life, Fortune, Sports Illustrated). The others are KLZ-AM-FM-TV Denver, WTCN-AM-FM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis, and WOOD-AM-FM-TV Grand Rapids.

The KOGO stations were owned by the Washington Post Co. (Post-Newsweek stations), the private investment firm of Fox, Wells & Rogers and several individual minority stockholders. The stations were run by William E. Goetze who will continue as general manager, reporting administratively to Hugh B. Terry, head of Time-Life's Denver operation.

Post-Newsweek stations are WTOP-AM-FM-TV Washington, D.C., and WIXT (TV) Jacksonville, Fla. Fox, Wells & Rogers has a minority interest in Springfield Television Corp., licensee of uhf stations in Massachusetts.

Time-Life also holds an interest in tv station CLT Beirut, Lebanon, and is in partnership with M. Dumont Schauberg, a leading German publisher, in the production of tv films for the German market.

The purchase price includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

Farrington Out ≗ A syndicate of Hawaiian businessmen bought the Farrington 51.4% interest in the Honolulu Star-Bulletin which in turn owns the Hawaiian Broadcasting System Ltd. Paying $53 per share, the group also offered to buy the remaining outstanding stock which in the aggregate would bring the total price to $11.1 million. The syndicate includes the late J. Ballard Atherton, president of the Hawaiian Telephone Co.; Chinn Ho, president of Capital Investment Co.; John T. Waterhouse, vice president of Alexander & Baldwin; William H. Hill, president of Hilo Electric Light Co.; William H. Heen, an attorney, and Alexander Atherton, assistant vice president of the Hawaiian Trust Co.

The Cleveland stations were sold by Frederick C. Wolf and associates to Transcontinent Television Corp. for $1.4 million. The agreement provides for payment of $1,666 per month for 12 months to Mr. Wolf as a consultant. TTC stations are WGR-AM-FM-TV Buffalo, N. Y., KFMB-AM-FM-TV San Diego, Calif.; WDAF-AM-FM-TV Kansas City, Mo.; KERO-TV Bakersfield, Calif. and 60% of WNEP-TV Scranton, Pa. TTC is paying $600,000 for the remaining 40% of WNEP-TV (Broadcasting, Feb. 19). Late last year TTC sold its WROC-TV Rochester, N.Y., to WVET-TV and WHEC-TV that city for $6.5 million.

WJIM revenues drop, dividends remain same

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) received $2,348,253 in total broadcast revenues and $144,301 in other income in 1961, its annual report for the year 1961 shows. Net income for the year was $582,952 ($1.46 per share). This compares to 1960's gross of $2,580,112 and net income of $639,715 ($1.60 per share).

Common stockholders received $1.60 per share in dividends in 1961, while Class B common stock owners received 30 cents. This was the same as in 1960. Dividends were paid on a total of 400,-000 shares outstanding. Total dividends amounted to $380,000.

Harold F. Gross, president of the publicly held corporation, reported that the stations suffered a decrease in local and regional income due to continued local unemployment and depressed economic conditions during the greater part of 1961. Local sales in both radio and tv declined from 1960 levels, he said, while national spot income and network revenues remained about the same.

Employment study to be reported at convention

Results of an employment study covering the broadcasting industry will be submitted to the Assn. for Professional Broadcasting Education, which meets March 31-April 1 at the Conrad Hilton Hotel, Chicago, as part of convention week. APBE is a professional education group receiving support from NAB.

The employe study will feature a March 31 session at which Dr. Bruce A. Linton, U. of Kansas and APBE president, will preside. James H. Hubert, NAB broadcast-personnel-economics manager, will present the report.

Howard H. Bell, NAB industry affairs vice president, is APBE executive secretary. Among speakers at the two-day meeting are Joe M. Baisch, WREX-TV Rockford, Ill. and a group of other
broaders who will take part in panels. The group includes W. C. Swartley and Rolland Tooke, Westinghouse Broadcasting Co., APBE program chairman; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; Louis Hausman, Television Information Office; P. A. Sugg, NBC; Theodore N. McDowell, WMAL-TV Washington.

Among university participants are Prof. Raymond T. Bedwell Jr., Marquette U.; Dr. Edward C. Lambert, U. of Missouri; Dr. Stanley Donner, Stanford U.; Dr. Glenn Sturlin, U. of State of New York; Dr. Robert E. Summers, U. of Texas; Dr. Harold Niven, U. of Washington; Dr. Hugh Cordier, U. of Illinois; Prof. Worth McDouald, U. of Georgia; Dr. Edgar E. Willis, U. of Michigan; Prof. Buren C. Robbins, Southern Ill. State U.; Prof. Robert B. Lacy, Oklahoma State U.; Dr. Sherman P. Lawton, U. of Oklahoma.

Four fm stations form New York area chain

The formation of Fm Affiliates, which will join together four fm stations in the New York area for the purpose of selling time in a unit to advertisers, was announced last week. The stations are WRFM (FM) New York; WDHA-FM Dover, N.J.; WLIR (FM) Garden City, Long Island, N.Y.; and WRNW (FM) Mt. Kisco, N.Y.

Although the stations will maintain their respective sales staffs for individual station sales, a unit purchase of the four-station combination will give the advertiser 28-county coverage with cost efficiency. Each station has locally oriented public affairs and news programming, but all are similar in “quality music” programming.

The office of Fm Affiliates is located at 507 Fifth Ave., with Norman H. Perreault Jr. in charge of sales.

Stations aid educational tv

KLRN (TV), which is due to begin serving the Austin-San Antonio, area with educational tv on April 9, will go on by proxy. KTBC-TV Austin and KONO-TV San Antonio will provide the facilities.

The station, due to technical set-backs, has had to postpone its initial broadcast date by at least six weeks, and KTBC-TV and KONO-TV will each present KLRN-TV material one hour per day for that period (9:30 to 10:30 on KTBC-TV, 10 to 11 on KONO-TV).

Seven more for ABC Radio

ABC Radio has signed seven new affiliates in New Mexico, bringing the total of ABC Radio outlets in that state to 13. The stations, which also became part of ABC Radio West, a regional network now consisting of 46 stations in 11 western states, are: KPBW Carlsbad, 1 kw on 740 kc; KCLV Clovis, 1 kw-D and 250 w-N on 1240 kc; KYVA Gallup, 250 w on 1230 kc; KHOB Hobbs, 5 kw on 1390 kc; KORT Las Cruces, 5 kw on 570 kc; KBIM Roswell, 5 kw on 910 kc, and KSIL Silver City, 1 kw-D and 250 w-N on 1340 kc.

CBS-TV swaps outlets in West Virginia

CBS-TV is switching affiliates in the Kanawha Valley of West Virginia. Effective Sept. 21, WCHS-TV Charleston joins the network, replacing WHTN-TV Huntington. WCHS-TV, on channel 8, is currently an ABC-TV affiliate.

ABC-TV said last week it does not yet have a new affiliate for the area. WCHS-TV is owned by Rollins Broadcasting Inc., O. Wayne Rollins, president.

Quarter mile above Sacramento

Piercing through the clouds is the tip of the newly completed 1,548 foot television tower in suburban Sacramento, Calif., that is being shared by the three television stations in that market—KCRA-TV, KOVR-TV (Stockton) and KXTV (TV). This photo was made from an airplane (wing reflection at top). The triangular platform which houses the three antennas is 105 feet wide.

Glenn’s flight seen in 81% of tv homes

The largest audience in the history of daytime television—39.9 million homes—or 81% or the total tv homes—saw the orbital flight of Col. John Glenn by the three networks (Broadcasting, Feb. 26), according to A. C. Nielsen Co. The average home viewed for 5 hours and 15 minutes of the 10-hour telecast.

Peak viewing times were at 9:45 a.m. EST, the quarter-hour during which the launching occurred (24.696 million homes), and around 2:30 p.m. EST as re-entry time (2:42 p.m. EST) approached, when 26.411 million homes were watching. The “low” during the flight—22.344 million homes—was around lunchtime, 11:30 a.m. EST. The low was still about 5 million more homes than usually watch NBC-TV’s Wagon Train, normally tv’s most popular program, according to Nielsen.
FATES & FORTUNES

BROADCAST ADVERTISING

Henry C. L. Johnson, vp, general manager and chairman of pians board, Lippincott & Margulies, New York industrial design firm, elected president and member of board of directors, Bermingham, Castleman & Pierce, advertising agency, that city. Before joining L&M in June 1960 as assistant to president, Mr. Johnson served as vp and creative account supervisor at J. Walter Thompson, New York.

David G. Watrous, vp and chairman of executive committee, Earle Ludgin & Co., Chicago-based advertising agency, elected president, succeeding John H. Willimarth, who retires for reasons of health. George A. Rink, vp and general manager, and V. Hugh Wells, vp and creative director, elected executive vp and vp in charge of all creative operations, respectively.

Reggie Schuebel, vp and director of network relations, Guild, Bascom & Bonfigli, New York, joins North Adv., that city, as vp in charge of radio, tv and media, effective April 15.

Thomas F. Mason, account executive on Irish International Airlines at Geyer, Morey, Madden & Ballard, New York, elected vp. Mr. Mason joined agency in January 1959 as media time buyer.

Charles Cervera, William Moseley and William Brennan elected vps of Norman, Craig & Kummel, New York. Mr. Cervera is in charge of production and art, Mr. Moseley of tv production and Mr. Brennan is account supervisor.

John J. Calnan, Harold Kaufman and Joseph A. La Rosa elected vps of Needham, Louis & Brorby, Chicago. Mr. Calnan, manager of radio-tv creative department, joined NL&B in 1957 as copywriter. Mr. Kaufman, who serves as senior writer in radio-tv creative department, has been with agency for three years. Mr. La Rosa is director of NL&B's New York art department. He rejoined organization last March from McCann-Erickson, having previously served on staff from 1956 to 1958.


Joseph J. Seregny, account supervisor, Young & Rubicam, Detroit, elected vp. Mr. Seregny joined Y&R's contact department in December 1957, and was promoted to his present position in April 1961.

Roger A. Ragland, assistant trade promotion manager, named advertising manager for corn goes and rtako products, The Quaker Oats Co., Chicago. Mr. Ragland, who joined Quaker Co. in 1958, succeeds David U. MacKenzie who becomes advertising manager for company's russ 'n Boots cat food. Mr. MacKenzie succeeds U. B. (Ray) Shockley who was appointed advertising manager for Ken-L-Products dog foods.


Paul F. Dixon, general sales manager, General Steel Wares Ltd., Toronto, Canada, joins Schick Inc., Lancaster, Pa., as director of marketing development.

David O. Thomas, formerly with WHQ-AM-TV Memphis, joins Gardner-Taylor Adv., that city, as partner. Agency name has now been changed to Gardner, Taylor & Thomas Adv. Anna Jones, formerly with Sparrow Adv., Birmingham, joins GTT as media director.

Paul R. Benson joins Sullivan, Staffer, Colwell & Bayles, New York, as associate media director on Lever Bros. account.


Sterling R. Cassel, for past 17 years account executive and media supervisor for Minneapolis and San Francisco offices, BBDO, New York, and John Call, western division advertising coordinator, Theo. Hamm Brewing Co., St. Paul, Minn., join Post & Morr Inc., Chicago, as media research manager and marketing and merchandising manager, respectively, on Burgermeister beer account, subsidiary of Joseph Schlitz Brewing Co.


Lane Johnstone, copywriter, Price & Price Adv., Pittsburgh, joins creative staff, Fuller & Smith & Ross, that city. Previously, Miss Johnstone was assistant copy editor at Columbia Records, New York.

Farish A. Jenkins, senior vp in charge of Canadian operations, McCann-Erickson Inc., New York, elected executive vp. Mr. Jenkins is also member of board of directors of Interpublic Inc., that city, parent company of McCann-Erickson.

Charles M. Bauer, assistant art director, Waldie & Briggs, Chicago, promoted to art director, succeeding Edward Wentz, who moves to Fensholt Adv., that city.

John Lamonica, former assistant art director, D'Arcy Adv., St. Louis, and John Bartman, national advertising director, Donald H. Shanedling Inc., shopping center developers, join Beckman-Koblitz Inc., Los Angeles advertising agency, as art director and copy chief, respectively.

Chairman Sarnoff

Thomas W. Sarnoff, vp, West Coast, NBC, accepts chairmanship of Hollywood Advertising Club's third annual International Broadcasting Awards Competition, to locate and honor best radio and tv commercials broadcast anywhere in the world during 1962. Last year's IBA chairman was Kenneth C. T. Snyder, vp and creative radio-tv director, Needham, Louis & Brorby, Los Angeles.
THE MEDIA

Robert H. Teter, former vp and radio director, Peters, Griffin, Woodward, New York (WABC's Headliners, Dec. 25, 1961), joins WNHC-TV New Haven, Conn., as station and general sales manager. He replaces John F. Cundiff who has been named general sales manager for WFIL-TV Philadelphia. Both stations are licensed to Triangle Publications Inc.

Mrs. Frances Mohr, comptroller, WBAB-AM-FM Babylon, L. I., named station manager. Jim McKay joins station as news director. Roy Whitfield and Steve Irwin have been added to announcing staff.

William B. Kline named station manager and program director, W1BF (FM) Jenkintown, Pa. Alvia G. Golden and Donald Steele join station as continuity director and advertising manager, respectively.

Everett L. Slosman, promotion manager, WBUD Trenton, N. J., appointed station manager, WTOA (FM), that city. Paul Fireman, former chief engineer, WTOA, returns to station in similar capacity. Chuck Read, WTOA's chief announcer, promoted to program director.

Robert D. Johnson, former business manager, NBC Telesales, and recently engaged in private accounting practice, joins KYW-AM-FM-TV Cleveland as business manager, succeeding Irv Ruby who moves to KEX-AM-FM Portland, Ore., in similar capacity. Both stations are owned by Westinghouse Broadcasting Co.

Mallin M. Benson appointed tv program manager for Westinghouse Broadcasting Co., New York. In new position he will work with program managers of WBC stations (WBZ-TB Boston, WIZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco) in building new formats for local tv shows. Mr. Benson joins WBC from Talent Assoc., New York.

David Milam, radio sales manager, Edward Petry & Co., Dallas, appointed office manager and tv sales manager for Petry’s Dallas tv division. Mr. Milam joined Petry organization in 1958.


Pete Farrelly, account executive, WIL-AM-FM St. Louis, promoted to local sales manager.

Gary Howard, announcer-salesman, WKNE Keene, N. H., joins WTWN St. Johnsbury, Vt., in similar capacity.

Jerry Thompson, sales representative, Commerce Clearing House, Urbana, Ill., publishing firm, joins sales department, WKID, that city.

Dan Norton, sales manager, KNTV (TV) San Jose, Calif., joins sales staff, KEWB Oakland-San Francisco. Other additions to new KEWB sales department: George Goldman, KEWB’s promotion manager, and Lou Hurley, KSAY San Francisco.

William R. Murray, formerly resident sales manager, WHTN Huntington (now WKEE), and Ross Felton, sales manager, WMNN Fairmont, join local sales department, WWVA - AM - FM Wheeling, all West Virginia.


Kari E. Hall Jr., general manager, WQXL (formerly WMSC) Columbia,
West Virginia broadcasters honor state delegation

At the annual spring meeting of the West Virginia Broadcasters Assn. in Washington (Broadcasting, March 19), the group honored its congressional delegation. See photo above.

Front row (1 to r): A. G. Ferrise, WMNN Fairmont, vice president; WVBA; Mel Burkha, WTIP Charleston, president; WVBA; Sen. Jennings Randolph (D); Gov. Leroy Collins, NAB president and keynote speaker. Standing (1 to r): Don Hayes, WKAZ Charleston, secretary-treasurer, WVBA; Congressman Cleveland M. Bailey (D); Sen. Robert C. Byrd (D); Congresswoman Elizabeth Kee (D); Congressman Arch A. Moore Jr. (R); Congressman John M. Slack Jr. (D).

S. C., announces station's operating staff: Andrew Scott, assistant manager; Mackie Quave, program director; Miller Mongomery, sales manager; Cornelia Thomas, continuity director, and Ann Fairbrother, traffic director.

Dave Steere, d.j., WKW St. Louis, appointed operations director, KXLY-AM-FM Spokane, Wash.

Herbert Gross, manager of media research, Dancer-Fitzgerald-Sample Inc., New York, joins research department of CBS-TV as manager of coverage and research analysis.

Stanley Simon, formerly broadcast research analyst for Ogilvy & Mather and ABC, both New York, joins WPAT-AM-FM Paterson, N. J., as director of research and sales development.


George W. Cyr, former program manager and film buyer, WRCV-TV Philadelphia, appointed director of programming, WNAC-TV Boston.

Dick Drury and David Klemm appointed program director and promotion director, respectively, WIL-AM-FM St. Louis. Edward Douglas, news director, WMAK Nashville, joins WIL as morning news editor.

John Kulamer, news director, KDKA-AM-FM Pittsburgh, promoted to public service director. David J. Kelly, KDKA's news editor, promoted to news director, succeeding Mr. Kulamer.

Bob Bennett, production director, WQAM Miami, joins Mars Broadcasting Inc., New York, as production specialist.

Charles H. Schultz, former associate producer on Playhouse 90, Studio One and other network series and specials, named executive producer for ch. 13, New York, station of Educational Television for Metropolitan Area Inc.

Jerome Horwitz Jr., branch advertising manager, TV Guide magazine, resigns to join WTOP-AM-FM Washington as account executive.

William F. Sherry, account supervisor, S. E. Zubrow Co., Philadelphia advertising agency, joins WBUG-AM-FM, that city, as account executive.

Norman Posen, former sales manager, WCAW Charleston, W. Va., and until recently self-employed in Texas, joins WCHS Charleston as sales manager.

Don Caron, sales department, WIRD Lake Placid, N. Y., and Larry Kirby, sales representative, WAMS Wilmington, Del., joins WPTR Albany, N. Y., as account executives.

Marvin Picard, account executive, Ziv-United Artists, New York, and former sales manager, WHY Orlando, Fla., joins WBCR-TV Birmingham, Ala., as account executive.

James L. Barkley, account executive, KVTV (TV) Sioux City, Iowa, joins WDGY Minneapolis, in similar capacity.

Charles B. Pease, announcer and copy chief, WWHG Hornell, and Joan Rauscher, music librarian, WHAM Rochester, both New York, join WROC-AM-FM Rochester as continuity and production director and program traffic manager, respectively. Richard M. Waffles, air personality, WINS New York, to WROC, in similar capacity.


John H. McLaughlin, for past two years assistant agricultural editor, North Dakota State U., Fargo, named farm director, WDAY, that city.

S. David Babbit, radio and tv writer-producer, joins creative department, KEX-AM-FM Portland, Ore.

Gene K. Dillon joins WCNS, WCNO (FM) Canton, Ohio, as sport director.

Joseph H. Pate, formerly with KSWS-TV Roswell, N. M., joins WSBT-AM-TV South Bend, Ind., as assistant sports announcer.

Frederick Pierce, research director, ABC-TV, New York, appointed director of research and sales development. Mr. Pierce joined network in 1956 as analyst in tv research department. In 1957 he was named supervisor of audience measurements and following year was promoted to manager of that department. Mr. Pierce was named to his present post last year.

Dave Martin, sports editor, WHAS-AM-TV Louisville, Ky., joins WSOK-AM-FM Jacksonville, Fla., as sports director. Mr. Martin will handle play-by-play of Jacksonville Suns baseball games in International League.

Sam Moll, news director, KLUB-AM-FM Salt Lake City, joins KCPX-AM-FM, that city, in similar capacity.

BROADCASTING, March 26, 1962
Soon to take office


Hal Youngblood, former news and public affairs director, WKBW-TV Buffalo, joins WEBR, that city, in similar capacity.


Harry Holland, manager, KXLY-AM-FM Spokane, joins KVI Seattle as announcer.

Bill Maun, formerly with WJBR (FM) Wilmington, Del., joins announcing staff, WXUR-AM-FM Media, Pa.

Ted Schneider, traffic director, WHN (formerly WMGM) New York, promoted to public affairs director. Mr. Schneider has been with station for 20 years and was director of news and public affairs at WMGM from 1957 to 1959. Lilian Detweiler, continuity director, appointed director of traffic and broadcast standards. John Henninger, chief engineer, WIBG-AM-FM Philadelphia, assumes additional duties as chief engineer for WHN. Both stations are owned by Storer Broadcasting Co.

Earl Robbin, air personality, WEAM Arlington, Va., joins WWDC-AM-FM Washington, in similar capacity.

George Gregg, air personality and music director, KSO Des Moines, joins KIOA, that city.

Joe Niagara, air personality, KBIG Santa Catalina, Calif., and Hy Lit, air personality and production manager, WDEL-AM-FM Philadelphia, join WIBG-AM-FM Philadelphia as air personalities.

Frank Ford, air personality, WPEN-AM-FM Philadelphia, resigns, effective March 31. He will be succeeded by WPEN air personality Red Benson.

Jay Marr, air personality, WLOB-AM-FM Portland, Maine, to WGAN, that city, in similar capacity.


Myrtle Labbitt, women's editor, CKLW-AM-FM Windsor, Ont.-Detroit, for 27 years, resigns to devote time to writing, lecturing and world travel.
general manager of Screen Gems (Canada) Ltd. early in 1960 and elected vp that year.

Harry M. Pimstein, former vp and general counsel, RKO-Radio Pictures, joins Pathe News Inc., New York, as vp and general counsel. He was also elected to Pathe board of directors.


Thomas Armistead, former tv producer-director with J. Walter Thompson Co., in New York and Hollywood, and for past several years freelance director at Screen Gems, Cascade Pictures, Filmways and Paramount, elected vp of Don Feddersen Productions, Hollywood. Mr. Armistead will serve as executive producer-director for commercial productions.

Vernon C. Deering, manager, school services department, Jim Handy Organization, Washington, joins Norwood Studios, that city, as director of Norwood Films Div. Mr. Deering has served as sales promotion consultant for General Motors, Coca-Cola, American Standard and Libby-Owens-Ford.

Ted Swift, Ziv-UA, joins Universal Entertainment Corp., New York, as head of northeastern territory with headquarters in Boston.

Robert Quinn, CBS News tv director, assigned as director of Sunday Night News Special (Sun., 11-11:10 p.m., EST).

Bert Herbert, assistant research and sales promotion manager, CBS Films Inc., New York, joins syndication division of Buena Vista Distribution Co., that city, as research manager.

Howard B. Anderson vp and sales manager, ABC Films Inc., New York, since 1959, appointed manager of syndication department, 20th Century-Fox Television Inc., Los Angeles, which plans to place at least two off-network programs into syndication shortly. Earlier Mr. Anderson had served ABC Films in Dallas and Chicago as central division sales manager. From 1948-51, he was with KDYL-TV (now KCPX-TV) Salt Lake City and WFVA-TV Dallas in various programming capacities.

EQUIPMENT & ENGINEERING


Edward Schoenfeld, New York district manager, audio-visual division, Du-Kane Corp., St. Charles, Ill., communications equipment manufacturer, appointed special products manager, that division, responsible for marketing of Du-Kane microphotographic reading equipment.

W. H. Johnson, manager, engineering and technical information, Altec Lansing Corp., subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif., appointed assistant marketing director.

DEATHS

Claus E. Schoch, 38, vp and general manager, WMIX-AM-FM Mt. Vernon, Ill., died March 17 at Barnes Hospital in St. Louis. He had undergone surgery two weeks ago after suffering cerebral hemorrhage while at work March 9. Mr. Schoch was president of C. Schoch Advertising & Merchandising Co.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 14 through March 21, and based on filings, authorizations and other actions of the FCC in that period. This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations—DA=directional antenna. cp=construction permit. ERP=effective radiated power. vhf=very high frequency. uhf=ultra high frequency. ant=antenna. aural=aural. vis=visual. kw=kilowatts. watts=watts. mc=megacycles. D=day. N=night. LS=local station. mod=modification. trans=transmitter. un=unlimited hours. kc=kilocycles. SCA=subsidiary communications authority. STA=temporary service authorization. AP=application. KI=kindred industries. B=convenience. SC=special service authorization.

New tv stations

**ACTION BY BROADCAST BUREAU**


New am stations

**ACTIONS BY FCC**

Lompoc, Calif.—Granted 1280 kw, 1 kw Dw, P. O. address 400 Central Tower Bldg., San Francisco. Estimated construction cost $72,852. First year operating cost $46,850. Revenue $69,000. Principals: Clifford A. Trotter (51%), Arthu L. Bull (20%), Arthur L. Blum and Carl A. Nielsen (each 10%) and Earl W. Calvert (9%). Mr. Trotter is account executive for KCBS San Francisco and is partner in Trotter and Godfrey, applicant for am station in Hollister, Calif.: Mr. Blum is engineer for KCBS: Mr. Nielsen is sales manager for KCBS; Mr. Calvert owns ranch. Action March 15.

Tawas City, Mich.—Superior Bestg. Corp. Granted 1480 kw, 1 kw Dw; pre-sunrise operation with facilities prohibited pending decision in Docket 14119. P. O. address box 215, Bay City, Mich. On Jan. 10 Superior was granted temporary authority to operate 1280 kw facilities of WIOS, formerly held by Roger Underhill, whose license was revoked.) Superior is controlled by 24 businessmen. Action March 15.

**ACTIONS BY BROADCAST BUREAU**


BROADCASTING, March 26, 1962.
(both 50%). Mr. Spiller has been general manager of KDFA-TV Amarillo and is manager of electronics supply company. Mr. Zierquell is in charge from March 15.

Winchester, Va.—Shenval Bestg. Corp. Granted 103.3 mc, 20 kw. Ant. height above average terrain 325 ft. P.O. address box 406, Winchester, Va. Estimated construction cost $35,000. First year operating cost $15,000; revenue $25,000. Includes: Herbert C. Rice (24%) and Paul A. Rice (20%). Applicant owns 35% of WINY Putnam, Conn. Mr. Rice owns 75% of WINY. March 15.

Grifton, N. C.—North Carolina Tyv Inc. 86.5 mc, 1,750 kw. Ant. height above average terrain 1,313 ft. P.O. address box 468, Washington, D.C. Estimated construction cost $19,563; first year operating cost $15,500; revenue $25,000. Principals: William S. Page (64.3%), W. R. Roberson (20.6%) and J. Philmore Roberson (20%). W. R. Roberson and J. P. Roberson own interest in WRRF Washington, N.C.; Mr. Page owns interest in WRRF Raleigh, N.C.; re- issued March 15.

Hickory, N. C.—Footbells Bestg. Inc. 95.7 mc, 11.3 kw. Ant. height above average terrain 355 ft. P.O. address box 329, First Avenue, Hickory, N. C. Estimated construction cost $24,344; first year operating cost $7,032; revenue $15,000; includes: Joseph H. Smith Jr. (51.8%), Joseph A. Moretta Jr. (29.0%), and others. Mr. Smith is radia- broadaster; Mr. Moretta is furniture market. Applicant owns WIRC Hickory. March 15.

Chambersburg, Pa.—Reese Bestg. Corp. 85.9 mc, 1,800 kw. Ant. height above average terrain 325 ft. P.O. address box 314, Lincoln Way West, Chambersburg. Estimated construction cost $23,500; first year operating cost $9,500; revenue $20,000. Principals: Norman E. Messer, Samuel R. Youse, John H. Norris and Lester J. Gernweit (each one-fourth). Mr. Messer is president of corporation. Messer, Youse, Norris and Gernweit have interest in WGGN Ebensburg, Pa., and WABW Annandale, Md. Applicant is licensee of WCGB Chambersburg. Action March 16.

Ablene, Tex.—Westgate Bestg. Co. 100.7 mc, 3.6 kw. Ant. height above average terrain 282.5 ft. P.O. address box 516, Ablene. Estimated construction cost $14,005; first year operating cost $24,000; revenue $25,000. Jack Hughes, sole owner, owns KCAD Ablene. Ann. March 21.

Existing fm stations

**ACTIONS BY FCC**

**WWC-FM Coral Gables, Fla.—**Granted increase of power (on 105.1 mc) from 1.8 kw to 16 kw. WVCQ-FM is primary net station in Florida Defense Network (fm) which broadcasts hurricane warnings and other weather emergency information. Comrs. Craven and Ford dissented.

**Ownership changes**

**ACTIONS BY FCC**

**WBLO, Evergreen Bestg. Co., Evergreen, Ala.—**Granted (1) renewal of license and (2) assignment of license from Clayton W. Mapoles to Haskow Radio Inc. (George B. and Ann P. Haskow and Carl E. Jones); consideration $25,000. WRCB Flomaton, Ala. Action March 21.

**KOGO-AM-FM Bestg. Corp., San Diego, Calif.—**Granted assignment of licenses and cp to Time Life Broadcasting; consideration $1,125,000 and agreement not to compete in tv or radio broadcasting for five years within 75 miles of KOGO tran. These are five am-fm tv (also makes number of radio stations for Time-Life. Others are KLZ AM-FM-TV Denver; KOMO-AM-FM-TV Minneapolis; WFPM-AM-FM-TV Indianapolis; and WOOD-AM-FM-TV Grand Rapids. Action March 21.

**KMSE, Jack L. and Alice M. Powell, Tulsa, Calif.—**Granted assignment of license to Edward B. Mulrooney; consideration $60,000. WMBM, Consolidated Communications Corp., Miami, Fla.—Granted assignment of license to Latin Business C. Tavel; consideration approximately $57,500. Action March 21.

**WMEY-AM-FM, Community Service Bestg. Inc., Miami.—**Granted transfer of control from James R. Williams, et al, to Consolidated Communications Corp. (WMMI Miami, and WRRB Tarpon Springs); consideration $3,000 cash and purchase payment of $655,000; licensee's liabilities, conditioned upon transferee dis- pose of all interest in WMMI prior to or simultaneous with consummation of this transaction. Action 3-968.


**KKEJ, Foster and Assoc. Inc., Shreveport, La.—** Granted (1) renewal of license and (2) assignment of cp and licenses to KKEJ Inc. with engineering condition; consideration $800,000. Assignee is wholly owned subsidiary of LIP Inc.; license held by coroutine in Nashville, Tenn., and WAKY Louisville, Ky. Action March 18.

**WDBS, Lawrence A. Pecundu, Cleveland, Miss.—**Granted (1) renewal of license and (2) assignment of license and cp to WINX Inc. (Lawry Tims family); consideration $30,000. Action March 18.

**WLHN, Northern Bestg. Corp., Laconia, N. H.—** Granted assignment of licenses to WLHN Inc.; consideration $125,000. Marion P. Lewis, president and majority stock- holder of assignee, is president and majority stock- holder of WINC and WRFL-FM Winchester, WSGT Mount Jackson, all Virginia stations; WELD Fisher Va, WAAY Statesboro, WYHL Carlisle, both Penn- sylvania, and a minority stockholder of WPFA-AM-FM Frederick, Va.; two others; and a minority stockholder in WINC, WHYF, WAFL, and WPFA and one of these also has interest in WSGT. Action March 15.


**WMIN St. Paul, Minn., WLOD Pepin Beach, Fla., WWON New Orleans, La., WVE St. Louis, Mo., KOME Tulsa, Okla.—** Granted assignment of license to New Boston Bestg. Corp. (Charles R. Mallett and David H. Dillard); consideration $100,000. Action March 15.

**KWLW, KWLW Bestg. Co., Liberty, Tex.—**
—Granted assignment of licenses from Felix and James Joynt to company of same name (Lenos A. Wolford family); consideration $5,600. Action March 15.

APPLICATIONS


KFEE Tucson, Ariz.—Seeks assignment of license from Southwest Bestg. Co. to Earl R. Perrin (98.6%) and Earl V. Perrin (1.4%), d/b as Earl Perrin Co.; consideration $317,660. Applicants are in advertising business. Ann. March 15.

KSFE Needles, Calif.—Seeks assignment of license from James Parr, sole owner, to James Parr (two-thirds) and Darwin Parr (one-third); consideration $1,000 plus services rendered and to be rendered and assumption of one-third of debt. Ann. March 15.

KTOB Petaluma, Calif.—Seeks assignment of license and cp from Lloyd Burchung to William T. Stubbsfield, sole owner, d/b as Top of the Bay Inc., consideration $115,612. Mr. Stubbsfield is radio and TV management consultant and 100% stockholder in WAGE Inc. Ann. March 15.

KDAV Santa Monica, Calif.—Seeks assignment of license from Radio California Inc. to Continental Bestg. of Calif., Inc., which is wholly owned by Rollins Bestg. Inc. Principals: O. Wayne Rollins (two-thirds) and John W. Rollins (one-third). Company owns, directly or indirectly, following: WAMS Wilmington, Del.; WDRN Newark, N. J.; WRAP Norfolk, Va.; WBBR New York, Ill.; WCMX-TV Charleston, W. Va.; WPZZ TV Pittsburgh, N. Y.; WRAR-TV Pensacola, Fla. Company is applicant for ch. 13 Wilmington, Del. and fm stations in Wilmington and Indianapolis. Ann. March 15.

WGML Hinenville, Ga.—Seeks transfer of two-thirds stock in Liberty Bestg. from James H. Watson (present sole owner) to Charles C. Gillican and Hugh K. Tollison (each one-third). Messrs. Gillican and Tollison own Mr. Watson’s $18,000 promissory note and will secure $35,000 loan for corporation. Mr. Gillican is bank director; Mr. Tollison is part owner of WGIG Brunswick and WBBT Lyons, both Georgia, and is bank director. Ann. March 15.


KWSL Davenport, Iowa—Seeks assignment of license from Doralcar Assoc. Inc. to Robert W. Schmidt and Onetta G. Schmidt; consideration $50,000. Mr. Schmidt is radio engineer with WLS Chicago; Mrs. Schmidt is housewife. Ann. March 15.

WIDE Biddeford, Me.—Seeks transfer of 1.51% stock in Biddeford-Saco Bestg. Inc. from Sara J. Ball to M. Chester Ball (present owner of 49.38%); no financial consideration involved. Ann. March 15.

WRFB Holyoke, Mass.—Seeks assignment of license from Danforth & Fitch to Donald T. Hancock (98.9%) and others, d/b as Don Hancock Bestg., Inc.; no consideration involved. Ann. March 15.

KCUW Red Wing, Minn.—Seeks assignment of license from Hiawatha Valley Bestg. Inc. to D. Borden Lynn and George L. Brooks (each 50%), d/b as Hiawatha Valley Public Service Bestg. Inc.; consideration $7,500. Mr. Lynn is 50% owner of two newspapers and part owner in reality company; Mr. Brooks has been general manager of KOTE Fergus Falls and KMNS Morris and news director for KSUM Fairmont, all Minnesota. Ann. March 15.

WFOR Fort Lauderdale, Fla.—Seeks assignment of license from Sheridan Inc. to Jerry A. Fortenberry (98.6%) and Bebe Dale Jr. (4.4%), d/b as Newport Inc.; consideration $150,000. Dr. Fortenberry is physician and director of WPPP Columbia. Miss. Mr. Dale is attorney. Ann. March 15.


KWBA Baytown, Tex.—Seeks transfer of ownership of station to Bayshore Bestg. Co. from Cloyed O. Kendrick to David R. Worley and Hugh DeWitt Landis (each 50%).
present owner of one-third); consideration $15,000.

KRCI-AM-FM Beaumont, Tex.—Seeks assign- ment of license and cp from The Enter- prise Broadcasting Co. of Beaumont, Inc.; consideration $150,000. Principal applicant, David Thomas; lessor, Loften and Scott, and Alton Schleicht, and W.A. Pounds, and others; Texas Coast Bstgs, Inc., is licensee of KNUZ and KQEU(FM) Houston, Tex. (KQEU-TV). Action March 15.

R. Tyler, Tex.—Seeks transfer of cp in small oil City Bstg. Co. from L. To- wel, L. South, and others, for $300. Interest and others; Texas Coast Bstgs, Inc., is licensee of KNUZ and KQEU(FM) Houston, Tex. (KQEU-TV). Action March 14.

KWOJ Altavista, Va.—Seeks assignment of cp from WLOL Inc. to J. G. Gray Jr. (50%) to Theodore J. Gray Jr. (50%); consideration $12,000. Mr. Gray is in- tending to transfer of cp.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N.W. Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Box 68, International Airport San Francisco</td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting am-fm engineers</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JOHN H. BATTISON</td>
<td>Consulting Radio Engineers</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>L. H. Carr &amp; Associates</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JOHN H. BATTISON</td>
<td>Consulting Radio Engineers</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Washington, D.C.</td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>L. H. Carr &amp; Associates</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Radio</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting am-fm engines</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>JOHN H. BATTISON</td>
<td>Consulting Radio Engineers</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>A. E. CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING ENGINEERS</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>Service Directory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>1100 W. Abram</td>
<td></td>
</tr>
<tr>
<td>BARKLEY &amp; DEXTER LABS., INC.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Action March 15.**

By order, commission denied petition by Eleven Ten Bestg. Corp. to re- enew license in Providence for new radio station on fm frequency 101.1 MHz. Appellant's application is denied out of interest and concern for the public welfare and convenience. Action March 15.


By decision, commission granted petition by B.C. Broadcasting Corp., for license to operate television station in Vancouver, B.C. Action March 15.

By decision, commission granted petition by WJR, Detroit, for license to operate television station in Dearborn, Mich. Action March 15.

By decision, commission granted petition by KTVI, St. Louis, for license to operate television station in St. Louis, Mo. Action March 15.

By decision, commission granted petition by WAXI, Miami, Fla., for license to operate television station in Miami, Fla. Action March 15.

By decision, commission granted petition by WWOR, New York, for license to operate television station in Brooklyn, N.Y. Action March 15.

By decision, commission granted petition by WBBM, Chicago, for license to operate television station in Chicago, Ill. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.

By decision, commission granted petition by WOR, New York, for license to operate television station in New York, N.Y. Action March 15.
BROADCASTING, March 26, 1982

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.

**NEW SUBSCRIPTION ORDER**

Please start my subscription immediately for—

<table>
<thead>
<tr>
<th>52 weekly issues of BROADCASTING</th>
<th>7.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weekly issues and Yearbook</td>
<td>11.00</td>
</tr>
</tbody>
</table>

Payment attached  Please Bill

**Occupation Required**

name
title/position

city
tone/state

Send to home address

Continued on page 158

The BUSINESS WEEKLY of TELEVISION and RADIO

1738 DuSales St., N. W. Washington 6, D. C.
RADIO

Help Wanted—Management

Sales-minded general manager of independent station in major Tennessee market desired. Salary and profit incentive. Will also consider ownership incentive. Experienced man interested. Principal owner has other business interests. Box 289K, BROADCASTING.

Manager wanted for established southern New England AM station. 300,000 population primary area. Must be prepared to invest $10,000 and upward for substantial share of stock. Principal owner has other business interests. Box 289K, BROADCASTING.

Manager at $1,000.00 per month plus written agreement for share in profits and management in top 10 market. New station is 180,000 that is growing rapidly. Top 40 and rated No. 1 in the market. Must have management and management experience. Box 250K, BROADCASTING.

Perhaps you're the man we're looking for, and don't realize it. Actually you are. The manager or sales manager of a successful radio station is doing a good job and doing well where you are—but you have been keeping your eyes on Broadcastings help wanted management section for just that right ad. If this describes you and you think you are the man we are looking for, this is the ad you've been waiting for. The station is a successful, high-rated radio station in the eastern U.S. Must be available, if you're the man for this job according to what you do, as if you could learn about you, we'll wait until you're ready to make the move. We're not testing the pulling power of this ad in the hopes of receiving lots of replies—we're interested in one man whose doing a good job now joining us and doing a good job of managing our radio station. Are you that man? Of course all replies confidential. Box 250K, BROADCASTING.

Sales manager for Michigan 180,000-market of top promotion. Must be experienced, 25-40, able to sell and show others how. Commission on all station sales. Opportunity to become manager in a year. Must have strong men, men approved. Personal interview required. Confidential. Box 289K, BROADCASTING.

Aggressive, ambitious general manager with real know how. Must have sales background. Midwest full time multiple owner. Number one latest survey. Replies confidential. Box 310K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 301K, BROADCASTING.

Salesmen—Announcers. . . . New Independent tv in Fresno area market offers most rewarding commissions for men who can sell and announce variety, teenage, foreign language, and special events shows. Send photos and resume to Harold Gann, KDAS-TV, Kingsburg, California.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. No experience necessary. Must have management and management experience. Box 220K, BROADCASTING.

In Michigan's leading market for business activity adding 2nd salesman-announcer, 25-45, with at least 2 years experience. Salary plus commission. Personal interview required. Contact J. P. Butler, GK, Box 289K, BROADCASTING.

Radio and Television Placement, Midwest saturation, plus major markets. Over 650 stations. Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

ANNOUNCEMENTS


Announcers

Experienced announcer—prefer first phone Michigan new medium-market. Send resume, photo, and tape. Box 299K, BROADCASTING.

Experienced news director wanted by Illinois daytime. Must have list phone. Good location, excellent working conditions. If you can quality write Box 214K, BROADCASTING. Permanent position. Salary open.

Summer replacement! Experienced announcer to gather and deliver news, and take orders. Local condition. Salary 1st. from approximately May 15th to September 1st. Box 213K, BROADCASTING.

Downstate Illinois—needs experienced, loyal cooperative worker. $90 or with first ticket $100. Send tape and resume. Box 244K, BROADCASTING.

Competitive market in Upper Midwest needs experienced, bright morning personality. Must be strong on commercial production. Fact paced but not screaming operation. Salary open. Send complete information at once to Box 249K, BROADCASTING.

Southeastern regional station—medium market—needs top flight morning man immediately. Must be personality with self-ability and experience. Top dollar to right man. Send resume, picture and references to Box 299K, BROADCASTING.

Announcer. . . . first phone . . . experience not necessary. Must be willing to work and learn. Salary open. Send tape and resume with first letter. Box 364K, BROADCASTING.

Wanted—Combo man—Must be strong on announcing—good pay. Ideal working conditions. Must be experienced. Confidential. Box 342K, BROADCASTING.

ANNOUNCEMENTS

Immediate opening announcer-production announcer-sales. One of fastest growing Carolina areas. Likely to produce over average salary—opportunity if creative, aggressive and responsible. Box 361K, BROADCASTING.

New York State 5 kw good-music format needs a young yet mature-voiced announcer—5 day week, 40 hours, $30.00. Basic qualifications necessary and if interested in learning, will teach. Send resume and tape. Box 351K, BROADCASTING.

News man, experienced in gathering, writing, local news. Must be able to report for both radio-tv. AM is state's largest independent station. Send plea to G. F. H. Lee, General Manager, KFBB, AM-TV, Great Falls, Montana.

Better music station in World's Fair city. Excellent opportunity to a new announcer. Must have first phone. Send tape and background. Box 323K, KIXI, 910Kc, University Bldg., Seattle 1, Washington.

Mature announcer. Immediate opening. Call or write, Gene Stanley—KLYT, LEVELAND, Texas.

Northern Maryland independent needs full time announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Announcer for new adult daytime, around May lst. Small staff, must be team worker. Resume, picture, tape, John Clark, WMDM, Ogle, Michigan. Tapes returned.

Good pay for dependable, bright, and warm sounding d.j. Regional station. Top working conditions. Contact B. Mann, WEAV, Pitts- burgh, N. Y.

If you have a first phone, like and know sales and can produce a good all day line radio show, send air check, resume and salary to WEAT, P. O. Box 50, West Palm Beach, Florida. Replies. Tapes returned.

Wanted—Experienced announcer with good voice and first class ticket. Bill Hogan, WTV-4, Detroit, Michigan.

Immediate opening, experienced, mature delivery for 5-kw daytime. Complete resume and audition to WLSI, Pikesville, Kentucky.

Announcer-Salesman, strong on sales, with car. Fully paid pension and hospitalization plan. For interview phone WNNJ, Newton, N. J.


TECHNICAL

Top notch Chief Engineer for 5 kilowatt daytime. Stress engineering and administrative ability. Box 191K, BROADCASTING.

Wanted, transmitter engineer, first ticket. Experience or clear Western Pennsylvania. Box 371K, BROADCASTING.

Chief. All around transmitter-mobile audio-maintenance. Good salary for man who will keep the clock and work alone with gates rolled up. N. Y. metropolitan area. Box 339K, BROADCASTING.

Wanted: Engineer-Announcer. Box 372K, BROADCASTING.

BROADCASTING, March 26, 1962
Help Wanted—(Cont’d)

Technical

Wanted—First class radio telephone operator. Starting wage will be between $375-400. Age for this average wage is 18-25. Must be employed to work on a full time basis. Application to be made at KANA, Anaconda, Montana.

Immediate opening for a qualified electronic technician. Send full information to KRES, Morgantown, West Virginia.

Engineer-announcer immediately. Must be able to prepare and record studio usable transmitter equipment. Announcing time limited. Send full information to KMFR, Morgantown, West Virginia.

Working, chief engineer must be capable of handling regular schedule of transmitter and studio maintenance including equipment installation both AM and FM. Salary open. Submit experience, family status and recommendation by letter only. No phone calls. Position open next 10 to 30 days. See Leslie Golliday, General Manager, WEPF, Martinsburg, West Virginia.

Engineer-announcer. Maintain equipment at new 500 watt daytime. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Wanted: Engineer to work with Chief Engineer for transmitter and regular maintenance duties. Must have experience in any city with more than 150,000 pop. Box 280K, BROADCASTING.

Production-Programming, Others

Experienced news director wanted by Illinois daytimer. Must have at least one phone. Good location, excellent working conditions. If you can qualify, write Box 315K, BROADCASTING.

New Jersey, Journalist-announcer for adult music station. Permanent. Send resume and two recent photos to WHOR, P.O. Box 295, BROADCASTING.

Unusual opportunity, Illinois daytimer needs copywriter with first-phone. This is a top daytime station with lots of chances to advance. Also in need of news director with 1st phone. Salary paid. Write Box 241K, BROADCASTING.

Northwestern Pennsylvania station in small one station college community has immediate opening for experienced program director. Better than average salary. Send tape and resume. Box 241K, BROADCASTING.

Pulse proven top station now interviewing for program manager. Must have proven record of permanent position. Salary open. Real opportunity. Confidential. Box 308K, BROADCASTING.

Program Director, Florida—$10,000 watt AM-FM. Permanent with opportunities. Prime qualifications: imagination and production skill. Good manager. Box 308K, BROADCASTING.

RADIO

Situations Wanted—Management

22 years broadcast experience: 15 years music director & 7 years on-air. Excellent relations with general management and engineering facility. Box 309K, BROADCASTING.

General and sales management team-husband and wife. Local, regional, national radio and TV experience. Available for interview NAB convention. Box 204K, BROADCASTING.

Manager.

Experienced manager, announcer, Salesman, first phone. Prefer West Texas, New Mexico or Florida. Send resume to Walter Piaske, 2110 N. Parkside, Chicago, Illinois.

Situations Wanted—(Cont’d)

Management

Hardworking chief engineer desires manager—engineer position in small or medium Southern or Eastern college graduate, married. Ten years experience 2200-50K, direction, sales and program material, business. Box 227K, BROADCASTING.

No station to small to operate profitably. Experienced, proven sales record. Salary or percentage. Write Box 266K, BROADCASTING.

Mature, 32, major market announcer (Chicago, large, metropolitan). SE is available. Position open immediately. Box 292K, BROADCASTING.

Ready to manage: College grad, 25, married, has been with major market radio. Will qualify write Box 90K, BROADCASTING.

“No Fancy Claims!” just good, steady growth. Excellent sales record. Six years with presently 34-current earnings $9,000-00. Sales manager. Box 208K, BROADCASTING.

Former station owner—15 years all phases of radio—now in television. Would want to work as a station manager in his home town with a distinctive radio manager who believes in radio. Then I’m ready to prove that no matter how good your station may be today it can be better. Box 301K, BROADCASTING.

Executive, major market 50Kw, wants return to managing small-medium midwest station. Experienced launching-managing new station over past two years. Interview NAB convention? Box 303K, BROADCASTING.

Ideas (Original) — Salesmanship (enthusiastic!) — experienced (10 years). Sound like your general manager? Write Box 315K, BROADCASTING.

Available immediately — Bob Franklin, WAKY, Louisville, Kentucky. Formerly McGi- lland station. 32 Glendale 1-2622. Available for interview at NAB.


Announcers

Sports announcer looking for sports minded station. Finest of references. Box 992K, BROADCASTING.

Announcer, deejay, Experienced, solid newscast, tight, bright, happy sound. Want permanence. Box 510K, BROADCASTING.

Excellent staff announcer and/or format disc-jockey. Has experience, jove to work? Desires change. Box 228K, BROADCASTING.

Announcer, resonant voice, tight board; experienced, veteran, want to settle, Box 332K, BROADCASTING.

Top 40 DJ leaving Army: 9 year broadcast experience; results with teens, community. Box 599K, BROADCASTING.

Top 49—three years experience. Desire fast-paced station in midwest. Dependable, married. Best references. Box 296K, BROADCASTING.

5th market personality now available, 28, family man, first phone. Minimum $125. Box 290K, BROADCASTING.

Announcer, 5 years experience: no screamer. Veteran, 30, willing to travel. Prefer Pacific Northwest, Hawaii. Box 290K, BROADCASTING.

Announcers

First phone personality—Experienced dj, 26, single, veteran, college graduate, broadc asting schools. Now working in New England, want bigger market. Would like station with big ideas, owner, promoter, and sales, news and light maintenance. Box 281K, BROADCASTING.

Announcer-DJ. Humorous, cheerful and swinging sound. Age 36, vet. Two years college and broadcast school grade. First phone and one with No. 1 station in No. 3 market in state. Prefer small market. Interested in advancing in any city with modern radio. Box 282K, BROADCASTING.

Bright humorous morning man—tight production—good air sell, 1st phone—no maintenance. No drifter. Excellent reference: 5 years experience, 150 miles from Twin Cities. Box 296K, BROADCASTING.

Mature, 32, major market announcer (Chicago, San Francisco, Detroit) seeks staff position in metropolitan area, or executive post near major market. Eight years radio and tv, including classics. No “format,” screeners, or psychos, please. Sincere, honest efforts exchanged for humanistic management and a living wage. Box 292K, BROADCASTING.

Former top 40 rock in metropolitan markets, have had my fling at good music, want back in the “real” world. Young. Family man. $125,000 minimum. Box 296K, BROADCASTING.

Announcer-Experienced farm work—gathering live and writing—staff work. Box 306K, BROADCASTING.

Announcer-salesman seeking opportunity in Texas. Dependable, sellability available now. Box 314X, BROADCASTING.

A 14 year veteran metropolitan dj, sports-caster, program director wants to work for you. Contact me! Box 319K, BROADCASTING.

Announcer/Engineer, young married, responsible, experienced in graphic arts, fm & fm programming and maintenance. With steady family employment. Prefer after all-night combo. Box 301K, BROADCASTING.

Responsible staff announcer: experienced, 26, family, pleasant appearance and personal- ity, met contractive, responsible delivery. 7 years college, draft exempt, available immediately. Outline your opening. Box 315K, BROADCASTING.

Experienced fast format dj—tight board, bright sound, and production. First phone, tv or your staff. Box 321K, BROADCASTING.

Announcer-experienced dj, two years experience in top 40 program format. Good mature voice. Available immediately, will relocate. Prefer Washington D.C. or East Coast. Resume on request. Box 332K, BROADCASTING.

Announcer, newscaster, light production, deejay, personality. Family man. Box 334K, BROADCASTING.

Available first phone. Combo experienced—southern California or Georgia. Box 336K, BROADCASTING.

Top Rated disc jockey. Personality plus, especially in morning. Five year experience. One year television. Married. Box 347K, BROADCASTING.

Family man. 41 years experience. Relocate 100 miles NYC. Box 349K, BROADCASTING.

Hard-hitting newsman—good background—experienced newspaper writer. Dependable, aggressive, looking for station with opportunity for a living. If you want a newsman who doesn’t eat, sleep and live news, don’t contact me. Am 28, family man is heavy. Want growing or new station. Am a graduate of U. S. Army, 601 Howard Ave., Brooklyn 12, N. Y.

Announcer, 1st phone, no maintenance $85. Box 350K, BROADCASTING.
Help Wanted—(Cont'd)

Announcers

Television and radio station in major market has opening for experienced sports an- nouncer. Send resume, picture, tape, all to work best and cooperation. 739-5791, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced, successful research executive has the creative flair and instinct for good journalism that many executive newspaper columnist and big-agency copy- writer—trained in the tough disciplines of research has found. Social work, mar- keting—creative persuasive presentations have taken him far. Knows agencies, and can sell. Currently serving well-known research service: commissions run to over $20, 000 exclusive of profit-sharing. Formulates own plans, designs questionnaires for pre- test, writes and delivers the final reports. Excellent board-room and platform per- formance. No bad habits, no ulcers. No tedious shadow "resumes" at point please—but full documentation and references upon meeting, New York area only. Box 216K, BROADCASTING.

Announcers

Situations Wanted—(Cont'd)

Television

Situations Wanted—Management

Assisted executive manager, 20 years radio and TV family man, Box 16K, BROADCASTING.

Have job soon! Top sales ability! Announc- ing—production director radio/TV—College graduate — Prefer midwest. Box 318K, BROADCASTING.

Situation desired, experience including network origination. He will handle tough disciplines of serving blue ribbon clients. Box 538K, BROADCASTING.

Broadcasting departments, large stations, have openings for reporting, should handle 16mm camera. Send resume, phone. Box 346K, BROADCASTING.

Production-Photographer, young man with studio experience and basic photographic background. About age 22. Box 234K, BROADCASTING.

Box 382K, BROADCASTING.

Family man wants immediate permanent position with advancement possibilities in radio or television, Western States. Ten years experience. 725-2716, Twin Falls, Idaho.

VERSATILE format announcer, 35 years experience in radio, theatre, television, voice work. Mar- ried, veteran, write McGouran, 1715—87th St., Brooklyn 4, N. Y.

Announcers

VERSATILE format announcer-dj, light pro- duction, broadcasting school grad., non- drinker, grew up in radio, 21, veteran, top ref. Phoenix, CA. Arizona, Phone 586-3108, Mesa, Arizona.

Newsworth desired by university radio/ television graduate with commercial ex- perience. Stable family man, Thomas Jones, 1760 Lawrence, Navy 990 FPO, San Fran- cisco, California. (Air Mail)

D.J.—Announcer selling, tight board, au- thoritative voice, no floaters. Married, veteran—write Barry McGouran, 1715—87th St., Brooklyn 4, N. Y.


School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Technical

Experienced engineer, including 50kw operation studio controls, recording, etc. desires to relocate. Seven years radio ex- perience. Will be available April 2. Call Jackson 4-1460, or write T. O. Collins, 1227 S. 16th Ave., Lauderdale, Florida. No tv experience, but interested.

Production—Programming, Others

Bob Hagin's display box ad—Newman.

Writer, director-producer wants responsible production overseas. Box 993K, BROADCASTING.

Experienced continuity writer. Available now! Radio or TV! Box 285K, BROADCASTING.

Creative copywriter, fast, mature, moderate- ate habits. Authoritative news, sports, weather, interviews. Unusual book review. Over 20 years Radio, T.V. Production, Pro- duction Manager. Never been fired. Presently tv don't have to leave. Tired of seven day week. Versatile experience with largest small station, has to do something with nothing. Wife helps me with housework, slide making and runs camera. Want reasonable hours, salary secondary. No reallocation, will furnish proof of ability, want permanency. Box 382K, BROADCASTING.

Anybody wants immediate permanent position with advancement possibilities in radio or television. Western States. Ten years experience. 725-2716, Twin Falls, Idaho.

TELEVISION

Help Wanted—Management

Have opportunity developing soon for tele- vision manager with proven sales record. Midwest network Affiliate. Multiple owner. Present manager being promoted. Replies confidential. Box 311K, BROADCASTING.

Sales

Salesmen-Announcers... New independent ty in Fresno area market offers most re- warding commissions for men who can sell as fast as they can type, with good foreign language, and special events shows. Seeks photos and resume to Harold Gain, KDAF-FV, Kingsburg, California.

Announcers

TV newcomer for large Florida market. Ex- perience or good potential as reporter-announcer-preferred. Ability to handle 16mm cameras. Send short VTR or SOF, Box 950J, BROADCASTING.
FOR SALE

Equipment

Excellent opportunity to buy latest model 5581 Fairchild turntable in console cabinet with Gray 802C equalizer and S160 arm. Condition: $700.00. $495.00 in crate. Box 3010K, BROADCASTING.

Color TV Monitor: RCA TM-312B. Provides accurate fixed color display for quality color control. 2 years old, little used, excellent condition. Cash: $395.00. For $1205.00 P.O. New York, N. Y. Write Box 3125K, BROADCASTING.

1 TD-3A TV camera pedestal, excellent condition. Box 349K, BROADCASTING.

Am, fm, tv equipment including transmitters, orbitrons, iconoscopes, audio, monitors, cameras. Electrofilm, 440 Columbus Ave., N.Y.C.

G.E. 3kw fm transmitter-ready to go on the air-$3,000.00. Jim Corry, RFM, 3913 Westshilmen, J.A. 8-3166, Houston 8, Texas.

Presto-8DG disc lathe; 3-speed. Send for photo and specifications. Box 382, Rochester, Minnesota.

Microwave Antennas. 8 Spun aluminum dishes. Box 190K, ABBRECASTING. W/T 4 mounting bracket de-jcer and dipole radiators included. For export complete. One hundred available. Also right angle & fitting. Precision Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Tel. 2-3527.


(Two) Gates 87-101 spot tape recorders. Used seven months. $600.00 each. Both for $1,100.00. Presto-8DG disc recorder A-68 amplifier/1-dj head. Like new $200.00. Ken Forney, WILL. Wheeling, West Virginia.

Two Ferrograph 3AN tape recorders, $150 each. Two Ferrograph 3CP decks for background music, $575 each. WLR-FM, Garden City, New York.

Unused transmission equipment 1 5/8" Andrews, $1.5 ORM Telfen Line. $40.00 for 29 ft. 1/4" ditto, 50 ft. 100 ft. 6 Cat. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1312-24th St., Laredo, Texas.

WANTED TO BUY

Stations

Experienced broadcasters seek profitable multi-facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 2625K, BROADCASTING.

WANTED TO BUY

Equipment

Need up to 1100 feet of 3 1/8" inch coax transmission line. Write stating make, type, impedance, location, condition, length and price. Box 180K, BROADCASTING.

G.P.L. Film recorder with Maurer sound galvanometer unit. Good working order. Box 210K, BROADCASTING.

Used TV equipment; Special effects amplifier system, studio Zoomer lens, Video tape recorder, NO. Jumb. State prices wanted. Box 915K, BROADCASTING.

Amplitude modulated station purchaser requests thorough details of your equipment and manu, to Box 3010K, BROADCASTING.

Wanted: Used micro-wave STL and TV studio equipment including live and film chains, switching, sync. Condition as long as standard line equipment and price consistent with condition. Contact Don Abbott Chief Engineer. KXGN-TV, Glendive, Montana.

INTERVIEWING AT NAB CONVENTION

FOR SALE

Equipment

Interested in 18 lbs. No 10 soft drawn copper wire. Need immediately. Address replies care of Box 941K, BROADCASTING.

INSTRUCTIONS

FCC first license preparation by correspondence to resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School, 1139 Spring St., N.W., Atlanta, Georgia.


Announcing programming, console opera. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License if six weeks. Reservations necessary. Enrolling now for classes starting May 8, July 11, September 19. For information, refer to registration form available. Ulrich Radio Engineering-School, 1156 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks Quality Instruction in labor-intensive methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

MISCELLANEOUS

All types of printed broadcast forms, program guides, Write for samples. Lowest rates. Box 280K, BROADCASTING.

$2,000 Professional Comedy Lines! Topical laugh service featuring deep day comment. Write for price and information. Orben Comedy Books, Hollywood, N. Y.

Station Services, 1st National Bank, Peoria, Illinois, contacts radio stations throughout States and Canada via direct mail and personal contact to add to your products/services to our "portfolio" if non-conflicting. Would you care to consider such an arrangement?

Help Wanted—Management

TEXAS BROADCAST EXECUTIVE WANTED

Full time travel. Radio experience a must. Must have ambition, ability can earn you up to $22,000 salary/commission. Resume, pay-CCCA, p. o. box 937, Chicago, Cm or interview, Hospitality suite, NAB, Congress Hotel, Chicago. John C. Gilmore.

BOB HAGEN

Experienced Cleveland Newsman

—Ask Cleveland About Me! Use to $10,000 plus. 7321 Parma Park Blvd., 845-0736 Parma 30, Ohio

Help Wanted—(Cont'd)

WANTED TO BUY—(Cont'd)

Management

General Manager for 50,000 watter Florida—important Market. Exceptional opportunity for experienced executive, with emphasis on sales. Salary plus override. Leggards need not apply. Box 324K, BROADCASTING

INTRODUCTIONS

BROKER WANTED EAST

Broker of Television and Radio Stations to live in the Washington, D. C. area. Background—Previous Radio or Televi- sion ownership or management desirable. Able to finance sell for four or five months while learning brokerage. Write full and complete details in first letter. Outlining chronologically your education, experience, physical appearance and background. Extremely lucrative for the right individual.

BEGGS PERSONNEL SERVICE

519 Transportation Bldg. Washington, D. C. ME 8-4877

INTERVIEWING AT NAB CONVENTION

Help Wanted—Announcers

"Quality, mature voice personality now at major market SE 50 kw deters change to major northern or eastern market. Know music, smooth style, sober, 32 No screamers or top 40 pleases. Tape and resume on request. Box 281K, BROADCASTING

RADIO

Situations Wanted—Announcers

Production—Programming, Others

Help Wanted—Management

BOB HAGEN

Experienced Cleveland Newsman

—Ask Cleveland About Me! Use to $10,000 plus. 7321 Parma Park Blvd., 845-0736 Parma 30, Ohio

157
For Sale—(Cont'd)

Midwest Station. Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

Pacific Northwest

5,000 watt low frequency fulltimer grossing in excess of $250,000 and showing a high profit. Due to circumstances requiring a quick sale, this fine property is priced at less than one and one half annual gross and about four times cash flow. 29% down and up to 10 years on balance.

Box 289K, BROADCASTING

For Sale—(Cont'd)

5 kw Fulltimer

For Sale or participation—5 kw Seattle daytimer with fulltime CP. World's Fair places eyes of nation on 15th market. Approximately $300,000 cash will deliver. Participation available for minimum of $50,000.

Box 339K, BROADCASTING

MISCELLANEOUS

NEWSMEN NEEDED

Combined radio/television news department in mid-Atlantic market of more than a million now accepting applications from newsman who can dig, write and report the air. No announcements please, we need newsman. Tape, photo and resume to Box 141K, BROADCASTING.

RATINGS

... that's what you get with TEEN-BEAT the smash-hit radio featurette syndicated nationally. You get 25 per week. Professionally authenticated advice for teenagers.

WRITE, WIRE, PHONE FOR AUDITION TAPE

Sound Ideas

1836 Euclid Ave. Cleveland 15, Ohio

TOWER 1-0288

FOR SALE

Stations

New England Daytimer

Small but exceptional market, 250 0 on a Clear Channel. Can go to 1 kw. $20,000 down will handle and terms on balance of 6% up to 10 years, easily handled on current earnings. Qualified principals only.

Box 313K, BROADCASTING

Stations

Midwest Station. Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

Pacific Northwest

5,000 watt low frequency fulltimer grossing in excess of $250,000 and showing a high profit. Due to circumstances requiring a quick sale, this fine property is priced at less than one and one half annual gross and about four times cash flow. 29% down and up to 10 years on balance.

Box 289K, BROADCASTING

The Pioneer Firm of Television and Radio Management Consultants Established 1946

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

MEET WILT GUNZENDORFER MARCH 30 THRU APRIL 3 NAB CONVENTION

CONRAD-HILTON HOTEL

Consult NAB Directory for his Conrad-Hilton suite

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers

Phone DT 2-8000

6350 W. Olympic, Los Angeles 35, Calif.

Stations

West North Central Top market in area. Daytime. Gross $105,000 in 1961. Asking $100,000. 24% down.


California. Full time. Medium market. $18,000 down.

Jack I. Stoll & Associates

Suite 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif. HG 4-7729

BROADCASTING, March 26, 1962

ACTIONs OF MARCH 13

- Granted cp for new vhf tv translator station on ch. 6 to translate programs of KHBS-TV (ch. 5) for local market. Eugene, Ore., condition; 3 Cities TV Club Inc. on chs. 2, 7, 8. Huntsville, Ala., condition for KHBD-TV (ch. 5) Eugene, Ore., condition; 3 Cities TV Club Inc. on chs. 2, 7, 8. Huntsville, Ala., condition for KHBD-TV (ch. 5) for following:\n
- Granted cp for new vhf tv translator station on ch. 7 to translate programs of WLOS-TV (ch. 13) Asheville, N. C. By letter, denied opposing petition of Kenneth Arkite and Arnold A. Fraley and stated, in part that commission 'would not be warranted in depriving people of Big Stone Gap and surrounding area of reception of dropped vhf tv translator signals in order to protect alleged direct reception of distant signals by two individuals from interference,' Applicant submitted petition by over 100 local individuals requesting approval of application. Action March 21.

- Weber County School District, Huntsville, Utah, and Ogden Valley TV Repeater Assn., Huntsville, Utah—On commission's own motion, waived requirements of sec. 4.704(1) of rules and granted applications for two new vhf tv translator stations on adjacent ch. assignments—Weber on ch. 13 to translate programs of KWCX-TV (ch. 18) Ogden, and Ogden Valley on ch. 13 to translate programs of KSL (ch. 5) Salt Lake City. Ogden Valley grant covered with engineering of Grant, Conners, Bartley and Lee dissolved. Action March 15.

Rulemakings

Sec. 1.006 The Alabama Education Television Commission, Birmingham, Ala. (3-15-62)—Requests amendment of rules so as

For Sale—(Cont'd)
Mar. 16, 1962

Hon. Oren Harris
Chairman, Committee on Interstate and Foreign Commerce
House of Representatives
Washington 25, D. C.

Dear Chairman Harris:

At the March 5th hearing before your committee on H.R. 8001 and other bills, it was requested that the commission present its views on four questions, dealing with the effect of the enactment of all-channel receiver legislation on deintermixture in particular areas to all-uhf. The questions and our views thereon are set forth below.

1. Is the commission in a position to make a representation to Congress indicating what would be the effect of legislation providing for all-channel receiver sets in these areas to all-uhf receivers, the reason or reasons:

(a) To achieve the purposes of this legislation?

(b) To achieve the purposes of the uhf development.

(c) To serve the public interest in the communities served by deintermixing any uhf channels.

2. Is the commission in a position to make a representation to the Congress indicating what would be the effect of legislation providing for all-channel receiver sets in the communities now under consideration:

(a) To achieve the purposes of the uhf development?

(b) To achieve the purposes of the uhf receiver legislation?

(c) To serve the public interest in the communities served by deintermixing any uhf channels.

3. What would be the effect of actuarial valuations provided for in the commission's proposals, if the commission would give effect to them?

4. In connection with the march 5th hearing, it was requested that the commission indicate what would be the effect of the enactment of the uhf portion of the Local Television Systems Act, as amended, in areas other than those now subject to the moratorium period, on the critical competitive interests of the communities served by the uhf channels.

We believe that a consideration of the critical competitive interests existing in the Springfield, Ill., areas would be relevant and essential to the determination of the issues raised in connection with your committee's efforts to achieve the purposes of the uhf development.

BROADCASTING, March 26, 1962

159

FCC's LETTER TO COMMERCE COMMITTEE RE DEINTERMIXTURE IN 8 CITIES

(see story, Government section)
An open door to the biggest audience measurement news of the year!

For full details on the new ARB Local Market Report Service for '62-'63 visit

AMERICAN RESEARCH BUREAU
DIVISION OF C-E-A-R INC.

SUITE 900
Conrad Hilton Hotel • Chicago

1962 National Association of Broadcasters Convention
APRIL 1-4
OUR RESPECTS to Ralph Newton Harmon, vp, Westinghouse Broadcasting Co.

The technical end of broadcasting is his personal 'baby'

Ralph N. Harmon steps up on the platform at next week's NAB convention to receive its annual Engineering Achievement Award. As he does so, he can look back on a third of a century devoted to bettering "the state of the art" of broadcasting through constant innovation and improvement of its technical equipment.

Vice president of engineering for Westinghouse Broadcasting Co. since 1954, Mr. Harmon can trace the progress of the technical end of the business from his beginning days in February 1929 as a Westinghouse Electric & Manufacturing Co. junior radio engineer.

His path is marked with numerous road signs pointing the way to more reliable performance of the technical hardware housed "out in the meadows" where transmitters are usually found. In those early days, that medium was plagued with equipment that would frequently burn out or in other ways cause interruptions in the broadcast schedule.

In the Thirties, transmitter tubes were much like today's electric light bulbs. Their lifetimes were decidedly limited, usually to around 3,000 hours (or 125 days for a station on the air 24 hours a day). This limitation caused many interruptions in Ma Perkins and The Metropolitan Opera as burned-out tubes knocked stations off the air for repairs.

Long lived: This led Mr. Harmon to work on the development of long-life transmitter tubes. There were many technical problems to be solved. But today, instead of 3,000 hours, the average transmitter tube has a life of up to 120,000 hours. One tube at KDKA Pittsburgh has been in use since 1946. (KDKA-AM-FM-TV are Westinghouse stations, as are WBZ-AM-FM-TV Boston; KYW - AM - FM - TV Cleveland; KPIX [TV] San Francisco; WBZA-AM-FM Springfield, Mass.; WOWO Ft. Wayne, Ind.; KEX-AM-FM Portland, Ore.; WIND Chicago, and WJZ-TV Baltimore.)

In the Family: Ralph Newton Harmon was born Aug. 29, 1906, in California, Pa., the son of a science teacher. Where the conquest of space captures the imagination and interest of today's younger generation, and consequently of their teachers too, in those days the student-teacher interest revolved around the then-emerging field of "electromagnetic" communications. And where today's students and teachers are building and firing rockets, in Mr. Harmon's youth, they were building and operating radio rigs (including one in the Harmon home).

During World War I, Mr. Harmon's father and two students went to Washington to work for the Bureau of Standards on the development of communications gear for the military. When they returned, the stories of the students—one of whom was his older brother—stimulated Ralph Harmon's imagination and his desire for a career in electronics.

So upon graduation from high school in Grove City, Pa., it was only natural that young Ralph should follow his interest in things electrical. This he did at Carnegie Institute of Technology, Pittsburgh, graduating in 1928 with a B.S. degree in electrical engineering.

Full Schedule: Mr. Harmon's school days were not completely occupied with the why's of electricity. In his sophomore year, "about 1925," he married Ella Mae McDonald, whom he'd first met in high school.

Studies and married life, however, did not prevent him from finding time for college athletics. He recalls the thrill of the gridiron, especially two games in which he played against the legendary "Four Horsemen" of Notre Dame U. and which Carnegie Tech won. He also crowded part-time work for the Duquesne Light Co. into his schedule.

From the time he joined Westinghouse in 1929 until 1940, Mr. Harmon devoted most of his time to the maintenance and improvement of equipment for the Westinghouse radio stations. In 1931, he was named headquarters engineer, and from 1932 to 1940 he served as supervisor of Westinghouse Radio Operations Engineering Dept.

In 1940, Mr. Harmon found himself beginning what was to be an eight-year separation from the Westinghouse broadcast operations. He was transferred to the Westinghouse Electronics Div. as a section engineer in charge of designing commercial broadcast equipment.

With the beginning of World War II, Mr. Harmon, like everyone else, went to war. His battlefield, however, was the Westinghouse plant in Baltimore, where he was in charge of developing military apparatus including proximity fuses for bombs and rockets, and night-fighter plane radar. In 1943, he became manager of engineering for the Westinghouse Electronics Div., and in 1954 his domain was expanded to include the X-Ray Div.

Home Again: In September 1948, Mr. Harmon returned to Westinghouse Radio Stations Inc. as manager of engineering. In 1952, he was elected a director and in October 1954, he was made vice president of engineering for WBC.

Mr. Harmon's membership on the Broadcast Advisory Committee of the U.S. Information Agency took him to Russia in October 1958, for a tour of broadcasting facilities behind the Iron Curtain. He is a Fellow of the Institute of Radio Engineers, past chairman of the Baltimore Section of IRE and has been a member of many IRE committees. Other memberships include NAB, American Institute of Electrical Engineers, National Electrical Manufacturer's Assn., Society of Motion Picture & Television Engineers, and Television Allocation Study Organization.

Ralph Harmon's main hobby these days consists of his three grandchildren (two girls and a boy), the children of his daughters Nancy Smith and Betty Lou Heimer, whose ages Mr. Harmon doesn't recall. "Women don't like things like that publicized any- way," he says.

He has taken over 4,000 feet of color film of the three youngsters and has an ever-growing film biography of their lives.

For further relaxation, he turns to the golf links and the swimming pool.

For the future, Ralph Harmon says he only wishes he could be around for another third of a century to witness the progress he envisions in the world of electronic communications—progress which he believes will make what has already happened seem only a shaky beginning by comparison.

Ralph Newton Harmon The art advances
NAB: one convention later

NAB conventions no longer are conventional. Broadcasters do not meet to discuss their many problems in open session and hammer out definitive actions.

Now several thousand broadcasters, their networks, their suppliers and (most important) members of the FCC and key staff employees meet, greet and eat.

And they listen to speeches.

Eleven months ago, the NAB convention was held in Washington. There were two memorable speeches. The FCC’s chairman, two months in office, delivered an address that was to make him one of the best known personalages in the nation.

LeRoy Collins, the NAB’s new president, made his keynote address and, to the chagrin of his membership, gave no evidence of willingness to resist the threats to free broadcasting enunciated by Mr. Minow or to challenge the validity of his relentless charges.

Next week the NAB gathers in Chicago. The key speakers again will be Chairman Minow and President Collins. Mr. Minow already has telegraphed word that he will talk radio—not television—this time. He is a year older and perhaps a year wiser. He hasn’t had it all his way at the FCC, but the record shows that he is progressing with his calculated plan of program controls.

Mr. Minow isn’t happy about all of his FCC colleagues. He would like to remake the FCC in his own image by replacing present members with vest-pocket votes as terms expire one a year each June 30. If broadcasters stand by and allow this kind of manipulation they will see the day of one-man control of the seven-man agency. This would have happened a year ago if the administration’s plan to reorganize the FCC had not been resisted.

Gov. Collins hasn’t telegraphed the nature of his keynote speech. In the past 11 months he has avoided controversy. He has said that he will resist government intrusion in areas where it does not belong.

Gov. Collins feels he can do more for broadcasters by working with the administration than in any other way.

He may be right, but the record shows that broadcasters have never been in deeper trouble.

What will happen in Chicago? Except for the open forum with the FCC where individual broadcasters can ill afford to get their necks out, and a possible outbreak on the copyright front where no government issue is involved, it will be all according to prefabricated schedule. There is the hope that a sufficient number of NAB members will become sufficiently articulate in hospitality suites and other gatherings to impress upon the incoming NAB board that work needs to be done.

Economy of scarcity

By yielding to a moratorium on deintermixture of eight cities, the FCC has alleviated the immediate crisis in television allocations. The preliminary battle is won but not the allocations war—if indeed it ever can be won.

Even if the intermixed use of 12 vhf and 70 uhf channels proved adequate to meet the eventual demand for broadcast service, there would be the potshooting of industrial users for the same spectrum space. There never has been a time when spectrum supply exceeded overall demand.

The moratorium could not have happened if it had not been for the leadership of House Commerce Committee Chairman Oren Harris, backed up by other committee members and by other members of both Senate and House. We do not particularly relish the bargaining by the FCC in its letter to the House committee wherein it consented to a conditional delay of selective deintermixture premised upon passage of all-channel legislation at this session. Congress created the FCC and Congress can tell it what to do.

The important point is that there will be no deintermixture now or in the foreseeable future and that it won’t happen without the consent of Congress, whatever individual members of the FCC may think. It would be idiotic if not fatal for the FCC to defy Congress. A ripper bill abolishing the agency and creating a new one would not be hard to get through in such circumstances.

Prospects for all-channel legislation are infinitely brighter. President Kennedy’s endorsement of it in his special message to Congress on “Protecting the Consumer Interest” should do much to dispel lingering doubts of any fence-straddling members. Broadcasters who waged the fight against deintermixture also are committed to support all-channel legislation.

If all-channel legislation fails at this session there could be dire consequences. As we have said, the FCC won’t reinstate the deintermixture rulemaking. For the same reason it would not attempt to implement full-scale transition to uhf and abandonment of vhf.

The likely course of the FCC to provide greater competition in markets with less than three outlets would be through vhf drop-ins at sub-standard separations. In other words, a downgrading of coverage of existing vhf stations and a breakdown of engineering standards.

A longer range partial remedy may be in sight. Dr. Irvin Stewart, an original member of the FCC (1934-37) who has been appointed President Kennedy’s director of telecommunications management, said at a confirmation hearing last week that he would not hesitate to require the military to relinquish for commercial use spectrum space which may be held “in reserve” if he found this to be in the public interest.

Dr. Stewart just might be able to accomplish what no one has ever done before. He has the broadest delegation of authority ever given a government official in dealing with government allocations.

It’s not in the cards for either the FCC or Congress to wait. The job now is to get all-channel receiver legislation through at this session.
BOTH OF THESE GREAT SHOWS...

JEFF’S COLLIE and BRAVE STALLION
now available Monday thru Friday on KSTP-TV’S T.N. Tatters SHOW!

From 4:35 to 5:15 pm. Monday thru Friday, KSTP-TV’s lovable clown, T. N. Tatters, entertains a live audience and thousands of viewers with his antics.

Now, to add to his great appeal, he offers two of the most popular films ever made for youngsters, every day within his forty-minute show.

On Tuesdays and Thursdays, it’s JEFF’S COLLIE, and on Mondays, Wednesdays and Fridays the exciting BRAVE STALLION takes over the kid market.

With contests, give-aways and prizes to add to the excitement, T. N. Taters is a show that can sell for you.

There are a few choice availabilities left. For quick action, call your nearest Petry office or a KSTP-TV representative.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

KSTP 5
MINNEAPOLIS
ST. PAUL
For 15 years, broadcast stations have chosen RCA Image Orthicons such as the RCA-5820A for TV pictures of outstanding quality. The reason is apparent. Electronic leadership enables RCA to build into its Image Orthicons an experience and technology unmatched in the industry.

Wide acceptance proves it. The RCA-5820A, for instance, has won favor as today's most popular Image Orthicon. It offers unequalled versatility when performing in general purpose black and white television—studio and outdoor.

In addition, RCA now makes available two new types for your immediate replacement needs: the RCA-8093A, featuring close-spaced target-to-mesh and anti-ghost design for black and white television, and the RCA-7513/V1, in sets of three with matched characteristics for peak color performance.

Your RCA Industrial Distributor of broadcast tubes is always ready to provide inventory support to meet your RCA Image Orthicon replacement needs. RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

SEE THE RCA IMAGE ORTHICON EXHIBIT AT THE NAB SHOW, CHICAGO, APRIL 1-4.