



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC may force diversification in single markets. p23
New wave of RADAR research documents radio's reach. p26
TFE syndicators optimistic over program sales. p75
Preview: Spotlight now on Chicago NAB convention. p104

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NEWSPAPER

Dundas, Minn.
Feb. 23, 1968

Dear Dave Moore -

I must tell you how very interesting, amusing, and, of course, informative.

The give 'n take humor adds so much and I watch for it. It's the first really new approach to the news broadcast, and I have listened for years. Heard the first radio broadcasts, graduated to TV and thought there could be nothing new in format. Don't be afraid of trying new approaches. This one is really good.

Mrs. J. A. Carlson

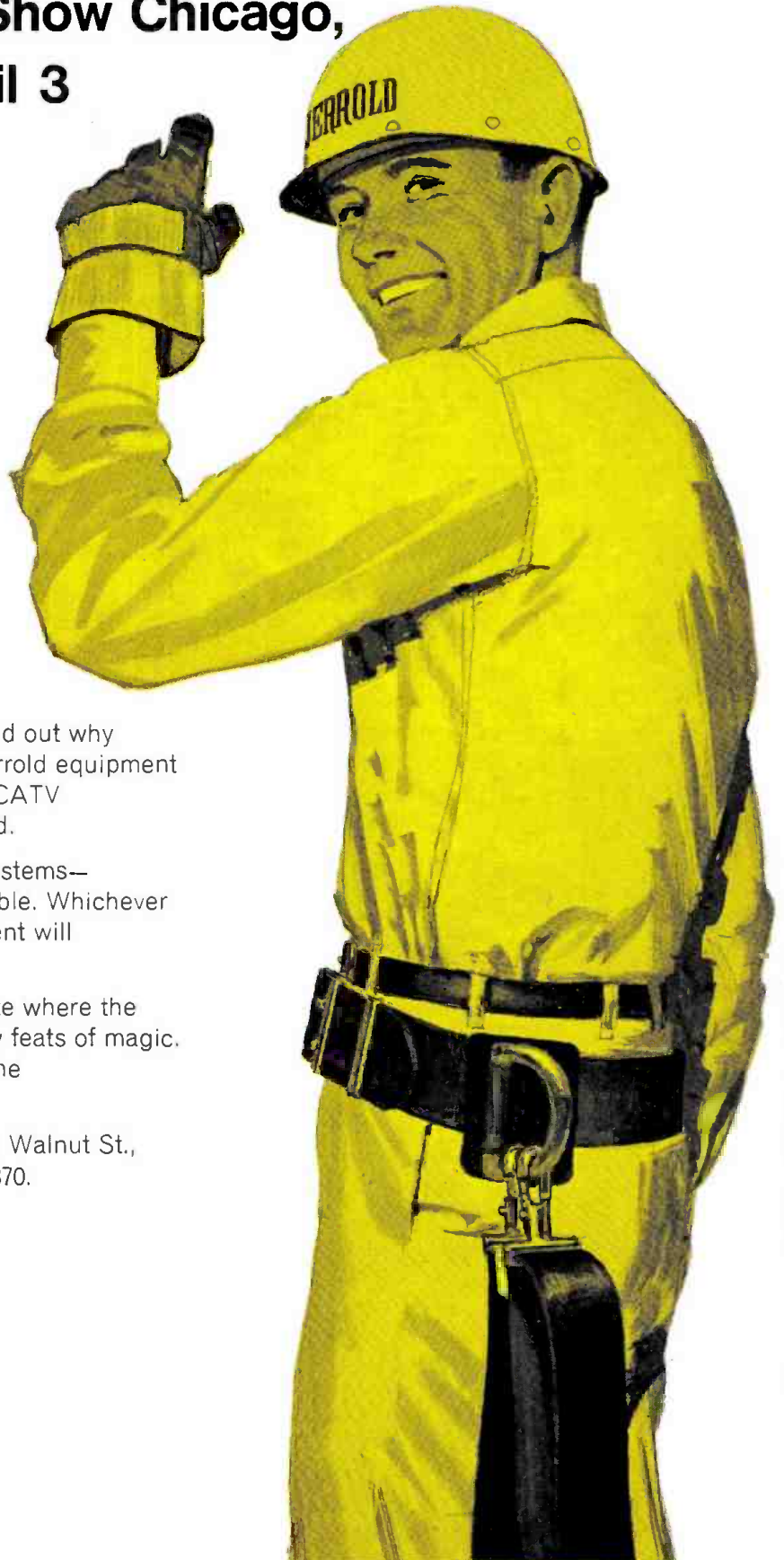
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The Scene Tonight at 10

For participations, contact Peters, Griffin, Woodward, Inc.

Calling All Broadcasters Visit Jerrold at the '68 NAB Show Chicago, March 31 to April 3



Drop in at the Jerrold booth and find out why broadcasters in CATV use more Jerrold equipment than that supplied by all the other CATV equipment manufacturers combined.

Learn the facts about 20-channel systems—mid-band, single octave, or dual-cable. Whichever option you choose, Jerrold equipment will provide the best possible system.

Come join us in our Hospitality Suite where the popular Don Allen will perform new feats of magic. The Jerrold Hospitality Suite is in the Conrad Hilton, Rooms 2022-23-24.

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FIRST IN CATV

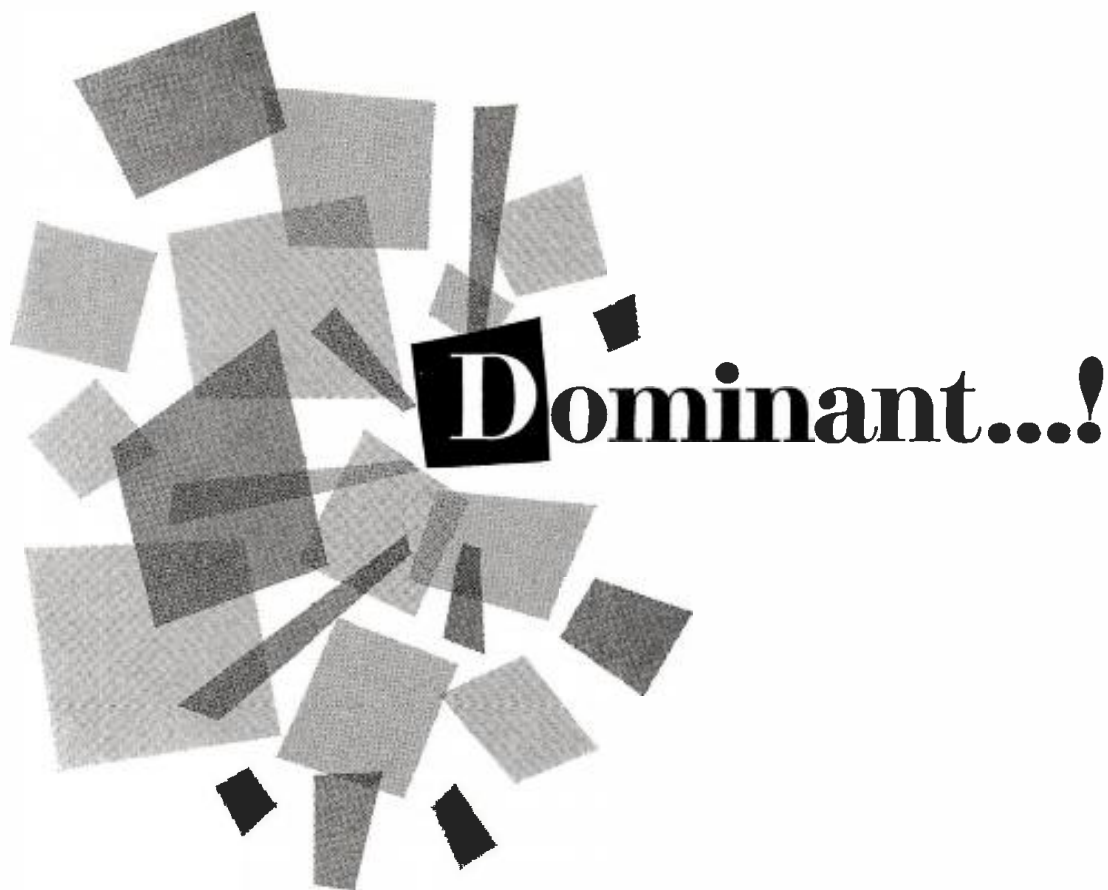
a GENERAL INSTRUMENT company



WHERE NEWS IS...WE ARE

News can happen any time...and when it does, KTVI News is ready! We're the only TV station in St. Louis with reporters and photographers on duty 24 hours a day. We're also the only St. Louis station with our own newsfilm lab. For the best news coverage any time...anywhere, the best informed St. Louisans prefer KTVI News.

KTVI abc **2**
HR ST. LOUIS



The November 1967 ARB Dallas-Fort Worth television audience estimates show the continuing dominance of KRLD-TV in the nation's 12th ranked television market.

Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station by 26.5% more homes per average quarter hour; the third station by 53.4% more homes; and the fourth station by 107.3% more homes.

Contact your H-R representative to take advantage of KRLD-TV's proven dominance.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Joint venture

Bill to make mandatory all-channel radio (AM and FM) receivers will be introduced this week by Representative Alvin O'Konski (R-Wis.). Measure, which follows format of all-channel TV-receiver legislation that became effective April 30, 1964, would specify minimum performance capabilities both as to sets shipped in interstate commerce and imported for public sale.

FCC would be called upon (as it was in all-channel TV receiver bill) to specify criteria and minimum quality of reception capability. Mr. O'Konski, licensee of ch. 12 WAEO-TV in his hometown of Rhinelander, is long-time broadcaster who in 1946 established his first station—FM outlet—in Merrill, Wis.

Tough move

FCC officials are not trying to conceal surprise over commission line-up on latest, and hottest, issue—proposal to limit any station acquisitions to one per customer per market (see page 23). Commissioner Lee Loevinger's position as one of prime movers came as biggest surprise: he has not been tough on transfers in previous five years on commission. However, he says role is consistent with previously expressed views. Another surprise is Commissioner Robert E. Lee, since one-to-customer philosophy could work against UHF owner, whose cause commissioner has made his own.

So far, only opponent of proposal to emerge is Chairman Rosel H. Hyde. But he will probably have ally in Commissioner James J. Wadsworth, who was absent two weeks ago when staff was given instructions to draft rule-making in case. Commissioner Wadsworth is known to feel that concern over concentrations is exaggerated. As man who has spent his adult life in and around politics, he is said to feel there is no basis for notion that man who controls media automatically controls thoughts of public.

Network 30's

Soundings among key affiliates suggest that if any are taking fireworks to this week's NBC-TV convention in New York (March 27-29), they're keeping their caches hidden. There had been speculation about big protest against inroads that 30-second commercials have been making in network time. But influential affiliate

CLOSED CIRCUIT*

opinion seems to be that, although there'll undoubtedly be some squawks, it's also generally accepted that competitive pressures are behind this trend and squawks won't accomplish much. Another squawk, traditional in presidential election years, is expected to be raised against gavel-to-gavel coverage or political conventions, but here again it's felt squawking isn't apt to change anything any more this time than in past.

Thirty-second spots are apt to be brought up for discussion when ABC-TV affiliates meet in Chicago next Sunday (March 31), too—not only by affiliates but also by ABC-TV President Elton Rule in what's expected to be major speech at their session. ABC-TV's position, confirmed by affiliates, is that it's holding line against "shared 30's"—two different advertisers sharing minutes on 30-30 basis—but cannot be expected to hold out forever if trend keeps building. Unofficial reports say ABC has rejected orders by American Tobacco and AT&T that were contingent on their minutes being shared 30-30 with other advertisers. In first speech as president Mr. Rule is also expected to deal with number of other subjects including plan, shelved at least temporarily, to lengthen some station breaks by shortening others.

Staying out

NBC-TV program officials indicate that network is likely to remain only one of three not to diversify into actual production of movies for theatrical release. Explanation is that theatrical production and, especially, theatrical distribution are businesses we know nothing about." It's pointed out that if network were ever to change its current philosophy about theatrical movie-making it would be more likely to buy established company such as MGM than set up subsidiary organization as have CBS and ABC.

NBC's financing of theatrical-release motion picture starring Elvis Presley is explained as merely way—the only one—of getting singer to perform for network on television. Similarly financial backing of movies to be made by Bob Hope and David Dortort are explained as effort to maintain happy television partnerships. Success of movie ventures is said to be of secondary importance.

Price of politics

Network news operations this year will cost even more than expected as result of changing nature of 1968 presidential race. Networks are reevaluating coverage plans, increasing number of "remotes" from primaries, beefing up convention coverage crews. Additional cost—"several million more," said one news chief—will add considerably to \$7 million that ABC and \$10-12 million CBS and NBC each originally planned to spend on politics this year.

Senator Eugene McCarthy's strong showing in New Hampshire, and Senator Robert Kennedy's entrance into race for Democratic presidential nomination have turned primaries—and probably convention—into major news events. ABC, however, is still sticking by earlier decision to limit convention coverage to 90 minutes each night (BROADCASTING, Jan. 22).

Hidden play

There's more than meets eye in plan of FCC to broaden its study of CATV ownerships to include data on scope of program origination by CATV operators. Behind project is possible policy declaration (after current litigation on FCC's authority to regulate cable is concluded) which could involve "duopoly" factor.

Presumably what's involved here is possible conclusion that cable systems owned by broadcast licensees in same geographical area could be classified as constituting more than one "broadcast" service. If proposed "one-to-a-customer" philosophy is applied (see lead story page 23) cable could be construed as second video service in same community unless it served purely as relay system and did not originate programs.

Research lab

Rights under recently approved patent on Edward Wallerstein's Split-Cable CATV commercial-testing technique will be subject of negotiations beginning this week in New York with John Adler's Adtel Ltd. Split-Cable has been operating for several years in Port Jervis, N.Y. Adtel split-system testing was ready to begin in major southeastern market when Split-Cable patent, for which Mr. Wallerstein had applied three times, came through.



We've got the "get" set* . . . the 18 to 34 group of get-set, get-up-and-go, get-ahead young marrieds. Put your sales message where the young moderns get it.

CHARGE!



WIBBAGE

WIBG • Super-CHARGED RADIO 99 in PHILADELPHIA
A STORER STATION • Represented Nationally by Major Market Radio

*Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates. ARB—October/November 1967. Average Quarter-Hour Ratings—Metro Survey Area. Monday-Sunday, 6:00 A.M.-Midnight. PULSE—October/December 1967.

WEEK IN BRIEF

One-to-a-customer proposal is on tap for FCC action this week. Rule would prohibit any TV, AM or FM fulltimer from acquiring another fulltime outlet in any broadcast service in same market. See . . .

NEW GROUP BREAKUP . . . 23

RADAR's second wave of figures from its radio research project documents medium's broad reach, provides much more convincing case for networks in selling product to advertisers. See . . .

RADAR FIGURES . . . 26

Approval of KSNV-TV San Francisco sale to Metromedia for \$1 million stirs rumblings in FCC over old issue—concentration of control of broadcast media. Commissioners Cox, Johnson, Bartley dissent. See . . .

KSNV-TV SALE . . . 43

FCC's annual report to Congress shows decrease in complaints about loud commercials but increase in beefs about licensees, their programming or practices; and from commission, increase in fines levied. See . . .

FCC'S REPORT CARD . . . 50

TV will conduct "headstart program" under joint foundation-federal government Children's Television Workshop. Ford, Carnegie, Office of Education to fund 26 one-hour series to reach preschool ghetto children. See . . .

ETV'S 'HEADSTART' . . . 62

FCC extends news exemptions from its personal-attack rules in effort to eliminate objection that present rules limit broadcast journalism. Exempted will be commentary in newscasts and in on-the-spot news coverage. See . . .

FCC'S NEWS RULES . . . 70

TV program entrepreneurs converge on Chicago this weekend for NAB convention; predict 1968 sales will rise "comfortably." Growing number of UHF's, local pre-emption of network programs gives sales boost. See . . .

BULLISH MARKET . . . 75

National Association of Broadcasters 46th annual convention expected to break records in attendance and exhibits next week. Big news is 136-plus equipment exhibitors on hand to display wares. See . . .

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Sharing of unassigned UHF channels with land-mobile radio emerges from FCC staff study as apparently most feasible method of providing that service with additional spectrum space that it needs. See . . .

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Broadcasting

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6 RUNS NOW AVAILABLE!

Gentlemen of F Troop, we salute you!
F Troop is one of the funniest ideas
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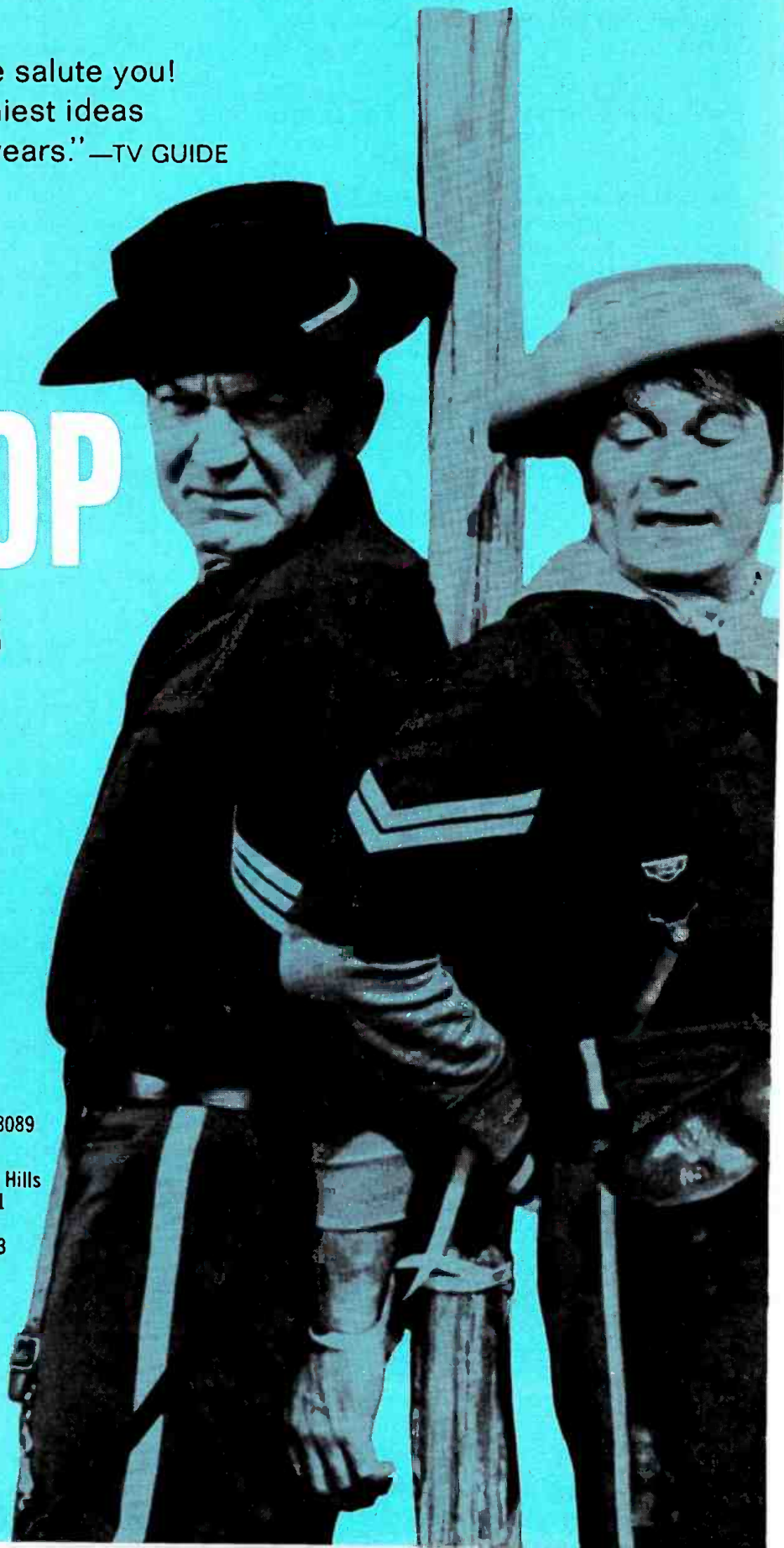
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'NSF' puts educators out of KTLA purchase

Educational TV interests failed last week in attempt to buy KTLA(TV) Los Angeles, channel-5 independent owned by Gene Autry's Golden West Broadcasters. Spokesman for Golden West said educators had been unable to raise enough money to acquire and operate station. Spokesman for educational group, which now operates noncommercial KCET(TV) Los Angeles on channel 28, said it would continue to seek a VHF station in Los Angeles.

Educational group originally counted on raising \$25 million to buy KTLA (BROADCASTING, March 11). Word last week was that some \$20 million had been pledged from several sources including Ford Foundation and operators of five of six other VHF's in market. Only V owner that had made no pledge was said to be NBC.

Talks between educators and Golden West broke off after meeting last Thursday of principals, including Mr. Autry and John W. Luhning, president of Community TV of Southern California, licensee of KCET. In statement issued next day Golden West said: "Mr. Luhning conceded that he had not been able to raise sufficient money to buy and operate KTLA. It was mutually agreed that because of widespread rumors in the Los Angeles area that KTLA would be sold to the educators all discussions should be terminated."

Spokesman for Community TV said: "As active fund raising continues, we

intend to pursue our paramount objective of acquiring a VHF station."

Meanwhile, group-broadcaster Bonneville International (Mormon church) which had been among commercial interests that looked at KTLA dropped out of contention. Spokesman said Bonneville board had considered purchase but had taken no action.

Other commercial groups reportedly were still interested in parts of Golden West portfolio which also includes radio stations in Los Angeles, San Francisco, Seattle and Portland, Ore. Among those with eye on KTLA(TV) was said to be WGN Continental Broadcasting, based in Chicago.

KNBC(TV) opens all-news segment in mid-April

KNBC(TV) Los Angeles will go all-news for two-and-half hour period in late afternoon and early evening starting April 15, NBC-owned station will announce today (March 25).

Format will be called "KNBC News Service" and will include continual updating of news with three weather reports, five sports reports and many traffic bulletins. There'll be no anchorman as such but instead rotating newsmen. Part of service will be *Huntley-Brinkley Report*, which will be moved from 7 p.m. to 6 p.m., throwing local news against Walter Cronkite on KNXT (TV).

Lead-in to expanded news service will be recently acquired *Mike Douglas Show*, which will go in 3:30-5 p.m. slot, followed by news from 5-7:30 p.m.

San Bernardino CATV

H&B American Corp., Beverly Hills, Calif., major operator of cable antenna television systems across country, has bought 70% interest in TV Receptors and 81% interest in Mountain Cable Inc., both constructing systems in San Bernardino area of California.

Two systems, reportedly costing \$3 million to build, have potential of 20,000 subscribers.

Back to CBS

KxLY Spokane has signed affiliation agreement with CBS Radio, effective April 1, 1968. Owned by Morgan Murphy, under corporate name Spokane Radio Inc., KxLY operates fulltime on 920 kc with 5 kw. Wayne F. McNulty is VP and general manager. Station was CBS affiliate from 1929 to 1961, when it became independent.

Reinsch forecasts a banner year for CBC

First quarter 1968 earnings probably won't come up to last year's period—but, said J. Leonard Reinsch, president of Cox Broadcasting, at stockholders meeting in Atlanta Friday (March 22): company can expect to have another record year based on view that down trend of second half 1967 "appears to have bottomed-out in January."

Mr. Reinsch said first quarter 1967 net earnings were over \$1.5 million, and while Cox may not reach it this quarter, stations note "upswing" in automotive advertising and new product introduction, with momentum gathering in February and March. He said Cox, group owner with interests in cable TV, publishing and TV production, is giving "priority" to addition of three major market radio stations to holdings. Cox has four AM and FM stations, five TV's.

Cox now considers itself to be third largest CATV operator in U. S., Mr. Reinsch said, predicting continued expansion in this area as well as in publishing. Company also seeks to acquire other companies in continuing growth program and said Walter Schwimmer and Bing Crosby Productions would be combined for efficiencies in program sales and program production.

Directors of CBC, also Friday, declared regular quarterly cash dividend of 12½ cents per share on common stock, payable on April 15 to holders of record on April 2.

Good news for FM due in ABC Chicago report

National Association of FM Broadcasters in Chicago later this week will hear some good news by way of ABC Radio. ABC report, based on RADAR data (see page 26) and being readied for presentation to NAFMB, reportedly shows that FM's seven-day cumulative adult audience is 31 million, or 27% of total adult audience. Study also shows what's been suspected for some time: FM listeners are more affluent, more likely to buy higher priced goods, more likely to make use of "services" such as airlines, credit cards, etc.

Still other ABC findings: Average FM listener has set turned on eight hours 30 minutes per week, and is most likely to be listening between 9 a.m.

Like hole in head

Ernest A. Jones, board chairman of MacManus, John & Adams Inc., lashed out Friday (March 22) at "sudden fashionability of consumer protection."

Speaking to more than 400 members of Rotary Club of Los Angeles, Mr. Jones pointed out that there is mortality rate for new products as high as 90% in some lines. This would suggest consumer's "need of more protection would sometimes appear to match General Custer's need for more Indians," he said. Added Mr. Jones: "We allow people to pick a president, but don't trust them with toothpaste."

WEEK'S HEADLINERS



Mr. Scheuer



Mr. Klein



Mr. Keller

John D. Scheuer Jr., Lewis Klein and Charles Keller named to new programing posts at Triangle Stations in realignment and expansion of executive staff. Mr. Scheuer, general manager for radio, becomes di-

rector of programing for AM and FM; Mr. Klein, director of programing for WFIL-TV Philadelphia, is Triangle's

new director of programing for television, and Mr. Keller, director of film production, becomes director of syndication production. **Tom Jones**, director of programing for the Triangle group, resigns.



Dr. Stewart

Andrew Stewart, who has headed Board of Governors, Ottawa, since its formation in 1958, resigned last week as chairman of that broadcasting regulatory agency. **Pierre Juneau**, vice chairman of BBG, succeeds Dr. Stewart. Mr. Juneau, graduate of University of Montreal and board chairman of International Film Festival, will become chairman of Canadian Radio-Television Commission, which will replace BBG under new broadcasting legislation passed by Parliament.

George E. Akerson, president, elected chairman of board, and **Harold E.**



Mr. Akerson



Mr. Clancy

Clancy, first VP, named to succeed him at Boston Herald Traveler Corp., Boston, parent of WHDH-AM-FM-TV Boston, Entron Inc., Silver Spring, Md., and *Boston Herald Traveler*. Mr. Akerson joined firm in 1936, was named advertising director of *Herald Traveler* in 1957 and assistant publisher in 1960; he was elected corporate president in 1963. From UPI Mr. Clancy came to HTC in 1949, becoming city editor of newspaper in 1952 and subsequently serving as executive news editor and managing editor, and for twelve years as news commentator on WHDH-AM-FM-TV; he was named first VP in 1964.

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

and 7 p.m. Evening hours traditionally have been considered peak FM time. Not so, says ABC study, which is billed as first national audience survey of medium. Early-morning hours—6-9 a.m.—also have many FM listeners, ABC will report.

WBBM-TV sees vindication

FCC hearing on alleged "staged" TV pot party by WBBM-TV Chicago at Northwestern University (see page 63) will vindicate CBS-owned outlet and show that programs constituted legitimate news coverage of serious social problem, Edward Kenefick, vice president-general manager, WBBM-TV, said Friday (March 22).

He explained marijuana party sequence was only portion of two-part documentary program aired early last November which also included responsible expert interviews showing medical dangers in using drug.

Spring's highest outlays

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., has launched spring advertising campaign with highest advertising expenditure in its history this period, it was announced

Friday (March 22). Record outlay will be spread over spot and network radio, newspapers and magazines, Robert Fisher, division advertising manager, said.

Though no figures were disclosed, division began three-month campaign on network radio on March 23, using 30 spots per week on four networks. Spot radio will be concentrated in top 33 Mercury markets with about 45 to 75 commercials per week. Agency for Lincoln-Mercury is Kenyon & Eckhardt, Detroit-New York.

Argument on news wire contracts set for May 6

FCC's long-dormant inquiry and rulemaking proceeding dealing with contracts between broadcasters and UPI and AP revived last week, with commission announcement that oral argument will be held in proceeding on May 6.

Notices of inquiry and proposed rulemaking were issued on Dec. 3, 1964, as result of complaints from broadcasters concerning their news wire contracts. Complaints centered principally on length of contract—five years, two years longer than broadcast license. (BROADCASTING, Dec. 7, 1964).

Commission requested comments on impact of long-term contract on licensee's ability to operate in news programing, and on extent to which each news wire service serves broadcasters under contract to other or refuses service to broadcasters having unfulfilled contracts of contractual dispute with other.

Notice of proposed rulemaking looked to rule setting time limits—say, two or three years—on life of news wire contract.

Commission said that, in addition to presenting views on "novel and important questions presented," parties at oral argument will have opportunity to bring commission up to date on developments since comments were filed.

Aubrey and WB-7A

James T. Aubrey Jr., who last month cut his production company ties with Columbia Pictures and Screen Gems (BROADCASTING, March 4) now has affiliated with Warner Bros.-7 Arts.

In non-exclusive deal, Mr. Aubrey and Hunt Stromberg Jr., through their Aubrey Co. production organization, will make undetermined number of feature films for Burbank-based movie studio. Deal with WB-7A does not include TV.

KEMO-TV 

**serves notice that
spot television
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San Francisco's
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DATEBOOK

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

the National Association of Broadcasters
Conrad Hilton hotel, Chicago (see page 105).

APRIL

April 1—Seventh annual programing-sales seminar, sponsored by Mark Century Corp., dealing with "Radio—the Changing and Challenging Medium." Panelists: Ralph Beaudin, vice president, ABC Radio; Frederic Gregg Jr., chairman and president, LIN Broadcasting; Stan Kaplan, president, WAYS Charlotte, N. C., and Ed Winton, president and general manager of WOCN Miami. Conrad-Hilton, Chicago.

April 1—Deadline for applications for H. V. Kaltensborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 2—Board meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 2—Meeting of board of directors of Association on Broadcasting Standards. Conrad Hilton, Chicago.

April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3—Annual membership meeting of Association on Broadcasting Standards. Conrad Hilton, Chicago.

April 3-6—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Travel Lodge, Fisherman's Wharf, San Francisco.

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York. New York Hilton hotel, New York.

April 3-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Speakers include: Ralph McGill, publisher of the Atlanta Journal and Constitution; William G. Harley, NAEB president; Harold Wigren, NAEB consultant, and Richard Kellerman, director, Public Broadcast Laboratory.

April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 5-6—Annual spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.

April 5-7—Biannual meeting of board of trustees of National Academy of Television Arts and Sciences, at which will be presented NATAS' 1967-1968 International Award for best entertainment and news-documentary programs produced outside U.S. Washington.

April 7—Meeting of Iowa AP Broadcasters Association. Des Moines.

April 7-10—National Association of Educational Broadcasters' Educational Broadcast-

■Indicates first or revised listing.

MARCH

March 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

March 26—Annual shareholders' meeting of Gross Telecasting Inc. to vote on reduction of number of directors to five, to elect board of directors, and to transact other business. Lansing, Mich.

March 26—Annual meeting of shareholders of General Tire and Rubber Co. to reduce number of and elect new directors. Akron, Ohio.

March 28-29—Board meetings of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.

March 28-29—Annual meeting of affiliates of NBC-TV. Waldorf-Astoria, New York.

March 28-29—Conference on x-radiation measurement standards and instrumentation, sponsored by U. S. Public Health Service and Electronic Industries Association. Principal speakers: James G. Terrill Jr., director, National Center for Radiological Health, PHS, and Robert W. Galvin, chairman, Motorola Inc., Department of Health, Education and Welfare, Washington.

March 28-29—19th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Association of Advertising Agencies, on theme "Communications in the Seventies." Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAAA will hold annual meeting and election of officers. Regency Hyatt House, Atlanta.

March 29—Seminar, sponsored by Broadcast Advertising Club of Chicago, to discuss promises and problems of communications explosion. Speakers will include: Dr. Joseph Charyk, president, Comsat Corp.; FCC Commissioner Lee Loevinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greeley, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.

March 29-31—29th national convention of Intercollegiate Broadcasting System. Palmer House, Chicago.

March 29-31—Annual convention of National Association of FM Broadcasters. Palmer House, Chicago.

March 30-April 2—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Association. Sheraton Western Skies motor hotel, Albuquerque, N. M.

March 31—Board meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

March 31—Meeting of technical committee of Association on Broadcasting Standards. Conrad Hilton, Chicago.

March 30-31—Annual meeting of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.

March 31—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

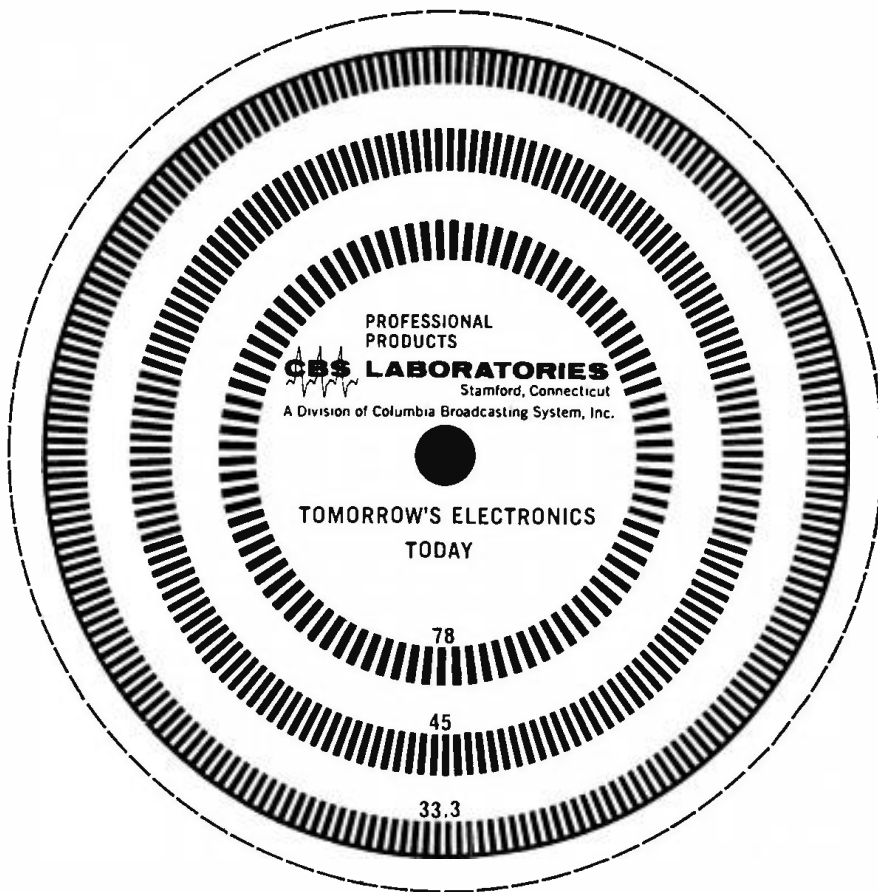
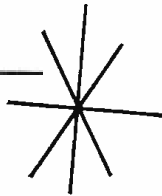
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1968 RAB REGIONAL SALES CLINICS

April 25—Minneapolis, Holiday Inn—airport.
May 21—Kansas City, Mo., Sheraton Motor Inn.
May 23—Chicago, Sheraton Chicago.
June 4—Boston, Somerset Hotel.
June 6—Philadelphia, Sheraton Philadelphia.
June 14—Little Rock, Ark., Marion hotel.

ing Institute on supervisory management, cosponsored by American Management Association, Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 8-13 — Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.

April 9—Annual Congressional affair, sponsored by Pennsylvania Association of Broadcasters. Sheraton-Park hotel, Washington.

April 10—Meeting of National Association of Broadcasters-National Cable Television Association committees on CATV copyright. Washington.

■Indicates first or revised listing.

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Spreading the word

EDITOR: I was especially interested in Ernest A. Jones's Monday Memo [BROADCASTING, Jan. 1] and in the article entitled " 'Project Life' knocks death rate down" [BROADCASTING, Jan. 29].

With your permission, I would like to have these texts translated into French and printed in our internal bulletin *INTER* for the benefit of our readers. . . .—*Father Leo Beaudoin, Office des Communications Sociales, Montreal.*

(Permission granted.)

Old radio program available

EDITOR: We wish to inform those readers who are interested in obtaining tapes of vintage radio programs that we have a catalogue containing over 600 programs that are available.—*Mar-Bren Sound Co., 420 Pelham Road, Rochester, N.Y. 14610.*

Public's right to be heard

EDITOR: The story on page 38 of the March 11 issue of BROADCASTING contains a slight misquotation of what I said as a panel participant at the National Association of Broadcasters' conference of state presidents.

Although NAB says no recording of the panel was made, the people in attendance whom I have queried about this quotation (which was originally

At the Convention
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from Mark Century



about
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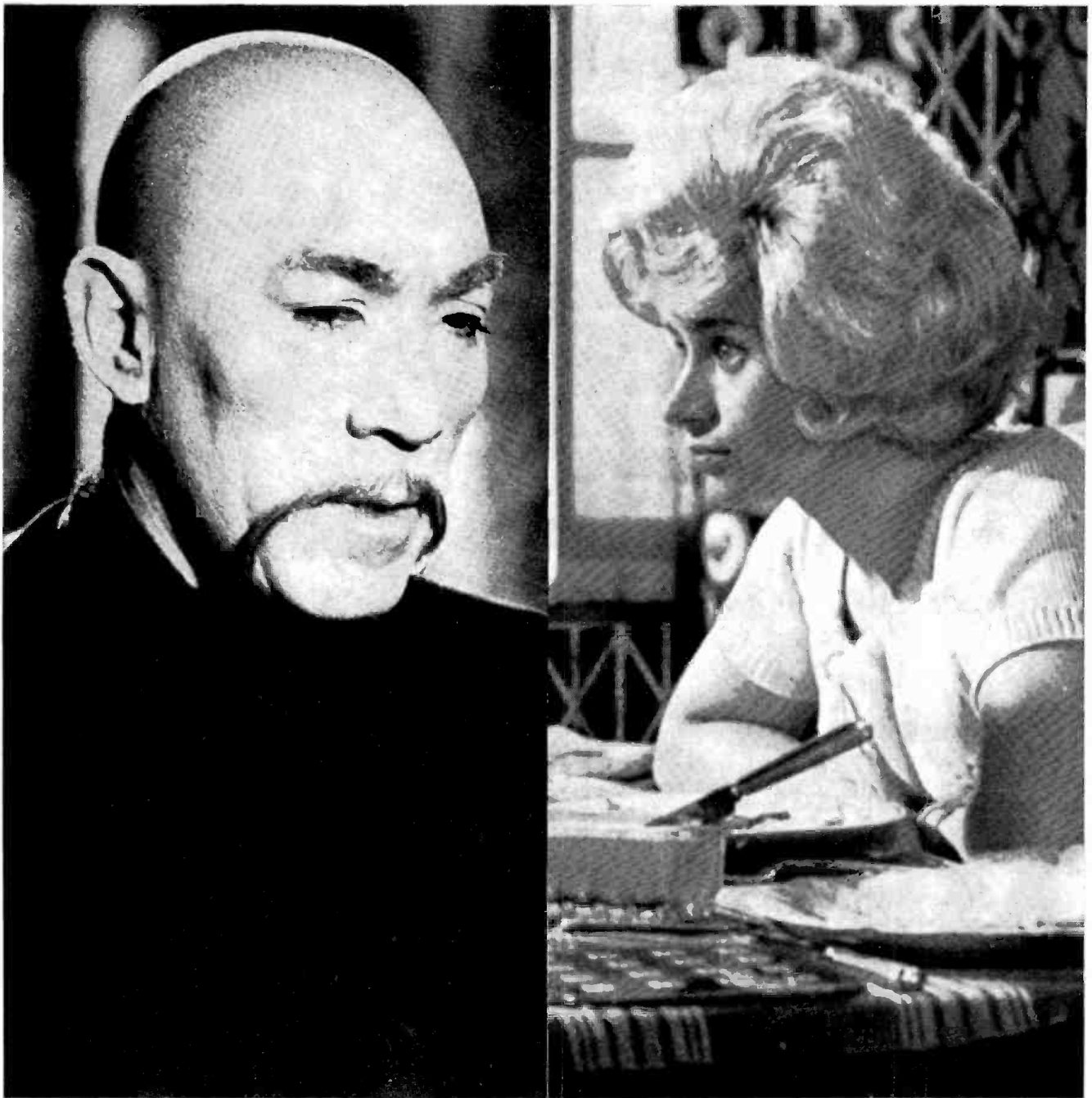
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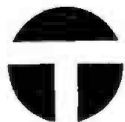
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Anthony Quinn and Rita Tushingham? They are together in Teleworld's Group II feature package. So are Godfrey Cambridge and Carol Lynley. So are Juliet Prowse and Akim Tamiroff. For details see us at the TFE/NAB Convention.



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made in an NAB news release) have assured me that my recollection is correct and that I did not say that only a "minuscule number" of the complaints the commission receives are "valid." I said that most complaints are against aspects of programing which do not appear to involve violations of statute or commission rule or policy and that only a "minuscule number" result in imposition of sanctions.

A person who complains against current programing may well be making a valid complaint from his viewpoint and that of many other persons, even though it does not result in revocation or refusal of renewal of license. . . . The licensee's obligation is to make a "diligent, positive, and continuing effort . . . to discover and fulfill the tastes, needs and desires of his community or service area for broadcast service." . . . It is for this reason that the commission urges listeners and viewers to make their views on programing known to their local stations and the networks.—*William B. Ray, chief, complaints and compliance division, FCC, Washington.*

The fight against 'fascism'

EDITOR: I have been watching with great interest the gathering storm in the fight for control of the airwaves. I am fully on the side of the broadcasters, but I feel that the manner in which their battle is being handled is faulty philosophically. With the Supreme Court made up of a group of statists such as we have today, the broadcasters haven't a chance unless they revert to basic principles.

I would like to recommend that every broadcaster who is interested in the fight for his property rights read "The Property Status of Airways" [in Ayn Rand's book "Capitalism: The Unknown Ideal"]. Miss Rand sets forth the principles of ownership of radio frequencies as it should be practiced in a true capitalistic society. She compares this with our present "mixed-economy" controls . . . and predicts that under the present system we can expect government controls will become more rigid and restrictive until ultimately individuals will lose all rights to the airways and even free speech.

Miss Rand maintains that each band of radio frequencies should be the private property of the user to do with as he sees fit. . . . The present activities of the FCC in regulating, censoring and interfering in the economic activities of spectrum users grow more tyrannical day by day. The new bills introduced by Congressmen Dingell, Moss and Ottinger are pure fascism. . . .

Now is the time for an all-out rebellion. . . .—*David Michael Myers, La Plata, Md.*

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BROADCASTING, March 25, 1968

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Controlling TV-commercial costs without cutting creativity

The creative end of the advertising-agency business is receiving the lion's share of today's headlines. The business end is being forgotten.

Despite this seeming imbalance in publicity, the administrative divisions of most agencies are shouldering a greater portion of responsibility than ever before. The costs of commercial production are, and always have been, spiraling. Agencies know that they must find a point of compromise between creative goals and business realities.

At Norman, Craig & Kummel, we've found that point of compromise advantageous to both creative and administrative factions—and to the client as well.

In the last analysis, of course, this is the paramount consideration. It is the client's money which we are controlling. It's his budget we are protecting.

NCK is organized in the following manner: the creative areas of commercial production are responsible to the creative director. Budget control is responsible to the vice president for business affairs. Financial management is taken out of the creative area and left to the business people.

Pragmatic Approach ■ We certainly don't want our clients to pay more than is necessary for their commercials. But we don't want creativity to suffer as the result of overzealous cost controls. Budgets for commercial production must be administered with realism.

The business-affairs department falls under the direct responsibility of Mitchell Johnson, vice president of programing. It is, nonetheless, an autonomous unit. There are 11 people in the department. They handle the business for all broadcasting, including programing and commercial production.

At many agencies, particularly some of the newer ones, cost-control factors are not so stringent and business departments are not only small in size, but small in power—if, in fact, there is a business department at all. The creative people, in many cases, rule supreme, often to the distress of increasingly budget-minded clients.

In the last five years the costs of TV-commercial production have risen over 100%. In the next five years costs will go up another 50%. For that reason, advertisers are producing fewer commercials and staying with the same commercials longer and are using "quickies" rather than the fully polished spots. The way to beat high costs has been to increase the use of cheaper, occasionally amateurish commercials.

Thus, the client and the production house are penalized.

Some of the blame must fall on the agency and its clients. Lightning-fast changes of mind, last-minute research results, cold feet, product packaging and distribution problems all combine to raise costs on the agency-client end.

But for the production houses, the advent of color television alone does not explain their staggering price increases. I feel the production companies have been lax in developing new methods of producing commercials or resorting to innovative techniques in an effort to keep the costs of production at a reasonable level.

As an example I would point to the video-tape industry and its research and development programs. The production houses could begin consolidation of their editing services, rendering them more efficient. And there is room, certainly, for more effective bargaining with the unions. I think the production houses have left much of the negotiations to a process of default.

Holding the Line ■ Agencies, too, must tighten up their television operations, and the savings gained from greater production efficiency passed along to the client.

We have an obligation to put as much stress on cost control as on creativity, without sacrificing one to the other. Because of our cost-control procedures, we have saved our clients as much as 25% in production costs. Such savings are not possible in agencies where the business department is run by the creative department. They are not possible in agencies who view with grave suspicion anyone who is trained in sophisticated financial management.

As an example, in a recent commercial produced by Norman, Craig and

Kummel for one of its clients, there was a need to reshoot certain segments.

The agency producer immediately called the original production house, asking them to prepare for the new segment. The production house quoted a very high figure for reshooting and making the new optical negative even though it had been agreed that reshooting would be done with limited mark up.

Once the business department heard of the proposed reshoot, it undertook the normal negotiating procedures. As a result, the commercial was handled by another company for less than 40% of the originally quoted price. The commercial is currently on the air in its revised form and is a complete success.

Another example of cost savings is the ability of the business department to analyze each component of commercial production to determine whether the prices being charged for the chief grip, boom man, art director, make-up man, hair dresser, etc., are acceptable.

Reasonable Costs ■ Many music organizations are notorious for charging what the traffic will bear. The business department has, in many instances, negotiated price with music companies in order to keep costs for original music at a reasonable level.

These examples are not drawn to set up the production houses and other suppliers as latter-day robber barons. Often, they are unskilled in carefully estimating a particular job—at times this critical area of supplier bidding is left to inexperienced junior executives or directors-in-training. The responsibility for detecting these errors or unrealities in various bids generally falls to the agency. If the agency's financial administrators are not expert, the added costs always show up on the client's bill.



Leonard V. Koch is vice president in charge of radio-TV commercial production and business affairs at Norman, Craig & Kummel, New York. Mr. Koch, who has been with the agency for the past nine years, was elected a vice president in June 1965. Before he joined NCK, Mr. Koch was in the television programing department at McCann-Erickson, New York. At NCK, Mr. Koch is involved in all phases of the broadcast operation.

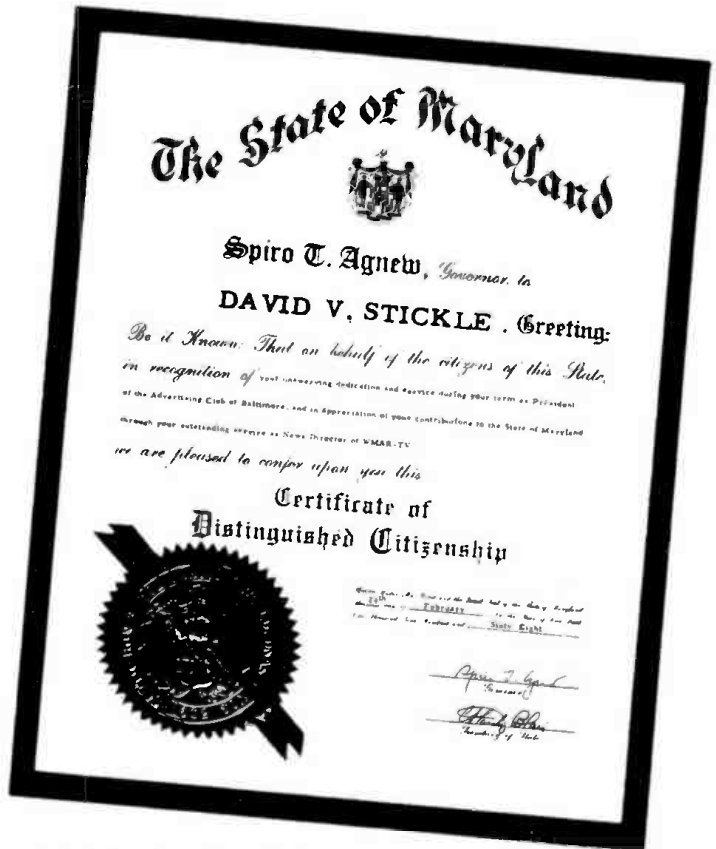
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Governor

Walter Blair
Secretary of State

Recently, the Governor of Maryland, Spiro T. Agnew gave an award to David V. Stickle, WMAR-TV News Director, which stated, "in appreciation of your contributions to the State of Maryland through your outstanding service as News Director of WMAR-TV, we are pleased to confer this Certificate of Distinguished Citizenship."



For over twenty years, WMAR-TV news teams have held Maryland's confidence. A station is often appraised by the acceptance it receives in its own local market and how faithfully its viewers turn to it for news coverage. Ours has been a position of reliability — the result of impartial and factual reporting by qualified news experts.

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New PE-350 Live-Color Camera.

Chroma enhancement on all color channels. New optics. New pre-amplifiers. And customer-oriented conveniences. That's a peek at General Electric's new PE-350 live color camera. It's the result of wide industry acceptance of the PE-250, plus two years of GE engineering development.

The new PE-350 has enhancement on all 3 chroma channels—not just the red channel. New optics and new preamplifiers give you the best sensitivity in the industry.

The PE-350 has an eight-position color filter wheel to compensate for color temperature changes. Instantly adapts to light changes from high noon to dusk.

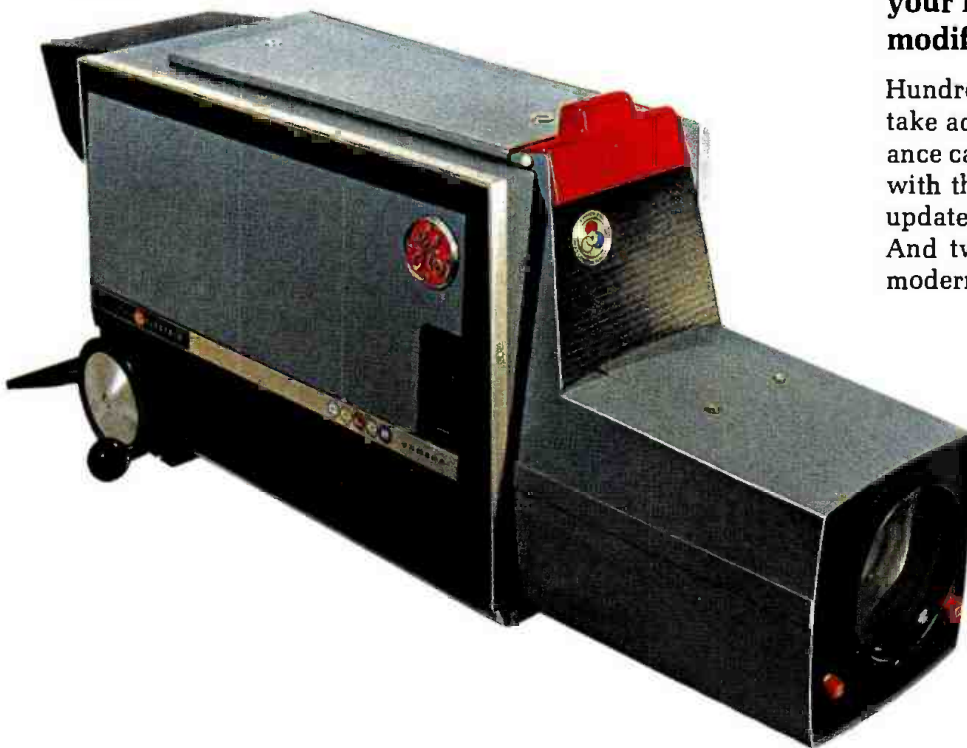
And we've added a host of customer-oriented conveniences to the PE-350. Two more talent tally lights are installed under the lens; the color filter wheel can be quickly adjusted by the operator's hand wheel on the right side of the camera housing. And for access to the viewfinder yoke and the high-voltage power supply, a weatherproof hatch is located on top of the camera housing.



New PE-250 Retrofit Kits.

Protect your investment—add two years of advanced design to your PE-250 in a few hours of modifications.

Hundreds of present PE-250 owners can take advantage of the improved performance capability of the new PE-350 camera with the choice of 3 kits. There's a kit to update your optical system and circuitry. And two kits that make your PE-250 as modern as a PE-350 for remote telecasts.



Better at General Electric.



New from General Electric—15 KW VHF transmitter with solid-state circuits. Greater reliability, less maintenance and better performance.

We've got new solid state drivers. We replaced 91 tubes with high-reliability silicon transistors, retaining only a few long-life high power tubes.

And the new TT-515 transmitter has built-in direct crystal control of audio and visual carrier frequencies. A pair of TT-515 transmitters are ideally suited for 30 KW parallel operation.

New Video Distribution Switcher. Top performance, computer logic, readily adaptable to automation.

The new TS-301-A Video Distribution Switcher is designed to meet expanding programming needs. Solid-state and modular, the new distribution switcher handles a minimum of 10 inputs and 6 outputs to a maximum of 100 inputs and 96 outputs. New computer logic circuitry saves wires and connections, reduces maintenance.

The new TS-301-A gives clean, sharp switching due to solid-state design. Excellent performance results from superior isolation of inputs and outputs, lower signal-to-noise ratio, better overall frequency response, and lower differential phase and gain.

GE-56A

New Color Optical Multiplexer. The most versatile in television.

Four projector inputs, 2 color camera outputs—unparalleled film programming flexibility. Ideal where space is at a premium, the PF-12-A color multiplexer makes four projectors do the work of six. In a single 8' x 8' film island, 2 film projectors and 2 slide projectors can feed into 2 color film cameras—all in color.

You can use one projector and one color film camera on the air and at the same time use the other projectors and camera for previewing, recording, or rehearsals. Should one camera become inoperable, you can immediately switch any projector to the other camera, without losing air time or going to monochrome.

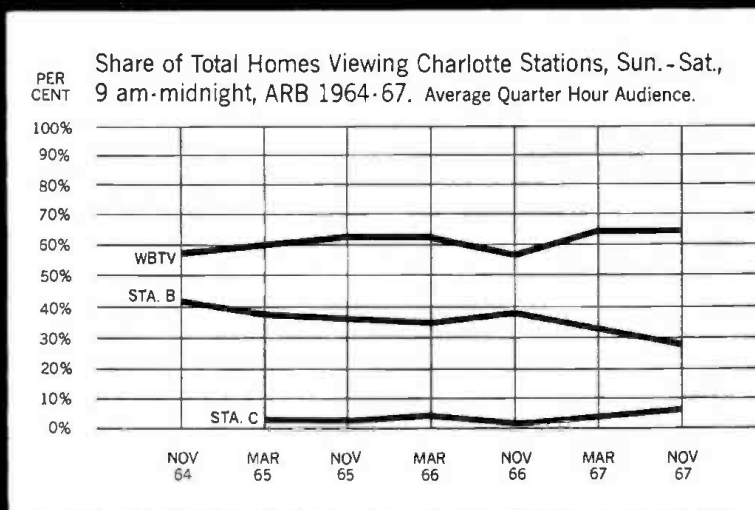
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Visual Communication Products Department

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Being number one makes us a tough act to follow.



That's the problem other stations all over the country have been faced with. For many years they've had to do just that. Follow us.

As the graph indicates, this has been going on for a long time. But just take for an example our November Ratings (ARB)*. They give us the highest metro share of audience of any station in the country's top 50 television markets — 56%. The same ratings give us the highest share of homes (ADI) of any station in the top 50 markets — 64%.

And you should check our Nielsen figures for November. They're even higher.

You've seen our past performance. Just imagine what we'll do for an encore.

WBTV
CHARLOTTE
JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WBTW
JEFFERSON PRODUCTIONS
Represented Nationally by 

*Share of metro homes and ADI homes viewing Charlotte stations, average quarter hour Sun.-Sat., 9 am-midnight, ARB Nov. 1967.
The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

New way to break up groups

FCC may force them to spread out their holdings
by barring acquisitions of more than one
full-time station of any kind in any market

The FCC is seriously considering a drastic revision of its multiple-ownership rules to achieve maximum diversification of station holdings within individual markets.

Up for official action this week is a proposed notice of rulemaking that would prohibit the licensee of any full-time radio or television station from acquiring another full-time outlet in any broadcast service in the same market. The ultimate aim is to create a system of single-unit ownerships within given communities. There is reportedly no present disposition to reduce the total number of stations that may be commonly owned. The objective is a geographic dispersion of multiple ownerships.

The new approach comes after a quarter-century of wholly different policy under which broadcasters have been allowed, and often encouraged, to acquire combinations of different broadcast services in the same market. Until 1943 the government permitted common ownerships of two or more AM stations in the same market.

In the post-World-War-II period, when FM was being introduced, commission officials publicly urged AM broadcasters to exploit the new service. In contests for television permits during the developmental period of the video service, radio-broadcasting experience was frequently counted as an asset by the FCC.

There are now roughly 1,600 combinations of ownership in markets across the country (see box this page). So far as could be learned, the commission is contemplating no attempt at divestitures. Reportedly the assumption is that the combinations would eventually be eroded away by the process of station trading.

Wide Separation ■ The rationale behind the one-to-a-customer proposal is that it would promote wide diversification of ownership of broadcast media. And it would indeed do that. A licensee who operated under the proposed rule and who acquired his full

quota of seven AM, seven FM and seven TV stations (at least two of them UHF's), would have outlets in 21 markets. Under the present rules, he could have them in seven.

But in accomplishing its objective of dispersing ownerships, the commission would be making another of its historic goals harder to reach—local ownership of media. An individual or company owning an AM, FM and TV station in

Ownership combinations

The FCC's consideration of a new rule to limit station acquisitions to one of a kind per market comes after years of approving combination ownerships.

According to an analysis of BROADCASTING YEARBOOK listings, the following numbers of combinations in common markets now exist: 1,200 AM-FM, 124 AM-TV, 212 AM-FM-TV and 42 FM-TV.

This analysis made no distinction between full-time and daytime-only AM stations. Reportedly daytimers would not be counted against the proposed quota.

three separate markets could hardly be local in each one.

Some commission officials last week expressed the view that broadcasters might not react too angrily to the proposal—at least not after they had gotten over the shock. They pointed out that the commission would not be reducing the number of stations a licensee could own, nor downgrading the markets in which he could acquire them—as would have been true in the now defunct proceeding to limit television ownership in the top-50 markets.

Further, one source said, one of the principal arguments used against the 50-market proposal could not be used against the one under consideration,

at least not with the same effectiveness. That argument held that the commission would be prohibiting newcomers from acquiring stations in major markets to the same extent that properties had already been acquired by existing licensees, and, as a result, would make it harder for the newcomers to compete.

"We wouldn't be stopping an owner of a full-time AM station who is competing with an AM-FM combination from acquiring an FM station," the source said. "He'd simply have to pick up the FM in a different market."

Long-Term Effect ■ There is also the expectation that the existing intra-market combinations would break up over the years as licensees sold their stations, since the proposed rule would prohibit the sale of stations in combination.

The proposal as now being prepared goes beyond that which commission officials two weeks ago indicated was under consideration. It was understood then that the proposal was aimed only at barring joint ownership of full-time AM and FM stations (BROADCASTING, March 18). But sources last week said television-station ownership or control would also be a factor.

(Actually, the proposal might emerge as one affecting not only those owning or controlling two stations in a market but also those owning "an interest" in such outlets. This would be in line with present commission policy dealing with stations in the same service.)

There had been some confusion among commissioners two weeks ago, when the commission instructed the staff to prepare the notice of rulemaking, as to whether television was involved. But there wasn't any confusion last week, and indications are that the rulemaking will be issued for comment this week and thus provide a prime topic of conversation for broadcasters at the National Association of Broadcasters' convention in Chicago next week.

Hyde Dissents ■ The commission

vote on the instructions to the staff was 5-to-1, with Chairman Rosel H. Hyde the lone dissenter and Commissioner James J. Wadsworth absent.

There are conflicting reports as to who authored the idea. Some sources credit Commissioner Lee Loevinger, who is a former chief of the Justice Department's antitrust division but who has generally not been a barrier to station sales to multiple owners. Others credit Commissioners Kenneth A. Cox and Nicholas Johnson, who have frequently raised the question of concentration of control in opposing assignments and transfers of broadcast licenses.

In any case, the proposal comes as a surprise for two reasons. It marks a sharp turnaround from commission actions over the past several years reflecting an open-handed attitude toward station sales; indeed it goes beyond any proposal for cracking down on multiple ownership that any commissioner has expressed publicly.

In addition, the commission is considering issuance of the rulemaking without any preliminary staff study of its implications or ramifications. Earlier rulemaking proposals of any significance followed extensive commission staff spadework.

The only previous commission pronouncement agency officials could point to as foreshadowing the action now under consideration was language in the commission order four years ago prohibiting FM stations in cities of 100,000 population or more from duplicating more than 50% of the programming of an affiliated AM. To some that indicated the commission was looking to the eventual divorcement of affiliated AM-FM combinations in the same market.

Sudden Decision ■ From all accounts, the one-to-a-customer proposal emerged practically full blown from a discussion of the application for assignment of WFMT(FM) Chicago to WGN Continental Broadcasting Co., which owns WGN-AM-TV Chicago.

The staff had recommended a grant. But opposition developed to the \$1-million sale, with commissioners expressing concern over the prospect of turning over a prosperous FM station to a licensee that owns a clear-channel AM station and a VHF outlet in the same market—and is, in addition, a subsidiary of the publisher of both the *Chicago Tribune* and the *Chicago American*.

Chairman Hyde, it's understood, argued that the commission could not in fairness apply to the WFMT sale a standard that it would not apply to future sales. The response was, in effect: "Let's change the rules."

A number of station transfers now pending before the FCC may be bogged down in the rulemaking. A letter is being prepared to notify parties in the WFMT transfer that action will be deferred until conclusion of the rulemaking.

The other transactions that were about to surface for FCC action after staff processing that may also be affected include the proposed sales to General Electric Broadcasting Co. of KOA-AM-FM-TV Denver for \$10 million in GE stock plus \$3 million existing debt; to LIN Broadcasting Co. of WAVY-

Back five-year licenses

Two House members have added their names to the list of representatives supporting five-year licenses for broadcasters. Bills similar to others that have been placed in the hopper have been introduced by Representative William H. Harrison (R-Va.) and Robert V. Denney (R-Neb.).

Mr. Denney said the legislation would reduce the administrative burden on the FCC as well as on broadcasters. "The majority of broadcasters are consistently approved by the FCC," he noted. "It is my opinion that this extension will allow the FCC more time to concentrate their attention on the minority that are known misusers of their licensed trust."

AM-TV Portsmouth-Norfolk, Va., for \$8 million and of KILT and KZAP(FM) Houston for \$7,250,000; and to Atlantic Recording Corp. of WAAB-AM-FM Worcester, Mass., for \$650,000.

The new hard-nosed approach comes as both Congress and the Justice Department are showing interest in transfer and assignment cases under the commission's jurisdiction.

The House Commerce Committee and its Investigations Subcommittee have been especially critical of the commission and its practices in station sales. The Investigations Subcommittee called the commission in last December for a hearing on its approval of the transfer of five Overmyer Communications Co. UHF permits to AVC Corp., and is continuing its investigation of that action, as well as of the general question of concentration of control of media. The commission last week responded to the 26 questions the Investigations Subcommittee submitted on commission policy on transfers and on aspects of the Overmyer matter in

particular.

Dingell a Critic ■ One of the commission's angrier critics on the Commerce Committee is Representative John Dingell (D-Mich.) who has introduced legislation that would slow stations sales to a virtual crawl. Mr. Dingell's bill would require hearings open "to all interested parties" on every application for the transfer or assignment of a license or construction permit. The bill would also empower the FCC to determine the "fair" price of station sales.

Interest on the Senate side in broadcast ownership is being expressed by the Antitrust and Monopoly Subcommittee which resumes hearings this week on a bill that would exempt from antitrust action a "failing newspaper" that establishes joint operation and business facilities with a stronger paper in the same market.

The Senate subcommittee is checking into questions of cross-ownership of broadcast media and newspapers, and the commission is scheduled to testify tomorrow (Tuesday). The FCC has already submitted data from its files on cross-ownership (see page 25).

Antitrust ■ A Justice Department spokesman last week dispelled any doubt as to the agency's interest in the antitrust implications of newspaper-broadcast-media cross-ownership. He made clear the department would look into any proposed sales from which anticompetitive consequences might flow (see page 25). The department earlier this month urged the commission to hold a hearing on the proposed \$5.5-million sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of the two daily newspapers in Beaumont (BROADCASTING, March 11). The department is expected to file a statement with the commission within two weeks backing up the contention that the sale would violate Section 7 of the Clayton Act, which is intended to bar mergers that would tend to reduce competition.

There was no indication last week what effect these expressions of concern from Congress and Justice had on the commission's thinking. Indeed, commissioners themselves are likely to bridle at what they consider to be outside interference in their affairs.

It appears, however, that these factors had some bearing on the commission's thinking. There was also the deep-seated concern of some commissioners about concentration of control in markets and a feeling among others that an effort to test the temperature of industry opinion might prove to be worthwhile.

With these elements present and ready to burst into flame, all that was needed was a spark.

And the WFMT case provided that.

Why Justice has begun to move into media mergers

It isn't that the Department of Justice suddenly has declared a vendetta against broadcasting; it's just that times have changed.

This is the way antitrust division sources explain their opposition to the *Beaumont* (Tex.) *Enterprise* and *Journal* purchase of KFDM-TV there for \$5.5 million (BROADCASTING, March 11).

Times have changed principally, these sources note, in the shriveling up of the number of daily newspapers in more and more cities, so that there are now more and more one-paper monopolies. And, they add, TV has now become an important medium of communications.

Although concentration of the media of information is a significant element in the government's view, the Department of Justice's principal attitude in the *Beaumont* case, and in others that may be similar (and it's no secret there *are* others, though unidentified up to now), is purely antitrust economic philosophy: The government cannot allow one medium holding a commanding position in the advertising market of a city to acquire a second medium that is also dominant in that same advertising market.

Government lawyers make no bones about this attitude. Even Donald F. Turner, who is the chief of the antitrust division, acknowledges it. Not long ago he said that the FCC should take into account the potentials of anticompetitive factors in broadcast merger cases—this was shortly after the ABC-ITT merger fell apart. Mr. Turner included the sale of stations to newspapers in that statement.

Not Interested ■ Time was, it is explained, that the government didn't

give a tinker's dam to what happened in the media arena. Most cities had two, three or more daily newspapers, and if one of them acquired a TV station—no sweat. There was still plenty of competition for the advertising dollar in the newspaper field, and TV was just one of a number of other competitors for that dollar.

Today, however, the problem is acute in the eyes of antitrust prosecutors. The daily newspaper field has shrunk, and is shrinking so that in many sizable cities there is one newspaper, or one ownership of two newspapers. And today, television has become the most sizable competitor to newspapers for advertising.

The advent of television as an important source of news for the public plays a part in the thinking of the Justice Department's trust-busters. But, it's the economics of the marketplace that looms largest in the view of antitrust lawyers.

Newspapers and TV, Mr. Turner observed some time ago, are "definitely" competing for the same advertising dollar.

"It's obvious," he commented then, "that we must make sure no concentration in the media takes place."

Another Department of Justice lawyer emphasized that it was no new attitude: "It's as if U. S. Steel and Bethlehem Steel merged," he said. "There'd be no question that we'd have to go in to break it up. The *Beaumont* situation is the same . . . just a smaller market."

Why hadn't the Justice Department moved to prevent newspaper acquisitions of TV stations in earlier years? "Simple," another antitrust lawyer observed. "There was

less newspaper monopoly then, and TV wasn't the leading advertising medium it is today."

Long History ■ The Department of Justice's interest in newspapers and antitrust goes back many years. One of the earliest antitrust cases was the 1942 Associated Press case when the government forced the newspaper wire service to eliminate the one-member-per-market practice. In 1949, the government sued the *Lorain* (Ohio) *Journal* for anticompetitive practices in refusing to carry advertising by merchants who also advertised on WEOJ Elyria, Ohio; this fight was carried all the way up to the U. S. Supreme Court which in 1951 upheld the Department of Justice. A similar suit was filed in 1951 against the *Mansfield* (Ohio) *Journal*; this was settled by consent order.

The government in 1953 moved against the *Kansas City Star* again charging anticompetitive practices and in 1957 won a consent judgment forcing the newspaper, among other forfeits, to give up its ownership of WDAF-AM-FM-TV in that city. The stations were sold in 1958 to National Theatres Corp. for \$7.6 million (they are now owned by Taft Broadcasting Co.). Last year, the Department of Justice won a suit against the *Los Angeles Times*, forcing it to divest itself of the recently acquired *San Bernardino Sun*. And, early this year, the government won a favorable court verdict on antimonopoly grounds against the *Tucson* (Ariz.) *Star* and *Citizen* which had for many years conducted joint production, circulation and advertising arrangements. It's on appeal to the Supreme Court.

Hart probe to hear Turner, full FCC

Indications late last week were that this week's Senate probe, under Monopoly Subcommittee Chairman Philip A. Hart (D-Mich.), into newspaper-broadcasting cross ownerships would confine itself to interrogations of FCC commissioners, with some possible light on the subject shed later in the week by Donald F. Turner, Justice Department antitrust chief.

Ruled out for the present seems to be any testimony by newspaper or broad-

casting principals, even though the subcommittee is known to be particularly interested in four specific areas with newspaper-broadcasting tie-ups: San Francisco; Shreveport, La.; Minneapolis-St. Paul, and Salt Lake City (BROADCASTING, March 24).

New Dates ■ The subcommittee staff said it would not release details of the week's hearing schedule until this week, but it was learned from other sources that the FCC commissioners were to appear on Tuesday (March 26), instead of March 27, as earlier reported. Mr. Turner's appearance was set for Friday (March 29), it was reported.

The cross-ownership issue is part of a larger inquiry by the Hart subcom-

mittee into newspaper economics that was precipitated by introduction of a bill last year that would exempt from antitrust action certain newspaper joint-operation arrangements where, in the absence of such an arrangement, one of the papers might go out of business. The bill would grant such immunity regardless of other affiliations of such a "failing newspaper," including ownership of a profitable broadcast property.

It was reported that all the FCC commissioners had been invited to testify, rather than a single spokesman of the commission, because of the lack of "unanimity of opinion" on cross ownership among the members of the commission.

RADAR figures emphasize radio's reach

FURTHER DATA EXPECTED TO GIVE NETWORKS VALUABLE SELLING TOOL

Major steps forward in expanding the sale of radio time, both spot and network, were seen in two unrelated developments last week.

▪ The second wave of data from the four-network RADAR research project appeared; and although each network tended to select the configuration that would show it in the best light, there was widespread agreement that the figures do further document radio's broad reach and that these and subsequent outputs from RADAR will give networks a much more convincing case in selling to advertisers.

▪ The Westinghouse Broadcasting Co. came up with a technique for quick estimation of the reach and frequency of any given schedule of radio announcements. This, it was felt, would expedite spot-radio sales by providing a new, easily used tool for determining how many different people an advertiser could expect to reach with a specific schedule (see page 28).

The second wave of figures from RADAR (Radio's All-Dimension Audience Research) project refined the originally issued data, which showed among other things that close to 140 million or 95% of all people aged 12 and over listen to radio in the course of a week (BROADCASTING, Dec. 11, 1967; Jan. 15).

The new figures show reach and frequency by network and program, after

adjustments to take clearances and delayed broadcasts into account. The third wave is expected in about two weeks and will show reach and frequency attained by specific schedules on the respective networks. Future waves will provide similar data on multinet network schedules and on proposed schedules being offered to advertisers.

Something for Everyone ▪ In releasing data from the second wave, the networks tended to find and emphasize figures showing them to be superior to their competitors.

NBC Radio stressed cumulative audiences of adults (age 18 and over). It noted that in the course of a week, for example, NBC reached more different adults than any other radio network—27,166,000 as against 26,322,000 for the old ABC Radio network, 21,498,000 for CBS Radio and 18,606,000 for Mutual.

CBS Radio put more emphasis on average audience per broadcast, noting for instance that its average commercial program reached 1,697,000 adults as compared with 1,263,000 for ABC, 1,171,000 for NBC and 813,000 for Mutual.

ABC Radio has changed from a one-network to a four-network operation since the RADAR audience measurements were made last spring. Despite that, and even though its former one-network operation frequently ranked at

least second in RADAR data released by other networks, ABC also called attention to cumulative audiences of listeners from age 12 on up. Its full-week came on this basis was put at 31,650,000 as against 30,149,000 for NBC, 22,738,000 for CBS and 22,144,000 for Mutual.

Mutual officials were quick to point out that they have "roughly only 50% as much inventory for network sale" as the other networks and therefore have less opportunity to build blockbuster comes. In that light, they said, "Mutual's position in RADAR can be considered quite outstanding." They also said that if one considers only the broadcast hours that carry the bulk of all commercials on all networks, Mutual had a quarter-hour average, Monday through Friday, of 1,552,000 as against 1,724,000 for CBS and 1,494,000 for NBC (for this specific comparison MBS did not consider ABC, because of its change to a four-network operation since the data were compiled).

Low-Cost Coverage ▪ While officials of each network were putting primary emphasis on findings most favorable to them, however, it was generally agreed that the findings as a whole provide further proof that network radio can deliver audiences to match or exceed those of any other national media—and at lower cost.

One official, Ben S. Lochridge, the

Ford thinks Woroner has one of those better ideas

In what was said to be one of the largest single buys in the history of radio syndication, the Ford Motor Co. has signed to present the computerized 15-bout mythical *All-Time Middleweight Tournament and Championship Fight* on at least 500 stations in the U. S.

Announcement of the sponsorship was made last week in New York by Murry Woroner, president of Woroner Productions Inc., Miami, producer and distributor of the program.

Mr. Woroner said that Ford, through J. Walter Thompson Co., New York and Detroit, is spending about \$500,000 on the package. Ford will offer the program free of charge



Mr. Woroner

to one station in each market, reserving for itself the odd-numbered commercials and making available the even-numbered commercials for the stations to sell locally to non-

competitive advertisers. In addition to Ford, Mr. Woroner disclosed that General Acceptance Corp., Allentown, Pa., is buying regional sponsorship in more than 100

markets in the eastern and southwestern areas of the U. S. GAC is negotiating directly with broadcasting stations.

Mr. Woroner said the 15-bout computerized single elimination match will follow the format of the *All-Time Heavyweight Tournament and Championship Fight*, which, in 1967, was carried in virtually every U.S. market and 200 additional radio stations throughout the world (BROADCASTING, Jan. 15; May 15, 1967). The middleweight elimination matches will be broadcast from Sept. 30 through Dec. 30 and the championship bout will be on Jan. 6, 1969.

**BEGINNING
APRIL 1, 1968
THE STATIONS
THAT GREW UP
WITH OMAHA
WOW
RADIO & TELE-
VISION WILL BE
REPRESENTED
NATIONALLY BY
KATZ**



KATZ RADIO/TELEVISION

CBS Radio Division's vice president for network sales, predicted that "when multi-network cross-tabulations become available, they will show that a three-network schedule, costing in the area of \$35,000 a week, will reach more than 18 million different adults an average of approximately four times each, delivering a total of some 75 million gross listener impressions a week. This combination of reach and frequency at affordable costs is unique to network radio."

The RADAR study was conducted for the four networks by Brand Rating Research Corp., which is also providing the current and future breakouts.

New research on spot radio

Westinghouse's Yergin develops system to compute reach and frequency

Westinghouse Broadcasting research head James Yergin has developed a new-math technique for probability estimates of a spot radio schedule's reach and frequency in terms of numbers of different people.

In the case of reaches of up to 50% of a station's cumulative audience, reach and frequency figures can be taken as unduplicated, according to Mr. Yergin, and added from station to sta-

tion for market totals.

The technique is applicable to any spot schedule on any station and to any reported demographic group. It requires only the average-quarter-hour and cumulative audience figures standard in both American Research Bureau and Pulse reports.

Mr. Yergin argues that quarter-hour audience, the measure employed by agencies in planning schedules, was a relevant measure when radio shows were generally sponsored because it reflected the number of different people an advertiser was actually reaching with a frequency equal to the number of his announcements per quarter-hour. When packages of spots are the rule, however, neither of these measures accurately reflects reach and frequency.

Cumulative audience figures only partly meet the problem of comparing stations, Mr. Yergin says.

New Figuring ■ In his new-math approach to the problem, Mr. Yergin interrelated quarter-hour and cumulative audience figures for specific time periods to establish the number of quarter-hours of listening by the average listener: The number of quarter-hours in the day or daypart in question multiplied by the average quarter-hour audience divided by the cumulative audience equals the average listening.

He then established the probability of reaching the average listener with successive spot rotating, i.e., random, in schedules of different sizes. It was found that the probability of reaching an individual with a randomly scheduled announcement is the same as the percentage of quarter-hours in the day he listens, progressively.

From this, Mr. Yergin developed a

"reach index": The number of quarter-hours of listening times the number of announcements times the percentage of quarter-hours in the day listened equals the reach index.

Close correlations were also found between the percentage of people reached in cases where the product of the number of announcements and the number of quarter-hours listened were the same. Hypothetical "reach curves" for frequencies of one, two, three, four, and five or more were plotted from these correlations and adjusted for realistic accuracy according to average listening levels by audience quintiles in a special Politz study.

Computed "reach indexes" can then be read along the bottom scale of new-math "reach curves" for various frequencies, and the corresponding percentage of cumulative audience that will be reached by the schedule in question can be read along the side scale. Reconversion to absolute audience totals then permits addition from station to station.

Applicability ■ The limitations of accuracy of the new-math technique are when (1) the frequency in question exceeds 50% of the number of announcements in the schedule, and (2) the number of announcements approaches 50% of the number of quarter-hours in the time period.

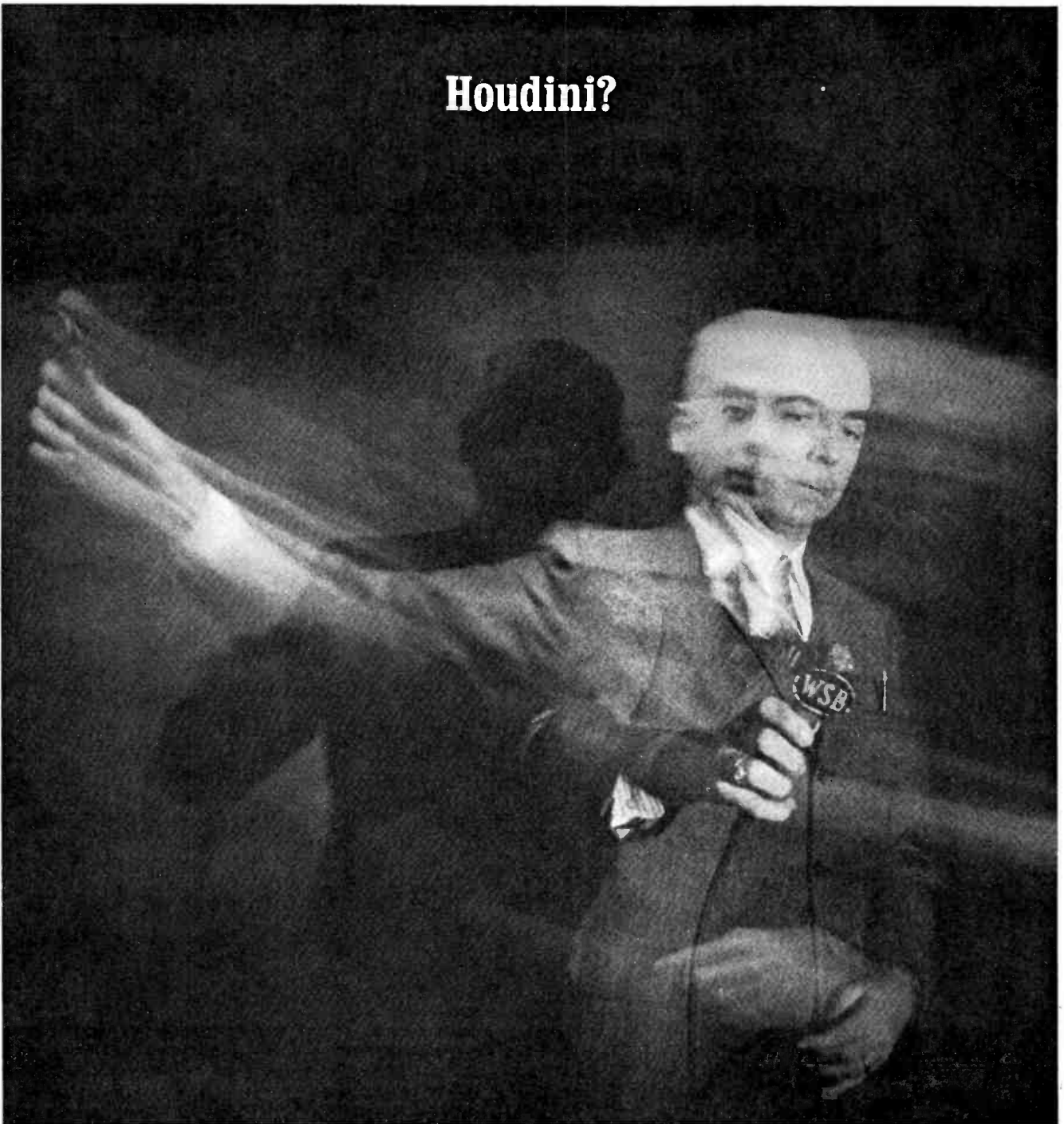
Presentations of the new-math technique start today (March 25), run through Wednesday in New York, and move to Philadelphia Tuesday and Pittsburgh Friday. After the National Association of Broadcasters convention (March 31 through April 3), presentations will be given in Chicago, Detroit, San Francisco, Los Angeles and Boston.

BAR network-TV billing report for week ended March 10

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 10, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 10	Total dollars week ended March 10	1968 total minutes	1968 total dollars
	Week ended March 10	Cume Jan. 1-March 10	Week ended March 10	Cume Jan. 1-March 10	Week ended March 10	Cume Jan. 1-March 10				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 88.6	\$ 841.8	\$ 359.7	\$ 3,381.8	75	\$ 448.3	708	\$ 4,369.4
Monday-Friday 10 a.m.-6 p.m.	1,183.5	12,478.9	3,242.5	32,840.2	2,412.5	24,595.8	931	6,838.5	9,041	69,914.9
Saturday-Sunday Sign-on-6 p.m.	1,167.8	12,783.2	719.6	11,415.1	445.2	5,010.8	237	2,322.6	2,398	29,209.1
Monday-Saturday 6 p.m.-7:30 p.m.	255.5	3,519.1	659.7	6,203.4	681.9	7,064.2	85	1,597.1	813	16,786.7
Sunday 6 p.m.-7:30 p.m.	90.0	1,740.9	240.9	2,596.8	192.5	2,073.7	20	523.4	220	6,411.4
Monday-Sunday 7:30 p.m.-11 p.m.	6,537.6	55,949.9	6,798.5	67,883.2	7,007.2	65,071.0	441	20,343.3	4,219	188,904.1
Monday-Sunday 11 p.m.-Sign-off	270.3	2,988.4	35.3	418.8	403.8	3,957.1	70	709.4	672	7,364.3
Total	\$9,504.7	\$89,606.2	\$11,785.1	\$122,199.3	\$11,502.8	\$111,154.4	1,859	\$32,792.6	18,071	\$322,959.9

Houdini?



Not exactly. But we can be rather mysterious at times. Our trick involves having WSB-Radio newsmen seemingly everywhere at once. Covering the news as it happens, wherever it might be happening.

This slight of foot is accomplished by a staff of reporters outnumbering those of the next three stations combined. And at the head of this group is

Aubrey Morris, an ever-present figure on the city and state news scene for the past twenty years. A journalist many in the trade consider to be the best in the South.

He and the WSB-Radio news team scour Atlanta and the state with the idea of being there when news happens. And using the most modern and mobile equipment available to

report it. Instantly and comprehensively. Seemingly everywhere at once.

The same magic that works in our news department works in WSB advertising too: By making products disappear from shelves and showrooms.

WSB RADIO
am 750/fm stereo 98.5 ATLANTA
NBC affiliate. Represented by Edward Petry & Co., Inc.



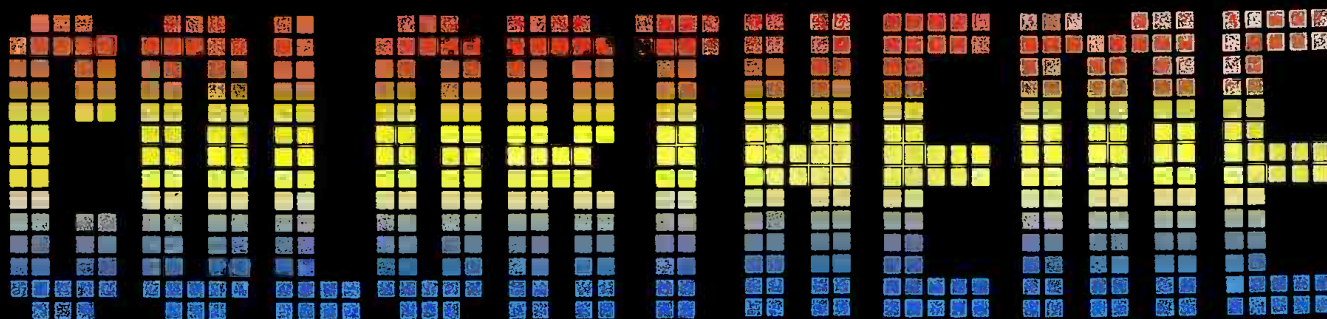
COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSDC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KT/U (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh

FOR TELEVISION

TM productions, inc.

presents . . .

the
Network Look
in Local
television



COLORTHEME The ID and intro series for television. Animated customized ID's and program titles in brilliant color to give your station the look of the Networks.

COLORTHEME Animated in Hollywood by Sam Nicholson, creator of titles for Mission Impossible, Lost in Space, Time Tunnel, Tarzan and logos and promos for NBC and ABC Networks. Thematic music by Tom Merriman, Academy Award and Cannes Film Festival Award winner.

COLORTHEME A total visual and musical image for todays television. The package contains 3, 5 and 10 second animated station ID's plus news, sports, weather, documentary, special events, movie, variety shows, childrens shows and color intro titles, all produced in full color including station call letters utilizing your stations own logo.

SEE WHAT COLORTHEME IS ALL ABOUT

at the NAB Convention, Suite 716-717, Conrad Hilton or write for a demo reel.

TM productions, inc.

701 NOEL PAGE BLDG. • DALLAS, TEXAS 75206 • 214-368-1318

FOR RADIO

TM productions, inc.

presents . . .

14

New Radio ID Packages

Created by Tom Merriman and Jim Long

Eight Totally New Concepts In Station ID's

TOP 40 PACKAGES

"More Music A Cappellas" (with the West Coast sound)

"Instrupellas"

"Half Brass & Half A Cappellas"

"Sock A Cappellas"

"Keyed A Cappellas"

"New Generation"

"Music Power"

RHYTHM & BLUES STATIONS

"The Soul Society" (The Power of Soul)

Heavy Soul Sounds recorded in Memphis and Detroit

THE MORNING MAN

Special jingles for your most important personality

M-O-R AND GOOD MUSIC

"Custom A Cappellas"

"The Living Sound"

"The Criterion"

"The Golden Sound"

"The World Is Full of Beautiful Things"

If you're ready to forget all you ever knew about jingles . . . the heavy sounds can be heard at the NAB Convention, Suite 716-717, Conrad Hilton, or write for demos.

TM productions, inc.

701 NOEL PAGE BLDG. • DALLAS, TEXAS 75206 • 214-368-1318

ALREADY ON THE AIR AT . . .

WKYC — Cleveland

WIBG — Philadelphia

WWRL — New York

WFUN — Miami

WMEX — Boston

KDIA — San Francisco

WOL — Washington

WIFE — Indianapolis

WHN — New York

WQXI — Atlanta

WKBW — Buffalo

KIMN — Denver

WSAI — Cincinnati

WDIA — Memphis

WPRO — Providence

CKFH — Toronto

and many many more.

Ask the Programmers who have them

rubber products, has appointed Needham, Harper & Steers, Los Angeles, to succeed Marsteller Inc. as its agency. Billings are estimated at \$150,000 with some broadcast advertising planned on the West Coast. Chairman of the board of U. S. Divers Co. is Jacques-Yves Cousteau, whose *Undersea World* specials are on ABC-TV.

Agency-sponsor casting rapped

Timidity, hypocrisy charged at New York hearing on human rights

Advertisers and agencies were accused of "timidness" in the use of Negroes and Puerto Ricans in TV commercials during a hearing in New York last week into alleged discrimination in broadcast and advertising.

This description was applied by Michael L. Vallon, counsel to the city commission on human rights, during the second week of hearings by the commission (BROADCASTING, March 18). A survey made by the commission for the year ended Aug. 31, 1967, showed, Mr. Vallon said, that only 314 of 7,432 commercials produced by 40 top advertising agencies used Negroes and Puerto Ricans. Only about one-third of these used Negroes and Puerto Ricans as product principals (an actor identified with the product being sold).

A group of advertising agency and advertiser officials who appeared during the hearing acknowledged they probably had not made full use of minority group members in commercials and pledged to make efforts to improve this situation. Some pointed out, however, that creative and marketing considerations cannot be ignored inasmuch as the advertisers' majority

market is the white community.

Y&R Action Praised ■ Mr. Vallon commended Young & Rubicam for establishing a "committee to review the use of minority talent," although Fred W. Frost Y & R vice president and commercial TV production manager, noted that the white-majority market is the most important to advertisers.

While William Bambrick, a vice president and assistant to the general manager of Foote, Cone & Belding, was testifying, Mr. Vallon said FC&B had made 177 commercials during the time of the commission's study and had used only one Negro. Mr. Bambrick replied that it was "unrealistic to establish a formula" because "requirements concerning each project may vary considerably." Mr. Bambrick said that since the survey period, FC&B had made 73 commercials and that 69 minority group members had been used in 11 of them.

Among other agency executives who testified and acknowledged they had made only limited use of minority group members were James Moore, vice president, business affairs and broadcasting, Papert, Koenig, Lois; Frederick Cammann, director of TV commercial production, Compton Advertising, and John Elliott Jr., chairman of Ogilvy & Mather.

Chester L. Posey, vice chairman of McCann-Erickson, told the hearing that "one purpose of our broadcast commercial casting has been to present wherever possible an integrated society and we believe the nature of the roles portrayed by Negroes in our commercials represents the contemporary American scene."

Cleveland Robinson, one of the commissioners, called the McCann report "sheer hypocrisy," and added: "You know you are presenting the facts in a better light than they really are. I'd rather listen to someone who admits he is not doing the job. Search your conscience and face the facts."

Agencies to Blame? ■ Representatives of several large advertisers who appeared at Wednesday's session placed at least part of the blame for the

limited use of Negroes and Puerto Ricans in their commercials on their advertising agencies. Samuel Thurm, advertising vice president of Lever Brothers, and T. S. Thompson, senior vice president, marketing and development, General Foods Corp., indicated they had been pressing for expanded use of these minority groups in their commercials, but added that their own follow-up to memoranda sent to agencies should have been more forceful.

"The answer apparently is more personal supervision," Mr. Thurm remarked, "and that will be the action of the future."

Mr. Vallon asked the representatives of Lever Brothers and General Foods if they would take action, such as cancelling contracts, against agencies that did not hire sufficient numbers of minority group persons and did not use them in commercials.

Mr. Thompson replied that General Foods "would make a good review and take a long hard look and maybe take action." Mr. Thurm indicated that Lever Brothers "would take some action. If the supplier did not deliver, we would change the supplier."

James C. Dowling, vice president of Philip Morris Inc., acknowledged that his company has "missed some opportunities" in not making sure that minority-group members were used in commercials. He said that his company would recommend action if advertising agencies followed a pattern of under-utilizing minorities.

Stanton Memo ■ Meanwhile, Dr. Frank Stanton, CBS Inc. president, issued a memorandum to officers of all CBS units, emphasizing the testimony before the commission of William C. Fitts Jr., CBS Inc. vice president, who described the company's nondiscrimination policy and its efforts to achieve more meaningful integration of its staff (BROADCASTING, March 18). In his memo, Dr. Stanton said there is "no management responsibility in our company more pressing than putting teeth into our policy of nondiscrimination—namely, of increasing the number of nonwhite employees." He said he would require progress reports from groups, divisions and subsidiaries more frequently than heretofore.

NBC Radio news nearly booked

NBC Radio said last week that its *News on the Hour* is 98% sold for the second quarter of this year.

The program, a five-and-a-half minute newscast, is broadcast on the hour Monday-Friday, 7 a.m.-11 p.m. in local time zones. Among advertisers in the second quarter: American Express, Benrus Watch, Campbell Soup, Chevrolet, Kellogg, Plough State Oil, R. J. Reynolds, Sinclair Oil and Sterling Drug.



Mr. Posey



Mr. Bambrick



Mr. Thurm

We're number one in Boston. Again.

And by a bigger margin than before.

Pulse: Number One, share of audience, average quarter-hour, Monday-Friday, 6:00 AM-12:00 Midnight. October-December 1967.

Hooper: Number One, share of audience, total rated time periods, January-February 1968.

WEEI RADIO 590

A CBS OWNED STATION Represented by CBS Radio Spot Sales

Based on Pulse and Hooper estimates (Pulse, Metro and Five County Areas, October-December 1967; Hooper, January-February 1968) subject to qualifications which WEEI will supply on request.

**What's the
1968 way
to use
radio?**




Reach!



You know all those ideas you have about radio being chiefly a frequency medium? Well forget 'em. Because now Blair Radio can prove to you that this medium can be used primarily for reach, with astonishing effectiveness. And just think what that means. First, of course, your advertising dollar can go a lot further. Second, you can free up money from one market to extend coverage into others. Third—but wait a minute. This story is too fresh, and too important, not to get it first-hand. So get it first-hand. Call Bob Dwyer at Blair Radio and ask him to fill you in. What you'll get is the kind of thing you expect from Blair: new, innovative, forward thinking that can add extra punch to your advertising. Just say, okay Bob—reach!



BLAIR  RADIO

ASH switches attack to magazine articles

ASH, the antismoking group that plans to monitor broadcasters to make sure they provide rebuttal time to cigarette commercials, last week turned its attention to the print media.

ASH, or Action on Smoking and Health, filed a formal complaint with the Federal Trade Commission charging that Hill & Knowlton and Tiderock Corp., two New York public-relations firms retained by the Tobacco Institute, have been engaging in "unfair and deceptive trade practices designed to mislead the public as to health hazards of cigarette smoking."

The complaint was signed by John Banzhaf III, ASH's executive director, the attorney who last June filed the complaint with the FCC that resulted in the commission's extension of its fairness doctrine to include cigarette commercials (BROADCASTING, June 5, 1967 et seq.).

ASH complained that the January issue of *True* magazine and the March



Sen. Magnuson

3 issue of the tabloid, *National Enquirer*, carried stories, ostensibly written by a disinterested freelance writer, which questioned current medical evidence that tends to prove cigarette smoking harmful to health. In fact, the ASH complaint said, the writer was an employe of Hill & Knowlton.

Reprints to 'Leaders' ■ Moreover, the ASH complaint contends, the *True* article was reprinted and "sent through the U. S. mails to a very large number of individuals identified on the enclosure only as 'a leader in your profession and community.'" ASH said that it is unusual that a magazine on its own initiative would send large numbers of reprints of only one article to a large segment of the general public.

ASH concluded that it's "reasonable to conclude that the reprinting and mailing of the planted article was paid for at least in part by the tobacco industry. . . ." ASH said that it hoped that this "will also be a focus of further investigation."

Meanwhile, in Washington, the *True* article has been attracting high-level congressional attention. Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) has asked the surgeon general of the U.S. to provide the committee with an analysis of the article. Senator Magnuson's committee has jurisdiction over health legislation affecting cigarettes and over the Federal Trade Commission, now testing cigarettes for tar and nicotine content at the Commerce Committee's instigation.

Friendly competition ups airline billings

An intensified competition among the airlines is bringing increased benefits to broadcast advertising.

The latest to announce an expanded campaign is United Airlines, whose \$6-million spring effort begins March 29 on a "Let's Get Away From It All" theme. United bought the rights to the tune of that name by Matt Dennis and Tom Adair and will spend approximately \$4.2 million in network and spot television and radio to broadcast it and the standby "Friendly Skies" theme, according to Frederick W. Heckel III, United's vice president for advertising.

Between partial sponsorship of a CBS-TV special on the basketball Globetrotters March 29 and half-sponsorship of NBC-TV's Emmy Awards coverage May 19, United will use participations on such shows as ABC-TV's *Wide World of Sports*, CBS-TV's National Hockey League games, *Red Skelton Show*, *Carol Burnett Show*, *Jonathan Winters Show*, *Cimarron Strip*, *Jackie Gleason Show*, NBC-TV's *I Spy* and *Dean Martin Show*, and movies on all three networks. The airline also plans a spot television campaign in 20 major markets.

Big Push ■ ABC, CBS and NBC radio networks will carry over 200 spot announcements the first weekend of the

Try, try again?

A number of tobacco companies across the country have received a letter from a purported research organization called Technical News Service, which claims to be setting up "a survey on the harmful effects of tobacco on human beings and to attempt to define some positive steps to control these serious side effects." The letter asks tobacco officials to review the questions used in the base sample of the survey and invites suggestions.

Among the questions it lists:

■ "Should the federal government prohibit all forms of advertising of tobacco and/or tobacco products?"

■ "Should all forms of tobacco be classified as dangerous drugs and placed under strict controls which would be established to control the growth, manufacture and sales of all tobacco products?"

■ "As the airways are considered to be public property, should the FCC prohibit their use for advertis-

ing tobacco products?"

The letter is signed by "M. E. Tripp, survey analyst III." The letterhead lists P.O. Box 964, Saigon, Vietnam, and 5617 Hollywood Boulevard, Hollywood, Calif., 90028 as return addresses. The Hollywood address is a two-room walkup with the Abbott Co. and the Allan Co. listed on the door. In 1965, an Abbott Co., then operating out of Concord, Calif., near San Francisco, circulated a letter soliciting comment from broadcasters on a proposal to tax radio and television advertising (BROADCASTING, Sept. 27, 1965). This letter was sent over the signature of R. H. Mitman who was subsequently revealed to have been convicted of sex offenses in Los Angeles (BROADCASTING, Oct. 4, 1965). At the time, Mr. Mitman told BROADCASTING that the mailing had gone to 48,000 persons, which he described as only the first phase of a survey. No more was heard of

the survey after publication of the BROADCASTING reports.

Earlier this month in a telephone conversation with a man who identified himself as "George Wilson" of the Allan Co., BROADCASTING was told that a national survey on the injurious effects of tobacco was under way. A BROADCASTING reporter then visited the Allan Co.'s office in Hollywood and interviewed a man who identified himself as Richard H. Mitman, an engineer with the company just back from a business assignment in Vietnam. He described the Allan Co. as management engineers who perform mostly industrial surveys and feasibility studies. He claimed George Wilson is vice president of the company but said he was out-of-town visiting one of the company's several offices. There is no record of an Allan Co. in the telephone directories in any of the cities where Mr. Mitman said the company had offices.

**THE NEW
LOOK**

PRESENTING . . .

**THE NEW
SOUND**

**THE NEW
TRANS-LUX**

. . . more new programs
for first-run television
than ever before!



Here's a funny **NEW STAR** in a funny new show!

He's TV's **HOT** new personality
PAT McCORMICK
starring in a hilarious new TV series ...

FOR AND AGAINST

26 HALF HOURS
BRAND NEW/COLOR TAPE

ARE YOU
FOR OR AGAINST:

COMPUTER DATING? NUDIST COLONIES?
VEGETARIANISM? MINI/MAXI SKIRTS?
DOUBLE BEDS/TWIN BEDS?

All of these subjects and many, many more are given 'The Treatment' by Pat McCormick and his guests.

Talk is talk, but controversy with comedy ... *that's* "something else". It's a whole new ballgame when adversaries face the wit and humor of lovable, laughable Pat McCormick, as they come up to bat FOR AND AGAINST fascinating topics!

"There are three sides to every serious subject ... YES NO and FUNNY!"

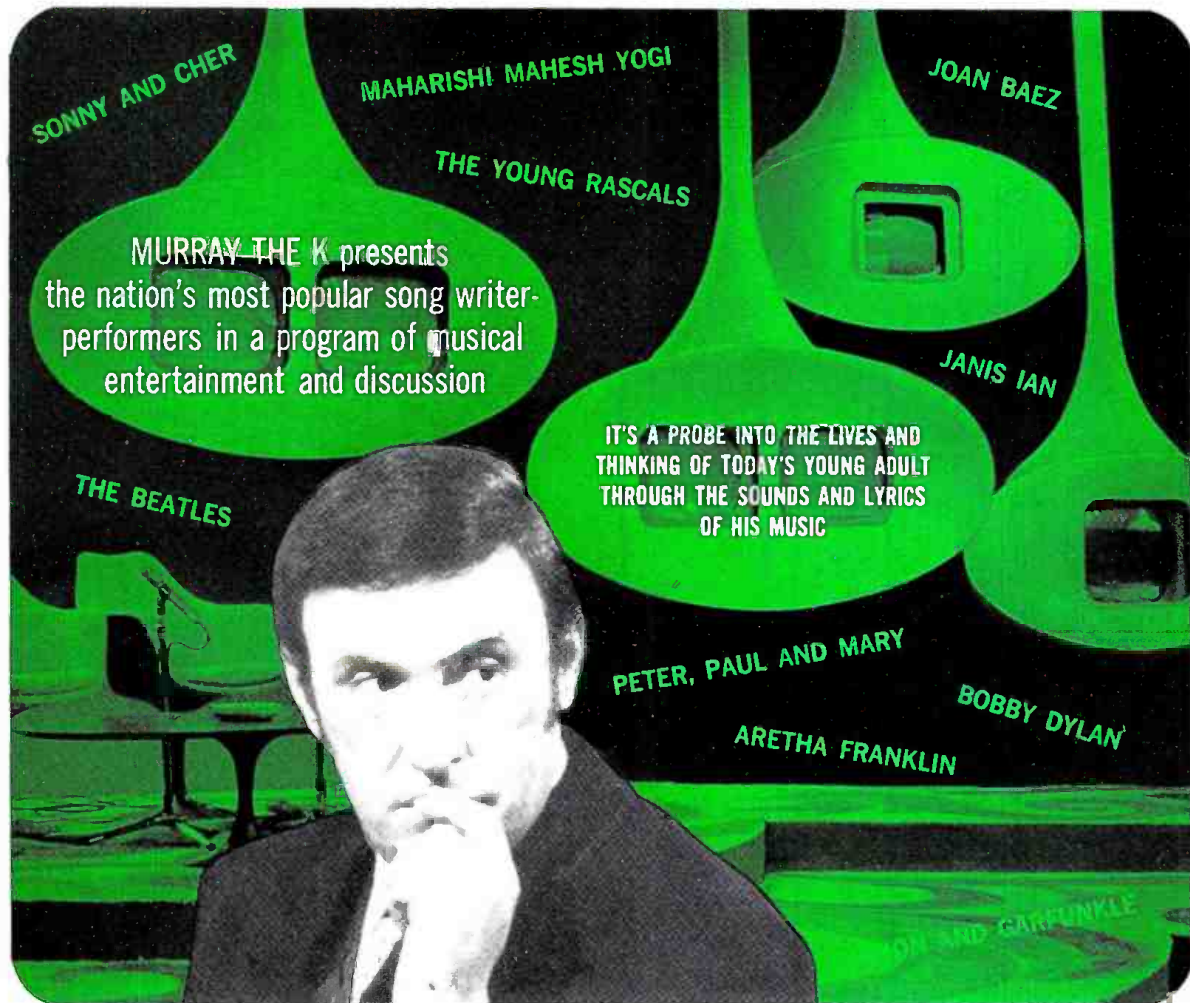
THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO • HOLLYWOOD

Now...the NEW LOOK, the NEW SOUND from

Here's a potent new show with a powerful **NEW SOUND!**



EXCITING!
FASCINATING
IMAGINATIVE

THE SOUND IS NOW

with **MURRAY THE K**

26 ONE HOUR PROGRAMS / BRAND NEW / COLOR TAPE

HE REVEALS THE SERIOUS MEANING BEHIND THE MUSIC TO WHICH THE NOW GENERATION SO STRONGLY RELATES

Each week, different well-known members of "The Establishment" join in to share their views in a stimulating round of provocative expressions. So important are the words behind the music, they are made one of the focal points of the show's entertainment and dialogue. The lyrics of their famous recordings are viewed on the TV screen as the stars perform. The unique format of the show includes a mix of ingredients that truly makes this the potent and powerful new show of the season.

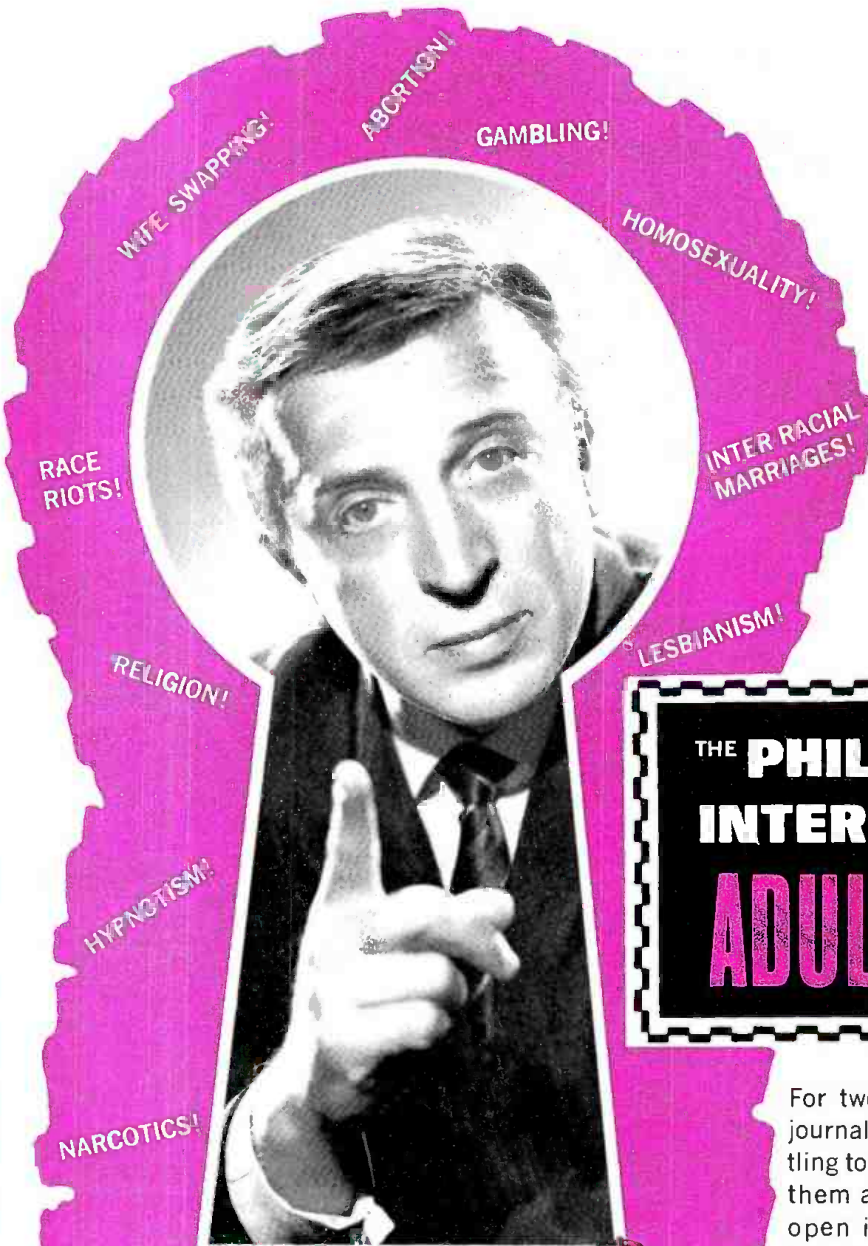
THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO • HOLLYWOOD

Now...the **NEW LOOK**, the **NEW SOUND** from

Here's a daring, dramatic **NEW LOOK** in discussions!



It's TV's most revealing look into today's most timely and provocative subjects.

**IT SHOCKS!
IT SURPRISES!
IT STUNS!**

Definitely not for children!

THE **PHIL LIND** **FOR**
INTERVIEW **FOR**
ADULTS ONLY

For two hours each week, crack TV journalist Phil Lind delves into startling topics, many of them taboo, all of them absorbing. It is a program of open involvement with the many facets in the lives of the non-conformist and uninhibited.

26 TWO HOUR PROGRAMS
BRAND NEW/COLOR TAPE

This is a COMPLETELY NEW series based on the Chicago Emmy Award Winner (Best Locally Produced TV Show—1967 Season)



THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO • HOLLYWOOD

Now...the **NEW LOOK**, the **NEW SOUND** from

Here's an entertaining, informative **NEW APPROACH** to daytime TV!

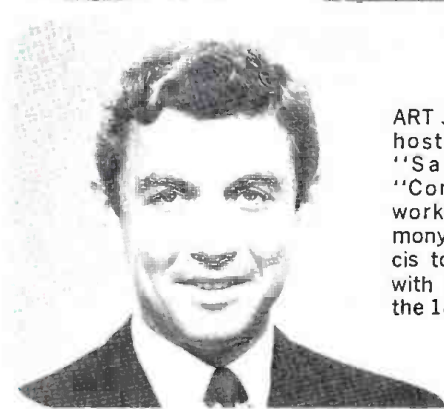


For the very first time... one of television's most famous personalities in a **brand new** syndicated strip.

THE *Arlene Francis* SHOW

A LANCER ENTERPRISES PRODUCTION
AL SUSSMAN, EXECUTIVE PRODUCER

with **ART JAMES**



ART JAMES—Popular host-announcer of "Say When" and "Concentration"—works in close harmony with Miss Francis to create a team with great appeal to the 18-99 group.

The first lady of television is here to present an entertaining, informative, daily show tailor-made for all the ladies of the TV household—and the men, too!

Entertainers will entertain—performers will perform—guests will talk—and every day there'll be the kind of features which sell millions of service magazines. It adds up to compelling television for the American Woman.

MONDAY — FRIDAY 5 HOURS PER WEEK/COLOR TAPE

THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO • HOLLYWOOD

Now...the **NEW LOOK**, the **NEW SOUND** from

Here's a witty, saucy **NEW SLANT** in daytime TV!

One of the funniest
females in show business
in her first regularly
scheduled TV program!

The **JOAN
RIVERS**
Show

From the intimate nightclubs of New York and Chicago to the mass audiences of Ed Sullivan, Johnny Carson and Kraft Music Hall — Joan Rivers doubles 'em up with laughter because Joan hits 'em where they live! And that is exactly what The Joan Rivers Show does for daytime TV. A wonderful mix of comedy, audience involvement, guests and celebrities—all directed to the modern Misses and Mrs. who won't miss a single day of The Joan Rivers Show!



MONDAY — FRIDAY 5 HALF-HOURS PER WEEK/COLOR TAPE

Now...the NEW LOOK, the NEW SOUND from

THE NEW
TRANS-LUX
TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLaza 1-3110
CHICAGO • HOLLYWOOD

Here's programming with a **NEW REACH** in audience appeal!



The Serendipity Singers

Holidays and special events get very special treatment from The Serendipity Singers. One of the great entertaining groups of our time, The Serendips use music, comedy and drama in a wide range of highly original fun and fantasy presentations.



Sporty and Exciting!

PRO SKI RACES

The country's fastest growing sport. Skiing at its best, by the best from the major ski centers of the U.S.A. A series of championship events in 1968—free style skiing, standard slaloms, dual giant slaloms—all "official" from the Professional Ski Racers Association.

THE FIRST MOD-POP MUSIC ADVENTURE EVER PRODUCED FOR TV!

MURRAY THE K IN NEW YORK

Never before a spectacular with such an array of talent . . . Aretha Franklin, The Doors, Otis Reading, The Association, The Beatles, Richie Havens and more in an exciting fantasy chase around the famous tourist attractions of New York.



COLOR SPECTACULAR
90 MINUTES/TAPE



"Psychedelic" is the word for—

BREAKOUT

A series of variety-music programs keyed to the top-of-the-list rock-pop tunes and artists of today. A vast proven audience is waiting!

HALF HOUR ON COLOR TAPE

EXCITING NEW FEATURES FOR ADULT AUDIENCES



The provocative

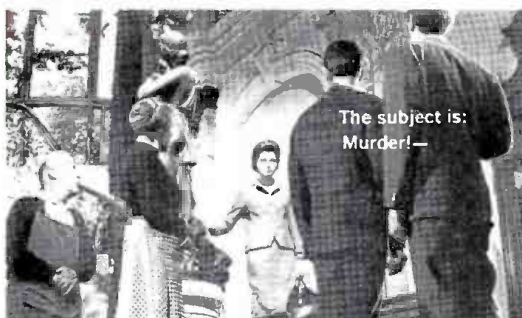
A Stranger Knocks

"One of the best Danish films made in recent years", wrote TIME MAGAZINE. It is the most talked about film in the past decade.



Played to sellout theatre audiences—

ERIC SOYA'S
"17" A richly tender and humorous story of a young man's awakening to love and his emergence into manhood.



The subject is: Murder!—

The Burning Court

John Dickson Carr's powerful novel in a screenplay the N.Y. Times called, "Something to behold!"

TOP DRAW FEATURES

THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO • HOLLYWOOD

Now...the NEW LOOK, the NEW SOUND from

Here's adventure, action and enchantment for **NEW AUDIENCES!**

150 6-MINUTE CARTOONS/FILMED IN COLOR

BRAND NEW!

THE AMAZING ADVENTURES OF **SNIP**



©Piad Productions Inc.

THE WORLD IS HIS OYSTER AND ITS FOR KIDS AROUND THE WORLD!

Snip is really Every Boy who learns about his world and its real people as he travels far and wide to probe its wonders and mysteries. Through animated adventure and fantasy, Snip discovers the truth about whales, volcanoes, the planets, prehistoric monsters and the whole infinite variety of subjects all kids love. A must for every child.

26 HALF HOURS/COLOR

WIDE WIDE WORLD



©Quality Productions Limited

This is what color TV is all about
... and this kind of magnificent color sells.

Featuring the recently filmed exotic places that travellers are eager to see. The sights are authentic; the sounds are authentic; the photography is superb. All new, first-run. Never before on TV!

52 HALF HOURS Animated/Color



THIS CARTOON IS THE ONE FOR 1968!
It's brand new with the appeal of wheels to capture the kids. Nothing like it before.

©Walt Disney Television Corporation and Disney Studios Inc.

PICK-A-SHOW



A live, phone-for-cash game built on your own programming!

52 HALF HOURS Animated

The world's mightiest robot in space age action!



GIGANTOR

©MCA-TV/20th Television, Inc. All Rights Reserved.

39 HALF HOURS

Human dramas of World War II

THE BIG ATTACK



260 EPISODES (4 min.) Animated bw/color



Felix THE CAT

The world's most popular feline!

©MCA-TV/20th Television, Inc.

130 EPISODES (5 1/2 min.)
Animated/bw/color

THE MIGHTY HERCULES

Adventures of the world's most famous super hero!



©MCA-TV/20th Television, Inc.

39 HALF HOURS

THE MAGIC ROOM



Fascinating programs to attract audiences of all ages!

39 EPISODES (10 min.)

FUN WITH JUNIOR SCIENCE

Basic science with a touch of magic let youngsters become wizards



26 HALF HOURS/bw



Hollywood 'GUEST SHOT' 44

Hollywood stars take you into their private lives

THE NEW

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVENUE, NEW YORK, N.Y. 10022 • 212 PLAZA 1-3110
CHICAGO - HOLLYWOOD

Now...the NEW LOOK, the NEW SOUND from

campaign, and an intensive drive will focus stations in 15 top radio markets throughout the six weeks.

Mr. Heckel said this \$6 million expenditure is part of a \$25 million annual budget, about half of which is spent in broadcasting. The airline's budget for 1967 was reported to be \$21 million total, \$14 million radio-TV (BROADCASTING, Aug. 28, 1967). Leo Burnett Co., Chicago, is United's agency.

Other airlines have expanded their broadcast billings with new campaigns since the first of the year. Trans World Airlines, (Foote, Cone & Belding), on an "Up, Up and Away" theme, is adding \$2 million or so to its \$10 million annual radio-TV allocation (BROADCASTING, Jan. 1). Northeast Airlines (Carl Ally) announced one of its biggest budgets—\$4 million, total, \$2.4 million broadcast—to attract the Florida-bound travelers to the "All-Steak Airline" (BROADCASTING, Jan. 1). American Airlines (Doyle Dane Bernbach) began its "Fly the American Way" campaign this month with a \$20 million budget, 60%-65% of it in broadcasting (BROADCASTING, March 18).

Radio, TV to introduce Big Yaz in 11 markets

Carl Yastrzemski, Boston Red Sox star outfielder, has signed with Arnold Bakers Inc., Greenwich, Conn., to promote a new line of bread—"Big Yaz" special-fitness white bread. Advertising will begin this month in 11 northeastern markets on both adult and children's television and radio programming, with one-minute spots varying from 15 to 75 per week, depending on the market.

In New York, over 35 radio commercials on WNBC, WOR and WHN and 18 television spots on WABC-TV and WNEW-TV will be used. In Boston, spots during the Red Sox baseball broadcasts will be used in addition to adult and children's programs. Other markets are Springfield, Mass.; Albany, Schenectady, Troy, all New York; Hartford, New Haven, New London and Waterbury, all Connecticut; Portland, Me.; Nashua and Concord, both New Hampshire, and Rutland, Vt.

The agreement was made through Licensing Corp. of America and West, Weir & Bartel, Arnold's agency.

Rep appointments . . .

- KALB-TV Alexandria, La.: Katz Television, New York.
- KIXF Fortuna, Calif.: Paul H. Raymer Co., San Francisco.
- WGNY Newburgh, N.Y.: Grant Webb & Co., New York.

BROADCASTING, March 25, 1968



du Pont commercials take off on sports

A spoof on sports competition is the theme of E. I. du Pont de Nemours & Co.'s new series of television commercials for an expanded line of du Pont Lucite Work Skipper paints.

Featuring "world-famous painting stars" such as Ralph Coverwell, America's outdoor free-style champion; Barbara Rollon, women's singles floor-painting champion, and the champion Boston Bristles, the eight new television commercials

were put into use in one-minute and 30-second versions last week. Prime-time and daytime spots throughout the year will be supported by network radio on Memorial Day, Independence Day and Labor Day.

The du Pont Work Skipper line includes Lucite wall paint, interior enamel, floor paint, house paint and exterior enamel.

N. W. Ayer & Son Inc., Philadelphia, is du Pont's agency. Production house was EUE, Los Angeles.

TVB sales clinics start in Omaha April 16

Television Bureau of Advertising will hold 20 regional sales clinics in 1968 between April 16 and June 20, it was announced last week. The clinics will focus on profitability of sales, particularly in the area of retail TV advertising.

The dates and locations of the clinics: April 16, Sheraton Fountenelle, Omaha; April 18, Kings Inn, Houston; April 29, Downtown Holiday Inn, Jacksonville, Fla.; April 29, Sheraton Ritz, Minneapolis; April 30, Sheraton Jefferson, St. Louis; May 1, Holiday Inn #2, Charlotte, N. C.

May 2, Continental Plaza, Chicago; May 3, Sheraton Park, Washington; May 8, Sheraton Motor Inn, Detroit; May 9, Sheraton Columbus, Columbus, Ohio; May 10, Hospitality Motor Inn, Pittsburgh; May 14, Downtown Holiday Inn, Oklahoma City; May 15, Sheraton Charles, New Orleans; May 17, Sheraton Peabody, Memphis; May

24, Sheraton Plaza, Boston; May 27, Sheraton Motor Inn, Buffalo.

June 17, Sheraton Wilshire Motor Inn, Los Angeles; June 18, Sheraton Palace, San Francisco; June 19, Sheraton Motor Inn, Portland, Ore., and June 20, Sheraton Mailibu, Denver.

Children's hour bought by Kellogg

Kellogg's cereals was announced last week as a long-term sponsor of a new Saturday morning hour series for children on NBC-TV.

The contract was described as substantial, covering 50 weeks of telecasts, starting next Sept. 7. The show, developed with Kellogg's agency, Leo Burnett Co., Chicago, will be placed in the 10:30-11 a.m. period.

While NBC's announcement did not relate the news of the Kellogg series to an \$8-million project for an experiment in preschool children programming by the Ford and Carnegie Foundations

Were You Pleased with Your New Ratings?

We hope so, but if you are one of the station owners or managers who just can't figure out why things came out the way they did, maybe we can help.

Ratings can only tell you what happened, not why? The old system of trial and error is a method of correcting rating problems that isn't necessary any more. In time consumed, money spent, and income lost because of unsatisfactory program periods, it can be most expensive.

Through our consultation and supervision of sound, depth research in your market, you can find out not only what your strengths and weaknesses are, but also those of your competitor as well. No matter what you may have heard or read, images are important—not only the station's image as a whole, but the image strength and weakness of every personality and program under your direct control.

Image movement, up or down, in many cases precedes rating change by six months to a year.

Studies for our clients have taken us not only into twenty-one of the top thirty markets, but into markets below the top one hundred. We have also done work for a large number of the leading station groups and two of the three networks. All in all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-depth interviews.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

*430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200*

and the U. S. government (see page 62), an NBC spokesman pointed up that the announcements "coincidentally" occurred during the same week.

NBC said the Kellogg series (as yet untitled) would be of appeal to children of all ages and "freely combine live action and animation," a technique brought along for TV by Hanna-Barbera Studios in Hollywood. H-B will produce the series, with Joseph Barbera and William Hanna as executive producers.

The programing will contain several elements, including a live-action serial, cartoons, comedy, music and five repeats in the time period of specials which were first presented on *NBC Children's Theater*. A continuing feature of the series will be performers dressed in animal costumes who will "test wits and skills" with studio guests.

Business briefly . . .

United Van Lines, Fenton, Mo., through Kelly, Zahrdt & Kelly, St. Louis, is running a radio spot campaign through May on CBS covering a total of 242 affiliates plus spots on stations in 70 other markets. Second phase of drive will run mid-August through mid-November. Local United Van Line agents also are buying radio adjacencies to supplement the national drive.

U. S. Time Corp. (Timex Watches), through Warwick & Legler, both New York, will sponsor *Comedy is King*, a special starring Alan King, on NBC-TV on April 11 (7:30-8:30 p.m.), preempting *Daniel Boone*.

Buick Motor Division of General Motors Corp., through McCann-Erickson, both Detroit, has scheduled a nine-week campaign on CBS Radio's *Worldwide Sports* and *The Business Report*.

Bank of America, San Francisco, through D'Arcy Advertising, that city, is using the theme of "the world's largest bank now has the world's shortest loan application" in an extensive TV, print and outdoor campaign. Media included in the campaign, which started this month and will continue for six weeks, are 29 television stations, more than 500 newspapers and 900 outdoor boards, all in California. Both 60-second and 20-second color commercials will be used in television, with an average 125 spots to play each week.

Royal Crown Cola Co., Columbus, Ga., through D'Arcy Advertising, Atlanta-New York, again will sponsor the NBC-TV special *Movin' With Nancy* on Monday, April 15 (9-10 p.m. NYT). The program, starring Nancy Sinatra, was first broadcast Dec. 11, 1967.

B. Manischewitz Co., New York (tra-

ditional Jewish foods), instead of advertising its product line of Passover foods, in this spring's radio campaign will recount the heroic stand at Masada, in Jerusalem, of a group of Jews against the Romans more than 2,000 years ago. Manischewitz, through Kane, Light, Gladney, New York, will schedule 600 one-minute announcements concentrated on seven stations in New York April 1-11 and on WHAT Philadelphia March 31-April 7 in what was described as the company's largest Passover expenditure.

Fed Mart, San Diego, retail chain stores, through Carson/Roberts/Inc., Los Angeles, is expanding its already considerable spot radio campaign. A total of 63 radio stations in 16 major markets in Southern California, Arizona, New Mexico and Texas will be used with schedules averaging from 30 to 40 spots a week. The expanded campaign will feature the comedy team of Al Lohman and Roger Barkley, who become commercial spokesmen for the stores.

Brooke Bond & Co., London, is introducing its Red Rose brand of tea in the New York market this week with a heavy advertising campaign, including a spot TV effort on WCBS-TV, WNBC-TV, WNEW-TV and WPX(TV), all New York. Rockwell, Quinn & Wall, New York, is agency for Brooke Bond Foods Inc., Lake Success, N. Y., U. S. subsidiary for the British company.

Texize Chemicals Inc., through Henderson Advertising Agency, both Greenville, S. C., will introduce its aerosol, Fantastik disinfectant cleaner with a television and print campaign starting April 1. The network schedule includes multiple participations on 11 daytime and 16 prime-time shows to run through June 30.

Arlington Hat Co., New York, manufacturer of novelty, western and play hats, has appointed Helitzer Advertising Inc., that city, as its agency. Spinner Topp, a child's novelty cap, is now in two TV test markets, and national television promotion is planned for April. Arlington's estimated advertising budget is \$400,000.

Kal Kan Foods, Los Angeles, a pet-food company, will sponsor a network TV program for the first time this summer. Through Honig-Cooper & Harrington, San Francisco-Los Angeles, the company has bought *Animal Kingdom*, a substitution for *GE College Bowl*, on NBC-TV Sundays (6-6:30 p.m. NYT) starting June 16. Also on NBC-TV, *Timex Watches*, division of **U. S. Time Corp.**, through Warwick & Legler, both New York, will sponsor a one-hour special, *The Best on Record*, Wednesday, May 8 (9-10 p.m. NYT).



We got **DOUBLE FIGGERS**

Yep, these figgers got what counts, and it's all in the right places.

Accordin' to the latest ARB figgers, in the Fargo three station market, WDAY has the highest rating and share of audience.

With the WDAY-WDAZ combination, we got the strongest, broadest beam 'tween Minneapolis and Spokane. Fact is, in all that stretch, you gotta go way to Seattle before you hit a Metro Area with bigger retail sales than you find in Fargo-Moorhead.

Wanna see more of these great figgers? Jist talk to your PGW Colonel.

TIME PERIOD	RATING	SHARE
6:00 pm - 6:30 pm	32	70%
10:00 pm - 10:30 pm	37	72%
Sun. - Sat. 9:00 am - Midnight	—	50%



Covering All of Eastern N.D. and Western Minnesota



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

Fake bears fool the real item in Ford spot

J. Walter Thompson's recent venture into humorous TV commercials for the Ford Motor Co. took an unexpected turn during production of one of seven 20-second spots at Videotape Center in New York.

Script called for Ford dealer to point out that the roomy Torino "holds six of the largest Chicago Bears." Trouble occurred when a

live bear on the set wasn't informed that his six brothers inside the car were stuffed, and he tried to climb in the car window to investigate. Bear's trainer is seen coming in left to lead him away.

Seven commercials are for distribution to Ford Dealers Advertising Associations for local placement (CLOSED CIRCUIT, March 4).



Nancy Sinatra doesn't go-go with Goodyear

Nancy Sinatra, who popularized the hit song "Boots," says those boots are made for walking but not for imitating. This is the gist of a \$3.5-million suit the singer filed in U.S. District Court in Los Angeles against the Goodyear Tire and Rubber Co. and its advertising agency, Young & Rubicam.

In her suit, Miss Sinatra charges that Goodyear and Y&R "wrongfully, willfully, maliciously, and deliberately" created a television commercial with a format that deceived the public into thinking that she was performing in it. Miss Sinatra also contends that the music, lyrics and arrangements of the song, "Boots," were combined in the commercial with a singer who imitated her voice and style and that this amounted to unfair competition. She points out in the complaint that the female performers used in the commercial all were made to resemble her and this effect was aided by the quick-cut editing technique used in the production of the advertising.

The complaint further alleges that Miss Sinatra did not perform in the commercial and was never consulted or consented to the exploitation of her name, voice, likeness and performance. The singer seeks a restraining order against continued showing of the commercial and asks for an accounting and reasonable royalty for the previous presentations of it. In all, she is asking

\$750,000 in general and \$2,750,000 in punitive damages.

Also in advertising . . .

It makes cents ■ Ensslin Advertising Agency, Tampa, Fla., representing First Federal Savings and Loan Association of Tampa, is conducting a campaign to "Stamp Out Lazy Money!" according to Robert Ensslin, agency president. The campaign reminds audiences that even small sums in cookie jars, nonproductive stocks and bonds, and surplus funds in checking accounts could be earning money in a First Federal savings account. Working with Charles Fuller Productions of Tampa, Ensslin Advertising Agency produced radio and TV commercials that brand "lazy money" as a very undesirable commodity in Tampa.

RTS expansion ■ Radio Time Sales, formed last year as a regional station representative with offices in San Francisco, Los Angeles, Sacramento and Seattle, has opened branches in New York, Chicago, Atlanta, Dallas, Tulsa and Memphis. Headquarters will remain at 559 Pacific Ave., San Francisco, president Sam Posner said.

Agency opens ■ Greensboro, N. C., is home of new agency of Cochran, Harden & Stuart Inc., formed by president John Harden, also president of John Harden Associates, Greensboro PR firm, and vice president of Stuart Studio Inc., commercial and advertising art producer; vice president and general

manager Jim Cochran, division account supervisor of Alderman Studios of High Point, N. C.; and secretary Keith Stuart, president of Stuart Studios. Dr. James Mullen, professor of advertising, school of journalism of University of North Carolina, Chapel Hill, will serve as consultant. Agency will be located in Daniel Building, 415 North Edgeworth St., Greensboro.

Compton in Texas ■ Compton Advertising Inc., has opened a Southwest branch in Dallas in the Braniff International Tower, Exchange Park North. Duane Knops, vice president in the Chicago office, is in charge of the new branch. Compton also has offices in New York, Los Angeles, San Francisco, Toledo, Ohio.

'Dawn' luncheon ■ WCBS New York and American Airlines celebrated a 15-year association through the *Music 'Til Dawn* program with a luncheon at the Americana hotel in New York last week. Cited by an American Airlines official as the longest-running large-time-block sponsorship in radio, *Music 'Til Dawn* is broadcast weekdays from 11:30 p.m. to 5:30 a.m. and Saturdays from 11:30 p.m. to 7:30 a.m. on 10 stations throughout the country.

New Maryland agency ■ The Adams Group Inc., headed by Joe C. Adams, has been formed in Silver Spring, Md. to provide services in advertising, public relations and communications. Business communications services will include employe relations programs, personnel recruitment, sales promotion, presentations and direct mail counseling. Offices are located at 1110 Fidler Lane in Silver Spring, Md.

Aid to educators ■ American Advertising Federation's Bureau of Education and Research has published for the second year a list of advertising materials available to colleges and universities. "Educators' Information Service", a 26-page booklet describing more than 200 materials offered by advertising associations, was sent to 6,400 teachers.

Another aid from Katz

Katz Radio, New York station representatives, last week issued the 11th annual edition of its spot radio budget estimator. The eight-page budget estimator includes a formula that can be used to estimate the costs of three different spot radio schedules; the costs for each of the four highest cost stations in a market; and the average cost for these stations. Both individual station costs and four-station averages are shown for each of three day-parts (traffic, daytime and evening) in each of 150 markets, which are listed alphabetically. Copies are available from research promotion, Katz Radio, 245 Park Ave., New York.

FCC approves KSAN-TV sale

Metromedia adds its fifth TV station for \$1 million; commission vote is 4 to 3

Metromedia Inc. acquired its fifth television station last week—KSAN-TV San Francisco, a UHF operating as a satellite on channel 32—for \$1 million. And the 4-to-3 vote by which the commission approved the sale reflected the continuing division within the commission on the issue of concentration of control of broadcast media.

The sale was the first to come before the commission under its new policy of requiring that "a compelling public interest showing" by those seeking to acquire more than three stations (or more than two VHF's) in the top-50 markets. The commission adopted the policy last month when it abandoned its proposed rulemaking to prohibit ownership beyond that limit.

Metromedia's present TV stations, all of them VHF's, are in the top-25 markets—WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington

and KMBC-TV Kansas City, Mo.

But the commission majority—composed of Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth—held that that necessary showing had been made.

No Market ■ The majority noted that the present owner, S. H. Patterson, had been unable to make a success of the station and had been forced to operate it as a satellite of KICU-TV Visalia, Calif. That station is owned by his son, Norwood.

Metromedia, the majority added, plans to improve the station's facilities—to boost its power from 16.2 kw to 180 kw immediately and, eventually, to 1,600 kw—and to change KSAN-TV from a satellite to an originating station.

Mr. Norwood, the majority said, is unable to compete effectively with the five other stations in San Francisco, four of them VHF's and all of them subsidiaries of substantial companies.

Dissent ■ Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson, however, disagreed that the necessary public-interest showing had been made. Commissioners Cox and Johnson particularly expressed concern over the fact that the last independently owned station in San Francisco was being sold to a multiple owner.

Commissioner Cox criticized the commission for not questioning Mr.

FCC clears record in top-50 decision

FCC Commissioner Robert T. Bartley is getting the last word in on the commission's order abandoning the proposal to tighten the multiple-ownership rules as they apply to the top-50 markets.

The commissioner, who dissented to the order adopted last month (BROADCASTING, Feb. 12), had complained to his colleagues that the statement he issued at the time was pegged to language that never appeared in the final version of the report (CLOSED CIRCUIT, March 4).

So last week the commission issued an "errata" to the report and order in question, adding a footnote. It points out that the commissioner's dissent refers to language which was in the draft version of the order, but which was subsequently deleted "in line with the understanding that the commissioners joining in the opinion proposed to make some further lan-

guage changes of a nature that would not change the basis of decision. . . .

"It is regretted that there was not a more adequate coordination of the documents finally released."

The errata disinterred the abandoned language, which referred to the majority's view that "very little was offered in the comments in response to the specific questions raised in the notice [of proposed rulemaking]" and that the comments did not, as a result, advance "our knowledge substantially. . . ."

Commissioner Bartley's brief statement which was repeated in the errata, referred to the majority's admission that the comments offered "very little . . . in response to the specific questions raised." He had felt that, in view of the lack of information, the commission should hold an oral argument before terminating the proceeding.

is adventure in your programming plans?



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Continued on page 59

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General Sarnoff's career reflected in new book

The man behind many of the most important developments in electronics technology in the 20th century said last week that the field for invention and development remains great and expressed confidence that present and succeeding generations will work it productively.

Brigadier General David Sarnoff, chairman of RCA, made the observation Thursday (March 21) at a luncheon given by McGraw-Hill Book Co. to mark the publication of his new book, "Looking Ahead: The Papers of David Sarnoff" (McGraw-Hill, New York; 313 pages, \$9.95).

The book, which General Sarnoff noted had been written long before anyone started putting it together, is actually a collection of excerpts from some 1,000 volumes of letters, speeches, reports, memorandums and public statements that are now housed in the David Sarnoff Library in Princeton, N. J.

Predictions Realized ■ With a foreword by Dr. Jerome B. Wiesner, provost of the Massachusetts Institute of Technology, the book spans the period 1914-1967 with special emphasis on General Sarnoff's visions for the future: for example, the "music box" for the home (1915), which became radio; a nationwide radio network (1922), which became NBC; the portable radio (1922), the plug-in radio (1924) and transoceanic broadcasting (1924); the eventual advent of television (1923), color television

(1930), a plan for satellite television (1959), his challenge to RCA scientists to produce three anniversary gifts for him: an electronic light amplifier, video tape and an electronic air conditioner (1951).

The excerpts, about 125 in all, are divided into six groups: wireless communications, radio broadcasting, black-and-white television, color television, the communications revolution and science, technology and human affairs.

The last in particular demonstrates the range of General Sarnoff's interests beyond the field of electronics,



General Sarnoff

encompassing between 1926 and 1967 such diverse areas as military applications of science, communications and national security, increasing the world's purchasing power, opportunities in space, proposals for economic recovery, the potential of the atom, education, a world patent system and the management of environmental forces.

In the foreword, Dr. Wiesner hails General Sarnoff's "prophetic visions of the enormous possibilities of wireless communications for commerce, public information and entertainment [which], combined with his knowledge of the technical possibilities, have provided the objectives and challenges of a major segment of the wireless-communications industry for more than half a century."

General Advancement ■ General Sarnoff, he writes, "has played a key role" in "our technological creations" which "have expanded by a factor of millions our human capabilities to do work and communicate and have, in principle, made it possible for the majority of our citizens to enjoy prosperity and a well-rounded life.

"David Sarnoff," he concludes, "has persistently led the way. This collection of his speeches and writings is important historically not only for the insight it provides the communications industry; it also reflects the visions of an extraordinary human being whose insights and energies did so much to shape that industry. . . ."

Patterson's assertion that he could find no other buyer for the station. And he was unimpressed by Metromedia's plans for improving the station—they are no better than any financially qualified applicant would propose.

"I think this means that we can expect to hear more talk of promoting diversification and of special affirmative showings, but that we will see a continuing trend toward more and concentration of control over our vital broadcast media," he said.

Commissioner Johnson saw a danger to the democratic process itself in the "accumulations of power over the press. . . . When the power to inform the people is held by a relative few," he said "the tendency is irresistible for government to begin to regard those few, rather than the electorate, as its constituency." In acute cases, he added, public officials are compelled "to defer to the masters of the media."

Commissioner Bartley, who said the

\$1 million purchase price appears unreasonably high (the stations depreciated assets are valued at \$55,671) expressed the belief that the transaction amounts to the sale of a license and should be rejected in favor of opening the channel to applications by other interested parties.

And, in view of Metromedia's "extensive acquisitions and sales of stations," he would include an issue regarding that company's "trafficking in broadcast licenses."

California stations hit by staff strikes

Some 20 staff members of KPPC-AM-FM Pasadena, Calif., including all of the announcers, went on strike last week because of what they charged are "unfair

management practices." The strikers reportedly walked out in protest against the firing of Milan H. Melvin, the station's general manager, and Tom Donahue, program manager.

The stations were off the air for about 28 hours. They subsequently were put back on the air with the help of management and substitute personnel. Some 25 announcers and staff people at KMPX (FM) San Francisco, which has some cross-ownership with the Pasadena station, also walked off the job in what was an apparent show of sympathy. This station was off the air for some 15 hours. At week's end the walkout continued at both stations, although both were on the air.

Both outlets have become great favorites of hippie audiences with a free-form, progressive style of music programming. Both play almost any music that's contemporary, ranging from rock 'n' roll to classical.

Like Topsy, RCA's TV outlay just grew

Dr. Vladimir K. Zworykin, whose invention of the cathode-ray tube led to the development of television, was hailed by RCA Board Chairman David Sarnoff last week as a first-class salesman as well as a first-class inventor.

Speaking at a luncheon launching his new book (see page 44), Brigadier General Sarnoff said Dr. Zworykin originally told him he thought a practical television system could be developed at a cost of \$100,000. This seemed a reasonable enough investment for what it would produce, General Sarnoff said, so he went ahead—and spent \$50 million of RCA's money before the first commercial TV set had been produced and sold.

Dr. Zworykin, now a consultant to RCA, was a guest at the luncheon, along with Dr. Alfred N. Goldsmith, first director of research at RCA, a developer of color TV and also now an RCA consultant, and a number of current RCA executives. These included President Robert W. Sarnoff, Executive Committee Chairman Elmer W. Engstrom and Executive Vice President Kenneth W. Bilby, who was credited by General Sarnoff with suggesting that excerpts from his papers be compiled into "Looking Ahead: The Papers of David Sarnoff."

Proposed U grant in Houston approved

The FCC last week announced that the initial decision of Jan. 19 proposing the grant of a construction permit to Crest Broadcasting Co., Houston, for a new television station on channel 26 has been made final.

Principals of Crest are Leroy J. Gloger, president (19%), Bernard E. Calkins, vice president and Raymond G. Schindler, vice president (each 25%). All are Houston businessmen. Mr. Gloger owns KIKK Pasadena, a Houston suburb.

The station will operate with an ERP of 1,290 kw visual and 580 kw aural.

KTVO-TV to join ABC-TV

KTVO-TV (ch. 3) Ottumwa, Iowa-Kirksville, Mo., will become a primary affiliate of ABC-TV on June 1. KTVO-TV now is a CBS-TV affiliate. CBS said it will be represented in the market by four stations—KHQA-TV Quincy, Ill.; KCMO-TV Kansas City, Mo.; WMT-TV Cedar Rapids and KRNT-TV Des Moines, both Iowa. KTVO-TV retains an affiliation with NBC-TV.

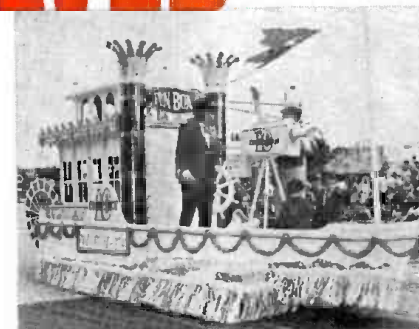
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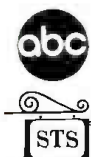
WLBW-TV personalities take more interest in local activities than their counterparts at other stations. Whether it's a talk by the manager to a ladies' organization; welcoming foreign students to Miami; receiving a Civitan Plaque; taking foreign correspondents to a Junior College interview, or riding a float in the Junior Orange Bowl Parade. WLBW-TV gets involved, and interested in community affairs.



WLBW-TV

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CPB called for House hearing

Macdonald's subcommittee hopes to review ETV financing, but Pace's absence due to surgery may alter plans

The House Commerce Committee's plans for a Corp. for Public Broadcasting hearing were thrown into at least partial disarray late last week when CPB Chairman Frank Pace underwent kidney-stone surgery. The Senate, meanwhile, remaining above the fray by omitting hearings on a pending amendment to the Public Broadcasting Act, was poised for floor action on its bill that observers said could come last Friday (March 22) or early this week.

The House hearing, originally scheduled before the Communications Subcommittee for two days, was bobtailed to one (March 27) to solve a schedule conflict with the subcommittee chairman, Torbert Macdonald (D-Mass.). All members of CPB, however, were not slated to appear as they did in the Senate confirmation hearing.

Mr. Pace was to represent CPB in the House hearing expected to range beyond the legislation at hand—a measure to change the CPB's \$9-million authorization from fiscal 1968 (ending June 31) to fiscal 1969. Other items on the agenda are a probe by the subcommittee into long-range financing plans for CPB and, it's reported, a plea is to be entered that \$10.5 million authorized for facilities-and-equipment grants for educational stations be appropriated as originally planned. (Most of those involved have given up the fiscal-1968 equipment grants as lost—a necessary casualty of the administration's budget difficulties.)

Committee staff members, advised of Mr. Pace's relapse, planned to go ahead with the hearing preparations rather than risk an unpredictable delay by re-scheduling the session. The only opening (April 9) for such a hearing before

the Easter recess had just been scheduled for an "agency type" hearing involving a legislative review of the Communications Satellite Act.

Left in Doubt ■ Tentatively scheduled to appear with Mr. Pace was James R. Killian Jr., one of the first two CPB board members to be named. It developed, however, that another schedule conflict imperiled Mr. Killian's appearance. (Mr. Killian had read Mr. Pace's statement at the Senate confirmation hearing.)

In the absence of both men, it was contemplated that a more up-to-date statement could be worked out by Mr. Pace and Stephen Ailes, a legal aide who has been handling the CPB's steps toward incorporation. Alternatively, Milton Eisenhower, the second of the two original CPB directors, might be called to pinch hit for Messrs. Pace and Killian.

In addition to testimony from the CPB leadership, witnesses have been invited from several federal agencies that have been charged by the President with "consulting with the appropriate committees of Congress" in formulating a long-range financing recommendation for the CPB. Also, witnesses from National Educational Television, the National Association of Educational Broadcasters and the National Citizens Committee for Public Television were invited.

Probably to appear as a panel after the appearance of the CPB spokesman will be Treasury Department and Budget Bureau participants, along with Dean Coston, deputy undersecretary of health, education and welfare. Commerce committee members hope to gain clarification of the President's request

that the committee participate in some unspecified way in the initial formulation of he long-term financing plans.

NAEB spokesman as tentatively set are James Robertson, radio-TV director, University of Wisconsin, and a board member of NAEB's educational television stations division, and Chalmers H. Marquis, executive director of the ETV stations division.

The NET spokesman is slated to be John White, president, or Gerard Appy, vice president. Ben Kubasik is to appear for the citizens committee.

Senate Action ■ The authorization-change bill at issue in the House hearing meanwhile was making giant strides in the Senate. The Commerce Committee, under Chairman Warren Magnuson (D-Wash.) reported the bill to the floor late Wednesday (March 20). The Senate committee had an earlier opportunity to hear from the CPB board—at confirmation hearings (BROADCASTING, March 18, 11)—and acted on the authorization change without further formality. As the CPB nomination hearing Chairman Magnuson revealed he had come to an agreement with the Budget Bureau on the immediate funding plan (including the omission of fiscal 1968 ETV facilities grants), and he advised the CPB board members to abide by that decision.

BAC reveals agenda for Chicago seminar

The agenda for the mass-media Communications Explosion seminar in Chicago Friday (March 29) was announced last week by the sponsoring group, Chicago's Broadcast Advertising Club. The full-day event will be held at the Sheraton-Chicago hotel.

Jacob Evans, Chicago vice president of the Television Bureau of Advertising, who is president of the BAC, noted the audience for the seminar will include representatives of the major national TV-radio advertisers and their agencies as well as station and network executives. The seminar comes on the eve of the National Association of Broadcasters' convention.

Harry Smart, vice president and manager of the Chicago office of John Blair & Co., program chairman of the seminar, said: "The explosion of the mass communication media in both technology and in content is having profound effects upon the daily life of every person. Where is it now? Where do the nation's leading experts think it will lead? What are the social, economic and legal implications? This Friday's seminar will probe for the answers."

Frequency-spectrum-allocation pres-

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For those who wish to discuss either buying or selling a radio or television property during the NAB Convention, I will be at The Essex House starting March 31st. Let's get together.

John D. Stebbins

REFER TO:
BROADCASTING Magazine,
Page 75, January 29, 1968



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tures, cable television, satellites, laser-beam relays, digital-computer communication and facsimile developments are among the topics to be covered, Mr. Smart explained. Other subjects include the future possibilities for educational and public television as well as the field of commercial broadcasting itself, he said.

The Cast ■ Chet Huntley, NBC News, will be the seminar's morning keynote speaker. John A. Schneider, president, CBS Broadcast Group, is featured luncheon speaker. Panel moderators will include Newton Minow, Chicago attorney and onetime FCC chairman; George E. Akerson, publisher of the *Boston Herald-Traveler* (WHDH stations); Alexander S. Gardner, Bell & Howell, and Richard Shively, Telesis Corp.

Panel participants will be: Broadcast media panel—J. Leonard Reinsch, president, Cox Broadcasting Corp.; Frederick Ford, president, National Cable Television Association, and James Robertson, University of Wisconsin, chairman of the National Association of Educational Broadcasters.

Technological future—Dr. William O. Baker, research vice president, Bell Telephone Laboratories; Siegfried H. Reiger, technical vice president, Communications Satellite Corp.; Dr. Wesley T. Hanson Jr., Kodak Research Lab-

oratory, and Paul Knaplund, vice president, International Business Machines.

Media explosion impact on the public—Walker Sandbach, executive director, Consumers Union; Dr. Nelson Foote, vice president, General Electric Co., and Dr. John C. Maloney, Medill School of Journalism, Northwestern University.

The roles of government—FCC Commissioner Lee Loewinger; James Greeley, Washington communications attorney, and Dr. Ronald Coase, University of Chicago.

Registration is being handled by the BAC at 18 South Michigan Avenue, Chicago.

CATV's win round in Lexington dispute

Expanded CATV operations in the Lexington, Ky., market should be permitted. That was the recommendation of FCC Hearing Examiner Forest L. McClenning in an initial decision issued last week.

The CATV's involved are Berea Cablevision Inc., serving Berea; Gregg Cablevision Inc., serving Danville and Lancaster, and Mount Sterling Antennavision Inc., serving Mount Sterling, all

Kentucky.

The case involving small-market CATV operations (Lexington is ranked 141st TV market) was ordered into hearing at the request of two Lexington UHF stations, WKYT-TV and WLEX-TV (BROADCASTING, Nov. 21, 1966). The stations were seeking relief against the proposed operations of the systems which would include the importation of distant signals from Louisville, Ky., Cincinnati, and Charleston and Huntington, both West Virginia. While the hearing was in progress the commission permitted the CATV's to carry the two Lexington UHF's as well as the Louisville signals.

No Economic Damage ■ The crux of the examiner's decision was the UHF's, despite their claims that CATV activity would fragment their audience, have maintained economic viability without network programming protection. Both stations carry all three networks. And with the service proposed by the CATV's, the examiner said, the rules afford adequate nonduplication and carriage protection (in excess of two-thirds of the broadcast day) to the Lexington UHF's and create "conditions under which each can bring to the public the benefits present in their services." On all other counts of alleged economic impact, the examiner dismissed the UHF's contentions.

The examiner also noted that the systems were providing a double benefit by improving reception of local signals and providing an "enriched programming selection." The examiner said he would permit the carriage of all the signals requested with the exception of those requested by Mount Sterling involving Charleston and Huntington because he could make no determination of the proposals based on the hearing record.

Changing hands ...

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

■ WKBZ Muskegon, Mich. and WKYR Cumberland, Md.: Sold by Robert K. Richards and Fred Allman to Frazier Reams Jr. for \$860,000. Mr. Reams owns WCWA-AM-FM Toledo, Ohio; he and his group sold WTOL-TV Toledo to Cosmos Broadcasting Co. in 1965 for net consideration of \$11,850,000. Mr. Richards is president of Richards Associates, Washington public relations firm. WKBZ is on 850 kc with 1 kw full-time; WKYR is full time on 1270 kc with 5 kw days, 1 kw nights. Broker: William T. Stubblefield Co.

■ Wwok Charlotte, N. C.: Sold by Fred A. German and others to Jack Roth for \$500,000. Mr. Roth is principal owner of KONO and KITV(FM), both San Antonio, Tex., and of WRIZ Coral Gables, Fla. Wwok is full time

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on 1480 kc with 5 kw. Broker: William T. Stubblefield Co.

■ **KGRT and KGRD(FM)** Las Cruces, N. M.: Sold by William G. Grindell and others to W. G. Martin for \$400,000. Mr. Martin is former executive vice president of Geyer Advertising Agency, New York. KGRD is a day-timer on 570 kc with 5 kw; KGRD operates on 103.9 mc with 2.7 kw. Broker: William T. Stubblefield Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week. (For other FCC activities see FOR THE RECORD, page 167.)*

■ **KSAN-TV** San Francisco: Sold by S. H. Patterson to Metromedia Inc. for \$1 million (see page 43).

■ **WKOK-AM-FM** Sunbury, Pa.: 53% sold by Nita K. and Besse A. Beck and Dorothy B. Moyer to Harry Haddon Sr. for \$165,360. WKOK is on 1070 kc with 10 kw days and 1 kw nights. WKOK-FM is on 94.1 mc with 4.4 kw.

Cable Television

■ **Cablevision of Fredericksburg Inc.**, Fredericksburg, Va.: Sold by Robert J. McGeehan and associates to Richmond Newspapers Inc. for \$650,000. Richmond Newspapers publishes *Richmond Times-Dispatch* and *News Leader* (WRNL-AM-FM) and 52.2% of *Tampa* (Fla.) *Tribune* and *Times* (WFLA-AM-FM-TV). The three-year-old Fredericksburg CATV system serves 2,000 homes with 12 channels of TV stations from Richmond-Petersburg, Baltimore and Washington.

Mutual adds four new affiliates to roster

Mutual announced last week four new affiliations, three with independents and one with a station currently affiliated with the ABC's American Information Network.

KAOK Lake Charles, La., the ABC affiliate, is owned by E.J.P. Inc.-KAOK Radio, with Edward J. Prendergast as president and general manager. The station operates on 1400 kc with 1 kw daytime and 250 w nighttime. ABC said Wednesday (March 20) it had not received notification of a change in affiliation.

WMAK Nashville, operating on 1300 kc with 5 kw, is owned by WMAK Inc., with George Mooney as president. **WFAK** Youngstown, Ohio, owned by Stanford-Schafitz (Farrell-Sharon Broadcasting Co.), and managed by Albert Zippay, operates on 1470 kc with 1 kw daytime and 500 w nighttime. **KBLW** Logan, Utah, on 1390 kc with 1 kw daytime and 500 w nighttime, is owned by Glacus G. Merrill.

Hartke calls for action on pay TV

A strong plea for FCC action to authorize a subscription-television system has been made in the Senate by Commerce Committee member Vance Hartke (D-Ind.). The pay-TV issue has been stalled at the commission since the House Commerce Committee last year passed a committee resolution asking for a year's delay.

Senator Hartke sees a rosy future for pay TV, especially for educational stations. He urges that ETV's be given permission to lease unused time to pay-TV entrepreneurs to "establish an economic source that would reduce their reliance on public and private grants."

Also, he notes, pay-TV technology could be used directly by ETV stations, for example, in collecting tuition for instructional programs.

Backs FCC Proposal ■ He cites "technological breakthroughs in the laboratory" that can permit subscription TV to take its place beside conventional commercial broadcasting in the marketplace as a supplemental service. Senator Hartke defends the FCC's proposed restrictions on pay-TV as sufficient to prevent siphoning of programs that are now on free TV to transmission on a paid basis.

"The system," he adds, "should not

be wed to old and obsolete technologies. . . . It would have been unrealistic in the early days of television to have denied it the support of advertisers . . . but it would be just as unrealistic to forever confine television's economic sources to advertisers."

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) said he hoped that his committee could re-examine the pay-TV situation this year, as required by the one-year limit on the House Commerce Committee anti-pay-TV resolution, but said he had not been able to set a date for reopening the matter. Mr. Staggers led the fight last year for the resolution after an earlier strong reaction to news that the FCC was contemplating approval of pay TV.

Agreement ends FCC action

The FCC has voided a cease-and-desist order directed against Twin Cities Cable Co., serving Fulton, Tenn. The commission action followed an agreement reached by the CATV and two complaining TV stations last month which will afford at least one of the stations certain carriage and nonduplication protection. The stations involved are WPSD-TV Paducah, Ky., and KFVS-TV Cape Girardeau, Mo. (BROADCASTING, Feb. 19, Jan. 15).

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FCC turns in report card on itself

ISSUES ANNUAL RUNDOWN ON ACCOMPLISHMENTS, OBJECTIVES

If the number of complaints the FCC receives is any index, the commission's policy to outlaw "objectionably loud" commercials is having an effect.

For years "loud" commercials were a prime cause of complaint from the public. But for years the commission was stymied in its effort to find a solution, by engineers' protests that loudness cannot be measured.

But on July 12, 1965, the commission issued a policy statement pointing out that loudness in commercials is caused by a variety of factors—excessive modulation, excessive compression, presentation of voice commercials in rapid-fire manner, among them—and warned broadcasters to avoid them (BROADCASTING, July 19, 1965).

Since then, the number of complaints the commission has received about loud commercials has been declining rapidly. This was disclosed in the commission's 33rd annual report to Congress, issued last week.

The report, detailing commission activities for the fiscal year ending June

30, 1967, said that in the nine-month period ending April 30, 1967, 175 such complaints were received whereas 440 were received in the first nine months following the issuance of the policy statement. And in the nine months preceding that report, the commission received 638 complaints.

Other Complaints — But if there were fewer complaints about loud commercials, there were more complaints, comments and inquiries about other matters than in past years—and, from the commission, far more notices of apparent liability for forfeiture.

The commission issued 159 such notices, more than twice as many as the 78 that were issued in 1966 and about four times the 38 that were issued in fiscal 1965. During fiscal 1967, broadcasters paid 105 forfeitures amounting to \$52,280, most without the commission being called on to issue a final order.

There was, however, a drop in the number of other sanctions imposed by the commission. Ten short-term license

renewals were issued and four license-renewal applications were designated for hearing, while in fiscal 1965, 22 short-term renewals were issued and five renewal applications were set for hearing. Revocation proceedings were begun against two stations, one less than in fiscal 1966.

Almost 60,000 Letters — The commission received more than 59,000 communications concerning broadcasting—22,000 of them classified as complaints about licensees, their programing or practices. (In fiscal 1966, there were 13,000 complaints.) The commission said 7.5% of all complaints last year dealt with political broadcasts and editorializing.

Along with the upsurge in enforcement activity, the commission reported that it is seeking legislation to protect its investigators from attack. A draft bill, still awaiting clearance from the Bureau of the Budget, would amend the U.S. Criminal Code to include as a federal criminal offense attacks on commission employes performing investigative, inspection, or law-enforcement functions. (The bill was drafted with the experience in mind of a Field Engineering Bureau employe who was thrown overboard after boarding a ship to investigate a complaint concerning its radio, but the measure would apply to all commission employes.)

The report also noted the rapid growth of educational broadcasting—both in television and radio. It said that 127 educational television stations were on the air at the end of the fiscal year—and that 19 had gone on during that year, a record number.

In addition, 41 ETV construction permits—more than twice as many as in any previous year—were issued, and 20 more were filed. At the end of the year 56 ETV CP's were outstanding and applications for 17 more were pending.

Since 1960, two-thirds of all ETV grants and applications have been for UHF stations. But more of the operating ETV's are V's than U's—69 as compared with 58.

The report said that educational FM broadcasting saw its greatest growth rate ever during fiscal 1967, when 39 stations went on the air. By year's end, 342 educational radio stations were operating, including 20 AM's. In addition, 59 new applications had been received, and 44 construction permits granted.

Spectrum-Shortage Problem — The report also touched on what has become

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AM-FM Top 20 Markets	Approximately 9 Million Radio Dollars in area. Priced at \$700,000. Averaging \$370,000 yearly.
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Television	Three U's with excellent potential within Top 15 markets.
Class B FM Top 25 markets	2 FM's show on ratings among 12 listed on Pulse. This station just went 70 kw Horizontal. Authorized 30 kw vertical. Only independent FM available. Price \$150,000 with \$75,000 down. \$75,000 over 5 years
FM Top 10 markets	\$400,000 on terms. Class B.
AM-FM Top 30 markets	Low frequency day AM with Class B FM . . . approximately 2½ times gross but 20-year pay-off.
West Coast	(a) Regional frequency 5,000 watts full . . . 300,000 in .5 mv area. Doing approximately \$225,000 yearly. Asking \$450,000 on terms. (b) Doing \$130,000 yearly. 5 kw day . . . \$175,000 on terms.
CATV's	East; Pacific Northwest; Southwest.
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one of the commission's major continuing problems—the shortage of spectrum space for land-mobile radio. The report noted that, because of improved technology, lower prices for equipment and a vast increase in service activities, the service's rate of growth has been faster than the national population.

The commission has proposed attacking the shortage problem on two fronts—splitting channels in the 450-470 mc band, now assigned to land mobile, and either sharing some VHF or UHF channels between television and land mobile, or reallocating a small portion of UHF spectrum to land mobile. The commission has taken the first of those steps (BROADCASTING, Feb. 12) and is considering the second.

Negotiations with Canada paved the way for new rules providing for a generally uniform presunrise sign-on time for daytime radio stations. In addition, negotiations were also opened looking to a revision in the U.S.-Canadian television agreement that would provide for a 5,000 kw limit for UHF stations along the border instead of the 1,000 kw limit now prescribed. However, stations currently are operating along the border with up to 5,000 kw as a result of individual agreements reached between the two countries.

Other Rules ■ Besides the new presunrise rules, the commission last year

adopted rules providing for the establishment of antenna farms by rulemaking and requiring that new antennas of more than 1,000 feet be located in such farms.

But a number of other long-pending rulemakings remained unresolved. One would prohibit networks from controlling more than 50% of their prime-time nonnews programming and bar them from syndicating programs they did not produce. Another would require networks to make their programs available to nonaffiliates when their affiliates do not take them.

A proposal to limit the spread of multiple owners into major markets by restricting the number of stations they could acquire in the top 50, pending for two-and-a-half years, was rejected last month (BROADCASTING, Feb. 12). And efforts to wind up a 16-year-old proceeding that would provide for the establishment of pay television as a permanent nationwide service were abandoned, at least temporarily, at the request of the House Commerce Committee. The committee in November asked the commission to hold off adoption of a proposed order for a year—or until the Communications Act is amended to specifically authorize pay television.

IBS settles agenda for Chicago meet

Sessions on educational broadcasting news, popular music programming, production, sales, classical-music and public-affairs programming, record promotion, station administration, studio engineering and maintenance, and underground radio will be held at the 29th annual convention of the Intercollegiate Broadcasting System in Chicago, March 29-31.

Delegates to the convention at the Palmer House will also hear a luncheon address by Newton N. Minow, former FCC chairman, and a panel discussion with FCC Commissioner Lee Loevinger; J. Leonard Reinsch, president, Cox Broadcasting Corp., and Clair R. McCollough, president, Steinman Stations. The panel will be moderated by Sol Taishoff, editor and publisher of BROADCASTING and *Television*.

Among the participants in the various panel sessions will be: Roy Danish, director, Television Information Office; George H. Fuchs, vice president-personnel, NBC; Frederick S. Gilbert, vice president and general manager, Time-Life Broadcast Inc.; S. Dave Babbitt, public affairs director, WCFL Chicago; John Callaway, news director, WBBM Chicago; Norman Pellegrini, program director, WFMT(FM) Chicago, and George Stone, program director, WEFM

(FM) Chicago.

In conjunction with the IBS convention, Iota Beta Sigma, the national collegiate broadcasting fraternity, will hold its biennial banquet on March 30.

NBC-TV, affiliates to huddle this week

Two days of panels, business sessions and a preview presentation of NBC-TV's schedule for the 1968-69 season are on the agenda for the annual NBC-TV affiliates convention to be held this week in New York.

A closed business meeting of affiliates and network representatives will open proceedings Thursday (March 28) at the Waldorf-Astoria hotel. At 10 a.m. a welcoming address by NBC's Walter D. Scott, board chairman, and remarks by Julian Goodman, president, will be followed by a presentation-panel on "Television in the 70's."

Taking part will be H. M. Beville Jr., vice president, NBC planning; Richard W. Everett, business economist, Chase Manhattan Bank; Dr. James Hillier, vice president, RCA Laboratories, and Richard M. Scammon, director, elections research center of the Governmental Affairs Institute. A reception and luncheon, plus a reception and tour of the United Nations, will follow.

On Friday, Don Durgin, president of NBC-TV, will report on the television network's state of affairs, and a preview of fall program plans will be shown. On the schedule are a reception on Wednesday evening and a reception, dinner and entertainment on Friday evening.

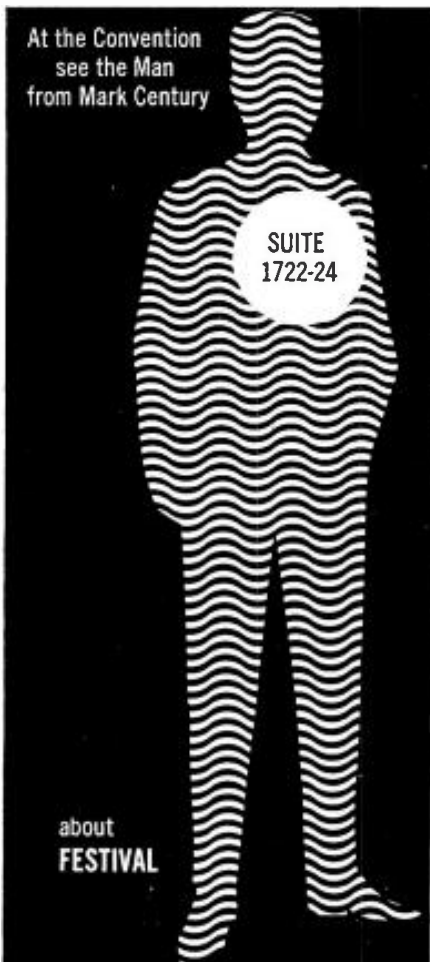
Robert Taylor seeks TV outlet in Idaho

Actor Robert Taylor, host of television's *Death Valley Days*, and associates applied to the FCC last week for a new TV station to operate on channel 6, Nampa, Idaho, which would serve the Boise market.

Those associated with Mr. Taylor are Richard F. Shively, president and major stockholder of Telesis Corp., Chicago (multiple CATV owner) and William A. Martin, president of Multi-Vue Systems, Grand Island, Neb., owner of eight CATV systems throughout that state. Mr. Taylor is chairman of Multi-Vue.

Messrs. Taylor, Shively and Martin, operating under the name of Snake River Valley Television Inc., each own 25% of the stock of the channel 6 applicant. The other 25% is owned by a group of Nebraska businessmen.

Mr. Shively is also sole owner of



WLKI-TV (formerly WFAM-TV) Lafayette, Ind., and is president of and has an interest in KNOP-AM-TV North Platt, Neb. Mr. Martin, aside from sharing CATV interests with Mr. Taylor, is sole owner of an audio visual production firm, director and less than 25% owner of a real estate and investment firm, and director and less than 25% stockholder of a bank.

Increased power sought for educational FM's

The FCC has been asked to amend its rules to increase the maximum permissible transmitter output power for class-D educational FM stations to 20 w where vertical as well as horizontal polarization is used. The rule-making was proposed by Bauer Broadcast Products Division of Granger Associates, Palo Alto, Calif.

The effect of the rule, Bauer said, would expand the definition of class-D educational FM's to include those stations operating with 20-w transmitter output power and to exempt them from the provisions of the commission's FM technical standards. Purpose of the rule, it said, was not to extend the coverage area of such stations, but "only to make it possible to improve the quality of the signal within the limited reception areas served."

Media reports . . .

Ellis estate ■ A value of approximately \$250,000 was placed on the estate of the late Howard Ellis last week when his will was filed for probate in the Cook County Circuit Court, Chicago. Mr. Ellis, 76, who died Feb. 16, had been senior member of the law firm of Kirkland, Ellis, Hodson, Chaffetz and

Masters. In his practice he had led the fight for journalistic freedom.

Consultant move ■ Malarkey, Taylor and Associates, CATV consultants, have moved into 1225 Connecticut Avenue, Suite 700, Washington. Telephone remains same: 223-2345.

Camera gift ■ Two black-and-white studio cameras have been donated to the University of Texas Medical School at San Antonio by WOAI-TV of that city. The cameras are to be used for closed-circuit television laboratory exercises and in the presentation of clinical cases.

Kupferman decides not to run for re-election

The "broadcasters' congressman," Theodore R. Kupferman (R-N.Y.), who represents the "silk-stocking district" in New York that contains the headquarters of all three major networks and a large part of the nation's advertising fraternity, has announced he does not plan to stand for re-election to Congress this fall.

Mr. Kupferman, who succeeded New York's present mayor, John Lindsay, as representative for the 17th district, won the seat Mr. Lindsay left vacant by a narrow margin in a special election and by a slightly larger plurality in a later decision. He said last week he was retiring from Congress in order to spend more time with his family.

Mr. Kupferman faced a primary fight for his seat. He announced his withdrawal on the same day New York State Assemblyman S. William Green announced his candidacy for the nomination. The 17th district has been traditionally a Republican stronghold.

Everyone a winner in Lansing CATV

A slow-paced game of musical chairs that's been going on for weeks has CATV aspirants in Lansing, Mich., a little dizzy. And, according to Lansing sources, the music is likely to continue for at least another ten days.

The situation arose Feb. 26 when the city council awarded franchises to three contenders: Consumers Choice Vision System, a division of Eyde Brothers Construction Co.; Gross Telecasting Inc. (WJIM-TV Lansing) and Audiovision Inc., owned by five independent telephone executives. Controversy developed,

however, when the companies were told that although they all had the right to operate systems, only one, according to utility company policy, would be granted pole attachment privileges for his own cable. The other two firms would have to lease cable from the Michigan Bell Telephone Co. Further, it was not decided who would select the winner: the council or the utility companies.

The granting of the three franchises was precipitated by an ordinance in the city charter which accommodates awarding pacts to all qualified applicants.

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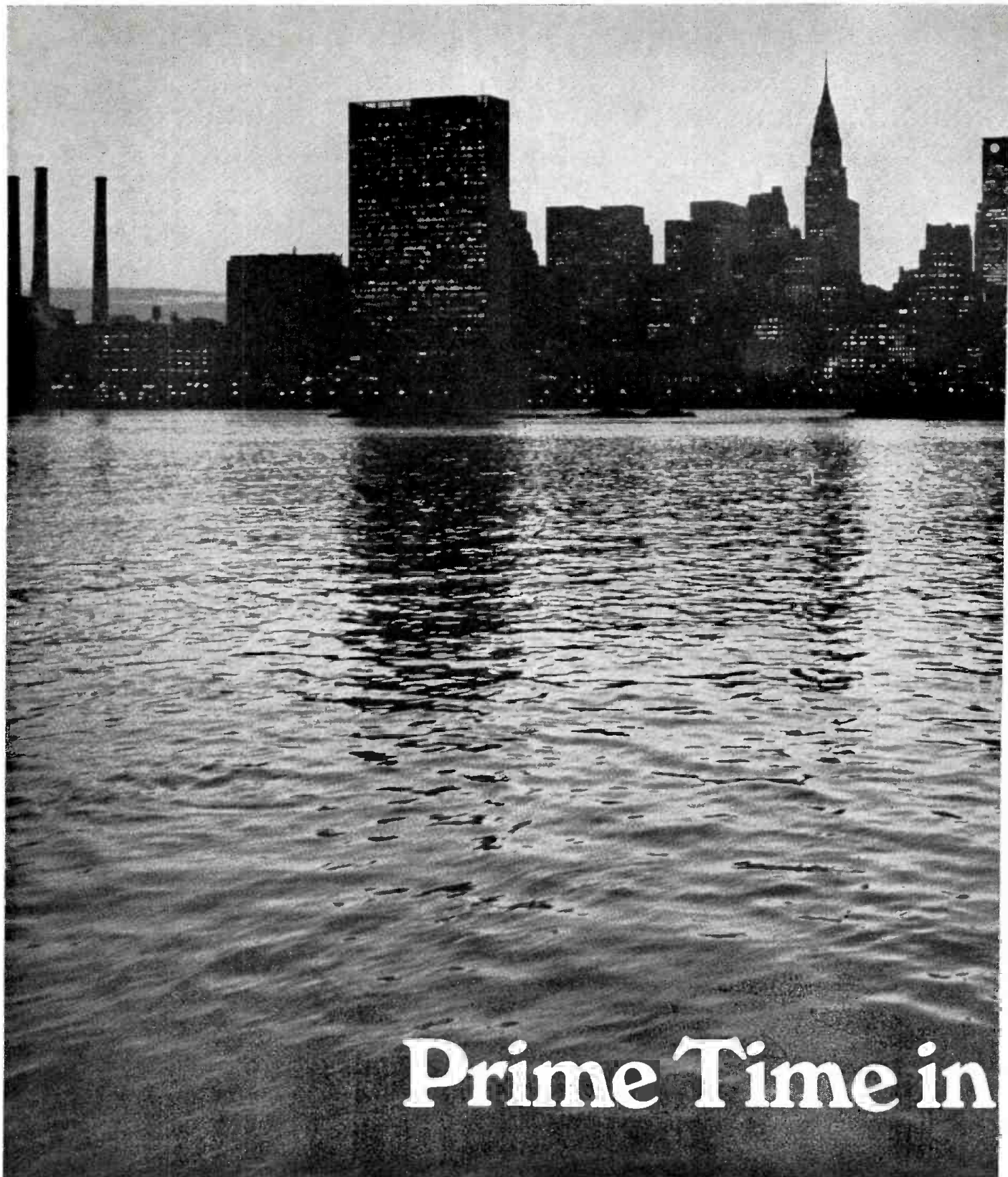
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Prime Time in

The managements of stations affiliated with the NBC Television Network are holding their annual meeting in New York this week. And it's indeed "prime time" to get together. NBC has a lot of good news to talk over with the members of its coast-

to-coast family:

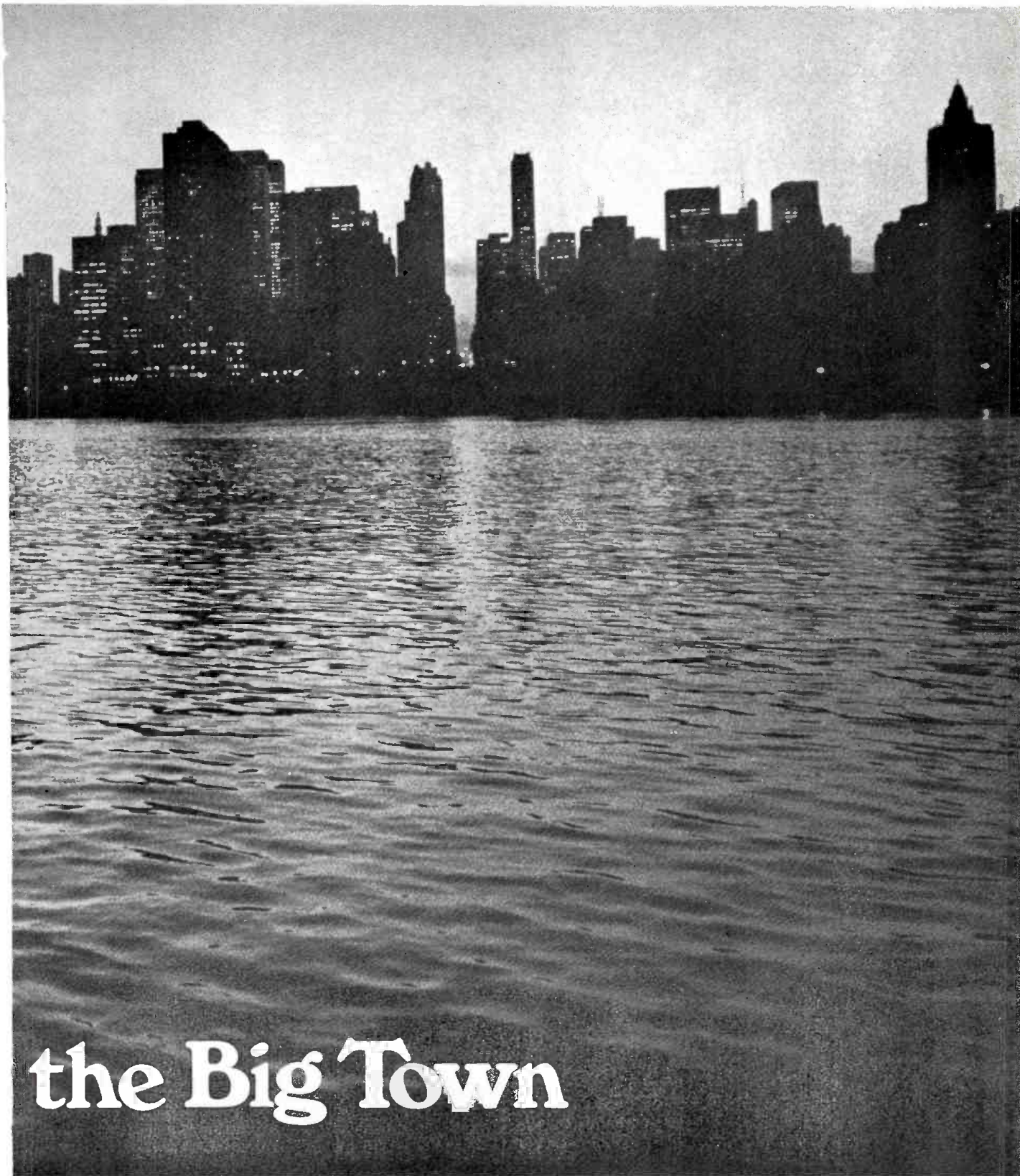
✿ *NBC's News Division is still being applauded for its complete, exclusive, live coverage of Secretary Rusk's appearance before the Foreign Relations Committee.*

✿ *NBC's daytime programs are*

each attracting larger audiences than last year.

✿ *NBC's nighttime programming for 1968-69 shapes up as the most exciting schedule in many seasons.*

✿ *NBC's championing of fine television drama takes a giant step with*



the Big Town

the arranging of a series of five original contemporary plays featuring such artists as Laurence Olivier and Paul Scofield.

♣ NBC's lineup for next year introduces commercial television's first regularly scheduled two-hour news

program in prime time.

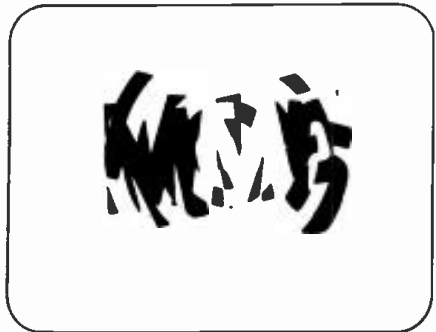
♣ NBC's sports agenda continues to be as popular as it is far-ranging, featuring big league baseball, professional football, championship golf and including the year's prime sports attractions—the World Series and the

best of post-season college football.

All together, as we say, it's prime-time for a convention.



NBC Television Network



Metromedia gets its TV team in uniform RESTYLES ITS LOOK WITH NEW GRAPHICS DISCIPLINE

In the last six months, Metromedia Inc., an ever-evolving company, has been busy changing its television image. Everything coming out of the diversified company's Metromedia Television division—from the graphics on interoffice memos to on-air promotions, and including, slowly but surely, the graphics on buildings and vehicles—has acquired a group look.

Until this time there was nothing to unify the sound or physical appearance of any of Metromedia's four owned television stations (WNEW-TV New York, KTTV[TV] Los Angeles, WTTG[TV] Washington and KMBC-TV Kansas City). Now, all of a sudden, instead of four

far-flung cousins with a sometimes acquaintance, they've become positively identifiable chips off the same corporate block.

How It Started ■ The new look started last year with a name change for the TV division from Metropolitan Broadcasting, a meaningless designation at that stage, to Metromedia Television. The idea was to tie television, the largest profit center within all of the some 40 Metromedia companies, more closely to the corporate identification. Then three major television spots were created—a program ID, on-air program promotion and color ID, the last to identify that the program is in color.

Actually, there are nine different time versions—from 10 seconds to a minute—of the three spots, for a total of 27.

Subsequently, everything involved in the television division was completely reidentified. All station letterheads, business cards, mailing labels, envelopes, photo release forms, information sheets were redesigned to reflect that the stations are part of the Metromedia Television group and also of the Metromedia corporate parent. For the first time the MM, the Metromedia corporate logo, was used in concert with an individual company operation. A complete new lettered alphabet, called the Metromedia Television Alphabet, was designed and is used to sign anything to do with the division. It employs a sans-serif gothic typeface that supposedly no one else can use or buy.

Sound With Sight ■ The television spots, all of which are animated, include an experimental electronic sound that makes use of an electronic bongo, among other devices. The look itself is a purely graphic technique. It's based on strong typography and also calls upon the MM corporate logo. Using WNEW-TV New York, channel 5 as an example, the promo starts with the station's call letters, evolves into an MM5, then the M actually breaks and becomes a horizontal band and opens up. The program promotion is inserted in-between the band and then the MM re-animates back down to the MM5 and then back to the call letters.

The station ID, for say KTTV Los Angeles, channel 11, begins with the call letters, which break apart, spin, and then in the middle dissolve and then re-animates back the other way and becomes an MM11.

The color ID begins with a color MM, spins into a 5, then into a row of 5s in different colors and finally into an ultimate color 5 with the identification: "WNEW-TV color presentation" underneath.

The concept was originated last summer and it took some three months for the music to be written, the score produced and the animation and filming to be completed. The spots broke first on KTTV in late September and WNEW-TV, WTTG and KMBC-TV followed by a week and within a day or two of each other.

An MM That Sticks ■ Explains Metromedia Inc. Creative Director Roger Ferriter: "All of the typography is exactly the same from coast to coast. The color breakdown is exactly the same and so is the sound. The thing that unifies it is the MM and the thing that gives local identification is the specific call letters and the channel figure itself."

Metromedia Television's new group
BROADCASTING, March 25, 1968

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image has a lot to do with its new programming look, which now has the division turning out some 20 hours of tape programing a week for its owned stations and for syndication. According to Mr. Ferriter, the division's posture now is at least a notch above that of merely the headquarters company for a group of independent stations (three of Metro-media's four TV outlets are non-network affiliated). While not attempting to suggest it's a full-fledged television network yet, Metromedia TV would like its look to indicate a closely unified, strongly motivated, creatively independent group.

Drumbeats . . .

BPA awards committee chairman ■ The Broadcasters Promotion Association last week announced the appointment of Chet Campbell, director of advertising, promotion and publicity at WMAQ-TV Chicago, as chairman of the 1968 BPA audience promotion awards committee. Mr. Campbell will be in charge of processing and judging entries from radio and television in the U. S. and Canada.

WABC aids servicemen by sending transistors ■ The National Union Electric Corp. has donated 100 Emerson transistor radios to WABC New York for shipment to American servicemen



in Vietnam. The station reported that some 3,000 radios have been received during the current on-air campaign. Presentation of the Emerson transistors was made by C. Russell Feldman (l), chairman and president of National Union Electric, which makes Emerson receivers. Accepting on behalf of WABC were Leonard H. Goldenson (c), ABC Inc. president, and Don B. Curran, WABC vice president and general manager.

\$5,000 voice ■ Winner of this year's Voice of Democracy contest, sponsored by the Veterans of Foreign Wars, is Donald Elfenbein, a Harrisburg, Pa., high school student. His reading of a five-minute radio script, which garnered him a \$5,000 scholarship, at a VFW dinner in Washington honoring congressmen and senators, also served as an introduction to remarks by President Lyndon Johnson, who made an unscheduled appearance at the dinner.

BROADCASTING, March 25, 1968

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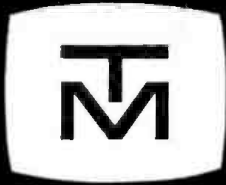
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Second look at riot coverage

Principles of democratic society demand that TV news must be free and objective, Representative Corman says

Television last week received a defense, some advice and a plea from one of the framers of the report of the



Representative Corman

President's Commission on Civil Disorders. Speaking at a luncheon program of the Hollywood chapter of the National Academy of Television Arts and Sciences local Emmy awards presentations at the Hollywood Palladium, Representative James C. Corman (D-Calif.) took a second look at television's responsibility in covering race problems and indicated that nobody should tell the medium what it should or should not do.

"In the course of our work we found that many Americans preferred to blame television for riots. That is a comfortable and erroneous conclusion," Mr. Corman, a member of the 11-man presidential commission, declared.

He pointed out that TV programs about mental health don't give rise to a rash of insanity "and it's nonsense" to believe that "riots won't happen if you don't talk about them."

Must Be Free ■ The California congressman went on to argue against another commonly held theory that since television is a powerful social force and riots pose a serious social problem, the medium should be manipulated to help solve the racial problem. "Television will not remain a powerful social force, at least in a democratic society, unless it's free of manipulation," Mr. Corman maintained. "Manipulation of television and the news it reports can only lead to its demise as an influential medium in our democracy and ultimately the destruction of democracy itself."

Then the congressman passed on three principles of sound advice to television news as it's concerned with the coverage of civil disorders: "Never lie. Never lie. Never lie."

Can television coverage of civil disorders be more accurate and also more fully reflect the mood and magnitude of riot events, as the President's commission implied (BROADCASTING, March 4)? Mr. Corman's answer to this

was yes, but he expressed confidence that professionals within the medium are "fully aware" and "are working diligently to meet the highest standards of honesty and responsibility."

Yet, Mr. Corman said coverage of riots was not the only responsibility television has in the field of race relations. He suggested two other fundamental missions:

■ "Enhancement of public awareness of conditions within racial ghettos and public understanding of the threat inherent in the growth of ghettos.

■ "Demonstration of the possibility and desirability of racial desegregation within every phase of American life."

Wrong Concern ■ The Democrat from California insisted that these missions can not be achieved through news and public-affairs programming alone. "Television performance in these categories generally has been quite creditable," he explained. "Unfortunately such programs rarely reach Americans who are not already informed and concerned."

He cited drama and comedy programs as the great, though largely unexplored, frontier for continuing the struggle for national solidarity. "Entertainment is not inconsistent with the

Transmitter plays censor

Newsman Charles Waite and entertainment editor Hank Grant were discussing navels during the *Newsday A.M.* program on KNX Los Angeles. Mr. Grant was telling how surprised he was to see the female navel get such graphic exposure on NBC-TV's *Laugh-In* program the night before. "Remember Hank," Mr. Waite cautioned, "we're on live and I don't have any cut-off button." What neither knew was that a portion of their conversation already had been cut off the air. The next morning an embarrassed Charles Waite explained to listeners that the station was having transmitter trouble. "We're on the air for 24 hours every day," he complained, "and the transmitter decides to go out just when we're talking about navels and censorship."

OF LANDS AND SEAS

Continued on page 43

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8	Islands of the Great Lakes
9	Undiscovered Charm of Germany
10	Germany—Medieval to Modern
11	Village Beneath the Sea
12	Citizens of the Reef
13	Villes et Chateaux—France
14	La Belle France
15	The Amazing Swiss
16	Afghanistan, 1 Country—2 Worlds
17	Afghanistan Journey
18	Soviet Asia
19	Russia and Its Peoples
20	Russian Holiday
21	Michigan—the Wolverine State
22	Fun in Michigan
23	Cruising the Great Lakes
24	Ontario Holiday
25	Ontario, a Wilderness Wonderland
26	East Africa Today
27	The Wilderness of East Africa
28	An Eskimo Whale Hunt
29	Spanish Main Adventure
30	Trailing the Buccaneers
31	Timberline Country—Alberta
32	Florida, Modern Fountain of Youth
33	Puerto Rican Countryside
34	Puerto Rican Vistas
35	Yellowstone, Land of Geysers
36	Wildlife of Yellowstone
37	Minnesota—Land of 10,000 Lakes
38	Viet Nam and Its People
39	Viet Nam—a Country Divided
40	Laos—a Paradox
41	New Years Laos Style
42	Laos—Poppies and Pop
43	Skiing Around the World
44	Austria—Summer/Winter Wonderland

Continued on page 65

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KMBC-TV's 'Probe' results in jail reforms

On March 5 the Jackson county, Mo., grand jury issued a statement saying it found the situation in the county jail "undesirable and unacceptable." The grand jury's report came in the wake of a 16-part investigative *Probe* report by KMBC-TV Kansas City, Mo., on conditions in the jail.

KMBC-TV's investigative reporter, Bill Brinton, who is neither seen nor heard on the air, found prisoners who were willing to discuss sexual assaults, use of dope and beatings administered by other prisoners. The talkative prisoners were interviewed on film by Claude Dorsey, KMBC-TV news director, and their comments were made part of the *Probe* series on the early and late evening newscasts. For their own protection, the prisoners were filmed wearing ski masks (see above).

The *Probe* series on the jail began on Jan. 1, and later that month four

inmates were charged with sodomy. They were later tried and convicted. Of the 78 prospective jurors for the



KMBC-TV's news director Claude Dorsey interviews a Jackson county, Mo., prisoner on jail conditions. A ski mask was used to protect the identities of the prisoners.

trial of the four prisoners, 73 said they had seen the KMBC-TV series on conditions in the jail.

Other events that came in the aftermath of the *Probe* report:

- U.S. marshals moved into the federal cell block at the county jail, shook it down and broke up the "key cell," which is prisoner operated and controls each cell block.

- The county court, administrative body of the county, offered to install closed-circuit television in the jail and the offer was accepted by the sheriff.

- During the series, Mr. Dorsey said, the *Kansas City Star* followed up most of the leads furnished by the *Probe* reports but did not mention the station. And when the grand jury report was handed down two weeks ago, two months after KMBC-TV began its report, the paper then called for an independent investigation of the jail.

attainment of greater human understanding," he pointed out. He also reminded his audience, made up of some 500 television and advertising executives, that Negroes do not always have to be depicted as heroic and virtuous. Such antiseptic portraits, he feels, would amount to an overreaction. Instead he would like to see Negroes shown on television as real human beings, "laughing, crying, succeeding, failing, virtuous and capable of shortcomings."

Representative Corman ended his speech with a plea to the television community: "We are one nation and one people," he said. "Let us see that on television."

NLRB rules for NABET in KLXA-TV case

The National Labor Relations Board, affirming the decision of its trial examiner, has ordered KLXA-TV Fontana-Los Angeles to bargain collectively with local 53 of the National Association of Broadcast Employees and Technicians and to stop interfering with the union activities of its employees.

The NLRB trial examiner, Howard Myers, said the station refused to bargain with its technical, engineering and production personnel after some of these employees joined NABET in January 1967 and that the station had tried to

discourage membership in the union by promising benefits to employees who did not join the union and by threatening employees with the loss of certain benefits if they remained NABET members. The NLRB ordered KLXA-TV to cease and desist from antiunion activities.

The board also ordered the station to reinstate a cameraman the trial examiner said was discharged because of his union sympathy.

Chris-Craft sued by KCOP(TV) show producer

Fashion designer Richard Blackwell last week filed a \$3,245,000 law suit against KCOP(TV) Los Angeles and Chris-Craft Industries, licensee for the VHF, nonnetwork outlet, charging that a daily half-hour local TV show was "pirated" into syndication without authorization, consent or proper payment. Basis for the action, filed in superior court of Los Angeles, is *Mr. Blackwell's Hollywood*, a daily show produced for KCOP by Mr. Blackwell Inc., the designer's production company. The suit charges that the half-hour program was used on other Chris-Craft owned stations, KPTV(TV) Portland, Ore. and WTCN(TV) Minneapolis-St. Paul, without authorization or consent of the production company and without compensation to American Federation of Television and Radio Artists represented performers.

McLendon calls for defeat of LBJ

Gordon McLendon's radio stations last week began broadcasting editorials calling for "the defeat of Lyndon Johnson." Copies of the editorials were sent to the White House, with offers of free time to reply. As of last Thursday (March 21) there had been no response.

Mr. McLendon recently withdrew as a candidate for the Democratic nomination for Governor of Texas. He said at that time he no longer could support the leader of his party, President Johnson (BROADCASTING, March 4). The editorials last week calling for Mr. Johnson's defeat were voiced by Mr. McLendon.

McLendon Corp. stations are KLIF and KNUS(FM) Dallas, KILT and KZAP (FM) Houston, KOST(FM) Los Angeles, KABL-AM-FM Oakland-San Francisco, WYSL-AM-FM Buffalo, N. Y., WWWW (FM) Detroit and WNUS-AM-FM Chicago, the last a pioneer all-news operation, which last week went to a new 24-hour music format comparable to that of KABL (CLOSED CIRCUIT, Feb. 26).

WNUS said it is seeking waiver of the FCC's FM duplication rule so WNUS-FM may simulcast the new format full time.

Kenton beats drums for performers' fees

PASSAGE OF COPYRIGHT BILL STILL UNCERTAIN

There is "no moral, legal or economic justification" for denying recording artists copyright coverage for their recorded performances, declares



Mr. Kenton

bandleader Stan Kenton in the April issue of *The Viewer*, a publication of the National Audience Board Inc., New York. Mr. Kenton's article is in rebuttal to the broadcasters' position on pending copyright-law revision published in an earlier issue.

Mr. Kenton addresses arguments summarized by Douglas Anello, general counsel of the National Association of Broadcasters, in a December 1967, article (*BROADCASTING*, Jan. 8). At issue is an amendment to a copyright-revision bill passed by the House last year and currently before a Senate Judiciary subcommittee.

The amendment, sponsored by Senator Harrison A. Williams Jr. (D-N.J.), would make radio and television stations liable for payment of airplay fees to recording artists and companies similar to fees now levied for composers (and, by assignment, for publishers).

The over-all revision bill, earlier this year given only a 50-50 chance of passage by this Congress, has now an even gloomier outlook. But the Williams amendment stands a good chance of adoption by the Senate panel this year, if the over-all bill is approved, or in the next Congress. The amendment is believed to have the support of a majority of the subcommittee's members but might not be approved if its supporters feel its adoption threatens the larger bill.

Still Alive ■ Some observers have flatly termed the over-all revision—object of more than a decade's spadework by the Copyright Office—dead for this year. But the Senate subcommittee, headed by Senator John L. McClellan (D-Ark), won't say it has given up the ghost. Recommendations on possible CATV compromises by the warring factions—broadcasters, CATV interests and copyright proprietors—are due to be filed with the subcommittee by April 1, although counsel expects delay and not much substantive change in positions until summer, when pending court decisions have been rendered (*BROADCASTING*, March 18).

Meanwhile, revision advocates' hope is still alive that at least passage of a partial revision bill is possible this year. If such a "bare-bones" bill is reported out by the Senate subcommittee, however, it would not be expected to contain the Williams performance-rights provisions.

The Kenton brief for the Williams amendment is presented in behalf of the National Committee for the Recording Arts, of which Mr. Kenton is chairman. The NCRA, since formation last year, has been actively lobbying on Capitol Hill for its copyright position (*BROADCASTING*, March 11).

"The moral issue," Mr. Kenton explains, "relates to the fact that a record embodies a performance," and the performance has commercial value in its own right. In his earlier article, Mr. Anello explained on behalf of broadcasters that recording artists are compensated for their performances by recording companies, both for making the recording and by royalties based on record sales, which are enhanced by airplay.

'Hit That Misses' ■ Mr. Kenton counters that "'wide exposure' frequently creates a financial evil that we call a 'turntable hit.' In effect, it's a 'hit' that misses. It receives so much airplay that the saturated public quickly tires of it. The result: no over-the-counter sales."

He also cites automation as the performer's enemy. To Mr. Anello's charge that airplay adds to the popularity of given artists, Mr. Kenton notes that "the artist whose work is being broadcast on an automated station is not even identified by name." As for modes of compensation, Mr. Kenton cited a survey indicating that 86.2% of 1,449 recording artists received only union scale (\$57.50 per song or per hour) for their recording efforts.

Another survey, he added, showed that "73% of all radio air-time consists of recorded music producing 81% of radio revenue."

Mr. Kenton did not reply to Mr. Anello's charge that a compulsory fee payable to artists and recording companies would collide with companies' exclusive contracts with artists, creating a monopoly situation. A similar situation in composers' copyrights was resolved by rulings that all companies can record a composition if the composer or publisher permits any one company to record the work, thus destroying exclusivity (and monopoly situations) as far as the composition itself is concerned.

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ETV gets 'headstart' program

Ford, Carnegie, Office of Education to fund
26-week, one-hour kindergarten series to teach
preschool children, especially in ghetto areas

The creation of a joint foundation-federal government Children's Television Workshop that will last two years, cost between \$6 million and \$8 million, and produce an experimental kindergarten series was announced last week in New York by McGeorge Bundy, president of the Ford Foundation, Alan Pifer, president of the Carnegie Corp., and Harold Howe II, U.S. commissioner of education.

The 26-week (one-hour weekdays, morning and/or afternoon) color series is planned for presentation on National Educational Television and at least two commercial stations beginning in September 1969.

Design of the series and its promotion in some 150 markets, audience size and educational effectiveness will be studied as a continuing, basic part of this "TV headstart program" to reach preschool children, particularly in "disadvantaged" urban areas.

First-Rate Group ■ Mrs. Joan Ganz Cooney, the project's executive director, plans to hire a production staff, "including a top-flight executive producer

and several producers," and sizeable promotion, research and administrative staffs during the summer. Active work on the series, including closed-circuit dry runs, will begin in the fall.

The attempt will be to utilize the techniques of both adult commercial television ("all children's programming," Mrs. Cooney quipped at the news conference) and children's cartoons, and to deliberately avoid those of educational programming for children now on both commercial and noncommercial television. Subjects that will be covered include numbers, the alphabet, classic stories, the art of reasoning and spatial concepts. The mood, according to Mrs. Cooney, will be "fun. It's got to be fun. But it can be fun and still teach."

Promotional efforts will be made in every market that has the show," but special efforts will be made in two selected markets, "such as New York and Boston or San Francisco," Mrs. Cooney said. They will feature sound-truck appearances "in the ghetto" by the series' stars.

'Electronic Babysitter' ■ Some form

of tie-in with existing kindergartens is to be worked out. But the main promotional thrust will be into ghetto areas, where "viewing clubs" will be organized, depending on the "appeal of an electronic babysitter, which they [parents] already have, and the promise that their children will do better when they start school," Mr. Pifer said.

A basic focus of the experiment will be how to get and hold audiences for educational programming. Audience research will be conducted, "either by the research department or farmed out to commercial services," according to Mrs. Cooney. The relation between programming and promotion on different stations in different communities will be studied as well. This is the reason for the inclusion in the project of commercial stations, which will be offered the show on a noncommercial basis—free of charge and of commercials.

One specific impetus for the entire project, cited by all the officials at the news conference, was what Mr. Bundy called "the interesting intersection of the average child and television for more

Flashbacks to spice ABC-TV's showing of 40th Oscar rites

When it comes to televising the Academy Awards, ABC-TV and Richard Dunlap are annually in the position of what to do for an encore. The Academy of Motion Picture Arts and Sciences 40th annual awards presentation will be carried live and in color by ABC-TV on April 8. This year's show will mark the eighth consecutive time that the network has telecast the event and Mr. Dunlap has produced and directed it.

Their problem always is how to improve on a TV event that has a history of attracting huge audiences. Last year's Academy Awards telecast, for example, surpassed the event's record of the previous year for the largest single network audience in TV history of 62-million viewers by attracting an audience estimated at 65-million persons. To play it safe would probably incur the

contempt of critics and engender ennui in viewers. So Mr. Dunlap, this year, has decided to add a pinch of film spice to this annual celebrity feast.

Past Reviewed ■ Since this is the 40th anniversary of the awards, Mr. Dunlap put together a four-part history of the presentations with each decade introduced and narrated, on film, by an actress who won an Oscar during the period. The producer-director screened 47 films in their entirety, flew 15,000 miles and spent four weeks in Europe in two separate trips to make what will be about a 15-minute segment in the two-hour telecast.

Katharine Hepburn, representing the 1927-37 period, was filmed in a beige and red costume in a 12th-century abbey in Arles, France, where she was making a movie. Olivia de

Havilland, covering the 1937-47 decade, was filmed wearing a coral Dior gown in the Louis XVI room in Versailles. It's believed to be the first time an American film crew was allowed to work inside the splendid-erous palace. Continuing the royalty theme, Grace Kelly, the symbol of the 1947-57 era, was filmed, also in a Dior gown, in a room next to the throne room at her palace in Monaco.

Sophia Loren, reflecting the 1957-67 period, was to be photographed at her virtual palace outside of Rome. But arrangements for her participation could not be negotiated. Instead, Anne Bancroft, filmed in plebeian Hollywood, was a last-minute substitute.

Features Honored ■ Each of these filmed segments runs about two-and-a-half-minutes and they will be in-



Alan Pifer (l), president of Carnegie Corp., and Mrs. Joan Ganz Cooney, executive director of the new workshop. Mrs. Cooney, TV consultant to Carnegie Corp. was closely involved with developing the proposal for the workshop.

McGeorge Bundy (l), president of the Ford Foundation, and Harold Howe II, U. S. commissioner of education, outside the Waldorf Astoria hotel in New York last week after announcing the Children's Television Workshop.

than 50 hours a week, according to Nielsen" (the A. C. Nielsen Co.).

Within NET ■ The workshop will function in a manner similar to the Ford Foundation-endowed Public Broadcast Laboratory, as a self-contained unit within NET, which will administer its grants. It will work with a 10-member advisory committee headed by Gerald S. Lesser, Harvard University professor of education, and including Stephen O. Frankfurt, president of Young & Rubicam Inc.

A project policy committee composed

of the principal funding agencies and a representative of NET will meet as necessary to decide major management and administrative questions.

Half the funds for the workshop will come from private sources, including Ford, Carnegie, "and possibly others," according to Mr. Pifer, and half from government sources such as the Office of Education, the Office of Economic Opportunity, the National Institute of Child Health and Human Development and the National Endowment for the Humanities.

FCC wants in on pot party

Orders probe into charge that WBBM-TV staged marijuana blast

The FCC, like several other government agencies, is about to go into the marijuana-investigating business — but not without the expressed reluctance of several commissioners.

The commission's "pot" probe was instigated by allegations that CBS-owned WBBM-TV Chicago had staged or "encouraged or induced others" to conduct a marijuana party, which was filmed. The film purportedly involved students of Northwestern University, the commission said, and was broadcast two nights in November 1967 on WBBM-TV's 10 p.m. news program.

Although station executives and news personnel have denied the allegations, the commission said statements "contrary to the WBBM position" had come to its attention and that "serious questions" on the station's operation would "best be resolved" in an investigatory proceeding. The commission also said that a CBS investigation included only its employees, and not students and university officials "who might possess additional information."

(Under Illinois law anyone who solicits, endorses or encourages others to violate state regulations prohibiting possession of "narcotic drugs," including

terspersed throughout the program. They include a total of 30 silent film clips of famous players in their Oscar-winning roles. In addition, the five most-honored movies of the four decades will be featured in longer segments with sound. They are "It Happened One Night," "Gone With The Wind," "From Here to Eternity," "On the Waterfront" and "Ben Hur."

The two-hour show, which actually has an open end and may run longer, will cost in excess of \$100,000 for production. A total of 10 color cameras will be used during the telecast, which originates from the Santa Monica (Calif.) Civic Auditorium. Bob Hope will make his 14th appearance as master of ceremonies. Eastman Kodak, through J. Walter Thompson, is sponsoring ABC's radio and television coverage for the

third consecutive year.

Celebrities presenting the awards will include Audrey Hepburn, Tony Curtis, Richard Crenna, Rod Steiger, Claire Bloom, Katherine Ross, Faye Dunaway, Warren Beatty, Macdonald Carey, Carol Channing, Angie Dickinson, Kirk Douglas, Patty Duke, Gene Kelly, Sidney Poitier, Barbara Rush, Inger Stevens and Barbra Streisand. The five nominated songs will be played and sung by Louis Armstrong ("The Bare Necessities"), Sergio Mendes and the Brasil 66 ("The Look of Love"), Lainie Kazan ("The Eyes of Love"), Angela Lansbury ("Thoroughly Modern Millie") and Sammy Davis Jr. ("Talk to the Animals"). Song performers receive \$2,000 each, a fee well below their usual price. Mr. Hope receives \$15,000 for his night's work. The presenters are not paid.

marijuana, faces prison terms.)

The commission ordered an investigation by a 5-to-2 vote, but four commissioners questioned either how the probe was to be conducted or whether it should be conducted at all.

Public Hearing ■ The procedure decided upon will be a standard investigatory hearing with the examiner charged to exclude the public from portions of the hearing "if he feels this will serve the public interest." Excluded information would presumably protect the privacy of those students involved in the party and their parents.

But Commissioner Kenneth A. Cox in a statement, joined by Commissioner Robert E. Lee, said that although he concurred in the action, he would prefer a hearing on a "nonpublic basis, in order to test the charges made in a formal hearing before making them public."

Commissioner Robert T. Bartley dissented, saying that absent "better supported allegations," he would prefer a "more thorough investigation" before the commission issued its order. And Chairman Rosel H. Hyde dissented because he said the commission was moving into the "sensitive area of controversial-issue programming and the discharge of the news function of the license."

The chairman said he preferred bring-

ing commission information to the attention of the station "so that it, rather than this governmental agency, may discharge the delicate task of insuring the integrity of the news function."

Reportedly there was some sentiment among commissioners to conduct a broader-scaled investigation of "staged" news events or discussions.

Bell tolls for 'Bell Telephone Hour'

AT&T will shift its television emphasis from culture to urban problems for the 1968-69 season.

As a result, *Bell Telephone Hour*, acclaimed for its high standards in music and artists but which will be dropped from the NBC-TV fall schedule (Fridays, 10 p.m.), will return to its original home at NBC Radio in a half-hour format. Plans for the radio show are not final, according to an AT&T spokesman, but it probably will be a 39-week series on Sundays (6:30-7 p.m.) under the title *Encores*, featuring tapes of past performances on television and radio. *Bell Telephone Hour* was on radio from 1940 through 1958, and on television since 1959.

AT&T's television money will be spent on a series of four NBC News documentaries, produced by Fred Freed, investigating urban problems and examining solutions. The first program in September will be a one-hour introduction, the second in December a two-hour report on the state of the cities; the third and fourth, early in 1969, will be one-hour examinations of specific crisis areas and possible solutions.

A spokesman for AT&T said the company has a natural interest in urban problems because 80% of its capital is in facilities located in city areas, and the series "is a reflection of that commitment" to city improvement and "an attempt to add another measure of public understanding and involvement in urban affairs."

AT&T also has tentative plans for three entertainment specials, in which music will play a major role: one general entertainment, one on a holiday theme, and the third along the lines of the Bill Dana *Discover America* special, which is scheduled for showing this spring.

Court asked to set Desilu studios' price

A motion petitioning the U.S. District Court in Los Angeles to fix terms for sale of the former Desilu Culver studios has been filed against Gulf & Western

Industries Inc., which acquired the property last year. The motion, which was set for hearing on March 25, is on behalf of a private party, Saul Pick, who claims that G&W refused a cash offer of more than \$3 million for the film studios. Asking price for the property is said to be about \$4.75 million.

G&W acquired the studio lot as part of its \$17-million acquisition of Desilu Productions Inc. After absorbing Desilu, G&W accepted a consent decree from the U. S. Department of Justice under which it agreed to sell Desilu Culver as well as the Desilu Cahuenga studios within a two-year period. The antitrust division of the Justice Department will represent the government in the proceedings.

The studios now are being operated under Paramount Pictures, another G&W acquisition. Mr. Pick reportedly will rent the studio facilities to film producers if he is able to make the purchase.

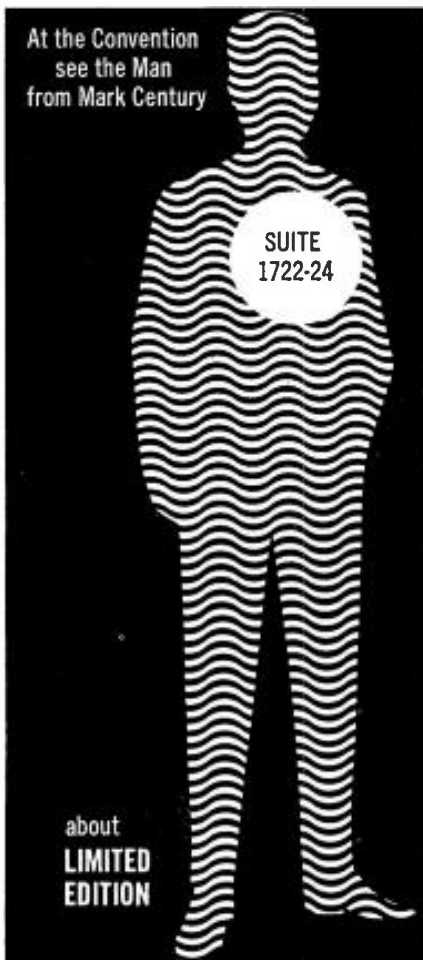
O'Hair attack on FCC runs into setback

A federal judge in Washington has told atheist Madeline Murray O'Hair she doesn't have a leg to stand on in her attack on the Communications Act.

U. S. District Judge Joseph C. McGarraghy last week denied Mrs. O'Hair's request for a three-judge district court to hear her attack on the FCC and its basic congressional statute; he also granted an FCC motion that the action be dismissed, finding that the complaint lacked "substantiability."

Mrs. O'Hair and others organized under the name Society of Separationists filed suit last year charging that the Communications Act provision requiring a license for all broadcast stations conflicted with their right of free speech. They also claimed that the FCC's fairness policy was used to deny them access to the airwaves (BROADCASTING, Aug. 28, 1967). The suit asked the court to enjoin the FCC from enforcing its fairness policies; it was filed almost two years after Mrs. O'Hair and her group had asked 15 Hawaiian stations for time to combat religious programs carried by the stations which, Mrs. O'Hair claimed, were controversial. After the stations refused her request she complained to the commission. The FCC, however, upheld the stations' decision, finding that they had acted reasonably.

The O'Hair complaint is the second major case brought before the FCC by an avowed atheist. The first was in 1946 when Robert Harold Scott of Saratoga, Calif., claiming San Francisco stations refused to grant him time



to expound his views, asked the FCC to revoke their licenses. The commission ruled that licensees must not discriminate against atheists, but refused to revoke any licenses.

ABC-owned stations in big deal with W7

Warner Brothers-Seven Arts and four ABC-owned television stations have entered into a contract that they described last week as "the biggest and most important deal in the history of local-market feature-film distribution." Though neither company would disclose the total price, other authoritative sources placed it in the neighborhood of \$14 million.

In a joint announcement last Tuesday (March 19) George Mitchell, vice president and general sales manager of W7, and Philip Mayer, vice president in charge of program services, ABC Owned Television Stations, revealed that WABC-TV New York has acquired 260 features; WBKB-TV Chicago, 162 features; WXYZ-TV Detroit, 261 features and KABC-TV Los Angeles, 123 features. All have bought *Volume 13*, a package of 30 major first-run off-network features (22 in color). Previously, the other ABC-owned station, KGO-TV San Francisco, had acquired a total of 503 features.

W7 had only recently offered *Volume 13*, which includes such titles as "Hemingway's Adventures of a Young Man," "A Distant Trumpet," "Ensign Pulver," "The Marriage-Go-Round," "Splendor in the Grass," "Act One," "Days of Wine and Roses," and "Youngblood Hawke."

Trans-Lux introduces 10 first-run programs

Trans-Lux Television Corp. is weighing in with the most extensive production schedule in its history this spring, presenting 10 new first-run programs for syndication.

Eugene Picker, president of the entertainment division of Trans-Lux, and Richard Carlton, executive vice president, Trans-Lux Television, announced last week that its new programs are designed for nighttime, daytime and late-evening showing. The programs are all in color, on tape or film, and will be highlighted at the National Association of Broadcasters convention.

The series include *The Arlene Francis Show*, a one-hour, strip program aimed at women; *The Joan Rivers Show*, half-hour daytime strip; *The*

Sound Is Now, 26 half-hours spotlighting Murray the K; *For and Against*, 26 half-hours featuring comic-writer Pat McCormick; *The Phil Lind Interview . . . for Adults Only*, a weekly two-hour probe of controversial subjects; *Wide, Wide World*, 26 half-hour tourist attractions; *The Amazing Adventures of Snip*, 150 six-minute cartoons in color; a package of feature films; eight one-hour taped programs on skiing; four one-hour musical specials starring the Serendipity Singers; a 90-minute special starring Murray the K; and *Breakout*, a half-hour musical special keyed to rock-pop market.

These projects, according to Mr. Picker, mean "a new look and a new sound" for Trans-Lux TV, which has specialized to date in the children's field.

The company has invested more than \$1 million in developing these properties, he said.

Dow Jones to start daily market reports

In a large-scale expansion of its activity in the broadcast field, Dow Jones & Co., New York, will start to provide a daily report of nine business and stock-market news reports to radio and television stations on May 1.

Called the *Dow Jones Business News-casts*, the three-and-one-half-minute reports will be written for broadcast stations by a special staff, which will draw upon material prepared by the staff of *The Wall Street Journal* and the Dow Jones News Service, according to William F. Kerby, president of Dow Jones. Available also to the editors of the newscasts, he said, will be news gathered by the staffs of *Barron's* and *The National Observer*, which, along with *The Wall Street Journal*, are published by Dow Jones.

Scantlin Electronics Inc., New York, will be the sales representative of the newscasts. This is the second broadcast venture involving Dow Jones and Scantlin. Last summer the two companies began cooperating in the distribution of news to UHF stations specializing in stock-market coverage. Scantlin produces the program, called the *Stock Market Observer*, which is a six-and-a-half-hour presentation combining visual material supplied by Scantlin Electronics and news reports prepared by Dow Jones.

New Form ■ Mr. Kerby stressed that the newscasts will not resemble the *Stock Market Observer* since the news for the latter service is written for use in conjunction with visual presentations. The format and content of the news-

OF LANDS AND SEAS



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and away we go!

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Loevinger, Johnson clash on personal-attack rules

FCC Commissioner Lee Loevinger has lashed out at his colleagues and Commissioner Nicholas Johnson has lashed back at him in connection with the commission's refusal to suspend the hearing on the license-renewal applications of WXUR-AM-FM Media, Pa.

The exchange provided an indication—in Commissioner Johnson's statement, in which Commissioner Kenneth A. Cox joined—that the commission does not consider material, the changes that it wants in the personal-attack rules. The WXUR order was released three days before the proposed amendment was filed with the U.S. Court of Appeals for the Seventh Circuit.

The WXUR hearing has been underway since Oct. 2, 1967, on a number of issues, including the question of whether the stations violated the personal-attack principle of the fairness doctrine. Brandywine-Main Line Radio Inc., the licensee, had asked for suspension of the hearing pending the outcome of the commission's request for court permission to modify the personal-attack rules.

The commission last week denied Brandywine's motion, saying simply that a temporary suspension would "serve no useful purpose and is not in the public interest." The vote was 4-to-1, with Commissioner Loevinger dissenting, Commissioner Robert T. Bartley abstaining and Commissioner James Wadsworth not participating.

The fairness issue in the WXUR

case involves, technically, the personal-attack principles rather than the rules themselves. The rules were adopted on July 10, 1967, six months after the renewal applications were set for hearing. However, the rules essentially codified the principles.

Dissent ■ And Commissioner Loevinger, in his dissent, argued that it is unfair for the commission to require the stations to meet a hearing issue involving those principles "if these principles are to be changed or abandoned."

The commission, he added, "cannot fairly, properly and honestly demand that the validity of its principles be judged on the basis of some statement drafted specifically for the purpose of passing scrutiny before a court while it is simultaneously refusing to allow parties before it to be judged under the same statement of principles."

He said the commission's position seems to be that the personal-attack principle means one thing when applied to a party under scrutiny by the commission and something else "when the commission is being judged before a court on the validity of that principle."

But Commissioner Johnson said that "fairness to WXUR does not require" a suspension of the hearing, and that "Commissioner Loevinger's remarks distort the purpose and effect" of the commission's action.

Other Issues ■ He noted that the hearing involves four other issues

besides the one involving the personal-attack principle. "There would be no point to suspending a hearing . . . on the ground that the standards governing one of the five points at issue might soon undergo material modification—even if such a material change were in the offing."

But, he added, "no material change in the personal-attack rules is contemplated by the commission." He also said Commissioner Loevinger is aware of that, since he participated in the discussions leading up to the request that was filed with the court.

He also said that since none of the five commissioners who voted to request authority to revise the rules "share Commissioner Loevinger's new doubts" about the wisdom or legality of the personal-attack principle, "the possibility is especially slim that the forthcoming revisions will bear on WXUR's case."

The commission requested court permission to institute rulemaking proceeding aimed at modifying the personal-attack rules in connection with the appeals taken by the Radio Television News Directors Association and others from the commission order adopting those rules.

The commission asked the court to hold the cases in abeyance while it considers revising them (BROADCASTING, March 4). The request—still under consideration, has been opposed by RTNDA and NBC (BROADCASTING, March 18).

casts will be designed for audio presentation and will be offered to both radio and TV stations.

The first newscast will be available for broadcast daily at 7 a.m. (EST) and thereafter the segments will be delivered by teleprinter for suggested broadcast hourly from 11 a.m. through 6 p.m.

Scantlin representatives will sell the business newscasts to stations on a non-exclusive basis in each market. Representatives of Dow Jones and Scantlin will attend the National Association of Broadcasters convention next week to provide additional information to station officials.

Program notes . . .

Newsfilm treatise ■ *So You're Going to Shoot Newsfilm*, the newsfilm handbook of the Radio-TV News Directors Association, is reportedly in its seventh printing. Authored in 1960 by Leo G.

Willette, the book discusses motion picture filming and editing techniques and how they relate with day-to-day television newsfilm. Copies are available through Rob Downey, WKAR, Michigan State University, East Lansing, Michigan 48823.

Detroit news seminar ■ Region four of Sigma Delta Chi, professional journalistic society, will hold a seminar April 5-6 in Detroit at Wayne State University exploring "Urban Journalism in the 21st Century." Special attention will be given civil disorders. Speakers include Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; Reg Laite, KYW Philadelphia, and Senator Philip Hart (D-Mich.), chairman of the judiciary subcommittee investigating failing newspapers.

Riot coverage seminar ■ An all-day seminar on riot news-coverage safety for TV and film cameramen will be

held Saturday (March 31) in Chicago by the Chicago Press Photographers Association. Scheduled at the Chicago Press Club, the meeting will feature national media representatives who also will discuss ways TV and press photographers can cover demonstrations and riots without provoking additional violence.

Air pollution ■ Chicago's Mayor, Richard J. Daley, lumped television in with the motion picture industry last week when he blasted the "filth" in movies today. His comments came on the occasion of a new city ordinance limiting film licensing and censorship to theatrical exhibition product for those under age 18. The city's previous broader law was recently overturned by the U. S. Supreme Court. Contending it "a shame the movie industry wouldn't do something about the problem that has faced us for 50 years," Mayor



***Where the hills are alive
with the sound of music.***

Last summer, more than 1500 talented young people from all over the world attended the 40th season of the renowned National Music Camp at Interlochen, Michigan. During every one of the eight weeks of the session the Fetzer station in Cadillac televised programs of student performances in all the performing arts, thus magnifying this unique sound of music throughout all of upstate Michigan.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	

Daley thought the type of movies shown today is "a disgrace to our society." Noting a recent police chiefs meeting, he said "it was pointed out that filth and violence have been coming over television" as well.

Documentary with class ■ Two Negro producers will take a close look at the Negro middle class during *Still a Brother*, a 90-minute documentary to be presented on noncommercial WNDT-TV Newark, N.J.-New York on April 29. Producers William Greaves and William Branch will offer a view of life in the Negro middle class, and will examine the mental revolution within that class, a revolution characterized by growing pride in the class's African heritage.

Soap serial ■ ABC-TV will add a soap opera, *Between Heaven and Hell* to its daytime schedule later this season. The network did not give a time period for the series. The daytime serial was created by Agnes Nixon, currently writing for *Another World* on NBC-TV and formerly for *Guiding Light* and *Search For Tomorrow* on CBS-TV. She was co-creator of CBS-TV's *As the World Turns*. Don Wallace, executive producer of *Edge of Night* on CBS-TV and producer of *From These Roots* on NBC-TV will

produce ABC-TV's *Between Heaven and Hell*.

More Cosby ■ Bill Cosby, co-star of NBC-TV's *I Spy* series and host of the special last week (March 18) on the same network, will star in a second special on NBC-TV during the 1968-69 season, the network announced last week.

CBS' child care ■ *Dimension on Mother and Child*, a program to begin April 1 on CBS Radio (Monday-Friday, 2:30-2:35 p.m. EST), will feature Martha Wright, star of stage, radio and television, and Dr. Milton Levine, clinical professor of pediatrics at Cornell University Medical Center. They will discuss latest medical and psychological developments in child care. The program was created by Dominic R. Quinn, vice president, CBS Radio division for network programs.

Goodman cites changing profile of television

NBC President Julian Goodman last week urged broadcasters and advertisers to bridge the generation gap with "fresh, new techniques and approaches in programming." He also said the 1968 elections will be among the most closely

followed in many years.



Mr. Goodman

In a speech before the Adcraft Club of Detroit, Mr. Goodman said that current programming trends are forerunners of "the new television. . . All over the country, young, talented people are working with film to create new ideas,

ideas that are relevant to their time and represent departure in style and form from what we are used to seeing."

He said the two most important developments current in TV are the emergence of color and the predominance of young adults in the population, which is creating a new audience.

On the campaigns and elections, Mr. Goodman said NBC was assigning a news staff of over 800 people and spending more than \$12 million to cover the campaigns.

KNX to carry news 16½ hours daily

CBS-owned KNX Los Angeles announced last week that it will become virtually an all-news station beginning April 15, making the second station licensed to that market to feature such a format. The station, already heavy in news, is expanding its coverage by broadcasting 70 additional hours of news each week, thus raising its daily total of news to 16½ hours.

The only nonnews material retained in KNX's new format are *Arthur Godfrey Time*, *Chef Mike Roy* and six-hour *Music 'till Dawn* block. There will be no other music heard on the station.

The CBS station's announcement came a week after Westinghouse Broadcasting's KFVB Los Angeles made its switch to an all-news format (BROADCASTING, March 11). The Los Angeles market also is served with all-news programming by XTRA, which transmits from Tijuana, Mexico. In addition, KABC predominately programs news.

Teen-Age Fair to have busy April

Teen-Age Fair Inc., Hollywood-based producer of attractions for the youth market, is going to pour out a total of 12½ hours of a combination of network, first-run syndication and local shows for television during a three-week period in April. Included are *Miss Teen Internä-*



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WTAE-TV 4

BASIC ABC

Miami's night people haunt the movies

About a year ago WLBW-TV Miami suddenly canceled its Saturday all-night mystery movies. The station received a flood of mail from irate viewers, so the series was reinstated.

On Saturday night (Sunday morning) of March 9-10, WLBW-TV decided to use its special telephone recording equipment to find out just how many insomniacs in the Miami market were watching the movies.

The procedure was to be simplicity itself. The announcer for the all-night movies was to break in every hour or so with a question and then report the "yes" and "no" voter percentages about an hour later. No one was sure just how many people would call in, but no great numbers were expected since the station was averaging about 2,600 weeknight calls on its topical "Question of the Day."

When the WLBW-TV executives came in Monday morning they

found that 6,307 calls had been recorded from 1-5 a.m., and that the question asked at 2:30 a.m., "Are you watching at home?" drew 2,934 responses.

Although Thomas A. Welstead, vice president and general manager of the station, feels that such tabulations and the responses on the nightly QOD are not exact research, he notes that the number of voters and how they vote can denote area trends.

In the other questions asked during the all-night movies, 62% of those responding said they were residents, not tourists, and 76% said they would like all-night movies every night.

The last question, asked at 3:30 a.m. drew 1,159 calls.

If nothing else, WLBW-TV now has an indication of how many sleepless souls there are within dialing distance.

tional Pageant, produced in association with Selmur Productions and Schenck Enterprises, sponsored by Clairol on ABC-TV, April 13; *Romp!* sponsored by Pepsico Inc., also on ABC-TV, April 21; and *Where the Girls Are*, sponsored by Celanese Corp. of America on NBC-TV, April 23.

During the same period, too, Teen-Age Fair will be turning out *The Michael Blodgett Show*, a 90-minute weekly series distributed in first-run syndication, and will stage several "Miss Teen U.S.A." contests for local West Coast TV presentation. Started about six years ago, Teen-Age Fair primarily uses television as a way to provide service to its youth-exposition clients (BROADCASTING, Dec. 4, 1967). Last month, Filmways Inc. announced that it would acquire Teen-Age Fair and operate it as a wholly owned subsidiary (BROADCASTING, Feb. 19).

KSTP-TV to appeal contempt citation

KSTP-TV St. Paul-Minneapolis will appeal a contempt-of-court citation arising out of coverage of a St. Paul murder trial to the Minnesota Supreme Court. Bill McGivern, director of news operations for the station, said last week that a lower court issued the citation after Channing Carlton, KSTP-TV art director, made sketches of various members of the court, jury and defen-

dent. Judge Roland Hachey had issued a verbal order against the making of sketches prior to the trial. Mr. McGivern decided to use this ruling as a test case and ordered Mr. Carlton to proceed with making the sketches.

NBC-TV backs Dortort for feature production

David Dortort, executive producer and creator of NBC-TV's *Bonanza* and *The High Chaparral* series, is going into movie-making, thanks to the financial help of the television network. The producer revealed last week that his David Dortort Productions will produce a full-length motion picture, "Bottom Line," for theatrical distribution. NBC will put up the financing for the project.

Previously the network committed financing for one Elvis Presley feature film and two features to star Bob Hope. Like the Dortort project, these would be primarily for theatrical distribution with no television plans yet determined. CBS-TV and ABC-TV both are producing movies for theaters through subsidiary organizations.

Mr. Dortort, currently president of the Producers Guild of America, is also developing additional TV products for NBC-TV, as well as other projects for theatrical release. Currently under preparation are two series, *Chinook* and *POV*, both to be produced in two-hour pilot form.

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How FCC hopes to wriggle out

It asks appellate court to let it liberalize its personal-attack rule—which Justice suggested might be vulnerable to constitutional challenge

The FCC will immediately extend the list of news-type programs that are exempt from the requirements of its personal-attack rules if permitted to do so by the U. S. Court of Appeals for the Seventh Circuit.

Specifically, the exemption will extend to commentary in newscasts and on-the-spot coverage of news events, as well as to news interviews, including commentary. The aim would be to meet objections that the present rules inhibit broadcasters in their journalistic function. But the commission would continue to hold broadcasters to the standard of the fairness doctrine in connection with the exempt programs.

The commission made the announcement Friday (March 22), in a pleading filed with the court where the agency's fairness-doctrine rules, which apply to personal attacks and political editorializing, are being challenged. Attached was a copy of a proposed memorandum and order containing the amendment.

The pleading was in support of the commission's request that the court hold the cases in abeyance to permit the commission to reconsider a revision of the personal-attack rules (BROADCASTING, March 4).

No Rulemaking Proceeding ■ The commission said that, if the court grants the motion to hold the cases in abeyance, it will revise the rules "without seeking further comment" on them. It noted that "a full rulemaking proceeding with voluminous comments has already been held." The commission adopted the rules last July (BROADCASTING, July 10, 1967).

The commission said that although the proposed rules would be subject to petitions for reconsideration, the procedure it outlined would avoid "any extended hiatus" and would permit an early hearing of the cases.

Two of the principal opponents of the rules, the Radio Television News Directors Association and NBC, had opposed the request. The third, CBS, gave a qualified assent (BROADCASTING, March 18).

The commission, which requested permission to rewrite the rules after conferring with the Justice Department, a co-respondent in the case, tailored its amendment to meet the objections to the personal-attack rules that had been raised in CBS's brief. Justice had said

the rules as written pose "possible problems that might be minimized by appropriate revisions" (BROADCASTING, March 4).

Lift News Function ■ CBS argued that the rules would inhibit it in exercising its journalistic responsibilities in the areas of news analysis or commentary by its reporters or the presentation of controversial public figures in news shows. The rules require stations airing a personal attack to send the person or group attacked a tape, transcript or accurate summary of the broadcast, a notification of the time of the attack and an offer of a chance to respond.

The rules presently exempt bona fide newscasts or on-the-spot news. But commentary in those programs is coverage specifically excluded from the exemption, and news interviews are not mentioned.

The commission, while stating in its proposed order that it regards CBS's argument concerning the inhibiting effects of the rules as "speculative," said it was persuaded to amend the rules by two considerations.

One was congressional action in 1959 in amending the equal-time law to exempt newscasts, news interviews, news documentaries and on-the-spot coverage of bona fide news events. The other was the commission's experience in dealing with those programs.

Need to Inform ■ The commission noted that Congress, in adopting the 1959 amendments, stressed the importance of broadcast journalism in informing the public "with respect to political events and public issues." And while there are "practical differences in its impact, the personal-attack fact can have some similarities to the 'equal opportunities' requirement in its application in this area.

"We have not had problems in this area over our many years of applying the fairness doctrine," the commission added. "For example, the 1959 exemption has worked well with respect to political candidates and the fairness afforded them in these news-type programs."

Accordingly, the commission said, "we have decided to strike the balance in favor of exempting these news categories, other than news documentary. It avoids any possibility of inhibition in these important areas of broadcast jour-

nalism without appearing to raise any greater problem of abuse than was the case in the 1959 exemptions as to 'equal opportunities'."

The commission said it will extend the exemptions of the rule to the bona fide news interview including commentary and news commentary or analysis in a bona fide newscast. Commentary in on-the-spot coverage of news events, is also exempt. Such programming, the commission said, is "a means of developing the news and informing the public which Congress singled out in the 1959 amendments. . . ."

The commission said it will not exempt the news documentary—one of the four categories exempted from the equal-time law, because the response of a person attacked in such a program "is clearly germane and important to informing the public fully." The commission said there is "no factor of even possible inhibition," since the documentary is assembled over a period of time.

No Change on Editorials ■ Specifically excluded from the exemption also is the "labelled station or network editorial, even if occurring" in one of the exempt categories. The commission said that the right to editorialize carries with it the concomitant duty of notifying the appropriate person or group attacked and offering an opportunity to respond.

The commission also said that it is in the area of editorializing that it has found "flagrant failures" by licensees to follow the fairness-doctrine requirements.

The fairness doctrine itself remains applicable to the exempt categories. The commission said the doctrine will be satisfied if the licensee chooses fairly to present the viewpoint of the person or group attacked.

But if the licensee does not accord fairness in that manner, the FCC said, he must notify the person or group attacked and afford an opportunity to respond.

The commission vote on the proposed order was 5-to-2, with Commissioners Lee Loevinger and Robert T. Bartley in dissent. Commissioner Loevinger, who opposed the commission's request for a suspension of the hearing, dissented last week because, he says, the course the commission has followed "has been hasty, ill-considered and inadequate," and because "the revision now proposed is defective."

Commissioner Bartley, who dissented to the commission action adopting the rules, restated the position he took in July—that since the fairness doctrine is in the process of being perfected on a case-by-case basis, "codification by rule is premature."

Syndicators see bullish market

Pre-emption of network programs, rising number of UHF outlets expected to stimulate program sales at NAB convention

Television program entrepreneurs from points north, south, east and west and in between are converging on Chicago this weekend with high hopes and firm confidence that 1968 will unfold as a highly satisfactory year for the syndication market.

More than 60 suppliers of tape and filmed shows and motion pictures, probably a record number, will display their new (and some not so new) product for station program buyers attending the annual convention of the National Association of Broadcasters. Distributors will be divided into two categories: those belonging to Television Film Exhibit '68 and those showing their programming on an independent basis.

A canvass by BROADCASTING last week of leading program syndicators pointed to the virtually unanimous projection that sales in 1968 would rise comfortably over 1967, resulting primarily from the continual rise in the number of UHF stations and the growing trend toward local pre-emption of network programs. The strongest thrust has been provided by the U's, with 26 new commercial UHF outlets having gone on the air in the past year and scores of others scheduled to begin operations over the next few months.

"For some distributors the U's mean the difference between a profit and a loss," one key syndicator remarked. "We have been selling product to stations that are authorized but are still to go on the air."

Solid Market ■ Though there is no centralized source to provide data on the size of the syndication industry, several authoritative sources placed the total volume in 1967 (domestic and international) at approximately \$220 million, up from an estimated \$205 million in 1966. The international gross was pegged at about \$75 million and domestic about \$145 million (\$85 million from features and \$60 million from syndicated product).

Syndicators expressed optimism that their volume in 1968 would rise by at least 10% to bring the volume up to \$240-\$245 million.

From a long-range point of view, dis-

tributors were bullish over syndication prospects because of these factors.

■ The expected growth in the number of stations, notably U's, that can raise the total number of outlets within a decade to 1,000. New as well as established stations will need an ever-growing volume of programming.

■ The continuing accent on demographics by both audiences and advertisers. This condition can be met most efficaciously by syndicators who, they claim, can fulfill this requirement more easily than the networks, which must aim more pointedly toward the mass audience.

■ The trend toward the shorter and shorter cycle of new episodes of network programs provides growing opportunities for syndicated specials on affiliated stations.

■ The growing movement toward strip programming is bringing in large

revenue at relatively lower selling costs for syndicators.

Station program buyers in attendance at the convention and TFE can look forward to a cornucopia of talk-variety series, which represents the hottest trend in syndication; a large assortment of fresh (and not so fresh) feature films; an expansion of entertainment specials, and a relative paucity of new off-network series (see listings, page 81).

Leading the Way ■ The talk-variety syndrome, galvanized by the resounding successes of Westinghouse's *Merv Griffin Show* and the *Mike Douglas Show*, has its supporters and detractors. Its adherents claim they have created "something different" that will appeal to both the vital young adult as well as the more mature audience, while its critics claim the market will be "glutted."

The outlook for features in syndication also strikes a note of ambivalence. Though specialists estimate it still represented more than half of all the money spent last year by stations in domestic syndication, the steady expansion of networks into the features sphere (a movie will be on the networks every night of the week next year) is likely to have a leveling effect in 1968. Some key distributors point to the dropping of late-afternoon feature segments by stations in New York and Los Angeles as a harbinger of things to come, citing "feature fatigue" by viewers, particularly as it concerns rerun product. But feature-film syndicators insist the market will hold, insisting that movies, even those off-the-network, are attractive to many stations as a staple product.

There are indications that entertainment specials in syndication will experience a boom in 1968. Producer-distributors attribute this bullish market to an expected reduction in entertainment specials on the networks and report that many station groups and outlets in large cities have expressed considerable interest in well-produced entertainment hours in color.

Off Network Series Drop ■ The fresh off-network series continues in the decline that began last spring. The last

TFE draws 22 exhibitors

This is the seventh annual Television Film Exhibit and the third year it's being held under the auspices of the National Association of Broadcasters. Twenty-two TV film distributors will display at TFE '68 opening March 31 on the fifth floor at Chicago's Conrad Hilton hotel. Hours are 9:30 a.m.-7 p.m. daily, through April 3. A cocktail party and reception will be held March 31 at 5 p.m. in the International Ballroom.

Alvin Unger, Independent Television Corp., is chairman and serving with him on the executive committee are Peter M. Roebek, Peter M. Roebek & Co.; Harvey Chertok, Warner Brothers-Seven Arts, and Elliott Abrams, Walter Reade Organization. Committee chairmen are: Leo Gutman, Gutman Advertising, promotion; Milton Rich Associates, publicity; Frank Miller, K. Fujita Associates, business affairs, and John A. Ettliger, Medallion TV Enterprises, entertainment.

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bumper crop of off-network product was in 1966, when 22 such series were offered during NAB and TFE. This total dwindled to 10 at this time last year. The number now stands at seven, though there are several others that are in the "iffy" category.

The new off-network series definitely set for syndication are *The Invaders* and *The Fugitive* from ABC Films; *Run for Your Life* from MCA TV; *Man from U.N.C.L.E.* from MGM-TV; *I Spy* and *The Real McCoys* from NBC Films, and *Batman* from 20th Century-Fox. In addition, United Artists Television is making sales on *Rat Patrol*, but this is contingent upon a firm decision from ABC-TV that it will be canceled.

Distributors mentioned high residual costs as one important reason they have not released some off-network programs still in their backlog. A key syndicator said he would not offer a series on which residuals reach \$10,000 per one-hour episode since it would be virtually impossible to make a profit.

Other trends noted by syndicators: the sharp decline in new cartoon series for syndication because of expansion of such programming on Saturday and Sunday by networks; the emphasis on the longer form (one hour and, in some instances, 90-minute series, largely on a strip basis); a scarcity of suitable half-hour series, and advance sales on network series to take effect after their network cancellation.

UHF Growth ■ The most dramatic development in syndication in 1968, according to Kevin Sullivan, vice president in charge of sales, ABC Films, is the emergence of the UHF market. It is Mr. Sullivan's contention that in 1968, UHF stations will account for about 25% of all syndicated sales.

"In many of the major markets, U's actually are outbidding the VHF's for

new off-network series," he reported. "This is an area that is going to be more and more important to us."

ABC Films had "an excellent year" in 1967, paced by *Girl Talk*, now in 85 markets, and *Combat!*, in 51 markets. The company is releasing *Invaders* for the convention and has made some advance sales on *The Fugitive* prior to its official release. Mr. Sullivan indicated that by convention time ABC Films may have two additional tape series to offer.

Ralph Baruch, vice president and general manager of CBS Enterprises, noted that the growing trend toward strip programming was a strong factor in growing domestic sales in 1967 and should help make 1968 "the best domestic year in our history." He noted that large-scale sales on *Perry Mason*, *I Love Lucy*, *Make Room for Daddy* and *Twilight Zone* were the major contributors to the banner outlook for 1968. CBS Enterprises' top series, *Perry Mason*, will be reinforced shortly by 50 additional episodes to the 195 already in release (CLOSED CIRCUIT, March 18).

Big Bite ■ Mr. Baruch pinpointed one big problem in syndication—the high cost of talent residuals—which, he said, is keeping some off-network series out of syndication. He indicated the industry has a job to do in arranging an accommodation with producers, unions and talent agents.

Four Star Entertainment Corp.'s sales for 1967 were "right on target," according to Ken Joseph, executive vice president for domestic sales, and 1968 looks even better "depending on the financial stability of the new UHF stations going on the air this year.

"The total dollar-market this year is bigger than ever, but so is the industry bet on first-run product—bigger than any year in the last five or six, he ob-

served. "Talk and talk-variety, I think, are at a saturation level. If you combine network and syndicated talk, it adds up to a total of seven shows and 10½ hours of programming a day. "I think 1968 is going to be a year of drastic change for the industry—a year of real shakeout."

New Series ■ In his third year, Sandy Frank had a "banner year" in 1967. He looks forward to a better 1968 with more shows and an expanding market in UHF and independent TV.

Mr. Frank's new entries include *Golden Voyage*, a 78-episode, first-run travel adventure series in color, and two series previously distributed by Official Films: *Across the Seven Seas*, a travel adventure (39 episodes), and *My Little Margie* (128 episodes). He also will have available *Comedy Capers* and *Our Gang Comedies*.

One problem Mr. Frank has encountered is a squeeze for time on VHF, and thus he has concentrated on the UHF market. He sees a trend in 1968 toward the type of programs he is selling because they are classics and different from what UHF is already broadcasting.

King Features Syndicate's outlook for 1968 is confidence hedged with caution. The company will not bring any new product to the convention "because we did last year, only to have our thunder stolen by three or four late arrivals," according to a spokesman.

The decline in national spot sales, he said, has prompted "a lot of station controllers to tell program managers to stop buying."

Lou Friedland, vice president in charge of syndication for MCA TV, stressed the importance of currency and color for the large number of sales on the more than 150 features it has placed into syndication in the past year. For the most part, he said, they are films from 1964 or later and "stations are just gobbling them up."

In the syndicated series area, MCA TV has had "excellent results" with *Alfred Hitchcock Presents*, *Wagon Train* and *McHale's Navy*. This spring it is offering 80 one-hour episodes in color of *Run for Your Life*.

"We are still in a strong position with features and we will be for some time," Mr. Friedland noted. "We have made our network sales for only two runs, so they retain their freshness and station interest when we place them into syndication."

A spokesman for NBC Films reported higher sales for 1967 from the successful introduction of the half-hour series *Divorce Court*, and predicted still higher sales in 1968 with the introduction of *I Spy*, *The Real McCoys*, and several network documentaries into syndication.

Knocking Heads ■ The NBC spokes-

BPI fields a team of 20

BROADCASTING and *Television* magazines will have 20 representatives in Chicago to cover the National Association of Broadcasters 46th annual convention, engineering conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. will hold open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom will cover convention news.

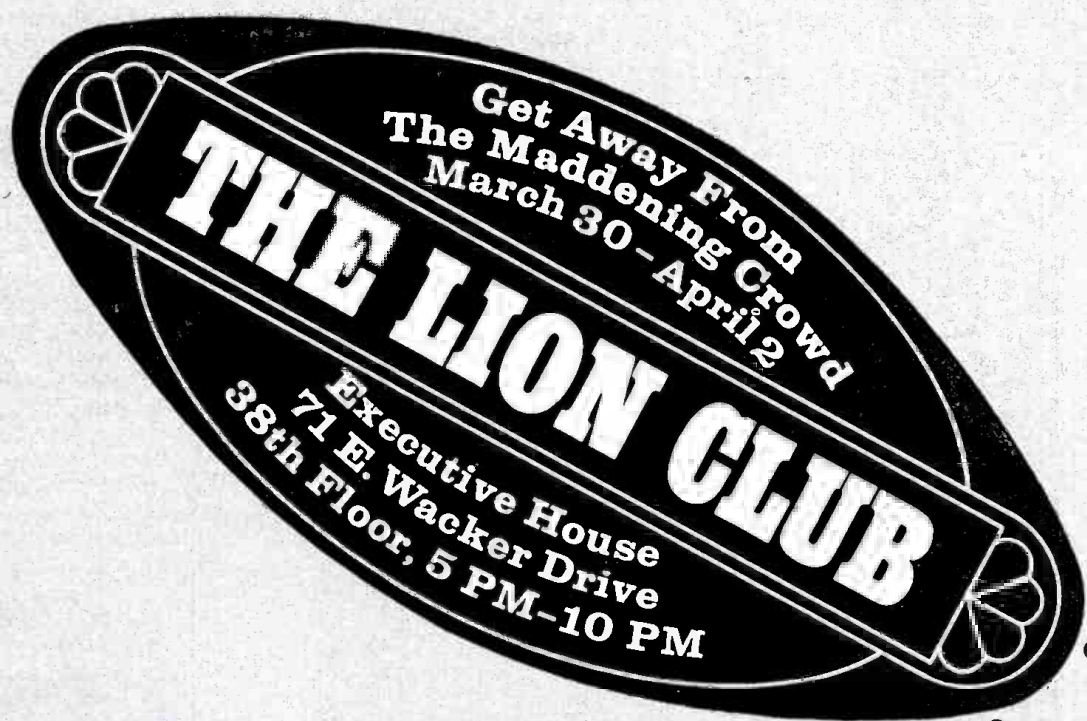
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ton, Bill Merritt, Leonard Zeidenberg, Morris Gelman, Sherm Brojey, Dave Bailey, Greg Masefield, Martin Mitchell and Rose Adragna.

Representing *Television* are Dick Donnelly, John Gardiner and Frank Chizzini.

BROADCASTING's April 8 post-convention issue will report in full on events during the convention and on the many additional sessions that are not on the formal NAB agenda.

BROADCASTING's April 15 post-convention issue will offer in-depth text and photo coverage of the new equipment introduced at the convention.



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MGM Television 

man said one of the most important reasons for the continued strength of the syndication market is increased network reliance on movies and their resulting higher prices. "It provides syndicators an opportunity to counter program with hour and 90-minute shows," he said.

A spokesman for Official Films observed that features are the dominant trend now, but believes the public would welcome a change. Official's programs, all in color, to be introduced at the convention include: *The Swinging Scene of Ray Anthony*, a special; *Your Daily Horoscope*, five minutes, 260 episodes; *The Art of Handicapping*, 5 minutes, 260 episodes; *What's the Law?*, 30 minutes, 13-52 episodes; *The Ray Anthony Show*, one hour, 26 episodes, and *Let Us Entertain You*, one hour special.

New Blood ■ Robert M. Newgard, vice president in charge of syndication sales, Paramount Television Enterprises, thinks the growth of UHF stations is one of the most important developments affecting the syndication business these days.

Primarily, what Mr. Newgard believes the U's have done is expand the market and, by adding competition, raise the price of product. "Domestic values have been pretty well fixed in the last few years," he explains. "It was up when hours first came out back in 1961-62. Everybody bought them and you could predicate a \$25,000 gross on them for a couple of runs a year per hour. And then all of a sudden they didn't work. Guys were trying to use them in place of features, late night. And that didn't work and the gross went way down to \$17,000, \$15,000, \$14,000. Now with the U's, it's way back up again."

Features High ■ Elliott Abrams, vice president for TV sales of the Walter Reade Organization, reports "highest sales ever" of the company's feature-film product during 1967 and expects the same situation during 1968.

"We might find ourselves running into a more selective market, but nothing we can't handle," he said.

Walter Reade will be bringing *Cinema 30*, a package of 26 features, 10 in color, to the convention.

Dawson Adams, general executive at Peter Robeck and Co., New York, official outlet for British Broadcasting Corp. product in the U. S., attributed to the "cultural explosion." He said more people are interested in "quality material in 1967 than they were in 1966, and we expect 1968 to show an increased demand for BBC product even greater increase."

Dan Goodman, vice president in charge of syndication for Screen Gems, said business was "quite good" last year and is headed in the same direction in 1968. The features business, he added,

Breakfast with TVSI

More than 400 broadcasters are expected at the 13th annual membership breakfast meeting of TV Stations Inc. in Chicago April 1. Highlights of the session will be a forecast of the 1968-69 network prime-time schedule by Herb Jacobs, TVSI president, and new TVQ share-point estimates developed by the Home Testing Institute and presented by Frank Brady, HTI vice president.

maintained itself, and syndicated sales and program sales rose comfortably, aided in large part by sales to UHF outlets.

"We find that the UHF stations are buying new and old syndicated product and features," he said, adding "we are getting some additional business from VHF stations that are pre-empting more network shows than in the past."

Showcorporation had a good sales year in 1967, and expects a substantial increase in business in 1968 because of its take-over of RKO General's syndication sales. President Robert Manby said the company's principal shows — features and *Firing Line with William F. Buckley*—will probably do well in 1968, but specials tend to be spotty in sales.

Mr. Manby feels there will be a trend toward more tape distribution of programs made especially for syndication in 1968. Showcorporation doesn't plan to introduce any new shows at the NAB convention.

Spangler Television Inc.'s president, Larry Spangler, reports a good year in 1967 with one show, and expects much more volume in 1968 because of an increase in the number of shows being handled. Mr. Spangler reported he will introduce at the convention *Car and Track*, 39 first-run half-hours produced by Time-Life, and *Gourmet Adventure*, a one-hour special.

New Talkies ■ Trans-Lux Television Corp. has earmarked more than \$1 million to develop five talk-variety series and a group of entertainment specials for 1968 as part of a plan by the company to place more concentration in the adult TV area.

Richard Carlton, executive vice president of Trans-Lux, indicated this move represents a change for the company, which heretofore had stressed the children's programs area.

"We are still active in children's programming," Mr. Carlton said, "but 1967 showed us that the networks have taken a stronger hold on children's programs with their Saturday-Sunday concentration. So in 1968 we are looking for an upturn in sales via the adult route. We

have high hopes for our programs, which include series with Murray the K, comic-writer Pat McCormick, comedienne Joan Rivers and newsman Phil Lind."

Triangle Program Sales saw feature-film sales decline in 1967 because of syndicated talk shows, but predicts that movie packages will be in greater demand this year as the weaker talk shows drop out. A spokesman for Triangle said 1968 looks like an even stronger year for syndicated sports.

New series for Triangle are *Morgan at the Movies*, *College Question Box* (52), a two-hour special *The American Indian* and a one-hour daily *Cleveland Amory*.

William Clark, general sales manager, 20th Century-Fox Television, said his firm had "more than doubled its sales volume in 1967" compared to 1966. The growth was attributed to an increase in product.

Feature Shortage ■ He was "bullish" about 1968 sales and sees a trend toward more syndicated product since "there's a lack of big-name quality features available at present for TV. Half-hour shows have been earning pretty good ratings wherever they've been presented," he said.

Mr. Clark felt that while the plethora of talk shows may present some problems, "the bright spots in our business are many. For instance, there's UHF, which is closing the price gap, and there is the quality of our product—it's very good."

Half-Hour Shortage ■ Pierre Weis, executive vice president, United Artists Television, reported "a very good year" in 1967 with sales running "exceptionally high" on *Gilligan's Island*. He noted that the industry will offer a large number of hour programs in syndication for this year, but as a result, some stations with half-hour slots to fill will have "lean pickings."

"But we're in good shape with many of our tested half-hour series, plus *Gilligan*," Mr. Weis observed. "In addition we have 58 episodes of *Rat Patrol* in color on which we have made some contingency sales pending definite word from ABC-TV on whether it will be renewed."

Erwin Ezzes, executive vice president, United Artists Associated, which handles distribution of features, reported that 1967 was "fine" and the outlook is promising for 1968. He discounts reports that syndicated feature sales will decline this year.

"We find that we have sales and re-sales from many of our Warner Brothers' product," he stated. "And when we come out with a new package, as we are at the NAB this year, stations will gobble it up. Naturally, sales are tied to the quality of the product, and we are finding that pictures coming off their

network runs find slots on stations throughout the country. And I think this is true at all major features companies."

George Mitchell, vice president and general sales manager, Warner Brothers-Seven Arts, is "most optimistic" about 1968. He noted the company recently released a new package of 50 features which has "sold very well" during initial weeks. In addition, sales have been brisk on *F Troop* and the company's catalogue of cartoons, with markets renewing as their licenses expired.

"We have probably the largest number of feature films in the industry," Mr. Mitchell observed. "Some stations had held back in buying features be-

cause of the network's slotting seven nights of movies next season. But they are now coming in with orders."

The 1967 slowdown in national spot didn't affect sales of WBC Production's high-flying Merv Griffin and Mike Douglas shows, according to Jack E. Rhodes, vice president for sales.

"At the last NAB," he said, "Griffin was sold in 65 markets and Douglas in 117. This year, Griffin has been sold in 130 markets, and Douglas in 170. Their four specials each have been sold in 60 and 70 markets, respectively. And Douglas just went on KNBC(TV) Los Angeles in the late afternoon at the highest price ever paid for syndicated product in Los Angeles—more than

\$15,000 per week."

In fact, Mr. Rhodes recommends WBC's specials, up to a total of 52 from 25 last year, as an antidote to a spot decline.

Earnings were up in 1967 for Wolper, and the company hopes for as good a year if not better in 1968. Vice President Walter Kingsley sees a trend in longer, talk-variety shows, and the company is following this trend with the introduction of the *Les Crane Show*, a five-a-week, one-hour program with a minimum of 26 weeks supplied. Also being introduced is *With Pierre Salinger*, a "contemporary," one-hour, once-a-week program, and several musical specials.

TV program distributors and Chicago locations

The 1968 NAB Convention has attracted the majority of the major syndicators and film distributors. Major exhibitors are listed here with their location. An asterisk (*) indicates TFE member.

ABC FILMS INC.

Conrad Hilton, Suite 2319

Headquarters: 1330 Avenue of the Americas, New York.



Mr. Golden

Personnel: Harold Golden, president; Kevin O'Sullivan, vice president and general sales manager; Gil Cohen, vice president-foreign; Howard Lloyd, vice president-western division; Jerry Smith, eastern division manager; Charles Atkins, central division manager; Steve Dickler, southern division manager; Dick Cignarelli, southwestern division manager; Will Thomas, account executive; George Back, account executive; Howard Mendelson, account executive; Phil Harmon, director of advertising and promotion.

Programs available, number of episodes in parentheses:

The Fugitive (120)
The Invaders (43)
Combat! (152)
Hayride (91)
8th Man (52)
One Step Beyond (96)
Virginia Graham's Girl Talk (1,000)
The World Series of Tennis (13)
Echo I (17)

ALLIED ARTISTS TELEVISION CORP.*

Conrad Hilton, Suite 532A-533A-534A

Headquarters: 230 West 41st Street, New York.



Mr. Stern

Personnel: James C. Stern, vice president and general sales manager; Jerome Wechsler, central division sales manager; George Dietrich, western division sales manager.

Programs available, number of episodes in parentheses:

Calvacade of the 60's—Group V (26)
Custom Color 26 (26).
Cavalcade of the 60's—Group IV (27)
Cavalcade of the 60's—Group III (17)
Cavalcade of the 60's—Group II (32)
Cavalcade of the 60's—Group I (36)
Bob Hope Features (7)
Exploitable (14)
Science Fiction (18)
Bowery Boys (48)
Bomba the Jungle Boy (13)
Charlie Chans (11)
Dial "AA" for Action Features (30)
Post 50's (12)
Post 45's (6)
Action Features (104)
Westerns (145)

AMERICAN INTERNATIONAL TELEVISION INC.

Ambassador East, Salon Blue Suite

Headquarters: 165 West 46th Street, New York

Personnel: Stanley E. Dudelson, first vice president; Hal Brown, assistant to the first vice president; Richard O'Connell, midwestern division manager; Ben Colman, eastern division manager; Chad Mason, southern division manager; Ramon Espinosa, western divi-



Mr. Dudelson

sion manager; Ruth Pologue, eastern advertising - publicity director.

Programs available, number of episodes in parentheses:

Amazing '66 (20)
Adventure '66 (20)
Top Secret Adventures (20)

Strongmen of the World (26)
New Color Adventures (34)
Prince Planet (52)
Dominant 10 (10)
Amazing Adventures '67
Real Life Adventures Documentaries
Holiday Storybook of Fable (13)
Science-Fiction (15)
Young Adult Theatre (26)
Epicolor '64 and '65
Amazing '65 (20)
Cinema 20
Adventures of Ozzie and Harriet (200)
Gold Record

CBS ENTERPRISES INC.

Conrad Hilton, Suite 2325

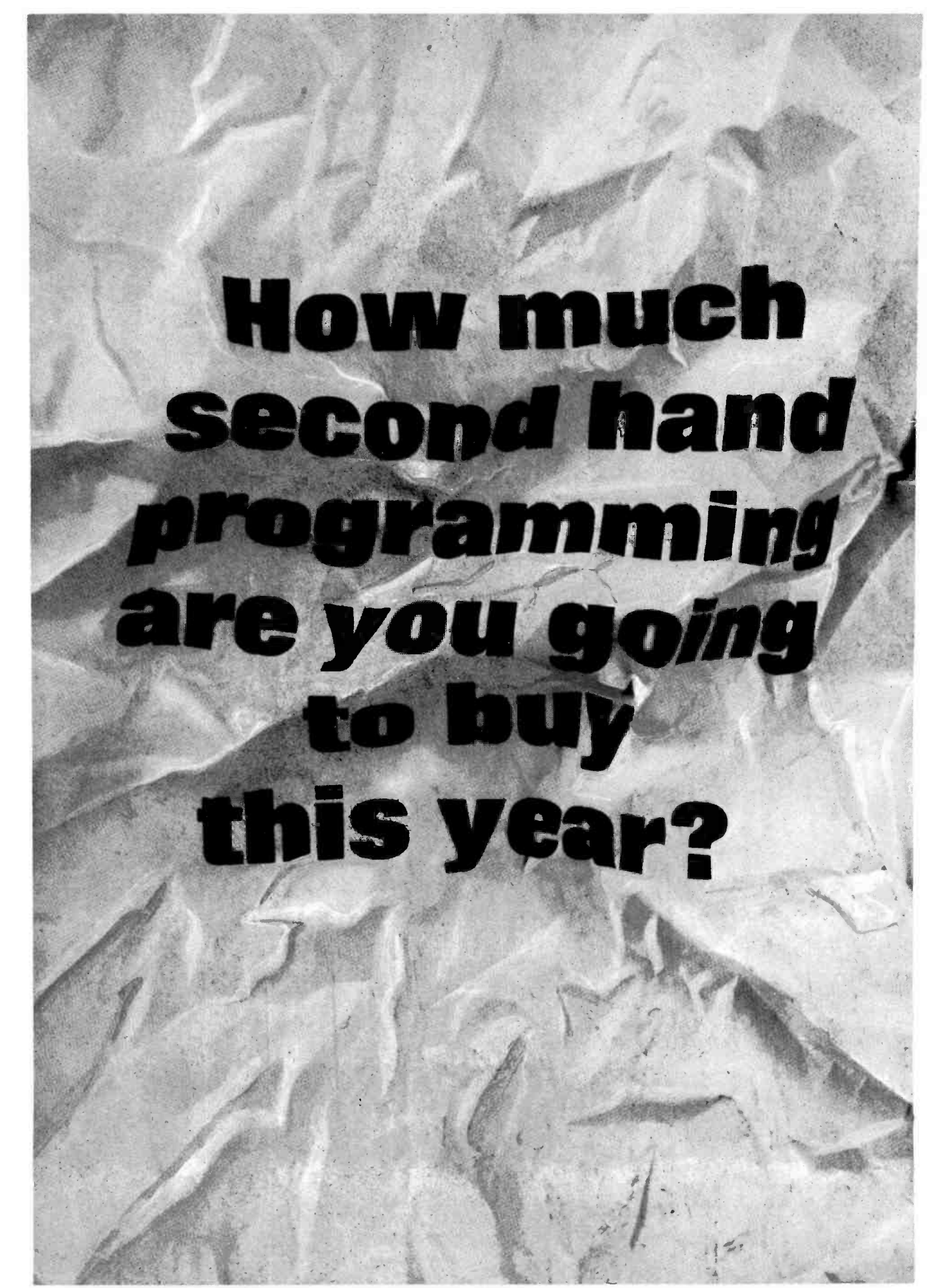
Headquarters: 51 West 52d Street, New York.



Mr. Baruch

Personnel: Ralph Baruch, vice president and general manager; James T. Victory, vice president, domestic sales; William M. Weiss, vice president, Terrytoons; Willard Block, vice president, international sales; Frederick L. Gilson, vice president and

general manager, CBS Films, Canada;



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Programs available, number of episodes in parentheses:

Perry Mason (195)
I Love Lucy (179)
Make Room for Daddy (195)
Password (195)
Rawhide (144)
Mighty Mouse (150)

EMBASSY PICTURES CORP.*

Conrad Hilton, Suites 539, 553

Headquarters: 1301 Avenue of the Americas, New York.



Mr. Levine

Personnel: Joseph E. Levine, president; Leonard Lightstone, executive vice president; E. Jonny Graff, vice president-television; Charles Britt, assistant sales manager; Richard Romaine, West Coast sales manager; Walter Keenan, director of technical services; John Amato, head booker (TV).

Programs available, number of episodes in parentheses:

28 for '68 (28)
Top Time Features (47)
Sons of Hercules (26)
Adventure (26)
Kick-off Catalogue (33)
Dodo (78)

FILMWAYS SYNDICATION SALES*

Conrad Hilton, Suite 561

Headquarters: 477 Madison Avenue, New York.



Mr. Moselle

Personnel: Lee Moselle, president; Ben Halpern, publicity and advertising manager.

Programs available, number of episodes in parentheses:

The Steve Allen Show (5 weekly)
Pat Boone in Hollywood (130)
The Addams

Family (64)

FIRESTONE FILM SYNDICATION, LTD.*

Conrad Hilton, Suite 561

Headquarters: 477 Madison Avenue, New York.



Mr. Firestone

Personnel: Len Firestone, president.

Programs available, number of episodes in parentheses:

Branded (48)
Timmie & Lassie (156)
Lone Ranger (221)
Sergeant Preston of the Yukon (78)

Lone Ranger Features (2)
Horror Features (28)
Fairy Tale Features (13)

FOUR STAR ENTERTAINMENT CORP.*

Conrad Hilton, Suites 512-513

Headquarters: 555 Madison Avenue, New York.



Mr. Reiner

Personnel: Manny Reiner, president; Ken Joseph, executive vice president; Alan Kraft, vice president - administration; Tony Thomopoulos, vice president special events; Dick Colbert, western division sales manager; Albert Goustin, director of special

projects; Alton Whitehouse, southern division sales manager; Charles Keys, southwestern division sales manager.

Programs available, number of episodes in parentheses:

Portrait (12)
George Jessel (13)
Tom Harmon Presents "Athlete" Starring . . . (32)
Holiday Musical Specials (5)
Stop and Swap (130)
Arthur (and the Square Knights of the Roundtable) (39)
Burke's Law (81)
The Seekers Down Under (1)
Something Special (22)
The Rogues (30)
P.D.Q. (455)
Honey West (30)
The Westerners (125)
McKeever & the Colonel (26)
Richard Diamond (26)
Ensign O'Toole (32)
The Dick Powell Theatre (60)
The Rifleman (168)
Zane Grey Theatre (145)
The Detectives (67 half-hours)
The Detectives (30 hours)
Stagecoach West (38)
Theatre 1 (60)
Expose (35)

Target: The Corruptors (45)
The Law and Mr. Jones (45)
The Tom Ewell Show (32)
Sports Specials
New Action-Adventure Group (5)
Sherlock Holmes (12)
Hollywood Reissues (12)
Spectacular Showcase (21)
Super Spy (11)
Fall of Berlin

SANDY FRANK PROGRAM SALES INC.*

Conrad Hilton, Suite 509

Headquarters: 44 East 67th Street, New York.



Mr. Frank

Personnel: Sandy Frank, president; Jon Kaufman, director of business affairs, general counsel; Emily V. Hammond, treasurer; Zelda Kapner, director of operations.

Programs available, number of episodes in parentheses:

My Little Margie
Golden Voyage (78)
Americal (65)
High and Wild (52)
The American West (78)
You Asked for It (104)
Colonel Bleep (100)
Mischief Makers (78)
Comedy Capers (92)
Wally Western (65)

HARTWEST PRODUCTIONS INC. HARTWEST TELEVISION INC.

Conrad Hilton, Suites 1322-23-24

Headquarters: 635 Madison Avenue, New York.



Mr. Jaffe

Personnel: Saul Jaffe, president; Jack Lynn, William T. Rafael, David Sureck, Helen Maizner, all programming; Ross Charles, Jim Kerr, Ned Land, Jim Schoonover, Joe T. Starr, Woody Woodall, all sales; Luise De Morgoli, Carol Corea and

Eleanor Katz, all sales administration. Programs available, number of episodes in parentheses:

Joe Pyne Show (52)
Radio programs:
Joe Pyne Show (52)
Live with Confidence (Dr. Norman Vincent Peale) (52)
Kaleidoscope of Specials (26)

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Christmas Kaleidoscope (10)
Earl Wilson Show (52)
Music Showcase (52)
Round the Horne (39)
Folk Song Cellar (39)
Barry Gray Show (39)
Jean Shepherd Show (26)

Also, BBC transcription service education Catalogue I; libraries and catalogues of music, drama, talk, children's shows, etc.

INDEPENDENT TELEVISION CORP.*

Conrad Hilton, Suite 501, 502, 549

Headquarters: 555 Madison Avenue, New York.



Mr. Mandell

Personnel: Abe Mandell, president; Irving Klein, vice president, administration; Alvin E. Unger, vice president, syndication; Herschel Harris, president, ITC of Canada Ltd.; James Gates, manager special projects; Hal Danson, eastern division

manager; C. Wylie Calder, southern division manager; Jerome Lee, western division manager; John H. Louis, mid-west division manager; Murray Horowitz, director of creative services.

Programs available, number of episodes in parentheses:

Captain Scarlet and the Mysterons (32)

The Baron (26)
The Heart of Show Business (1)
Thunderbirds (64)
The Magnificent 15
The Deluxe 20
The Exploitable 13
The Tormentors (1)
Secret Agent (45)
Gideon . . . C.I.D. (26)
Seaway (26)
Stingray (39)
The Lena Horne Shows (2)
Tale of Two Streets (1)
All the Queen's Men (1)
Mr. Piper (156)
Fireball XL5 (39)
Action Theatre Package (35)
Jungle 10
Intrigue 10
8 for Action (8)
Supercar (39)
Fury (114)
International Circus (3)
Jo Stafford Show (8)
Man of the World (20)
Espionage (24)
Danger Man (39)
Sir Francis Drake (26)
Ramar of the Jungle (52)
Gale Storm Show (125)
Whiplash (34)

KING FEATURES*

Conrad Hilton, Suite 512A, 513A

Headquarters: 235 East 45th Street, New York.

Personnel: Al Brodax, director of TV; Ted Rosenberg, director of TV sales, east; Maurie Gresham, director of TV sales, west; Joe Dowling, business manager.

Programs available, number of episodes in parentheses:

Outrageous Opinions
The Blondie Features
Popeye (220)

Beetle Bailey — *Barney Google & Snuffy Smith*—*Krazy Kat* (150)

KRANTZ FILMS INC.*

Conrad Hilton, Suite 556, 563

Headquarters: 250 West 57th Street, New York.



Mr. Krantz

Personnel: Steve Krantz, president; Marvin Grieve, national sales manager; Tom Seehof, western sales manager.

Programs available, number of episodes in parentheses:

Rocket Robin Hood (156)
Spiderman

Marvel Superheroes (195)
Bingo at Home (260)
The Weaker (?) Sex (260)
Peppermint School (260)
Perry's Probe (260)
Sports Hot Seat (52)
Tommy Hunter Show (39)
The Stu Davis Show (26)
Show of the Week (39)
Wayne & Schuster (4)
Festival (12)
Wojeck
Uncle Bobby (130)

KRISTOM PRODUCTIONS INC.

Unassigned

Headquarters: 5800 Sunset Boulevard, Hollywood.

Personnel: Barr Sheets, president.

Programs available from Kristom Productions, with the number of episodes in parentheses:

Trails to Adventure (39)
Gene Autry Show (85)
Jimmy Rodgers Show (39)
Melody Ranch (52)
 Radio programs available:
Diane Linkletter (265)
Cliffe Stone (260)

Sheila MacRae (260)
Michael Jackson (52)

LIN/MEDALLION PICTURE CORP.*

Conrad Hilton, Suite 560A, 561A

Headquarters: 477 Madison Avenue, New York.



Mr. Yamin

Personnel: Robert H. Yamin, president; Noah Jacobs, vice president in charge of sales; Crenshaw Bonner, account executive; John Link, account executive; Jerry Weisfeldt, western representative (TV Cinema Sales).

Programs available, number of

episodes in parentheses:

Cinemagreat Feature Package (50)
Main Street Features (19)
Quintet Features (5)
Scattergood Baines (6)
From the Bitter End (26)
Cartoon Capers (170)

MCA TV

Conrad Hilton, Suite 2400

Headquarters: 445 Park Avenue, New York.



Mr. Friedland

Personnel: Lou Friedland, vice president in charge of syndication; Keith Godfrey, vice president and director of sales; DeArv Barton, general vice president; Bob Greenberg, vice president, West Coast; Dick Cool, vice president, north- and mid-

central; Layton Bailey, vice president, southwest; John von Herberg, vice president, northwest; Carl Russell, vice president, southeast; Jack Robertson, vice president, central; Carl Runge, mid-Atlantic regional sales manager; Phil Conway, midwest regional sales manager; James Monahan, northeastern regional sales manager; Harold Cranton, director of advertising and promotion; Irving Paley; Peter Mead, director of research; Bert Herbert, research manager; Ralph Franklin, vice president—international; Herbert Stewart, vice president, Canada; Michael Solomon, Latin American & Caribbean sales manager, MCA International; Ernest Goodman and Lawrence Spungin, legal department.

Programs available, number of episodes in parentheses:

Adventures of Kit Carson (104)

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This year, Mark Century is adding a new service which will directly bring in revenue for your station...it's called Com-Color—it's something that's going to turn production budgets into media budgets.

If you can't make it to the convention, we'll send a representative to your market to show Colorskope to you. Write or wire Marvin Kempner, President, Mark Century Sales Corporation, The Towers, Warwick Hotel, 65 West 54 Street, NYC, New York 10019. Or phone (212) 752-3035.

Conrad Hilton, Suite 1722-24

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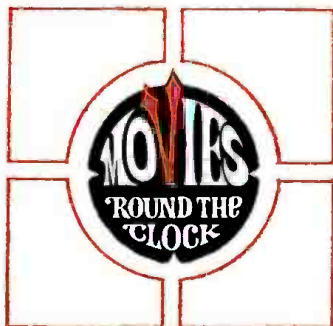


JOAN OF ARC
Ingrid Bergman, Jose Ferrer
100 Minutes, Color

IN SAIGON, SOME MAY LIVE
Joseph Cotten, Martha Hyer
100 Minutes, Color

TARGET FOR KILLING
Stewart Granger, Curt Jurgens
93 Minutes, Color

UNDER CAPRICORN
Ingrid Bergman, Joseph Cotten
117 Minutes, Color



Ten films
Prime time
all color
family films



Ten films
New stars
new stories for
modern viewers



Ten films
Super-action
adventure for
the spirited



Ten films
Film favorites
re-presented for
all the family



Ten films
Screen classics
acclaimed by
critics and public



Ten films
Fast-moving epics
from Hollywood
for outdoor-film fans



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-N.Y. Daily News
 Rotten To The Core ★★★½★
-N.Y. Daily News
 Nobody Waved Goodbye ★★★★½★
-N.Y. Daily News
 The Hours Of Love ★★½★
-N.Y. Daily News
 The Soft Skin ★★★½★
-N.Y. Daily News
 Model Murder Case ★★½★
-N.Y. Daily News
 The Cool World ★★★
-N.Y. Daily News

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National Sales Agent for Cinema V Distributing, Inc.

Alfred Hitchcock Presents (268)
Bachelor Father (157)
Biff Baker, U.S.A. (26)
Calvin and the Colonel (26)
City Detective (65)
Coronado 9 (39)
Crusader (52)
D.A.'s Man (26)
Follow That Man (82)
Jack Benny Show (104)
Johnny Midnight (39)
Johnny Staccato (27)
Leave It to Beaver (234)
Love That Bob (173)
McHale's Navy (138)
Mickey Spillane's Mike Hammer (78)
Mr. Ed (143)
M Squad (117)
The Munsters (70)
Pride of the Family (40)
Ray Milland Show (76)
Restless Gun (77)
Revue Anthology (34)
Rosemary Clooney Show (39)
SA 7 (26)
Shotgun Slade (78)
Soldiers of Fortune (52)
State Trooper (104)
Tales of Wells Fargo (167)
The Tall Man (75)
Alfred Hitchcock Presents (93)
Checkmate (70)
Cimarron City (26)
Frontier Circus (26)
Overland Trail (17)
Run for Your Life (85)
Riverboat (44)
Suspense Theater (53)
Suspicion (21)
Thriller (67)
Wide Country (28)
Arrest and Trial (30)
Wagon Train (32)
Paramount Pre-'48 Features (500)
Universal Films (102)
Universal Films (123)
Universal Films (50)

MEDALLION TELEVISION ENTERPRISES INC.*

Conrad Hilton, Suite 550A, 551A

Headquarters: 8833 Sunset Boulevard, West Hollywood, Calif.



Mr. Ettlenger

Personnel: John A. Ettlenger, president; Marilyn M. Ettlenger, executive vice president; Jack Flax, eastern sales manager; Robert C. DeVinny, western sales manager; Bruce Collier, southern sales manager.

Programs available, number of

episodes in parentheses:

Las Vegas Fight of the Week (26)
"20/20" for Better Vision! (20)

Creeping Terrors (38)
Batjac—John Wayne Package (6)
Korda Classics (12)
Medallion Package (47)
H.T.V. Package (68)
Star Route (26)
Crack in the Wall (1)
Kingdom of the Sea (41)
Wonders of the World (39)
Medallion Cartoons (50)
Wrestling Stars of the 60's (26)
Treasures in Faith (45)
View the Clue (26)
United Screen Arts Package (21)
Celebrity Billiards (26)

MGM-TV

Executive House, 38th Floor

Headquarters: 1350 Avenue of the Americas, New York.



Mr. Burns

Personnel: John B. Burns, vice president-television; Arthur P. Zeiger, director of business affairs; Edward A. Montanus, director of syndication sales; Louis S. Israel, sales service manager; Ben Wickham, George Hankoff and Paul Mowrey, sales representatives; Keith Culverhouse, director of creative services; Herman Keld, director of marketing; George Spall, director of operations; David Segal, promotion manager; Arthur Perles, press chief; Robert J. Horen, southern manager; Michael J. Gould, midwest manager; Paul Hoffman, midwest representative; Jack Swindell, southwest representative; Charles C. Alsup, western manager; Donald H. Colapinto, western representative; William F. Cooke, Canadian manager.

Programs available, number of episodes in parentheses:

Man from U.N.C.L.E. (128)
Dr. Kildare (132)
The Lieutenant (29)
The Eleventh Hour (62)
Cain's Hundred (30)
Sam Benedict (28)
The Islanders (24)
The Forsyte Saga (26)
The Asphalt Jungle (13)
Please Don't Eat the Daisies (58)
Zero One (39)
National Velvet (58)
The Thin Man (72)
Northwest Passage (26)
Our Gang Comedies
M-G-M Cartoons
The Passing Parade
Pete Smith Specialties
Crime Does Not Pay
MGM Pre-'48 Library
MGM 1-6

NATIONAL TELEFILM ASSOCIATES INC.*

Conrad Hilton, Suite 509, 515A, 517A, 521

Headquarters: 8530 Wilshire Boulevard, Beverly Hills, Calif.



Mr. Rodgers

Personnel: Berne Tabakin, president; Peter S. Rodgers, executive vice president; Cy Kaplan, vice president sales, eastern division; Joseph Moscato, sales executive; Joseph Zaleski, sales executive; Ken Weldor, sales executive; Sy Shapiro, sales executive; Gene Mc-

Closkey, sales executive; Ralph Sacks, sales executive; Mike Levitt, director advertising, promotion and publicity.

Programs available, number of episodes in parentheses:

The Dynamic 15
NTA's Grand Ole Opry Feature Package (39)
The Best of John Wayne (26)
Battle (52)
SCI—FI 52 (52)
Safari (26)
Horror—Fiction (39)
The David Susskind Show 1968
Vietnam—the Bombing (1)
Color Features (145)
Majesta Color Feature Group (6)
Top Rank (25)
20th Century-Fox Features (465)
Shirley Temple Feature—Film Festival (18)
Big Six (6)
Storybook Magic (7)
Famous Films I (116)
Famous Films II (46)
Westerns (92)
Cartoons (179)
Doodles Weaver (130)
Man from Cochise (156)
Sheriff of Cochise (78)
U.S. Marshall (78)
It's a Great Life (78)
Crime Reporter (78)
Third Man (77)
How to Marry a Millionaire (52)
Man Without a Gun (52)
Official Detective (39)
Walter Winchell (39)
Assignment Underwater (39)
Grand Jury (39)
This is Alice (39)
Schlitz Playhouse (25)
Adventures of William Tell (39)
African Patrol (39)
Quality Theatre—Hosted by Li'li Palmer (33)
International Playhouse (26)
Glencannon (39)
Mantovani (38)
Show Business—George Jessel (26)
20th Century-Fox Hours (49)

ready to pitch again

The REAL McCOYS have now played every major league—and played winning ball each and every season!

First on ABC in prime time. Then on CBS in prime time (followed by a Monday through Friday morning strip). And each time the McCOYS scored their Home Runs in terms of audiences.

Now—with NBC FILMS—the McCOYS are going local for the first time. Right up to the day the McCOYS left the network, they scored high. In fact, in 1966 on a month by month average,* the REAL McCOYS held a higher share of audience than "Concentration" the only other network competition in the 10:30 a.m. strip. During that time they also boosted their rating and share (except for a one month tie in share) above their lead-in, "I Love Lucy."



FILMS

Walter Brennan is ready to pitch, Richard Crenna is ready to pitch, Kathleen Nolan is ready to pitch. And a host of popular guest stars are ready to pitch.

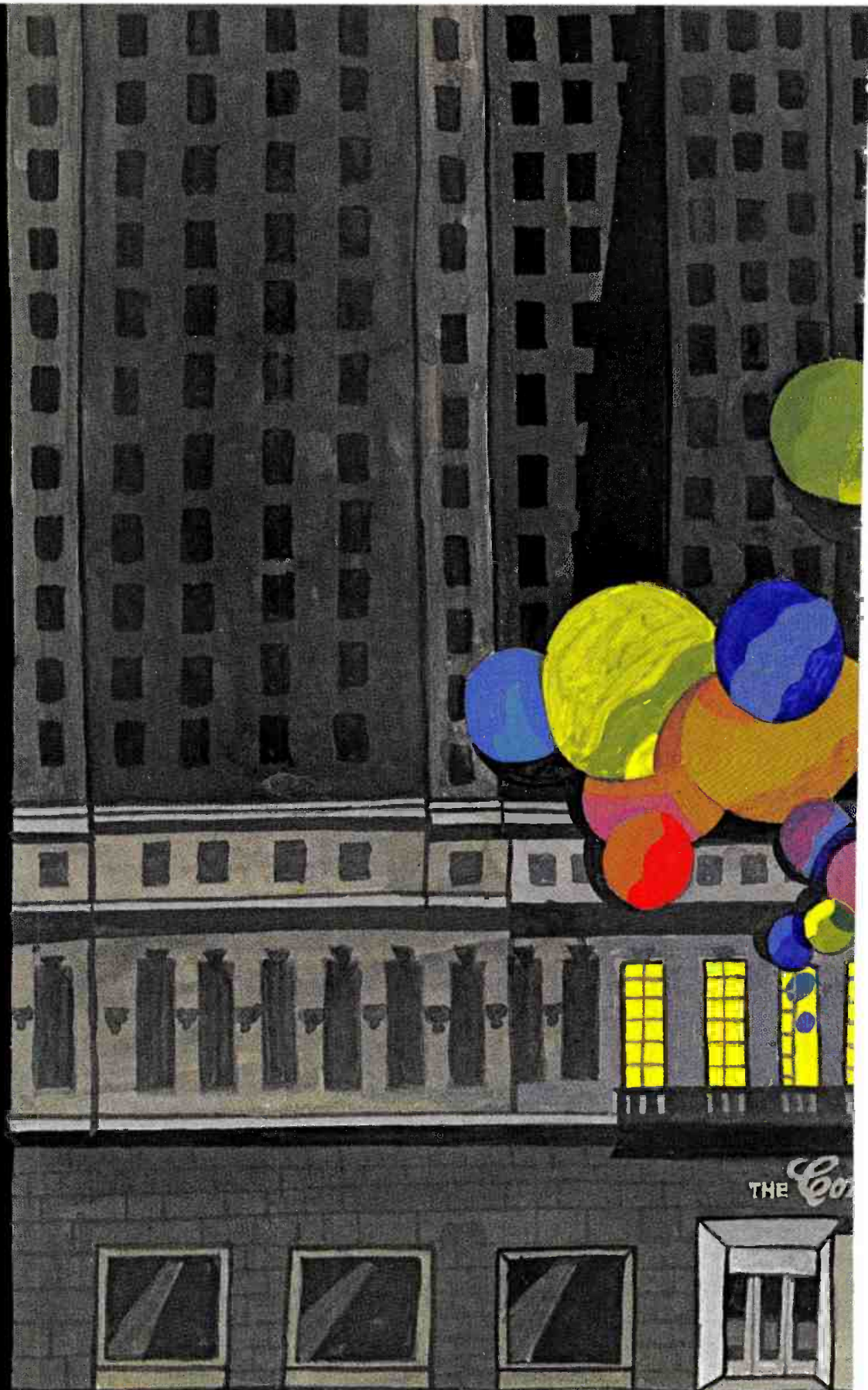
It's a great team for a great strip, all 223 innings.

*NTI January-September 1966

NOTE: Audience and related data are based on estimates provided by the rating service indicated and are subject to the qualifications issued by these services.

30 Rockefeller Plaza, New York, N.Y. 10020 Circle 7-8300





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LAST CALL: ENTRIES FOR DEADLINE CLUB UN AWARD

A \$500 cash gift and engraved trophy will go to the winner of the award given for distinguished UN correspondence between April 1, 1967 and March 31, 1968 by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. The deadline for entries is March 31, 1968; winner will be announced May 9th, 1968.

Journalists in all countries may compete by submitting tear sheets, mounted clippings, scripts or descriptive memos telling of the availability of tape or film. Entry material must be in English. Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Enter the competition now for

this important award, given by the New York Chapter of the national journalistic society and sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Kenneth M. Baker, Olin, 460 Park Avenue, New York, N.Y. 10022.

THE DEADLINE CLUB OF SIGMA DELTA CHI

Peril 13 (13)
David Susskind Show (39)
Play of the Week (59)
Repertory Theatre, USA (13)
Sports Colossus (2)
Man's Heritage (1)
Christmas Carol (1)

**M & A ALEXANDER
 PRODUCTIONS DIVISION (NTA)**

Color Features (33)
Features (270)
Westerns (41)
Planet Patrol (39)
Byline, Steve Wilson (39)
Fireside Theatre (100)
Terry & the Pirates (18)
Renfrew of the Royal Mounted (13)
Q. T. Hush (100)
Christie Comedies (107)
Holy Night (1)
Day of Triumph (1)
I Beheld His Glory (1)
The Great Commandment (1)

**HOLLYWOOD TELEVISION
 SERVICE DIVISION (NTA)**

26 Century '66 Features (26)
The Greatest Feature Films (900)
Roy Rogers Features of the 50's (14)
The Roy Rogers-Gene Autry Library
 (123)
Action Theatre of the 50's (60)
Outdoor Action Westerns (150)
Stories of the Century (39)
Frontier Doctor (39)
Stryker of Scotland Yard (12)
*Commando Cody—Sky Marshal of
 the Universe* (12)
Red Ryder and Little Beaver (23)
The Little Story Shop (5)
The Storytoon Express (30)

**NORTH AMERICAN
 TELEVISION ASSOCIATES***

Conrad Hilton, Suite 553A

Headquarters: 6290 Sunset Boulevard,
 Hollywood.



Mr. Dinsmore

Personnel: Robert R. Richardson, general partner; Richard Dinsmore, partner and sales manager; Jerry Liddiard and Thomas Seehof, sales representatives.

Programs available number of episodes in parentheses:

King Family Holiday Special (5)
Feature Package I (12)
Outdoor Sportsman (130)
Henry Fonda & the Family (1)
Sports International (9)
 Radio programs:
Perspective America

NBC FILMS INC.

Executive House, Suite unassigned

Headquarters: 30 Rockefeller Plaza,
 New York.



Mr. Graham

Personnel: George A. Graham Jr., president, NBC Enterprises; Morris Rittenberg, director, NBC Domestic Enterprises; Jacques Lieben-guth, vice president, sales, NBC Films; Robert Brenner, John J. Howley, Charles F. Whipple, Clifford Ogden

and Henri Profenius, sales representatives.

Programs available, number of episodes in parentheses:

Astro Boy I & II (104)
Best of Groucho (250)
Californians (69)
Cameo Theatre (26)
Car 54 (60)
Color Specials I (10)
Color Specials II (10)
Continental Classroom (160)
Danger Is My Business (39)
Deputy (76)
Divorce Court (130)
87th Precinct (30)
Forest Rangers (104)
Hennessey (96)
I Spy (82)
Kimba (52)
Laramie (124)
Laredo (56)
Loretta Young (250)
Outlaws (50)
People Are Funny (150)
Profiles in Courage (26)
Real McCoys (223)
Richard Boone (25)
Silent Service I & II (78)
Victory at Sea (26)

OFFICIAL FILMS INC.*

Conrad Hilton, Suite 528A-530A

Headquarters: 724 Fifth Avenue, New
 York.



Mr. Lerner

Personnel: Louis C. Lerner, chairman; Gerald W. Brooks, president; Jerry Hammer, vice president-program development; James P. Miller, vice president-treasurer; Al Lan-ken, general sales manager; Gerald Corwin, sales executive; Lee Jacko-way, sales executive; Robert Marcella, sales executive; Joel Levine, sales execu-

OF LANDS AND SEAS



Continued from page 65

here are 54 more!

The Land of the Midnight Sun
 Jeeping through Europe
 The Far East by Jeep
 The Far, Far North
 Portugal-by-the-Sea
 Himalaya
 Tibetan Traders
 Northern Nigeria
 Lost Cities of Man
 Land of the Maharajahs
 Incredible India
 Spice Islands
 Story of the Philippines
 Africa's Vanishing Wilderness
 The Holy Lands
 Everglades Safari
 The Vest Pocket Countries of Europe
 Postage Stamp Countries of Europe
 Mexico's California
 Mexico's Desert Island
 The Sea World
 Animals of the Pacific
 Diving in Mexico
 The World at your Door
 Alaska Sea Safari
 Kenya to the Congo
 Kashmir Emergent
 Haiti—Island in the Sun
 Kashmir, Paradise of the East
 Liberia
 Jamaica—Puerto Rico
 Bimini—Haiti
 American Panorama
 The Lure of New England
 The Magnetic Maritimes
 Land the Glaciers Forgot
 Lake Lore
 Nature's Wonderland
 The Many Faces of Portugal
 Lost in the Everglades
 Rhodesian Safari
 Modern and Primitive South Africa
 South African Adventure
 Roaming through Switzerland
 The Swiss Alps
 Golden Isles of Spain
 Blossom Time in Ireland
 The Emerald Isle
 South to Peru
 Down Mexico Way
 Cape of the Sun
 Italia
 Festivals of California
 African Trapper in Greece

Continued on page 103

OLAS CORPORATION

52 Vanderbilt Ave., New York, N. Y. 10017
 Phone 212/679-2931

tive; Charles Cohen, director of advertising and publicity; Jean Lenauer, director of technical services.

Programs available, number of episodes in parentheses:

- Your Daily Horoscope* (365)
- Let Us Entertain You* (1)
- The New Ray Anthony Hour* (26)
- The Swinging Scene of Ray Anthony* (1)
- What's the Law?*
- The Art of Handicapping* (260)
- See It, Say It*
- Movies for Swingers* (47)
- Feature Group I—(9)*
- John Fitzgerald Kennedy* (1)
- Marilyn Monroe* (1)
- The New Face of Israel* (1)
- Songs for Christmas* (1)
- Wire Service* (39)
- Battle Line* (39)
- Biography* (65)
- Colonel March of Scotland Yard* (26)
- Cross Current* (39)
- Dateline Europe* (78)
- Decoy* (39)
- Dupont Theatre* (42)
- International Detective* (39)
- Mr. Lucky* (34)
- My Hero* (33)
- Overseas Adventure* (39)
- Peter Gunn* (114)
- Police Station* (39)
- Rocky Jones, Space Ranger* (12)
- Robin Hood* (143)
- Star Performance* (153)
- Survival!* (38)
- Sword of Freedom* (39)
- The Adventures of Sir Lancelot* (30)
- The Big Story* (39)
- The Buccaneers* (39)
- The Hunter* (26)
- The Invisible Man* (28)
- The Star and the Story* (26)
- What Are the Odds?* (39)
- Yancy Derringer* (34)
- Cartoons* (44)
- Almanac Newsreel* (377)
- Greatest Headlines of the Century* (260)
- Sportfolio* (260)

OFF-NETWORK PRODUCTIONS

Hotel unassigned

Headquarters: 515 Madison Avenue, New York.

Personnel: Brooke Taylor.

Programs available, number of episodes in parentheses:

- U.S.A. 1000 Package*
- Flexi-Pac Package* (1000)
- Million Dollar Library* (1.030)

OLAS CORP.

Continental Plaza, Suite unassigned

Headquarters: 52 Vanderbilt Avenue, New York.



Mr. Buchanan

(105 half-hour) (C)

OLYMPUS TELEVISION

Pick-Congress, suite unassigned

Headquarters: 14724 Ventura Boulevard, Sherman Oaks, Calif.



Mr. Mitchell

PARAMOUNT TELEVISION ENTERPRISES INC.

Sheraton-Blackstone, Regency Room

Headquarters: 5451 Marathon Street, Hollywood.



Mr. Newgard

Personnel: Robert Newgard, vice president, syndication sales; Emmet Lavery, vice president business affairs; Don Joannes, western sales manager; Conley Hatsock, mid-west sales manager; Robert Neece, southern sales manager; Tony Habeeb, promotion publicity director syndication.

Programs available, number of episodes in parentheses:

- Portfolio I* (60)
- Portfolio II* (48)
- The Untouchables* (118)
- Desilu Playhouse* (39)
- The Texan* (78)

WALTER READE ORGANIZATION INC.*

Conrad Hilton, Suite 535A-536A-537A

Headquarters: 241 East 34th Street, New York.



Mr. Reade

Personnel: Walter Reade Jr., president; Elliott Abrams, vice president in charge of TV sales; Alan Gleitsman, vice president, West Coast office; Murray Oken, director, eastern sales; Bernice Coe, account executive; Julian Schlossberg, account executive;

Tipp Gilbert, director, advertising and promotion; Mary Winters, operations manager.

Programs available, number of episodes in parentheses:

- Cinema 300* (26)
- Cinema 200* (30)
- Cinema 100* (24)
- Cinema 90* (24)
- Cinema 70* (48)
- Cinema 98* (97)
- Cinema 88* (51)
- Cinema 68* (68)
- Selected Cinema Laurel & Hardy* (60)
- Abbott & Costello* (52)
- Adventure Theatre* (39)
- Special of the Week* (10)

PETER M. ROBECK & CO.*

Conrad Hilton, Suite 509A-520A

Headquarters: 230 Park Avenue, New York.



Mr. Robeck

Personnel: Peter Robeck, president; Dawson P. Adams, general executive; William Finkeldey, vice president; John Grogan, account executive; Richard Kennedy, account executive; John Kennedy, Chicago sales manager; Peter Green, BBC-TV.

Programs available, number of episodes in parentheses:

- The World of Lowell Thomas* (41)
- Hamlet at Elsinor* (1)
- As You Like It* (1)
- The Wars of the Roses* (11)
- The Great War* (26)
- The Spread of the Eagle* (9)
- "Dramatized Language Series"*
- Bonjour Françoise* (30)
- Komm Mit* (30)
- Parliamo Italiano* (30)
- Vamos a Ver* (20)
- Suivez la Piste* (25)

Dramatized Classic Literature (400)
Western Star Theater (Death Valley Days) (68)

Trails West (Death Valley Days)
(104)
The Pioneers (Death Valley Days)
(104)

**WALTER SCHWIMMER DIV./
BING CROSBY PRODUCTIONS**

Conrad Hilton, Suite 1522A-23A

Headquarters: 410 North Michigan Avenue, Chicago.



Mr. Pickens

Personnel: Arthur E. Pickens Jr., president; Howard Christensen, executive vice president and director of sales; Robert Talamine, marketing director and sales consultant, U.S.; Jack Martin, sales manager, U.S.; Edward Broman, sales director, special projects; Ted Swift, eastern sales manager; Bud Thompson, account supervisor; Wade Crosby, western sales manager; Edward Simmel, special projects; Walter Miller, account supervisor; Jack Jensen, sales.

Programs available, number of episodes in parentheses:

Cisco Kid (156)
Let's Go to the Races (104)
Harness Racing Sweepstakes (52)
Sports Package (610)
Championship Bowling (52)
Grand Prize Racing (13)
It's Racing Time (52)
Win with the Stars (26)
Allen Ludden's Magazine

SCREEN GEMS, INC.

Sheraton-Blackstone, Embassy Room

Headquarters: 711 Fifth Avenue, New York.



Mr. Goodman

Personnel: Dan Goodman, vice president in charge of syndication; William Hart, vice president and director of sales; Jerry Gittleman, administrative assistant; Paul Weiss, mid-west division manager; Herb Miller, midwestern sales representative; Don Bryan, southern and southwestern division manager; Jim Ricks, southern sales representative; Jack Ellison, southwestern sales representative; Dick Campbell, western division manager; Matt Poul, eastern sales representative; Dave Friedman, sales representative; Mike Rudell, assistant to vice president; Norman Horowitz, vice president-international; Preston Fischer, assistant to division

president; Bruce Ledger, vice president, general manager Screen Gems (Canada) Ltd.; Marvin Korman, vice president, advertising and public relations; Wallace Rogers, advertising and sales promotion manager; Alan Press, audience promotion manager.

Programs available, number of episodes in parentheses:

Flinstones (166)
Gidget (32)
Hazel (154)
Father Knows Best (191)
Dennis the Menace (146)
Naked City (99)
Route 66 (116)
Seaspray (32)
Wackiest Ship in the Army (29)
Outdoorsman (26)
Perfect Match (130)
Screen Gems Presents (6)
Post 60 Group I (60)
Post 60 Group II (60)
Others (1500)
Serial Package (51)
Three Stooges (190)
Theatrical Cartoons (334)
Batfink (100)
Hanna-Barberrra (156)
Huck and Yogi (876)
Quick Draw McGraw (135)
Ruff 'N' Reddy (156)

SHOWCORPORATION*

Conrad Hilton, Suite 516

Headquarters: 10 East 49th Street, New York.



Mr. Manby

Personnel: Robert Manby, president; Fred Schneier, vice president; Thomas Ryan, eastern representative; Armin Furch, midwestern representative; Joan Andersen, sales service manager.

Programs available, number of episodes in parentheses:

Movies Round the Clock (60)
Firing Line with William F. Buckley Jr. (65)
Hollywood Backstage (39)
Shirley Temple's Storybook (13)
Surf's Up (26)
Meet Marcel Marceau (1)
On Tour— (5)
Murray the 'K' at Shea (1)
Aero Classic (1)
Paris Secret (1)
Performing Arts Collection (3)
A Christmas Carol (1)

SPANGLER TELEVISION INC.

Conrad Hilton, Suit 2514A

Headquarters: 10 Rockefeller Plaza, New York.



Mr. Spangler

The Adventures of Little Joe (39)

Personnel: Larry G. Spangler, president; John R. Pfeiffer, vice president.

Programs available, number of episodes in parentheses:

Car and Track (39)
Ed Allen Time (250)
The Arthur Smith Show (52)

STORER PROGRAMS INC.

Conrad Hilton, Suite 1005A

Headquarters: 1177 Kane Concourse, Miami Beach.



Mr. Davis

Personnel: Henry J. Davis, general manager, Jon Oscher, Dick Feiner and Irving Feld.

Programs available, number of episodes in parentheses:

A Very Special Occasion (12)
LSD: Insight or Insanity (1)
Arms of Venus (1).

TELEDYNAMICS CORP.*

Conrad Hilton, Suite 557, 560

Headquarters: 165 West 46th Street, New York.



Mr. Azzato

Personnel: Tony Azzato, executive president and sales manager; Bill Burrud, president - Bill Burrud Productions; Jerry Franken, vice president - Bill Burrud Productions; Irwin Pizor, president Teledynamics Corp.; Maudynamics Corp.; Maurice Zouary, production supervisor; Jos. Aranow, business manager; Al Block, account executive.

Programs available, number of episodes in parentheses:

True Adventure (78)
Wanderlust (117)
Islands in the Sun (78)
Holiday (39)
Treasure (39)
Vagabond (39)
Wonderful World of Women (60)
The American West (78)
Kiddie Camera (150)
Dynamic II (23)

Belles and Ballet (1)
Teledynamics Specials (10)
Valley of the Dolls (1)
This Nation Israel (1)
Nudism in Southern California (1)

TELEWORLD INC.*

Conrad Hilton, Suite 553, 534, 536

Headquarters: 575 Madison Avenue, New York.



Mr. Seidelman

Personnel: Robert Seidelman, president; Dalton Dannon, vice president; Roy George, account executive; Mort Fleischer, director of advertising and promotion.

Programs available, number of episodes in parentheses:

Group I (32)

Group II (23)
Bergman Festival (18)
Science-Fiction Films (13)
Edgar Wallace Mystery Hour (39)
Dr. Zen Cartoons (130)

TRANS-LUX TELEVISION CORP.*

Conrad Hilton, Suite 556A-557A, 520

Headquarters: 625 Madison Avenue, New York.



Mr. Brandt

Personnel: Richard Brandt, chairman; Eugene Picker, president; Richard Carlton, executive vice president; Thomas F. Edwards, eastern division manager; Jack Page, mid-western division manager; Arthur L. Manheimer, western division manager;

Joseph Schackner, assistant to the vice president; Albert Boyars, director of creative services.

Programs available, number of episodes in parentheses:

For and Against (26)
The Sound is Now (26)
The Phil Lind Interview for Adults Only (26)
Wide, Wide World (26)
Murray the 'K' in New York (1)
Speed Racer (52)
Breakout (1)
Features (11)
The Big Attack (39)
Pick a Show
Gigantor (52)
Mack and Myer for Hire (200)
The Mighty Hercules (130)
Felix the Cat (260)
Hollywood Guest Shot (26)

Magic Room (39)
Junior Science (39)

TRIANGLE PROGRAM SALES

Conrad Hilton, Suite 2300

Headquarters, 717 Fifth Avenue, New York.



Mr. Koehler

Personnel: George A. Koehler, general manager; Clyde R. Spitzner, sales manager; Tom B. Jones, director of programming; Bob Bernstein, director of public relations; Paul Martin, director of promotion; Ben Barry, director, program sales; Peter H. Engel, west coast director, program sales; Henry Rhea, director of engineering; William Mulvey, assistant sales manager; Roger W. Clipp, vice president.

Programs available, number of episodes in parentheses:

Tell Me, Dr. Brothers (130)
Exercise with Gloria (130)
Auto Racing Specials (12)
Colorful World of Music (65)
Morgan at the Movies (52)
Wings on the Wind (1)
Parachuting Championships (3)
Edgar Wallace Mystery Theater (17)
Speed Is Their Heritage (1)
Blood on the Balcony (1)
The Excitables (19)
Operation Alphabet (190)
Wonderful Age of Play (13)
This Is America (13)
Intl. Boxing Championships (1)
International Dog Show (1)
 Radio programs:
Dream World Series (4-7)
Anniversaries in Sound (33)
Audio Program Service (365)
30 Hours of Christmas (1)
12 Hours of New Year's (1)
90 Minutes with . . . (52)
Capital Reading (52)
Your College Question Box (52)

20TH CENTURY-FOX TELEVISION, INC.

Sheraton-Blackstone, Hubbard Room

Headquarters: 444 West 56th Street, New York.

Personnel: William Self, executive vice president; David Gerber, vice president; Alan Silverbach, vice president in charge of syndicated sales; William Clark, general sales manager—domestic division; Herbert Lazarus, general sales manager—international division; Frank Murray, Canadian division sales manager; Joseph F. Greene, eastern division sales manager; John P. Rohrs, mid-western division

sales manager; Tom Maples, southern division sales manager; Howard Anderson, western division sales manager; Gerald Feifer, research director; Joseph Fusco, Jr., director of advertising, publicity and promotion.

Programs available, number of episodes in parentheses:

Batman (120)
The John Gary Show (26)
The Big Bands (26)
Broken Arrow (72)
Dobbie Gillis (147)
The Green Hornet (26)

Matches 'n Mates (130)
My Friend Flicka (39)
Anatomy of Crime (1)
Bring Forth My People (1)
Sail to Glory (1), *The War to End All Wars* (1), *Adventures in Paradise* (91), *Bus Stop* (25), *Five Fingers* (16), *Follow the Sun* (30), *Hong Kong* (26), *The Monroes* (26), *Time Tunnel* (30), *12 O'Clock High* (78), *Mark 1*

UNITED ARTISTS TELEVISION INC.*

Conrad Hilton, Suite 504-505-507

Headquarters: 729 Seventh Avenue, New York.



Mr. Weis

Personnel: Pierre Weis, executive vice president sales; Dick Lawrence, vice president and sales manager, syndication division; Jim Weathers, western manager, syndication division; Leon Bernard, account executive, Ray Dorsey, account executive;

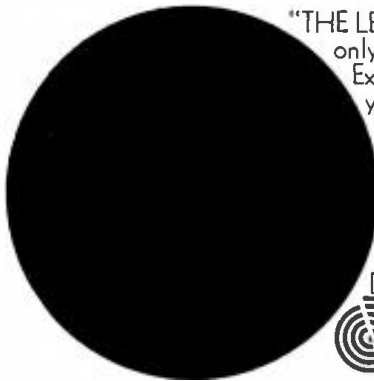
Maury Lanken, account executive; Lee Stone, account executive; Jack McLaughlin, vice president, station services; Melville Bernstein, director of advertising and sales promotion; Joseph Ceslik, director of research.

Programs available, number of episodes in parentheses:

Cesar's World (39)
Skyers 5 (39)
Gilligan's Island (98)
Hey Landlord (31)
Ultra Man (39)
Circus Parade (140)
My Mother the Car (30)
Ripcord (38)
Science Fiction Theatre (39)
Favorite Story (37)
Keyhole (37)
Lee Marvin Presents—Lawbreaker (32)
Everglades (18)



it's LES

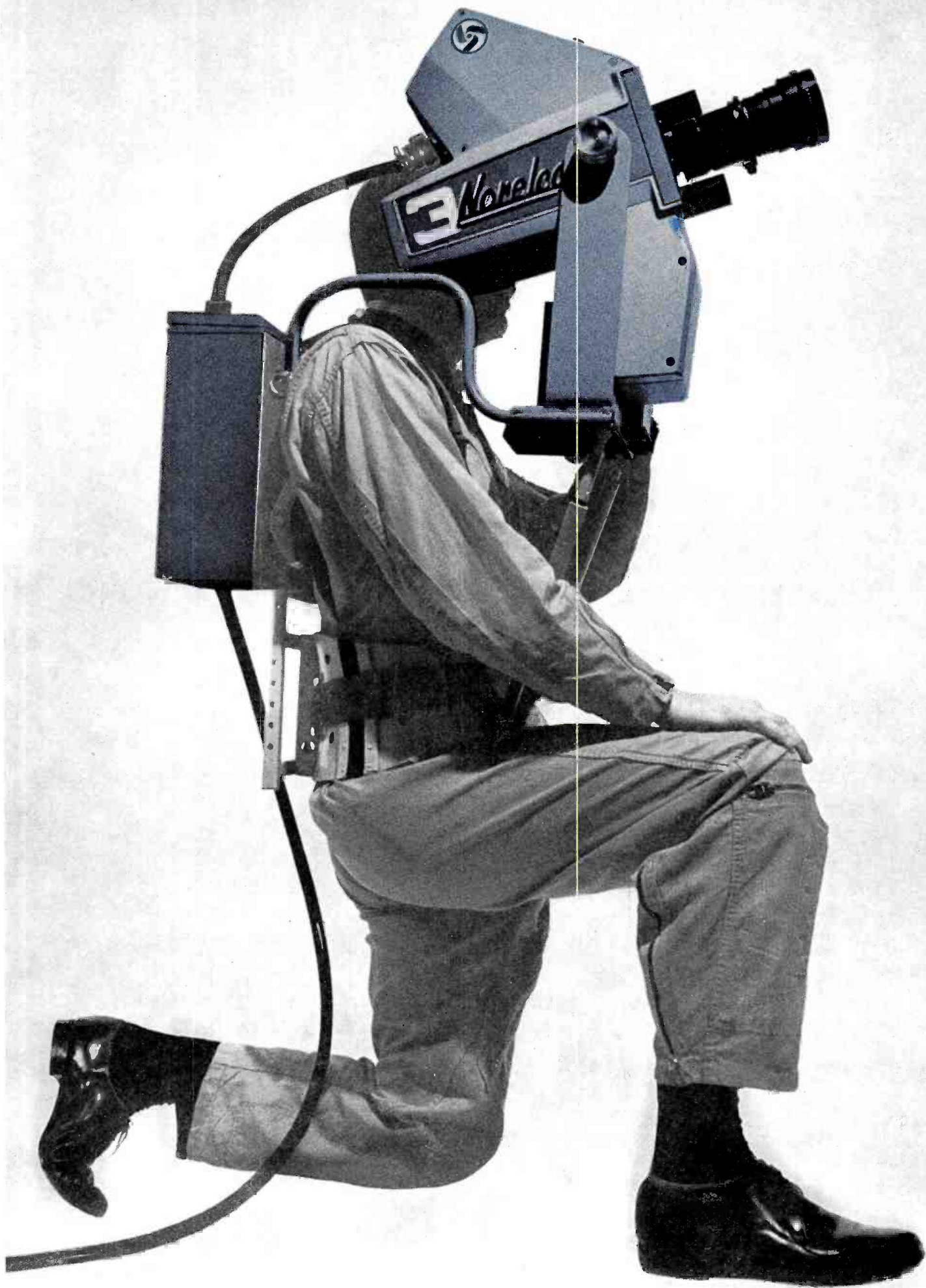


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The Norelco "Little Shaver" does everything its big brother, the PC-70, can do ...and gets around a lot more.

This is the new Norelco PCP-70 Portable Color Television Camera. We call it the "Little Shaver" for short.

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no further expense for control equipment.

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world's best color television picture.

If you want faithful color reproduction in a port-



able camera, you want the "Little Shaver." For a live demonstration and technical data, call or write.

*Registered trade mark for television camera tubes.



Norelco PHILIPS BROADCAST EQUIPMENT CORP.

299 Route 17, Paramus, N.J. 07652 • 201/262-7300

Mr. District Attorney (50)
 I Led Three Lives (39)
 Paity Duke (104)
 Sea Hunt (155)
 Highway Patrol (156)
 Bat Masterson (108)
 Ann Sothorn Show (93)
 Tombstone Territory (91)
 Hollywood and the Stars (31)
 Outer Limits (49)
 Stoney Burke (32)
 Aquanauts (32)
 Human Jungle (26)
 East Side/West Side (26)
 Great Events of Our Time (12)

UNITED ARTISTS ASSOCIATED*

Conrad Hilton, Suite 504-505-507

Headquarters: 729 Seventh Avenue,
 New York



Mr. Ezzes

Personnel: Erwin H. Ezzes, executive vice president and general manager; Martin J. Robinson, vice president and sales manager; Amos Baron, director, western division; Sully Ginsler, director, central division; George Gilbert, sales manager, central division;

Arthur S. Gross, director, northeastern division; Paul C. Kalvin, director, southeastern division; Fred A. Watkins, director, southwestern division; Jack McLaughlin, vice president, station services; Melville Bernstein, director of advertising and sales promotion; Joseph Ceslik, director of research.

United Artists Associated of Canada

Headquarters: 2 Carlton Street, Toronto.

Personnel: Frank Kowcenuk, general manager.

Programs available, number of episodes in parentheses:

Showcase 4 (38)
 Showcase 3 (35)
 Showcase 2 (38)
 Showcase for the Sixties (32)
 A-Okay's (28)
 Box Office (22)
 UA 56 (56)
 Top (27)
 Award (39)
 Lucky (5)
 Science Fiction (59)
 Festival Showcase (53)
 Premiere (7)
 Charlie Chan (12)
 Warner Brothers Feature Library (742)
 RKO Feature Library (717)
 Warner Brothers Cartoons (327)
 Popeye Cartoons (234)
 The Tales of Wizard of Oz (130)
 The New Adventures of Pinocchio (130)
 Year Round Special (1)

WARNER BROS-SEVEN ARTS INC.*

Conrad Hilton, Suite 539A-542A-544A-545A-546A-548A

Headquarters: 200 Park Avenue, New York.



Mr. Klauber

Personnel: Donald Klauber, executive vice president, worldwide television activities; George C. Mitchell, vice president and general sales manager; Herbert C. Richek, vice president, worldwide television film operations; Richard A. Harper, vice

president, television administration; Lloyd W. Krause, vice president, eastern division television sales; John N. Heim, vice president, midwestern division television sales; David Hunt, vice president, southwestern division television sales; Robert Hoffman, vice president, western division television sales; Harvey Chertok, vice president, television advertising and publicity; Peter M. Affe, eastern regional director, feature film sales; Edgar J. Donaldson, eastern regional director, feature film sales; Marvin M. Levine, eastern regional director, program and cartoon sales; Burton Rosenburgh, eastern regional director, program and cartoon sales; S. Allen Ash, midwestern regional director, feature film sales; Othur V. Oliver, midwestern regional director, feature film sales; Ira Kleinman, midwestern regional director, program and cartoon sales; J. Maynard Wilson, midwestern regional director, program and cartoon sales; James Delaney, southwestern regional director, feature film sales; Al Shore, southwestern regional director, program and cartoon sales; Edwin D. Staub, southwestern regional director, program and cartoon sales; Al Adolph, western regional director, feature film sales; Sid Cohen, western regional director, feature film sales; Alex Horowitz, western regional director, program and cartoon sales; Phil Besser, western regional director, program and cartoon sales; Gordon A. Hellman, director of television sales development and promotion; Martha Torgo, director of television advertising and publicity; Jack Maes, director of television research.

Programs available, number of episodes in parentheses:

Volume 13 (30)
 Volume 12 (52)
 Volume 11 (52)
 Volume 10 (41)
 Volume 9 (Part 1) (54)
 Volume 9 (Part 2) (54)
 Volume 9 (Part 3) (53)
 Volume 9 (Part 4) (54)
 Volume 8 (42)
 Volume 7 (47)

Volume 5 (49)
 Volume 4 (40)
 Volume 3 (41)
 Volume 2-A (22)
 Volume 2 (41)
 Volume 1-A (25)
 Volume 1 (33)
 Starlite 1 (30)
 Starlite 2 (46)
 Charlie Chan Features (21)
 Film Favorites (99)
 The Fast 23 (23)
 Special Features (18)
 Associated Features (30)
 F Troop (65)
 Mister Roberts (30)
 No Time for Sergeants (34)
 Country Music Hall (26)
 Lawman (156)
 Colt .45 (67)
 Room for One More (26)
 The Professionals (13)
 Marine Boy (78)
 Cheyenne (107)
 Maverick (124)
 Sugarfoot (69)
 Bronco (68)
 The Dakotas (19)
 77 Sunset Strip (149)
 Hawaiian Eye (134)
 Surfside 6 (74)
 Bourbon Street Beat (39)
 The Roaring 20's (45)
 The Gallant Men (26), Night Train (26), Boston Symphony Orchestra (26), Man in Space (6), Time of Their Lives (1), Beatle's Big Night Out (1), The Six-Day War (1), Mahalia Jackson Sings the Story of Christmas (1), Dylan Thomas (1), Behind the Scenes with the Royal Ballet (1), Bugs Bunny & Friends (100), Johnny Cypher in Dimension-Zero (130), Out of the Inkwell (100)

WBC PRODUCTIONS INC.- WBC PROGRAM SALES, INC.

Conrad Hilton, Suite 2500-2501

Headquarters: 240 West 44th Street,
 New York.



Mr. Collier

Personnel: Chet Collier, president; Jack E. Rhodes, vice president and general manager, WBC Program Sales; George Moynihan, general manager and executive producer, WBC Productions; Owen S. Simon, manager of advertising, promotion

and public relations; John Davidson, eastern division manager, WBC Program Sales; William Seiler, midwestern division manager, WBC Program Sales; Will Tomlinson, western division manager, WBC Program Sales.

Programs available, number of epi-

sodes in parentheses:

Merv Griffin Show
Mike Douglas Show
Merv Griffin Specials (4)
Mike Douglas Specials (4)
David Frost Presents (4)
Carry On Features (16)
Rod MacLeish and Ten Days That Shook the World (1)
Rod MacLeish and David Ben-Gurion: Who Are the Jews? (1)
Ruddigore (1)
In the Grand Manner (5)
S.S. Lusitania (1)
Paintings in the White House (1)
Postmark Zero (1)
Mencken's America (1)
Marked for Glory (1)
The Face of Genius (1)
National Nostalgia Test (1)
Fair Adventure
The Meaning of Communism
Steve Allen Show (500)
Regis Philbin Show (100)
Children's Spectaculars
No Solid Ground to Stand On (1)

WGN CONTINENTAL PRODUCTIONS

Continental Plaza, Gold Suite

Headquarters: 2501 Bradley Place, Chicago.



Mr. Eidmann

Personnel: Bradley Eidmann, vice president and general manager; Harry Miller, account executive; Dale Juhlin, executive producer; James Hanlon, WGN Continental Broadcasting Co. manager of public relations and advertising; E. Boyd Seghers Jr., WGN Continental Broadcasting Co. manager of sales promotion and research.

Programs available, number of epi-

sodes in parentheses:

The John Gary Show (26)
An Evening With (26)
Barn Dance (65)
Great Music (77)

WOLPER TELEVISION SALES*

Conrad Hilton, Suite 504A-505A-507A

Headquarters: 485 Lexington Avenue, New York.



Mr. Wolper

Personnel: David L. Wolper, chairman; M. J. (Bud) Rifkin, president; Walter Kingsley, executive vice president; Wynn Nathan, vice president/Syndication; Victor C. Bikel, northeastern regional manager; Jack Donohue, western regional manager; Jack Garrison, midwestern regional manager; Jack Foley, north central regional manager; Bob Greenstein, southern regional manager; Randy Place, New York City sales manager; Milt Strasser, advertising and promotion director.

Programs available, number of episodes in parentheses:

The Woody Woodbury Show (240)
Truth or Consequences (390)
The Alan Burke Show (52)
The Pierre Salinger Show
Wolper Award Specials (22)
Ray Conniff Christmas Special (1)
The Mean Mr. Firecracker (1)
My Favorite Martian (107)
The Steve Paul Scene (2)
Birth of a Chorus: The Whit/Lo Singers (1)
Laurel & Hardy (156)
Crusader Rabbit (260)
March of Time (8)
Men in Crisis (32)

W7 study shows sharp rise in prime-time features

The increasing use by network affiliates of syndicated feature films in prime-time slots is pointed up in the results of a study released last week by Warner Brothers-Seven Arts. The study was made by the company's television research department, based on American Research Bureau reports for November 1967 and issues of *TV Guide* for the period covered in the ratings in the top-50 markets.

The analysis shows that in the top 50 markets, there were at least 82 network affiliates running 96 local prime-time features per week during the period covered. Compared to the previous year (November 1966), the number of syndicated prime-time features identified on network affli-

ates in the top-50 markets increased by 85%—from 52 to 96. The study revealed that of the 96 prime-time features in the study, 36 were used to pre-empt regular network features.

George Mitchell, vice president and general sales manager of W7, said the study indicated that features carried locally in prime time rated favorably in comparison with network programs in the same times.

Based on the rating performances of 63 features that ran completely in prime time, the study shows that the average local prime-time feature delivered a 5% higher rating; 6% more total homes; 8% more total adults; 10% more total women, and 24% more young women than the average for regular network programing.

OF LANDS AND SEAS

Continued from page 95

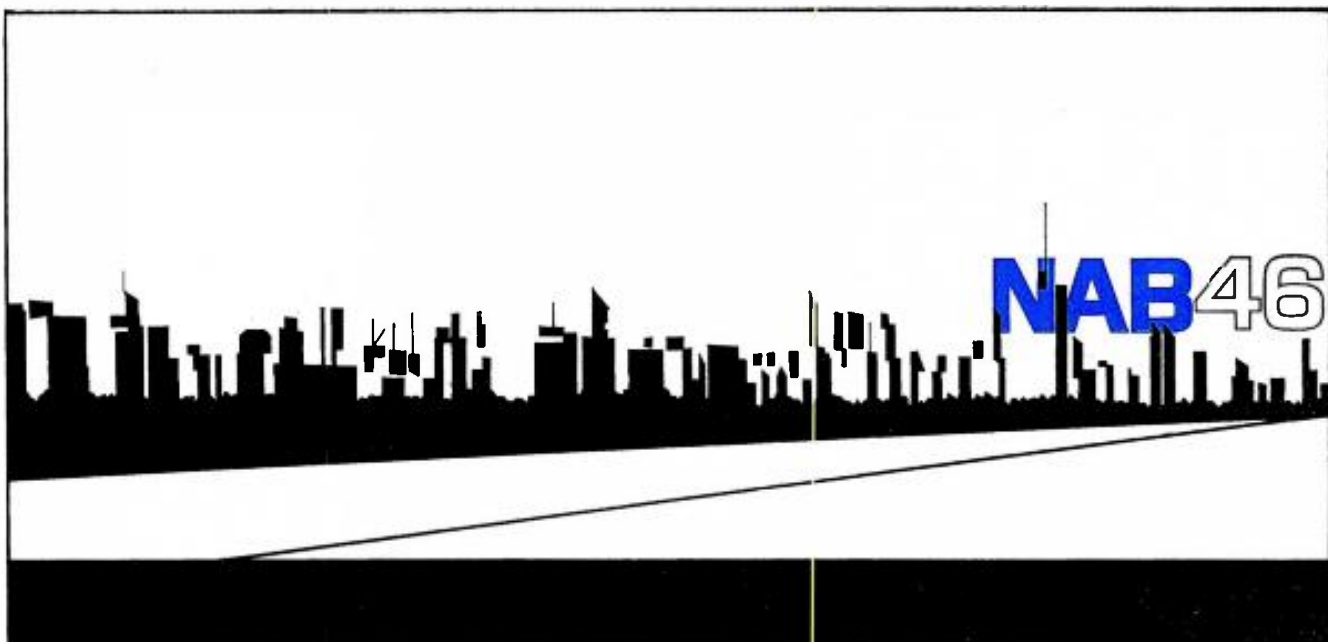
there's more to come!

Friendly Cheetahs and Chimps
Petite Belgium
Canary Islands—Wine and Lace
Don Hunt and William Holden Safari Safari
Write Hunter in Masailand
African Trapper
African Trapper on Safari
White Hunter
Changing Africa
The Wild Heart of Africa
Canadian Frontier Fishing
The Fourth Voyage of Columbus
Green Gold of Honduras
Florida Everglades
Springtime in the Rockies
Mexico's Golden Beaches
Baja California Adventure
Middle East Tinderbox
The Molten Middle East
Italy's Roman Kingdom
Italy, Fabulous Fact and Fantasy
New England Wild Waters
Turkey, Yesterday's Tomorrow
Magnificence of Turkey
Canada's Wilderness
Fabulous Africa
Kenya to Serengeti
Canadian Grandeur
Arctic Canada
Around Delaware Bay
Bayside Safari
Little-Known New Jersey
The Orient Today
Asia through Europe
The Dominican Republic
Hispanola, Isle of Columbus
Mexico's Emerald Coast
African Good-Will Safari
To Catch a Rhino
Nairobi—City of the Sun
African Game Warden
African Potpourri
Utah—A Different World
Utah National Park
The American Rockies
Rodeos, Rockies and Reflections
Pearls of Baja California
Mexican Contrasts
Journey to Yucatan
Quest for White Water
Conquest of Rio Grijalva
Mayan Discovery
Mayan Exploration

Continued on page 135

OLAS CORPORATION

52 Vanderbilt Ave., New York, N. Y. 10017
Phone 212/679-2931



46th keeps record-breaking tradition

EQUIPMENT EXHIBITORS REACH NEW HIGH; 4,000 ROOMS ARE BOOKED

The upcoming 46th annual National Association of Broadcasters' convention in Chicago and the associated 22d annual Broadcast Engineering Conference will surely break some records that were set only a year earlier.

The convention, to be held in Chicago's Conrad Hilton—with some meetings in the Pick-Congress—March 31-April 3, will have more equipment exhibitors than ever before taking up more space than ever before. The exhibitor list stands at 136 plus six booths NAB provided for public-service exhibits and displays.

As of March 19, registration stood at 3,959; 2,933 for the management sessions, and 1,026 for the engineering conference. To house those preregistered individuals and the hundreds still to come, NAB has booked more than 4,000 rooms in nine midtown Chicago hotels. However, before the convention is over, some attendees at the Conrad Hilton will be making their way into town daily from the motels around O'Hare International Airport.

New Exhibit Areas ■ The number of equipment exhibitors desiring space at the convention has increased yearly and the number of past exhibitors willing to give up an inch of their previous space has been nonexistent. So NAB has gone the only open route and has acquired an additional 4,000 square feet in two rooms: the Normandie Lounge and Writing Room. Ampex will be the sole occupant of the Normandie Lounge. Total exhibit floor space this year will be 54,000 square feet. One innovation last year proved so successful from the point of view of both exhibitor and visitor that it's being repeated. NAB is providing telephones in each booth, the phones operating off the regular Hilton number.

For those interested in TV programing, both film and

tape, more than 40 syndicators will show their wares, with 22 of them on the Hilton's fifth floor as members of Television Film Exhibit '68 (see page 75). TFE will kick off its part of the convention on Sunday afternoon (March 31) with its annual cocktail party in the Hilton's International Ballroom.

The annual Broadcast Pioneers banquet has been moved from its old Tuesday night slot into Wednesday night and NAB this year has taken over the task of providing entertainment for the 1,200 or so who are paying \$15 each. Signed for that evening are Mike Douglas and the Up with People singing group. The banquet is scheduled for the Hilton's International Ballroom.

Top Speakers ■ That room will also be the site for the three management luncheons. On Monday, NAB President Vincent T. Wasilewski will make his annual state-of-the-industry address; on Tuesday, FCC Chairman Rosel H. Hyde will make his annual appearance before the NAB members, and on Wednesday, the mellifluous tones of Senate Minority Leader Everett M. Dirksen (R-Ill.) will come before the convention.

New to the convention this year are a series of five concurrent workshops on Monday afternoon. Delegates will have their choice of: small-market radio, secondary-market television, radio automation, television automation or labor relations. The latter is being turned into an open session for the first time in convention history.

Cochairmen of the convention are John T. Murphy, Avco Broadcasting, Cincinnati, and Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., vice chairman of the TV and radio boards respectively. Other members: Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Charles E. Gates, WGN Chicago; Carl E. Lee, Fetzer Broadcasting, Kalamazoo, Mich.; Roy E. Morgan, WILK Wilkes-Barre, Pa.; A. F. Sorenson, WKRS Waukegan Ill.; Donald A. Thurston, WMNB North Adams, Mass.; Charles H. Tower, Corinthian Broadcasting, New York; Willard E. Walbridge, KTRK-TV Houston, and Jack S. Younts, WEEB Southern Pines, N. C.

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Major displays and exhibits page 124

'Where to find it' directory page 154

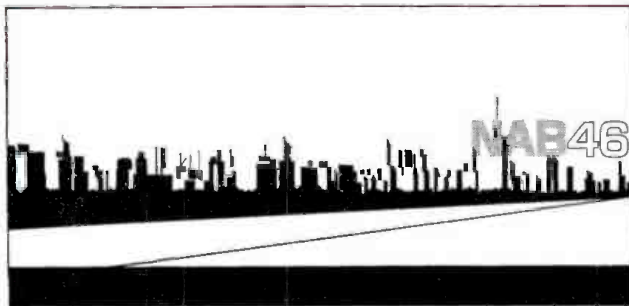


CHICAGO'S FAVORITE SWINGERS

That's the Cubs. And WGN Television has 'em for 144 games this year. We've been televising baseball so long, so well, that stations everywhere ask us for baseball-TV lessons.

WGN
TELEVISION · CHICAGO

There's no TV station like our TV station.



ON TAP AT THE CONVENTION

Official agenda for the 46th annual National Association of Broadcasters convention, March 31-April 3, at the Conrad Hilton hotel, Chicago, follows. Listed separately are unofficial and related meetings and activities (see opposite page). The engineering conference agenda begins on page 115 and equipment exhibits on page 124. All events take place in the Conrad Hilton unless otherwise noted.

Registration ■ Saturday, March 30—9 a.m.-5 p.m. Sunday, March 31—8 a.m.-6 p.m. Monday, April 1—8 a.m.-6 p.m. Tuesday, April 2—9 a.m.-5 p.m. Wednesday, April 3—9 a.m.-5 p.m.

Exhibit Hours ■ Sunday, March 31—10 a.m.-7 p.m. Monday, April 1—9 a.m.-7 p.m. Tuesday, April 2—9 a.m.-7 p.m. Wednesday, April 3—9 a.m.-5 p.m. North, East and West Exhibit Halls, Continental Room, Normandie Lounge and Writing Room.

SUNDAY, March 31

NAB FM Day Program ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Presiding: Harold R. Krelstein, WMPS-FM Memphis. *Report of FM Committee Chairman:* Harold I. Tanner, WLDM(FM) Detroit.

Report from the FCC: Commissioner Robert E. Lee.

FM—Fundamental Management: Charles M. Stone, NAB vice president for radio. *New FM Technical Developments:* Harold L. Kassens, assistant chief, FCC broadcast facilities division.

Operation Go! Moderator, Mr. Krelstein. Panelists: Charles F. Bowman, WLJM-FM Gadsden, Ala.; Gary Gielow, KPEN(FM) San Francisco; Hugh W. Dickie, WTMB-FM Tomah, Wis., and Peter V. Taylor, WJIB(FM) Boston. [NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Great Hall beginning at 9:30 a.m. Sunday, March 31.]

MONDAY, April 1

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Grand Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn., convention co-chairman. *Music:* WGN Orchestra under Robert Trendler. *Invocation:* Reverend Donald F. X. Connolly, coordinator, Catholic National Office for Radio and Television.

Salute to Distinguished Service Award Recipient: Dr. Norman Vincent Peale. *Presentation of NAB's Distinguished*

Service Award to Lowell Thomas, veteran newsman, by Vincent T. Wasilewski, NAB president. *Remarks:* Mr. Thomas.

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

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation:* Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis.

Introduction of the Speaker: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors. *Address:* Vincent T. Wasilewski, NAB president.

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

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn., vice chairman of NAB radio board.

Annual RAB Presentation: Miles David, president Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.

Small-Market Radio Workshop (3:45 p.m. concurrent): Moderator, Raymond A. Plank, WKLA Ludington, Mich., chairman NAB Small-Market Radio Committee. Committee members: Frank A. Blach Jr., WJOY Burlington, Vt.; Julian F. Haas, KAGH Crosssett, Ark.; John F. Hurlbut, WVMC Mount Carmel, Ill.; John W. Jacobs, WDUN Gainesville, Ga.; Ted A. Smith, KUMA Pendleton, Ore., and Robert E. Thomas, WJAG Norfolk, Neb.

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

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, vice chairman of NAB TV board.

Report of NAB Future of Television Committee: John F. Dille Jr., Communicana Group of Indiana, committee chairman. *On Target Television:* Norman E. (Pete) Cash, president, Television Bureau of Advertising.

Secondary-Market Television Workshop (3:45 p.m. concurrent): Moderator, Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman of NAB Secondary-Market Television Committee. Committee members: Raymond E. Carow, WALB-TV Albany, Ga.; James W. Higgins, WWNV-TV Carthage-Watertown, N. Y.; Ray Johnson, KMED-TV Medford, Ore.; Allan Land, WHIZ-TV Zanesville, Ohio; Dale G. Moore, KGVO-TV Missoula, Mont.; Marshall Pengra, KLTV(TV) Tyler, Tex., and Thomas L. Young, KWVL-TV Waterloo-Cedar Rapids, Iowa.

Radio-Television Labor Relations Workshop (3:45 p.m. concurrent): Williford Room.

Moderator: William L. Walker, NAB director of broadcast management. Panelists: Ron Irion, NAB assistant director of broadcast management; Sam Zagoria, National Labor Relations Board, Washington; William E. Simkin, director, Federal Mediation and Conciliation Service, Washington; Richard L. Freund, ABC, New York, and Abiah A. (Bob) Church, Storer Broadcasting Co., Miami Beach.

Radio Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Avenue West, Pick-Congress.

Moderator: Robert J. Sinnett, WHBF-AM-FM-TV Rock Island, Ill. Panelists: N. Elmo Franklin, Gates Radio Co., Quincy, Ill.; Danny Coulthurst, International Good Music, Bellingham, Wash.; Paul C. Schafer, Schafer Electronics, Chatsworth, Calif.; Ben Enochs, WDXL Lexington, Tenn.; Welton Roy, WHBQ Memphis, and Ronald E. Crid-

er, WMJR(FM) Fort Lauderdale, Fla.

Television Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Gold Room, Pick-Congress.

Moderator: Benjamin Wolfe, Westinghouse Broadcasting Co., New York. Panelists: B. van Benthem, AMP Inc., Harrisburg, Pa.; Kenneth P. Davies, Central Dynamics Ltd., Montreal; James O. Moneyhun, Sarkes Tarzian Inc., Bloomington, Ind.; Deane B. Moore, CBS-TV, New York; Theodore Sorrells, WMAL-TV Washington, and James C. Wulliman, WTMJ-AM-FM-TV Milwaukee.

TUESDAY, April 2

Radio Assembly ■ 9:30 a.m.-noon, Grand Ballroom.

Presiding: Richard D. Dudley, WSAU Wausau, Wis., chairman of NAB radio board. *Chairman's Report:* Mr. Dudley.

Your Part in Armed Forces Radio: Colonel Robert Cranston, deputy director, Armed Forces Radio Service. *Meet "Miss National Radio Month":* Chris Noel, hostess of AFRS's *A Date with Chris*.

The Radio Code and You: Stockton Helffrich, NAB Code Authority director.

Billing \$325,000 in a town of 13,000: Jewell A. Shepherd, KWIX Moberly, Mo. *The Role of the Community Broadcaster:* S. Campbell Ritchie, CKLW Windsor, Ont., president, Canadian Association of Broadcasters. *Creative Breakout for Radio:* Hugh Heller, Heller Corp., Hollywood.

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

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn. convention co-chairman. *Invocation:* Right Reverend Gerald Francis Burrill, bishop, Episcopal Diocese of Chicago.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Rosel H. Hyde, FCC chairman.

No Afternoon Sessions ■ There is no program in this period so delegates may visit the exhibits and hospitality suites.

WEDNESDAY, April 3

Television Assembly ■ 9:45 a.m.-noon, Grand Ballroom.

Presiding: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of NAB TV board.

NAB TV Board Elections.

Presentation of Station Award for community service and Special Citation for programing serving disadvantaged young people, from National Academy of Television Arts and Sciences.

Target 50 Million—New Dimensions in Audience Promotion: Roy Danish, Television Information Office director. *Self-Regulatory Service on Three Fronts:* Stockton Helffrich, NAB Code Authority director.

TV Board Election Results.

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

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation:* Reverend Kenneth Hildebrand, D.D., minister of Central Church of Chicago.

Introduction of the Speaker: Vincent T. Wasilewski,

NAB president. *Address:* Senator Everett M. Dirksen (R-Ill.).

General Assembly (Management and Engineering Conferences): 2:30-4:30 p.m., Grand Ballroom.

Presiding: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors.

Conference '68—Broadcast News: Moderator, Theodore N. McDowell, Evening Star Broadcasting Co., Washington. Panelists: Jay Crouse, WHAS-AM-TV Louisville, Ky., president of Radio Television News Directors Association; Matthew J. Culligan, president, MBS, New York; Reuven Frank, executive vice president, NBC News, New York; Jack Harris, president, KPRC-TV Houston; Elmer Lower, president, ABC News, New York; Edward P. Morgan, chief correspondent, Public Broadcasting Laboratory, Washington, and William Small, manager, CBS News, Washington.

NAB-Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

Special convention meetings

(Not a part of the official NAB program. All rooms are in the Conrad Hilton unless otherwise noted.)

THURSDAY, March 28

3:30-10 p.m.—**Association for Professional Broadcasting Education** board meeting. Music Room, Pick-Congress.

FRIDAY, March 29

9 a.m.—**National Association of FM Broadcasters** registration. Grand Foyer, Palmer House.

9 a.m.-5 p.m.—**Broadcast Advertising Club of Chicago** communications seminar. Boulevard Room, Sheraton-Chicago.

9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** board meeting. Music Room, Pick-Congress.

9:30 a.m.-noon—**National Association of FM Broadcasters** sessions. Adams Room, Palmer House.

12:30-2 p.m.—**National Association of FM Broadcasters** luncheon. Monroe Room, Palmer House.

2:30-5 p.m.—**National Association of FM Broadcasters** membership meeting. Adams Room, Palmer House.

6 p.m.—**National Association of FM Broadcasters** reception. Monroe Room, Palmer House.

7:30-10 p.m.—**Intercollegiate Broadcasting System** registration. South Corridor, Palmer House.

8-11 p.m.—**Intercollegiate Broadcasting System** reception. State Ballroom, Palmer House.

SATURDAY, March 30

8:30-10:30 a.m.—**Intercollegiate Broadcasting System** registration. South Corridor, Palmer House.

9 a.m.-12:15 p.m.—**National Association of FM Broadcasters** promotion sessions. Adams Room, Palmer House.

10 a.m.-noon—**Association for Professional Broadcasting Education** meeting. Florentine Room, Pick-Congress.

10:30 a.m.-12:15 p.m.—**Intercollegiate Broadcasting**

Shake hands with



salesmanship.



Buddy Bostick just did. For his stations in the rich, ripe Southwest:

KWTX-TV and KBTX-TV, Number one in Waco and Bryan, Texas.

KXII, Number One in Ardmore, Oklahoma and Sherman-Denison, Texas.

KLFY-TV, Number One in Lafayette, Louisiana.

Helen Duhamel just did. For the Number One Powerhouse Combination in Western South Dakota:

KOTA-TV, Rapid City, South Dakota and satellites—dominating a rich, responsive 4-state market.

Danny Thomas and **Monty Hall** just did. For one of the Southwest's leading Independents:

KZAZ, serving the booming Tucson-Nogales market.

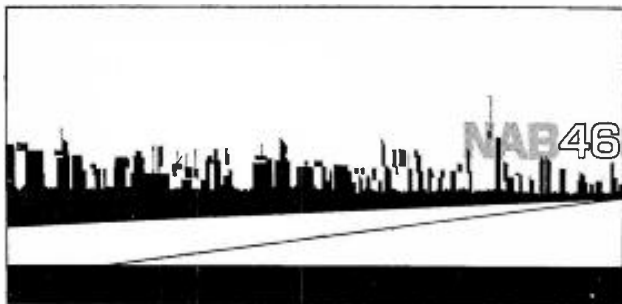
NTV'S

National Television Sales, Inc.

Fastest Growing Television Station Representative Firm in the Country

New York—Chicago—Los Angeles—San Francisco—Atlanta—Dallas

Shake hands with the new breed of Selling-Men at the NAB Convention: Essex Inn, 14th Floor.



System sessions. Palmer House.

12:30-2:30 p.m.—**Intercollegiate Broadcasting System** luncheon. Grand Ballroom, Palmer House.

12:45-2 p.m.—**National Association of FM Broadcasters** luncheon. Monroe Room, Palmer House.

2-3:30 p.m.—**Association for Professional Broadcasting Education** membership meeting. Plaza Room, Pick-Congress.

2:30-6 p.m.—**National Association of FM Broadcasters** promotion sessions. Adams Room, Palmer House.

2:30-4:15 p.m.—**Intercollegiate Broadcasting System** sessions. Palmer House.

3:30-5 p.m.—**Association for Professional Broadcasting Education** discussion sessions. Roosevelt, Buckingham and Washington Rooms, Pick-Congress.

4:30 p.m.—**Intercollegiate Broadcasting System** general caucus. Palmer House.

5 p.m.—**ABC Radio Affiliates** open house. Suite 2104A-06A.

6 p.m.—**ABC-TV** dinner (invitation only). Guildhall, Ambassador West.

6-7:30 p.m.—**National Association of FM Broadcasters** reception. Red Lacquer Room, Palmer House.

6:30-8:30 p.m.—**Iota Beta Sigma** banquet. Crystal Room, Palmer House.

8-9 p.m.—**Association for Professional Broadcasting Education** business meeting. Florentine Room, Pick-Congress.

9-10 p.m.—**Association for Professional Broadcasting Education** discussion sessions. Roosevelt, Buckingham and Washington Rooms, Pick-Congress.

SUNDAY, March 31

9:30 a.m.-noon—**Association for Professional Broadcasting Education** membership meeting. Avenue West, Pick-Congress.

9:30 a.m.-noon—**National Association of FM Broadcasters** FM Day session. Great Hall, Pick-Congress.

10 a.m.—**ABC Radio Affiliates** business meeting. Gold Coast Room, Drake.

10 a.m.-4 p.m.—**Broadcast Music Inc.** board meeting and luncheon. Room 414.

10:30 a.m.—**Association of Maximum Service Telecasters** technical committee meeting. Sheraton-Blackstone.

10:45 a.m.—Third annual **National Association of Broadcasters** convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church,

Old St. Mary's Church, Wabash and Ninth Street.

11 a.m.—First annual **National Association of Broadcasters** Protestant worship service by Dr. Ralph Sockman; lay speaker, Eldon Campbell, WFBM-TV Indianapolis; music by the Medinah Temple Chanters. Central Church of Chicago, Orchestra Hall, 216 South Michigan Avenue.

12-2 p.m.—**Association for Professional Broadcasting Education** reception and luncheon. Gold Room, Pick-Congress.

1 p.m.—**ABC-TV Primary Affiliates Association** meeting. Guildhall, Ambassador West.

2-5 p.m.—**Association of Maximum Service Telecasters** board meeting. Bel Air Room.

3 p.m.—**Association on Broadcasting Standards** technical committee meeting. Room 412.

3-7 p.m.—**Society of Broadcast Engineers** membership meeting. Williford C.

4 p.m.—**ABC Radio Affiliates** reception. Gold Coast Room, Drake.

5-7:30 p.m.—**Television Film Exhibit** reception. International Ballroom.

6-9 p.m.—**NBC** reception (invitation only). Guildhall, Ambassador West.

6:30 p.m.—**CBS-TV Affiliates** reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

MONDAY, April 1

8-10 a.m.—**TV Stations Inc.** membership breakfast meeting. Crystal Ballroom, Sheraton-Blackstone.

8 a.m.—**Mark Century Corp.** breakfast and programing seminar. Waldorf Room.

5 p.m.—**Harvard Business Seminar** smoker. Bel Air Room.

TUESDAY, April 2

8 a.m.—**Society of Television Pioneers** breakfast. Lower Tower.

8 a.m.—**All-Channel Television Society** breakfast symposium. Sheraton-Blackstone.

8-11:30 a.m.—**Association of Maximum Service Telecasters** membership meeting. Waldorf Room.

2:30-4 p.m.—**Association of Maximum Service Telecasters** board meeting. Bel Air Room.

5:30-8 p.m.—**Association on Broadcasting Standards** board meeting and dinner. Rooms 412-413.

WEDNESDAY, April 3

10 a.m.—**Association on Broadcasting Standards** membership meeting. Waldorf Room.

10 a.m.-noon—**Daytime Broadcasters Association** membership meeting. Lower Tower.

THURSDAY, April 4

9 a.m.-5 p.m.—**Visual Electronics Corp.** post-NAB technical seminar. Tower Suite.

Rank Taylor Hobson Varotal V lenses now fit all major TV cameras



Hurray!

That means that I can keep my favorite Varotal V lens when I buy my new camera. No matter what I choose?

Right. In addition to all monochrome cameras and RCA color cameras, our lenses now fit General Electric, Norelco, Sarkes Tarzian and Marconi color cameras.

And that means when I buy a new camera and need a new lens, I can order the camera with a Varotal V?

Right again. Our lens fits 2-tube, 3-tube, and 4-tube color cameras. Image Orthicon, Plumbicon, and Vidicon.

How did you do it?

With a new Lens-Pak developed by Rank Taylor Hobson.

Does it work as well as a lens without the pak?

Better. The focal length of the Varotal lens can be easily changed by finger-tip control. And the Lens-Pak has a "ride the rails" device that allows "close-up" focusing to less than 1 inch.

Hmmm. Sounds like something I should look in on.

Fine. Why not look in on us at the N A B Show, Booth 251.

* * *

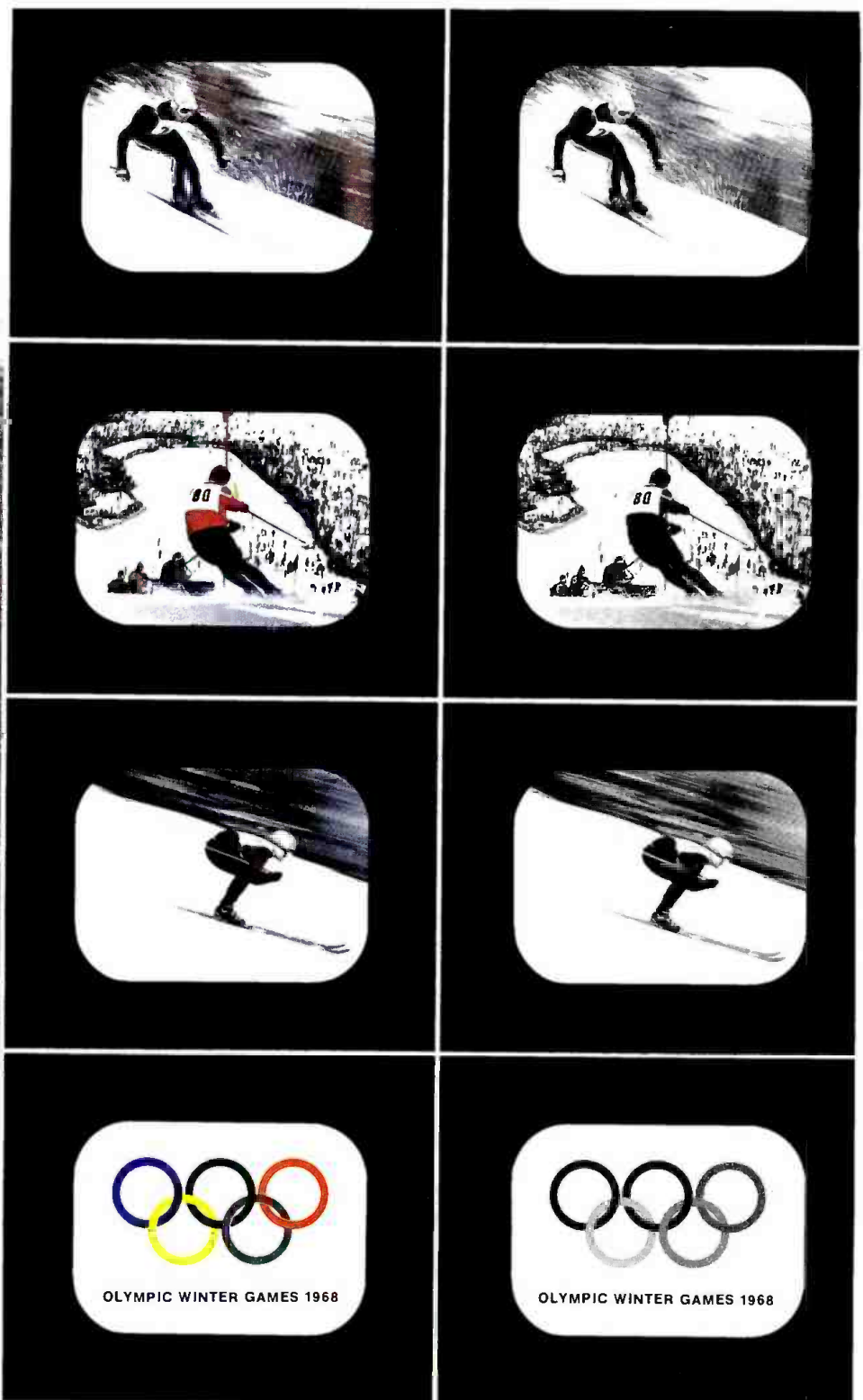
While you're there, we'll show you the newest thing in color T.V. monitors and in color title card and transparency scanners. And we have another electronic device on display that takes unusable color film and applies calibrated gamma correction to make the film acceptable for T.V. use.

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And that's why ABC chose 78V to
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Automation in engineers' spotlight

OVER 1,200 TO HEAR RADIO-TV TECHNICAL ADVANCES IN CHICAGO

An FCC/industry panel plus management-oriented automation workshops will highlight next week's National Association of Broadcasters Broadcast Engineering Conference in Chicago. The 22d annual BEC will run concurrently with the NAB convention, March 31-April 3.

The engineering and management delegates will meet jointly on Monday, April 1, for the opening session and automation workshops, and on Wednesday, April 3, for the closing broadcast news panel.

Between those sessions, 1,200 to 1,300 BEC delegates will hear a variety of papers on radio and TV technical developments. Luncheon speakers for the conference will be Dr. George H. Brown, vice president, research and engineering, RCA (Monday); General Emmett O'Donnell Jr., USAF (ret.), president of United Service Organization (Tuesday), and Edgar T. Martin, engineering manager, broadcasting service of U.S. Information Agency (Wednesday).

Honor to Chinn ■ A highlight of the Wednesday luncheon will be the annual presentation of NAB's Engineering Achievement Award to Howard Chinn of CBS-TV (see page 181). The award will be presented by George W. Bartlett, NAB vice president for engineering.

The BEC will get underway Monday afternoon with remarks by NAB President Vincent Wasilewski followed by the Engineering Advisory Committee report by the Canadian Telecasting Practices Committee. Then the engineering and management delegates will be able to attend any of five workshops. Two of those workshops have been programmed by the BEC Conference Committee and deal with radio automation and television automation.

On Tuesday the radio session will cover such items as AM transmitters, digital frequency monitoring, a new FM antenna and automatic logging. The TV sessions that day will cover subjects like portable lighting systems, color video switching systems and correction of video signal defects.

To allow delegates to visit the six exhibit halls in the Conrad Hilton and the hospitality suites in several hotels, no sessions are planned for Tuesday afternoon.

Committee Members ■ Chairman of the Engineering Conference Committee is Albert H. Chismark, Meredith Broadcasting Co., Syracuse, N.Y. Other members: LeRoy A. Bellwood, KOGO-AM-FM-TV San Diego; George G. Jacobs,

Corinthian Broadcasting Corp., Tulsa, Okla.; Leslie S. Learned, MBS, New York; Clure H. Owen, ABC, New York; James D. Parker, CBS-TV, New York; Robert J. Sinnett, WHBF-AM-FM-TV Rock Island, Ill.; William Trevarthen, NBC, New York; John T. Wilner, Hearst Corp., Baltimore, and Benjamin Wolfe, Westinghouse Broadcasting Co., New York.

The full BEC program with summaries of technical papers follows:

(All the technical sessions will be held in the Pick-Congress hotel. All luncheons will be in the Williford Room of the Conrad Hilton.)

Monday, April 1

10:30 a.m.-noon—General Assembly, Grand Ballroom.

12:30-2 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: Clure H. Owen, manager of allocations, ABC, New York. *Invocation:* The Reverend Guy Chester Jones, Ohio Wesleyan University, Delaware, Ohio.

Speaker: Dr. George H. Brown, executive vice president, research and engineering, RCA, Princeton, N. J.

2:30 p.m.—Technical Session (Radio and TV), Great Hall, Pick-Congress.

Presiding: Benjamin Wolfe, vice

president for engineering, Westinghouse Broadcasting Co., New York. *Coordinator:* LeRoy A. Bellwood, director of engineering, KOGO-AM-FM-TV San Diego.

2:30-2:45 p.m.

Opening of the Engineering Conference: Vincent T. Wasilewski, NAB president.

2:50-3:05 p.m.

NAB Engineering Advisory Committee Report: Malcolm M. Bursleson, vice president for engineering, Metromedia Inc., Washington, chairman.

Over the past several years, the NAB Engineering Advisory Committee, charged with recommending a course of action to be followed by the association in engineering matters, has been confronted with many technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as: AM-FM-TV allocations; the efficient use of the spectrum; TV remote control; technical staffing; engineering/management development, and satellite communications. This report by the chairman will cover the most important aspects of the committee's deliberations during the past year.

3:10-3:40 p.m.

Canadian Telecasting Practices Committee Report: Glen Robitaille, CFPL-TV London, Ont.

The paper will describe the organization of the Canadian Telecasting Practices Committee and present a brief review of its work in the area of color telecine in Canadian broadcasting. Parameters and procedures relevant to the operation of color telecine chains are being investigated. A procedure is being established whereby the subjective performance of contemporary color telecine systems is to be optimized. From this information practices will be generated which will make it possible to operate a color telecine system as a reference system for the evaluation of color films for television.

3:45-5 p.m.

Workshop Sessions: Radio Automation and Television Automation. (These sessions are also part of the management conference. For participants see page 106).

With the ever-increasing difficulty in obtaining qualified station personnel and the need to make the most efficient use of existing broadcast facilities, many licensees are considering the

Chinn award recipient

Howard A. Chinn, director of general engineering for CBS-TV's engineering and development department, will be the recipient of the 1968 Engineering Achievement Award of the National Association of Broadcasters. He will receive the award at the Wednesday (April 3) luncheon of the Broadcast Engineering Conference, held concurrently with the NAB convention in Chicago.

Mr. Chinn, 10th recipient of the award, has been with CBS since 1932, except for his outside service during World War II (see page 181). Among his accomplishments are his work on development of NAB's standard loudness reference recording and one of the co-inventors of the loudness volume meter.



DR. BROWN
RCA



MR. ROBITAILLE
CFPL-TV



MR. CHIABRANDO
CCA



MR. BOWLING
Collins



MR. PRESTHOLDT
CBS Radio



MR. SHAFFER
Zinc Inst.

utilization of automation systems. This year, two separate automation workshop sessions have been scheduled—one dealing with radio, the other with television. Each session will include six participants (three station representatives and three manufacturers) and will be devoted to a frank discussion of the philosophy and inclusion of automation equipment into existing radio and television station facilities. These workshop sessions will be management oriented.

Tuesday, April 2

9 a.m.-noon—Radio Technical Session, Gold Room, Pick-Congress.

Presiding: Leslie S. Learned, vice president for engineering, MBS, New York. *Coordinator:* George G. Jacobs, engineering director, Corinthian Broadcasting Corp., Tulsa, Okla.

9-9:25 a.m.

Dual Reliable AM Transmitters: Juan C. Chiabrando, vice president and director of engineering, CCA Electronics Corp., Gloucester City, N. J.

The basic CCA "dual-reliable" transmitter system consists of two independent transmitters, each of which operates at one half of the desired system output. The two outputs are added by means of a combining network. An electronic monitoring system constantly evaluates the performance of each transmitter. In the event of RF carrier degradation, audio distortion, or audio modulation reduction (in one transmitter only) the monitoring sys-

tem will detect the fault, turn off the defective transmitter, by-pass the combining network and connect the second transmitter to feed directly to the antenna. The automatic switching sequence takes less than five seconds and results in a reduction of power output of only 50%. The defective transmitter is automatically terminated into a dummy load, such that it can be serviced and completely tested while the good transmitter is still on the air.

9:30-9:55 a.m.

Digital Frequency Monitoring for AM-FM-TV: Gart Bowling, group head, Broadcast Systems Engineering Department, Collins Radio Co., Dallas.

This paper describes a family of broadcast frequency monitors which utilize digital techniques and state-of-the-art devices. The basic monitoring scheme is discussed. Then the system is expanded for operation in the AM, FM and TV broadcast services. Advantages of this type of frequency monitoring system are presented. A comparison is made of this system and other frequency measuring systems, in particular, a digital frequency counter as used in a frequency monitoring application and a conventional analog frequency monitor.

10-10:25 a.m.

Automatic Logging of Directional Antenna Parameters: Ogden L. Prestholdt, director of engineering, CBS Radio, New York.

A dual-purpose monitoring system has been installed to permit continuous recording of antenna system operating parameters as well as manual operation

of the phase monitor for FCC logging purposes. The system utilizes a conventional phase monitor which is operated in normal fashion for the taking of data for operation and maintenance log purposes. When not being used in the foregoing manner, the phase monitor has been augmented by auxiliary equipment to provide for continuous recording of antenna system phases and current ratios. The recording system utilizes established DC amplifiers and bucking bias supplies so as to provide expanded scale indications of operating parameters. The automatic logging feature with expanded resolution has proven to be a valuable tool in studying antenna system performance and stability.

10:30-10:55 a.m.

Galvanized Steel and Paint Specifications for Transmitter Antenna Towers: Thomas F. Shaffer, market development engineer, American Zinc Institute, New York.

Hot-dip galvanizing is widely used to control atmospheric corrosion of structural steel. For a variety of reasons, galvanized steel is painted, and the adhesion of the paint to the zinc surface has often been poor. The American Zinc Institute documented the use of galvanized steel and performance of paint on 284 TV transmitter antenna towers. Survey results showed 76% of these towers to be completely galvanized and another 6.3% to be partly galvanized. The average time between paintings on all towers is about four years. Times ranged from less than two years to greater than 10 years. Most paint failures are due to film breakdown, showing up as rusting of non-



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Amplex



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ABC

galvanized steel and paint peeling from galvanized steel. Suggested paint specifications are given for both galvanized and nongalvanized steel towers.

11-11:25 a.m.

A New Circularly Polarized FM Transmitting Antenna: Peter K. Onnigian, general manager, Jampro Antenna Co. Division, Computer Equipment Corp., Sacramento, Calif.

This paper describes a twisted square radiating element, which when properly adjusted at the factory is capable of radiating a true circularly polarized field. By meeting the criteria for true circular polarization, the antenna radiates 50% of its energy in the horizontal plane and 50% in the vertical plane. There is a space phase difference of 90 degrees between the two polarizations. The power ratio is 1 to 1. This axial ratio must be equal if true circular polarization is to be obtained. The antenna is available in two types of feed systems. A parallel system uses a common power divider with several individual interbay feed cables. The shunt fed system uses a common 3 1/8" rigid line with the several elements shunted across it.

11:30 a.m.-noon

Aspects of Audio Testing: Fred L. Zellner Jr., national director of radio engineering, ABC, New York.

For some time, there has been a certain amount of confusion with regard to level measurements in VU, dbm, program level plus a test level, etc. This paper will resolve some of the differences of opinion with regard to these terms and to make it easier when conversing with telephone company per-

sonnel and when doing "proofs of performance" on FM and AM systems.

9 a.m.-noon — Television Technical Session, Great Hall, Pick-Congress.

Presiding: John T. Wilner, vice president in charge of broadcast engineering, The Hearst Corp., Baltimore. *Coordinator:* Robert J. Sinnett, vice president for engineering, WHBF-AM-FM-TV Rock Island, Ill.

9-9:25 a.m.

Optical Multiplexing Theory and Practice: D. W. Rohrs, audio/video design engineer, Visual Communication Products Department, General Electric Co., Syracuse, N. Y.

Optical multiplexing is used to obtain maximum utilization of projection equipment and film cameras in broadcast operations. The optical, mechanical and electrical design considerations of a multiplexer are presented in detail. Three system-control options in a multiplexed film island are outlined. These include the concepts of split-island operation; optical vs. electrical on-switching, and automatic preprogrammed operation of a multiplexed system.

9:30-9:55 a.m.

A New Modular Portable Lighting System: George I. Benkowsky, associate director, special systems, engineering and development department, CBS-TV, New York.

CBS-TV has placed in operation a new portable stage-lighting system. The requirements for lighting control system flexibility, performance, and reliability on present day remote pickups, often equal those of a large production studio. The need for a portable-lighting

system, equivalent in many ways to typical modern studio systems, becomes evident. A system to meet these needs is described. The apparatus is electrically and mechanically modular to permit easy assembly of basic units to fulfill the control and dimming requirements of a particular show. The modular units have also demonstrated advantages in semi-permanent installations.

10-10:25 a.m.

Processing Techniques for Correction of Video Signal Defects: L. J. Baun, RCA, Camden, N. J.

Between the origination point and the transmitter antenna, video signals usually must pass through a complex distribution system. Although extreme care is taken in video equipment design, distortions and the effects of cumulative errors can be present at the system output. For instance, frequency response, differential gain and phase, noise, hum, and glitch components may be present. The function of a video processor is to correct for as many defects as possible. This paper discusses the types of signal distortions encountered and processing techniques to correct for them.

10:30-10:55 a.m.

New Advances in the Art of Television-Measuring Techniques: Dr. Herbert Mangold, manager RND engineering, TV test equipment, Rohde & Schwarz, Passaic, N. J. (to be presented by R. Feldt, president).

Color TV and educational TV require increasingly higher standard of quality of transmission. This in turn has led to the development of new measuring techniques and equipment. The



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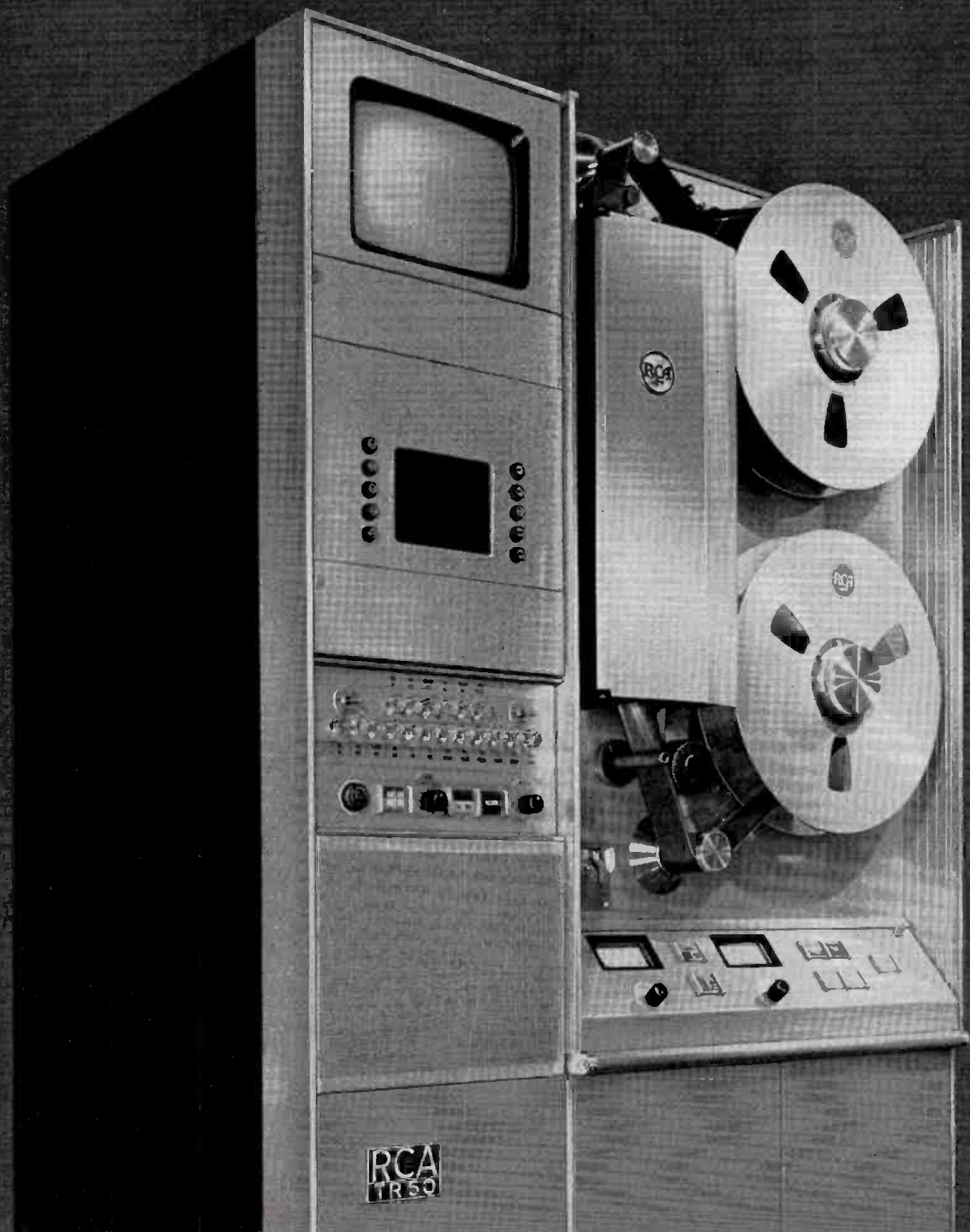
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Words or specifications can only begin to describe the excellent high band performance of this machine. The real proof is in the picture . . . and *you can see it* for yourself in any of the stations that have it, in the Camden color demonstration area, or at the forthcoming NAB Convention.

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paper will describe the following new instruments: 2T/20T pulse-bar generator for checking the differences in amplitude and group delay of luminance and chrominance signals; differential phase and gain meter for the color sub-carrier, which determines distortions in the chrominance channel, has a function of signal level, and a standard-level generator for the precise control of the level ratio between luminance and chrominance.

11-11:25 a.m.

Color Video Switching Systems: Robert Butler, project engineer, NBC, New York.

This paper acknowledges the problems of switching color signals of different time references. Since the external signals cannot be guaranteed relative to timing, correction must be accomplished within the switcher itself. This paper gives the conceptual answer to inflexibility by providing the switcher with the capability of time reference correction.

11:30 a.m.-noon

Plumbicon Broadcast Color TV Equipment: Michael T. Fisher, manager, broadcast camera system section, Philips Broadcast Equipment Corp., Paramus, N. J.

Since the introduction of the Norelco PC-70 Plumbicon studio color camera in March 1966, not only has the basic design been continuously reviewed and updated to take advantage of new developments in components and techniques, but in addition, associated

Plumbicon pick-up equipment has evolved, derived from the original three-tube design of the PC-70. Compatibility of components characterizes this Plumbicon color equipment family which now includes the studio camera, portable camera, film camera, and a special-purpose remote-controlled camera. New developments in components include a Plumbicon with a spectral sensitivity extending beyond the visible red and with improved resolution.

12:30-2 p.m.—Engineering Conference Luncheon, Williford Room.

Presiding: James D. Parker, staff consultant, telecommunications, CBS-TV, New York. *Invocation:* The Reverend Gordon E. Mycue, director, Commission on Radio and Television, Archdiocese of St. Paul and Minneapolis.

Speaker: General Emmett O'Donnell Jr., USAF (Ret.), president USO, New York.

No Afternoon Sessions (There is no program in this period so delegates may visit the exhibits and hospitality suites.)

Wednesday, April 3

9 a.m.-noon—Technical Session (Radio and TV) Gold Room, Pick-Congress.

Presiding: William H. Trevarthen, vice president, operations and engineering, NBC, New York. *Coordinator:* Clure H. Owen, manager of allocations, ABC, New York.

9-9:25 a.m.

The New WAGA-TV Facility: Hugo A. Bondy, chief engineer, WAGA-TV Atlanta.

The new WAGA-TV facility describes WAGA-TV's new quarters with emphasis on equipment designed and built by the station's engineering staff. This includes video-distribution amplifiers, video switchers, video and audio cross bars, projection and video tape controls. Virtually all WAGA-TV produced equipment, including switch assemblies, has been designed with plug-in features making for fast substitution of defective units (Note: No failures in 20 months). This also facilitates continuous "in operation" upgrading of equipment.

9:30-9:55 a.m.

A New Approach to TV Color Camera Design: John Poole, manager, advanced development, video engineering department, Ampex Corp., Redwood City, Calif., and Max Berry, manager, equipment planning, ABC, New York.

ABC-TV needed a hand-held color camera for use during sports coverage and for the 1968 political conventions. The equipment had to be battery operated and make provision for either cable or wireless operation with a built-in microwave system. A contract to develop such a camera was awarded to Ampex Corp., whose proposed technical approach offered the best chance of success. A companion microwave system was developed by Microwave Associates. This paper provides details of this equipment, including design philos-



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WTMJ-TV

ophy, performance specifications and a description of the final product. The Ampex model number for this camera is the BC-100. ABC-TV calls the camera system "The ABC Scrambler."

10-10:25 a.m.

New TV Measurement Techniques Using Existing Studio Monitoring Equipment: B. van Benthem, manager, video engineering, AMP Inc., Harrisburg, Pa.

This paper describes various measurement techniques which can be performed with ordinary studio monitoring equipment such as a Vectorscope or waveform monitor. These techniques will help the engineering personnel to perform tests such as pulse timing, color timing, level-setting, etc., by means of a comparison technique. A waveform monitor can be used to "phase in" the syn of a source, with the plant system or vice versa. Upon installation of a system, a similar method can be employed to check out the pulse delay lines, etc. The Vectorscope can be very useful during installation and operation of a station. Besides its normal use, such as setting up color bars or burst phasing, it can be very effectively employed as a tool to check system delay (color timing) during installation and as a system phase check during operation.

10:30-10:55 a.m.

Review of VHF-TV Remote Control Tests: Richard J. Anderson, chief engineer, KTTV(TV) Los Angeles; William D. Kelly, chief engineer, WNEW-TV New York, and Wallace F. Wurz, chief engineer, KMBC-TV Kansas City, Mo.

On Feb. 4, 1965, the NAB filed a petition with the FCC for remote control of VHF stations. In 1967 the commission denied the petition, pointing out the need for more technical information. In order to provide this added material three stations have been equipped with experimental remote-control systems. This three-part talk will discuss in detail both the systems and results obtained at the test stations.

11 a.m.-noon

FCC/Industry Panel: Moderator, Malcolm M. Burleson, vice president for engineering, Metromedia Inc., Washington; Panelists: Charles F. Abel, chief engineer, KFMB-TV San Diego; Wallace E. Johnson, assistant chief, Broadcast Bureau, FCC; Harold L. Kassens, assistant chief, broadcast facilities division, FCC; Harold G. Kelley, supervisory engineer, TV applications branch, FCC; Neil M. Smith, Kear & Kennedy, Washington; A. Prose Walker, manager, broadcast/communications systems marketing, Collins Radio Co., Arlington, Va.

A highlight of the Broadcast Engineering Conference has always been the FCC technical panel. This year, the panel will include three members of the commission's Broadcast Bureau and three representatives from industry (station, manufacturer, and consultant). The panel will be available to answer all technical questions and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were developed.

12:30-2 p.m.—Engineering Conference Luncheon, Williford Room.

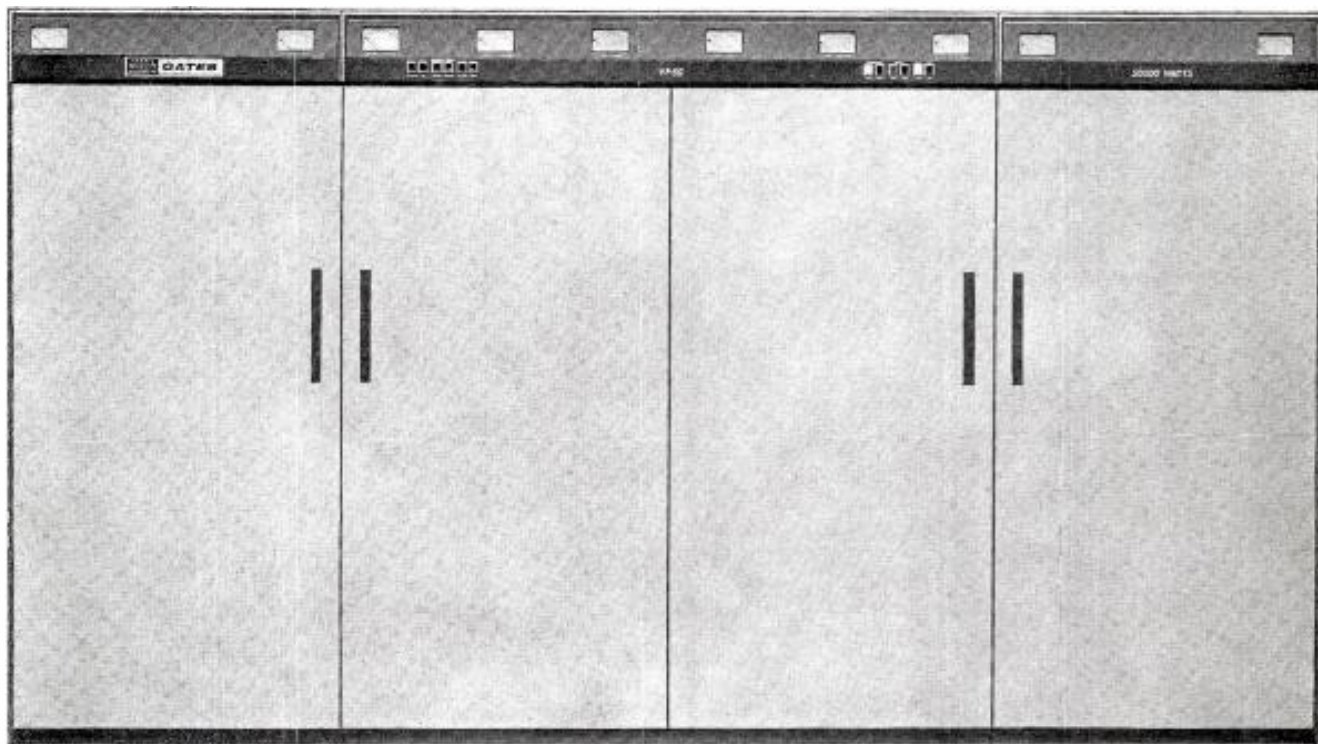
Presiding: Albert H. Chismark, director of engineering, Meredith Broadcasting Co., Syracuse, N. Y., chairman of Broadcast Engineering Conference committee; *Invocation:* Rabbi Carl I. Miller, chairman, The Broadcasting Commission, Chicago Board of Rabbis.

Presentation of Engineering Award to: Howard A. Chinn, director of general engineering, engineering and development department, CBS-TV, New York, by George W. Bartlett, NAB vice president of engineering.

Speaker: Edgar T. Martin, engineering manager, Broadcasting Service, U. S. Information Agency.

2:30-4:30—General Assembly, Grand Ballroom.

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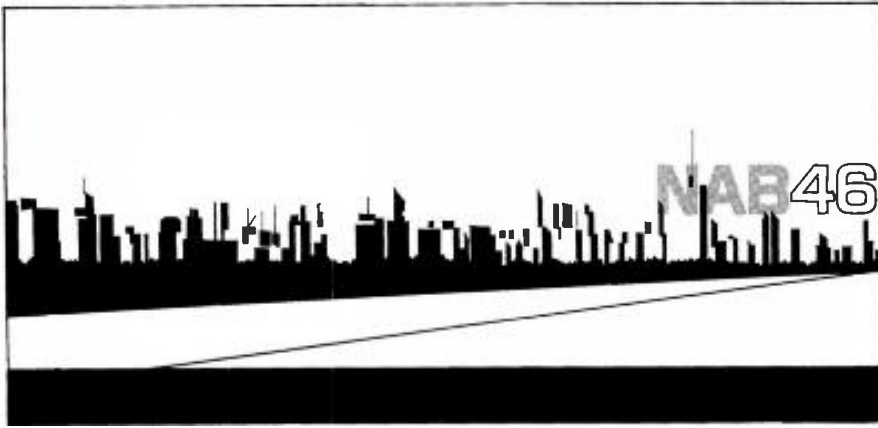


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CONVENTION EXHIBITS

Manufacturers of broadcast equipment will show their newest products along with established lines in the East, North and West Exhibit Halls, the Continental Room, Writing Room and Normandie Lounge of the Conrad Hilton in Chicago. Following are descriptions of the principal products to be on display. The exhibit space designated is in the Conrad Hilton. The telephone extension for each exhibitor is listed following his space number. The extension can be dialed within the hotel and may be reached from the outside through the Conrad Hilton switchboard (992-4400). Station representatives, networks, radio program syndicators, brokers and miscellaneous industry service firms are listed on following pages, including personnel attending the convention, hotel and suite numbers. These listings are based on information available as BROADCASTING went to press.

A list of manufacturers who will have hospitality suites will be found in the Where to Find It directory on page 154.

ADDRESSOGRAPH MULTIGRAPH CORP.

Space 231-W. Ext. 5-2700.

Display will include demonstrations of "instant printing" using the multilith offset 2550 and 85 along with A-M copier models 2000 and 2100.

Personnel: Ron Gallier.

ADVANCE INDUSTRIES

Space 319-C. Ext. 5-2751.

Exhibited will be designs of AM, FM, VHF, microwave and CATV towers. Other designs will include those of microwave passive reflectors and re-

peaters and pre-assembled aluminum transmitting and repeater buildings.

Personnel: G. S. Chesen, L. J. Tokarczyk, R. T. Wensel, P. J. O'Connor and G. C. Spencer.

ALBION OPTICAL CO.

Space 251-W. Ext. 5-2701.

Equipment being shown for the first time in the U. S. includes the Varotal XIV zoom lens which fits all major TV cameras; the Varotal V lens, which demonstrates adaptability to new color TV cameras; a color-TV monitor with a 19-inch screen; the Mark VIII TV scanner for use with color slides and the Tariff processing amplifier.

Personnel: Harold Leeming, Brian Armitage, Gordon Cook, Tim P. Scofield, John Wallen, Colin Stewart, Neil Burtonshaw, Jim Tennyson, Jack Keyes, Gus Dato, Charles January and Peter Stewart.

ALFORD MANUFACTURING CO.

Space 208-W. Ext. 5-2702.

On display will be a variety of VHF, UHF and ITV transmitting antennas; RF measuring equipment; diplexers, and coax switches.

Personnel: Andrew Alford, Fred Abel and Harold Leach.

ALLIED IMPEX CORP.

Space 421-N. Ext. 5-2665.

On display will be the new automatic 16mm Bauer telecine projector and the Bauer double-band projector with xenon-light source.

Personnel: Manfred Zillikens, Herbert Leising, Walter Director and Lloyd Seltzer.

ALMA ENGINEERING

Space 408-N. Ext. 5-2666.

A new video switching system will

be introduced for the first time. A solid-state reed relay, a dial access video switching system and also a video routing switching system will be shown.

Personnel: Robert Frick and Woodford Peebles.

ALTEC LANSING

Space 207-W. Ext. 5-2703.

Equipment associated with the new Acousta-Voicing method will be exhibited. Acousta-voicing is designed for live performances staged in a theater or auditorium, and is used to maximize sound in all areas and overcome reverberation problems. A new 9200A broadcast console will also be shown.

Personnel: Edward W. Stone, Arthur C. Davis, Don B. Davis and H. S. Morris.

AMECO INC.

Space 310-C. Ext. 5-2752.

On display will be CATV gear which includes a solid-state Channeleer head-end plus solid-state line distribution equipment. Closed-circuit equipment will show the Courier high-resolution, high-definition solid-state CCTV systems, developed for the Apollo moon shot program.

Personnel: E. D. Poole, Sherrill Dunn, Charles Maki, Earl Hickman, Bob Hannon, Carl Richard, Jack Woods and John Pranke.

AMERICAN ELECTRONIC LABORATORIES INC.

Space 313-C. Ext. 5-2753.

Information on the complete line of AM and FM transmitters ranging from 10 w to 50 kw will be available. A new 20 kw FM broadcast transmitter will be displayed. The compact, self-contained transmitter measures 76 by 55 by 33 inches and uses a 3CX10,000A as the power amplifier.

Personnel: I. A. Faye, J. Belcher, J. Maxenchs, T. Katona, R. Jordan, R. Jose and B. Bornmann.

AMP INC.

Space 308-C. Ext. 5-2754.

New equipment will include an automatic broadcast programmer, a computer-controlled integrated system designed for the complete control of all audio-video switching operations in a master-control television studio. In addition, a video switcher, audio-output unit, AMP machine controls and a transition rate-control unit will be shown.

Personnel: Abel de Hann, Ben van Benthem, Jack Ramsey, Mike Yaccino, Fred Ficker and Eric Vanderhaven.

AMPEX CORP.

Space NL. Ext. 5-2614.

On display will be the VR-2000B, 1200B and 1200A high-band, color Videotape recorders; the VR-1100 monochrome VTR; the VR-3000 backpack Videotape recorder and camera; Marconi Mark VII color TV camera; professional audio recorders; magnetic tape; UHF klystron transmitters, translators and amplifiers; plus a line of video and audio associated gear.

Personnel: Thomas E. Davis, Charles Ginsburg, Larry Weiland, Leon Wortman, Don Kleffman, Al Sroka, Ed Dietrich, Paul Weber, Brian Trankle, Dean Johnson, Jack Miller, Richard Larkin, Gene Peterson, Phil Quinn, Don Larson, Joe Roizen, C. E. Anderson, John Hatch, John Kane, Chuck Dodson, Arnie Macklin, Joe Williamson, Ed Dowling, Jerry Dover, Ken Hall, Bob Day, Matt McGillicuddy, Ron Polster, Bob Hill, Don Creswell, Carroll Abernathy, Frank Benson, Bob Duden, Paul Welcome, Gene Sudduth, Len Hase, Ken Herring, Al Slater, Tom Nielson, Don Prather, Paul Tarrodaychik, Len Willig, Ron Alsin and Don Smith. Marconi personnel: Tom Mayer, Norman Parker-Smith, John Leeson, Cyril Teed and John Pool.

ANDREW CORP.

Space 220-W. Ext. 5-2704.

The feature product will be a new high-power, low-loss, eight-inch coaxial cable for television transmitter feeders. A UHF coaxial transfer switch (0-860 MHz), heatless automatic dehydrators and an educational TV microwave antenna system will be shown.

Personnel: Dr. Victor J. Andrew, Robert Lamons, Robert Bickel, Joseph Sedik, Don Fairchild, Larry Krahe, Ken Martin and Bill Stansfield.

ARRIFLEX CORP. OF AMERICA

Space 311-C. Ext. 5-2755.

The Arriflex 16BL camera system will be featured, including accessories, such as single-system sound module and amplifier; high-precision tuning-fork controlled motor; universal lens housing, and other major accessories. The Siemens 2000 16/16 sound projector will also be shown.

Personnel: Bruce E. Harris, John C. Tetard, Lou Polonec, Glenn Elliott and Adolf Hinze.

AUDIO DEVICES INC.

Space 232-W. Ext. 5-2705.

The Audiopak continuous loop tape cartridges will be shown, as well as

lubricated tape for continuous loop tape cartridges and a complete line of magnetic recording tapes.

Personnel: Jules Sack, Bud Freifeld, Ron Grey and H. Duane Woodruff.

BALL BROTHERS RESEARCH CORP.

Space 214-W. Ext. 5-2706.

On display will be television terminal equipment including special effects generators, pulse and video distribution amplifiers, processing amplifier, video waveform monitor, solid-state color broadcast monitors, and video signal multiplexers.

Personnel: W. A. Douglass, F. P. Dolder, R. C. Mercure Jr., R. J. Jansen, Cop MacDonald, R. A. Gaiser, R. S. Wise, M. E. Halleck, H. M. Pederson, R. L. Kuhn, O. H. Iversen, D. R. Dehon and J. E. Sparks.

BALL BROTHERS RESEARCH CORP. (MIRATEL DIVISION)

Space 219-W. Ext. 5-2706.

A complete line of monochrome and color television video monitors will be shown, including the new solid-state TCB-14R broadcast color monitor, the MC-19 series color monitors, the TPB series of broadcast and TU series of solid-state monochrome monitors, and the TE-9 solid-state utility monitor.

Personnel: W. S. Sadler, T. A. Olson, R. J. Ryan, Ed Hatch, G. Pamlenyi, F. L. Heit and R. Netko.

BELAR ELECTRONICS LABORATORY INC.

Space 204-W. Ext. 5-2708.

On display will be three FM monitors, and the AMM-1 AM monitor. There will be a demonstration of the modulation measuring characteristics of these monitors.

Personnel: Arno Meyer, J. Quinn, Dick Burden and Don Clark.

BERKEY-COLORTRAN INC.

Space 121-E. Ext. 5-2616.

A complete new line of studio/field quartz lighting equipment designed for TV studio use will be introduced. Also 15-inch and 18-inch focusing scoops will be on display.

Personnel: Ken Palius, Milton Forman, Bob Cerny, John Murray, Dick Glickman, Tom Pincu, Joe Tawil, Gerry Lee, Bill Gleaves, Carl Bokmuller and Marion Rimmer.

BORG WARNER/INGERSOLL PRODUCTS

Space 217-W. Ext. 5-2709.

In the Emcor I series, a vertical rack and a three-bay low silhouette enclosure will be featured. An Encor II two-bay,

slope-front cabinet will also be displayed.

Personnel: R. W. Zielinski, Hal Bowen and George Deifel.

BOSTON INSULATED WIRE & CABLE CO.

Space 245-W. Ext. 5-2710.

Camera cables, connectors and terminated camera cable assemblies and a variety of adapters will be exhibited. Also on display will be custom fabricated camera patch panels, information on camera cable repair service, molded rubber connectors for studio and outside broadcast lighting equipment and precision video coaxial cable.

Personnel: J. C. Burley, A. C. Davis, R. Fanning, J. C. Galopin, A. Garshick, J. Hathaway, F. Jansen, E. Manchester, E. McCusker, T. Russell and P. McKatten.

BRAND-REX DIV./AMERICAN ENKA

Space 409-N. Ext. 5-2667.

A variety of cable and wire including coaxial, audio control and camera will be shown.

Personnel: Bruce Van Wagner, Paul Valliere, Ed McIntyre, Bob Bellino, Tom Horan, Ray Campbell, Rod Garey, Jim Maguire, Jack Adams and Cliff Tellier.

BROADCAST ELECTRONICS INC.

Space 303-C. Ext. 5-2756.

Featured will be the Spotmaster 500C with automatic record preset and all plug-in silicon amplifiers plus improved versions of the series 400A tape cartridge recording and reproducing systems. Other equipment includes a solid-state audio distribution amplifier; a new high-quality solid-state compact remote amplifier; stereo cartridge equipment; a tape cartridge loader; three versions of tape cartridge storage racks; the TT-20B equalized turntable pre-amplifier, and a number of accessory items in support of cartridge tape systems.

Personnel: Ross Beville, Jack Neff, Ben Strouse, Don Smith and Cliff Ratliff.

BROADCAST SKILLS BANK

Space F-WR.

Information on minority group manpower: recruitment, training and employment will be available.

Personnel: George E. Norford, Hamton McKinney, James Bateman, Ashby Smith, Clotee Best and Joanna Martin.

CBS LABORATORIES

Space 307-C. Ext. 5-2757.

Products on display will include the

Audimax automatic level control and Volumax peak controller, wide range program monitor, automatic loudness controller, loudness indicator, a mobile color TV van, image enhancer, masking amplifier/masking processor, the Minicom lightweight color TV camera for remote or studio application, and a digital display system.

Personnel: Burt Conant, Alec Autote, Sal Raia, Mark Simmons, Dick Roule, Jim Thomas, Jay Crane, Jerry Goldman, Saul Decker, Bernie Klibaner, Tom Hindle, W. Warren Barker, Al Goldberg, Marv Kronenberg, Leo Murray, Felix Kalinski, Dick Allen, Emil Torick, John Wistrand, Fred Thomson, Chris Pacelli, Mary Ann Succi, Evelyn Psychopaidas, Dr. S. Hopwood, Tom Henry, Bob Castrignano, Larry Izzo, Ren McMann, Joe Petit, Clyde Smith, Peter C. Goldmark and Beardsley Graham.

CCA ELECTRONICS CORP.

Space 236-W. Ext. 5-2711.

AM and FM transmitters and associated gear will be on display.

Personnel: Bernard Wise, Juan Chiabrando, William Barry, Carroll Cunningham, Claude Hill, John McClamrock, Gordon DuVall, John Ring, Robert Sidwell, Vernon Steed, George Waslo, Gerald Lainer, Bruce Emonson, Mike Day and John Laurino.

CENTRAL DYNAMICS CORP.

Space 413-N. Ext. 5-2668.

On display will be a fully operational broadcast automation system; the Sync Line, which distributes a composite sync signal through a single cable and then decodes it at each video source; a video processing amplifier line; the 2100 series special-effects generator, and a compact video switcher.

Personnel: Arden Boland, Paul Gyrsting, Jim Landy, Peter Wheatley, Peter MacFarlane, Ken Davies, John Ross, Peter Smith, Bob McCormick, Jim Smith, Brian Tee, Ole Skrydstrup, Felix Jackson and Bruce Prentice.

CENTURY LIGHTING INC.

Space 122-E. Ext. 5-2617.

A variety of studio lighting equipment will be on display.

Personnel: Edward F. Kook, Edward L. Gluck, Fred M. Wolff, Rollo Gillespie Williams, Donald McKenzie, Lawrence Kellerman, Robert Kushner, Charles Levy, Steve Greenbaum, Robert Lieberman, Edward Ringler, Lou Erhardt, Robert Devinney and A. Aukslund.

CHRONO-LOG CORP.

Space 246-W. Ext. 5-2712.

A next-event display panel and con-

trol panel for the solid-state Step system for TV station break automation will be exhibited.

Personnel: Arthur Freilich, Saul Meyer and Glenn Webster.

CLEVELAND ELECTRONICS INC.

Space 119-E. Ext. 5-2618.

Deflection components for vidicon, image orthicon and Plumbicon TV cameras will be shown.

Personnel: R. J. Tanczos, J. C. Riffe, S. Z. Steven, R. Wasko, W. Miller, C. Knowles, F. Schnittlinger, P. J. George, W. Knife, R. Stahl and D. Kingsley.

COHU ELECTRONICS INC.

Space 326-C. Ext. 5-2758.

Video switching systems, 3-v color cameras, video distributing equipment, color bar generator, color encoder and sync generator will be shown.

Personnel: E. T. Clare, Robert Boulio, Gene Crow, Richard Hiatt, Stan Sievers and Jim Kimball.

COLLINS RADIO CO.

Space 209-W. Ext. 5-2713.

New products to be displayed include the 900C-3 modulation monitor at \$2,625 and the 54N-1 FM frequency monitor at \$1,410. Also new are the 212T-2 audio control system at \$9,950, the 212J-1 remote production console at \$950 and a Twintape cartridge system. A line of audio control systems, microwave relay systems, AM and FM transmitters and monitors will also be shown.

Personnel: K. A. Blake, Gary Bowling, T. S. Butler, K. W. Crawford, C. E. Dixon, R. C. Evans, K. R. Fox, E. J. Gilbert, J. M. Haerle, R. J. Henry, J. L. Humphreys, Frank Knorr, L. H. Leggett, J. L. Littlejohn, R. O. Looper, D. L. May, J. D. Miller, W. J. Monroe, G. C. Nelson, H. O. Olson, C. S. Peterson, R. S. Rentfrow, C. R. Rollert, J. H. Speck, J. F. Stanbery, J. L. Smith, D. E. Sturdevant, C. M. Tilley, P. R. Wharton and J. D. Whited.

CONRAC CORP.

Space 107-E. Ext. 5-2619.

On display will be a line of color and monochrome television monitors and receivers for broadcast studio and closed-circuit application.

Personnel: J. W. Chislett, W. Ems, Cecil Farris, D. J. Griffin, J. Grayson Jones, A. L. Landsperger, J. J. Moreland, C. H. Odom, A. W. Severdia and R. N. Vendeland.

CONTINENTAL ELECTRONICS

Space 200-W. Ext. 5-2714.

On exhibit will be the 315C/316C

5/10 kw AM transmitter and 317C 50 kw AM transmitter.

Personnel: Vernon Collins, Thomas B. Moseley, J. O. Weldon, R. J. Flynn, Mark Bullock, Bell Witty, W. D. Mitchell, Henry Tackett, Ray Tucker, Dick Floyd, Everett King, Stan Ponte and Robert Bennett.

COOKE ENGINEERING CO.

Space 420-N. Ext. 5-2669.

On display will be coaxial switching equipment and the AD-2(A) audio-distribution amplifier. Various self-terminating jacks with television display monitors will be shown.

Personnel: Roland B. Decker and Charles T. Leverich.

CRAFTSMAN ELECTRONIC PRODUCTS

Space 318-C. Ext. 5-2759.

On display will be models 800 and 800A directional taps for CATV's, model 961 cable-TV line extender for feeder-line amplification, models T-15B and T-16 matching transformers for cable-TV subscriber hookups, models 900 and 900A directional taps for aerial mounting, model MAT-18 modular amplifier tap for CATV feeder lines, outdoor and indoor hybrid splitters, and line of connectors and accessories for all types coaxial cable.

Personnel: Daniel N. Mezzalingua, Matthew J. Lysek and Robert J. Greiner.

DAVIS & SANFORD CO.

Space 120-E. Ext. 5-2620.

On display will be a new lightweight cradle head for balancing cameras. Also to be shown are tripods and mounting equipment for closed-circuit cameras.

Personnel: E. Edward Resk and R. William Resk.

DELTA ELECTRONICS INC.

Space 205-W. Ext. 5-2715.

On exhibit will be the RG-1 receiver generator unit, operating impedance bridges, rotary variable inductors and the model RAS-10 receiving antenna system.

Personnel: Robert H. Foley.

DISAN ENGINEERING CORP.

Space 423-N. Ext. 5-2670.

New equipment will include Disan 400 series automation systems, the 110 portable broadcast studio, 600 series cartridge machines, solid-state audio consoles and remote amplifiers.

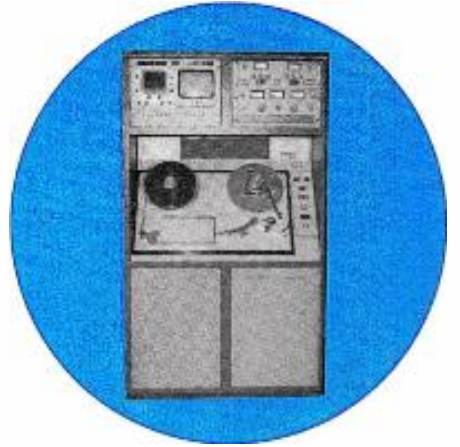
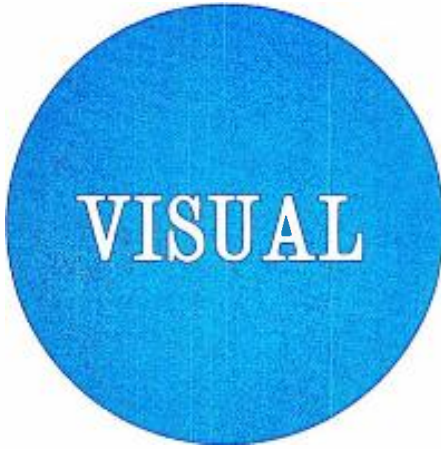
Personnel: Bill G. Brown, W. Reed



HUGH HELLER'S

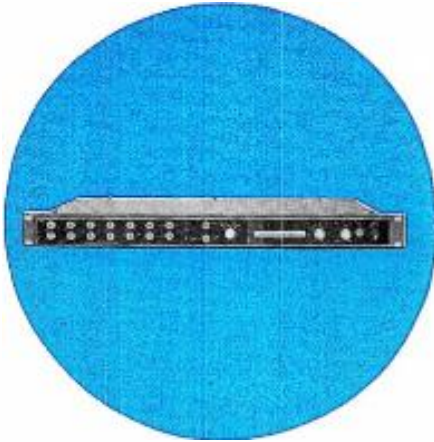
**CREATIVE FREAKOUT
FOR RADIO**

**TUESDAY, APRIL 2, 11:00 AM • CONRAD HILTON HOTEL, CHICAGO
NATIONAL ASSOCIATION OF BROADCASTERS**



VA/50 HIGH BAND COLOR VTR

... brings new meaning to the blue ribbon line



DIGITAL SYNC GENERATOR



VISUAL INFORMATION SYSTEMS



COLOR VIDEO DISC RECORDER

Advanced equipment and new techniques provide greater customer benefits. That's the key to these superior products from Visual Electronics Corporation. State-of-the-art electronics help assure absolute top performance with greater simplicity. Incorporation of integrated circuitry, new components and new techniques not previously available give Visual's advanced equipment that extra edge in reliability and economy.

Bringing advanced engineering concepts to practical reality are these latest additions to the Blue Ribbon Line, shown above. These include Visual's: *Color Video Disc Recorder*, for full-color slow motion and stop-action playback; *Digital Sync Generator*, the first to bring digital techniques to color sync; *Model 990 Display Control Unit*, affording instantaneous digital-to-video character conversion; and *High Band Color VTR's*, the complete line of precision video tape recording equipment . . . plus many more products to follow.



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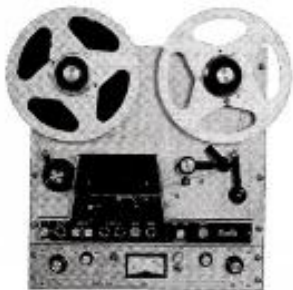
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Wooten and Dud Stallings.

DRESSER CRANE, HOIST & TOWER DIVISION

Space 206-W. Ext. 5-2716.

On exhibit will be illustrations and descriptions of free-standing and guyed radio, television and microwave towers.

Personnel: Robert Q. Sload, J. Roger Hayden, Patrick B. Irwin, W. Robert McKinney, Thomas W. Singell, John F. McVey, Paul M. Kingcade, Orville E. Pelkay, Carl C. Chatfield and Ivan R. Blausler.

DYNAIR ELECTRONICS INC.

Space 211-W. Ext. 5-2717.

On display will be new additions to the mini-series equipment including sequential switchers, channel amplifiers, switcher faders, audio amplifiers, sync generators and equalizing amplifiers. Other new equipment will be the long line Equa-Dyn video-cable transmission equipment and series 4000 Solid-State head-end equipment based on three units, the RX-4000A TV demodulator, the HX-4000A heterodyne convertor and the TX-4000A audio-video modulator.

Personnel: E. G. Gramman, R. L. Paullus, W. D. Killion, D. A. Keller, R. A. Jacobs, G. W. Bates, F. P. Ciabrone, L. A. Labertew and B. R. Duncan.

EFFECTIVE COMMUNICATION SYSTEMS INC.

Space 324-C. Ext. 5-2760.

Featured will be a new development in audio-tape cartridge design, manufactured by Marathon.

Personnel: Dick Myers, Harold Miller, John P. Gallagher and Mas Maranuk.

ELECTRONIC ENGINEERING CO. OF CALIF.

Space C-WR. Ext. 5-2602.

On Time, a system for rapid location of material on video tape and precise electronic editing of the tape, will be on display.

Personnel: Don Sweet, John Baumann and Dick Hill.

ELECTRONIC, MISSILES AND COMMUNICATIONS INC.

Space 309B-C. Ext. 5-2771.

Products to be shown include television translators, both tube and solid state.

Personnel: John P. Gallagher, Garr Johnson, Charles Rich, Ross Swain, Steve Koppelman, Houston Shroyer, Jerry Langdon and Bob Romero.

ENTRON INC.

Space 320-C. Ext. 5-2772.

On display will be a full line of CATV equipment including solid-state amplifiers.

Personnel: Edward P. Whitney, John G. Russell, James Carter, C. Edward Harmon, Hugh Buchanan and Glenn Littlejohn.

F & M SYSTEMS CO.

Space 419-N. Ext. 5-2671.

Systems design, procurement, fabrication, installation, proofs, training and management for television/radio studios and mobile units will be shown.

Personnel: William F. Osborn, Basil B. McGlochlin, John O. Morris, Frederick S. Bundesmann, Charles Nawa, William A. Evans, Richard F. Tullius, Don C. Yarnes, Earl O. Born, Duane A. Crawford, Samuel K. Moore, Edward A. Allen, Theodore R. Wahlman and Edward E. Barton.

FAIRCHILD RECORDING EQUIPMENT

Space 314-C. Ext. 5-2773.

On display will be speech input equipment, multichannel pan pot, a remote control console, gain shift intercom system, reverberation systems, and integrated control module consoles.

Personnel: George Alexandrovich, Slavko Milovancevic, Edwin J. Everitt and Everett Hall.

FILMLINE CORP.

Space 124-E. Ext. 5-2621.

A new Ektachrome processor, the FE-15, selling for less than \$10,000 will be introduced. It processes color news film at 15 fpm and is designed as a primary news film processor for small market TV stations or as a back-up machine for large stations.

Personnel: Malcolm Smith, Edward Krause and Jack Grady.

FORT WORTH TOWER CO. INC.

Space 315-C. Ext. 5-2774.

AM-FM-TV, CATV, and microwave towers, passive reflectors and equipment buildings will be shown.

Personnel: T. W. Moore, F. Moore, B. Moore, G. Wood and A. C. Tilton.

GATES RADIO CO.

Space 221-W. Ext. 5-2718.

New equipment will include the TV-15 audio control console with four inputs to each channel, and the solid-state limiter with asymmetrical limiting. Also on display will be AM and FM transmitters, vertical and cycloid antennas, other audio consoles and four automation systems.

Personnel: P. S. Gates, L. J. Cer-

am·fm·tv broadcast audio equipment



McCurdly Radio Industries, Inc.

57 North Putnam Street • Danvers, Massachusetts 01923

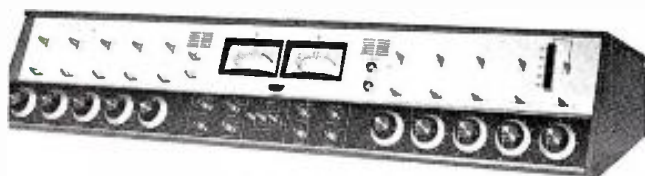
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a complete broadcast audio line

SOLID-STATE



DUAL CHANNEL STUDIO CONSOLE (SS 4360)
Accommodates 34 inputs / 10 mixers.
Full ten watt monitoring. "Instant-select"
intercom.



PORTABLE AUDIO CONSOLE (PE-2400)
Accommodates 8 low-level inputs or 4 high-
and 4 low-level inputs, selectable to 4 mixing
channels. Internal battery or AC operation. Pro-
vides 110 db gain, less than 0.5% harmonic
distortion. Built-in test oscillator.

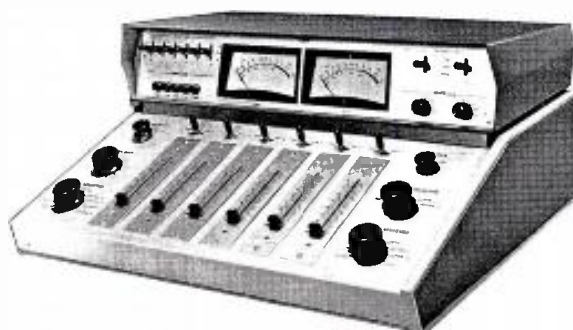
CONSOLES...

From complete TV Audio Production Consoles to Studio and Portable audio units, McCurdy offers quality-designed and built equipment for every commercial broadcast requirement. Detailed Technical Bulletins with both performance and physical specifications are available for each item shown here.



SINGLE-CHANNEL, AGC REMOTE AMPLIFIER (PE-2100)
Solid-state, portable AGC remote amplifier for on-the-spot news and sports applications. Accommodates 2 low-level and 2 high-level inputs, balanced or unbalanced. Outputs consist of one headset feed and one balanced output at program level which may be fed directly to a telephone line. Simple operation and automatic (or manual) gain control permits remote or local operation by non-skilled operators.

DUAL CHANNEL STEREO STUDIO CONSOLE (SS 4370)
Accommodates 28 stereo inputs / 8 mixers. Two 10 watt monitors. "Instant-select" intercom with push-to-talk operation. Two stereo mixer buses allow dual channel stereo operation with external program amplifiers.



MOBILE AUDIO CONSOLE (PE-2600)
Six mixer, dual channel audio console for remote applications or studio use where full-sized console is not required. Provides 12 low-level inputs, 5 high-level inputs and 4 remote-line inputs. Same basic features as PE-2400 (self-test, paralleling, gain).

For nearly two decades, McCurdy Radio Industries has been a major supplier of broadcast audio equipment ranging from complete TV audio mixing consoles to the individual components which are used in such systems. McCurdy quality is manifest in performance, design features and attention to detail — appreciated by engineers who know the difference.

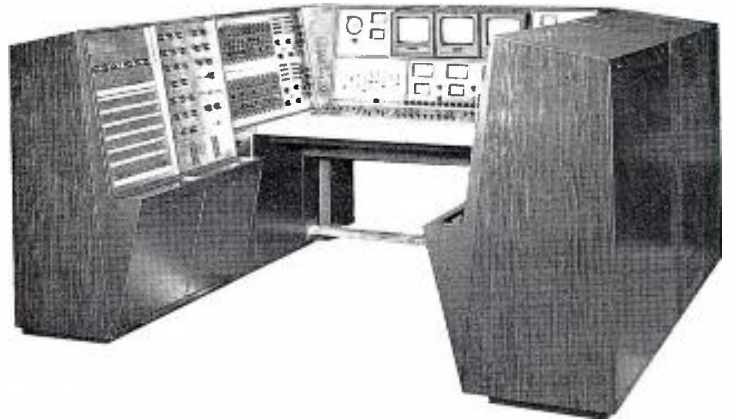
McCurdy is prepared to assist you with your requirements for complete studio equipment — standard or custom as well as to supply your needs for broadcast audio accessories.

COVER PHOTO: CBC Broadcast Center at Expo '67 Equipped With McCurdy Audio Facilities .

and COMPONENTS

TV AUDIO PRODUCTION CONSOLE

Custom-built for American Broadcasting Company by McCurdy, this console contains up to 84 stage microphone and 24 high-level inputs on 6 channels (for remotes, tape decks etc.) which can be selected, mixed, implemented with effects, and routed through 3 program channels. The self-contained, modular unit with intercom, floor, cue and slating systems incorporates the solid-state components below.



SOLID-STATE MONITOR AMPLIFIER (AM-408)

Self-contained, all silicon unit delivers 10 watts continuous sine-wave power over full audio spectrum with less than 0.5% harmonic or intermodulation distortion. Immune to overdrive and short-circuit failure. Remote gain control is optional.

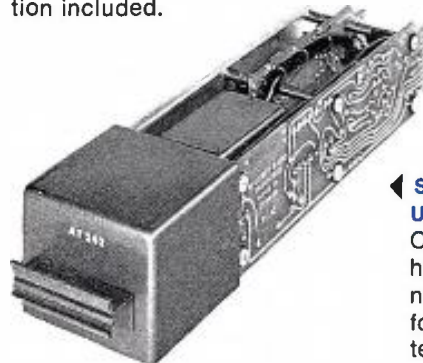
30 WATT SOLID-STATE MONITOR AMPLIFIER (AM-430)

Conservatively rated unit can reproduce peaks in excess of 100 watts. Plug-in input transformers permit matching or bridging operation from -40 dbm to +24 dbm. Exceptionally flat frequency response. Same reliability as AM-408. Remote gain control is optional.



SOLID-STATE VARIABLE EQUALIZERS (EQ-150/151/152)

Three complementary equalizers (1½" wide) provide variable equalization in precise steps: 40 Hz, 100 Hz, 3, 6, 10 & 15 KHz all in a single package. In-Out switch allows pre-setting for desired effect. Unique presence boost equalization included.



SOLID-STATE, PLUG-IN UNIVERSAL AUDIO AMPLIFIER (AT-242)

One-watt output capability plus high gain and extremely low input noise permit the AT-242 to be used for low-level microphone mixing, intermediate booster, or program output amplifier applications. Gain strappable incrementally between 50 and 70 db. Optional remote gain available.

See us at NAB Show Booth 309

WRITE FOR FREE CATALOG INFORMATION

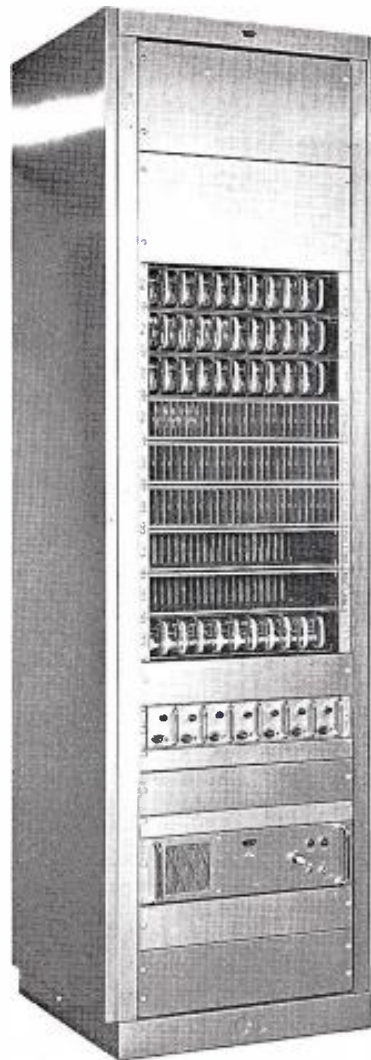
SOLID-STATE INTERCOM SYSTEM

(SS 1028)

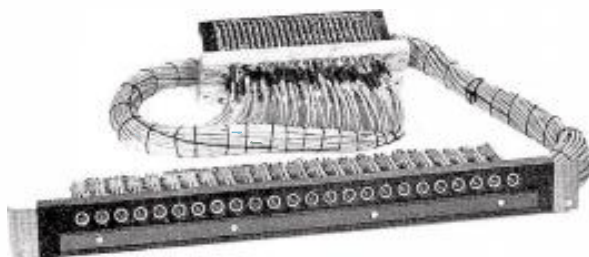
The McCurdy intercom system, for use primarily in television broadcast stations, includes control panels, microphones, speakers plus a centralized equipment rack containing input and output amplifiers, switching matrix and system power supply.

Each installation such as shown here is tailored to the customer's requirements. All installations are pre-wired to handle a nominal complement of circuits. Alterations or additions to the basic system are very easily accomplished since the system is completely modular on printed circuit cards which plug into pre-wired frames.

A solid-state switching matrix determines the routing of the audio signal from any input source to the desired output destination and provides an exceptionally dependable system. A detailed, illustrated bulletin with a system functional diagram and complete specifications is available on request.



PRE-WIRED JACKFIELDS



For maximum convenience, McCurdy offers shielded pre-wired jackfields, consisting of 24 tip, ring sleeve jacks, wired complete with normals to a standard "A" block. Tedious field wiring of jacks is eliminated resulting in rapid trouble-free installations. Available in four positions with tailored cable dress, terminal blocks automatically locate in correct sequence behind jacks. McCurdy also carries a complete range of shielded patch-cords ranging from one to six feet.



McCURDY RADIO INDUSTRIES

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vone, E. S. Gagnon, Robert Johnson, Howard Dempsey, Eugene Edwards, Robert Hallenbeck, John Murphy, Jack Jenkins, Joe Engle, Neil Arveschoug, Tom Schoonover, Edward Shuey, Paul Timpe, Stan Whitman, Bob Gauthier, Elmo Franklin, Ed Wilder, Joe Cole, Bill Moats, E. R. Lowder, Urlin Whitman, Arne Clapp, Carl Fosmark, George Yazell, Ted Bailey, David Wolfenden, Larry Pfister, Bob Gornance, Dick Spruill, London England, Joe Woods, Bill Groves, Andrew Rector, Brian Cox, Loring Fisher, John Andre and Walton Ayer.

GAUSS ELECTROPHYSICS INC.

Space 418-N. Ext. 5-2672.

On exhibit will be the new series 1200 ultra-high-speed magnetic tape duplicators and the model 1260 high capacity endless tape loop bin.

Personnel: Keith O. Johnson, William L. Cara, William Lawless, Don M. Doty, Donald Verrow and John Myers.

GENERAL ELECTRIC CO.

Space 102-E. Ext. 5-2641-42-43.

On exhibit will be several new products such as the PE-350 live color TV camera, the PF 12 optical-color multiplexer, TS-301-A distribution switcher, update retrofit kits for PE-250 live color TV camera, solid-state modulators for VHF and UHF TV transmitters, TT-515 15 kw VHF TV transmitter, and a Spectrum 32 color TV slide projector. Other products shown will be the PE-240 color TV film camera, EK 285 color TV film projector, BC-31-B and BC-31-T audio consoles, super-gain siz-zag TV antennas, batwing and helical TV antennas, computer plotting of TV antennas, and computer patterns.

Personnel: Donald E. Perry, James M. McDonald, Frank J. Bias, James L. Bailey, Philip D. Brooks, William B. Gaither, George H. Hartmann, Harry E. Smith, Thomas F. Bost Jr., Robert W. Cochran, M. Roy Duncan, Robert E. Lauterbach, O. A. (George) Lively, R. Donald Peterson, Paul F. Schone-wolf, John Wall, James M. Comer Jr., James H. Douglas, Curtis I. Kring, Robert L. Manahan, Harold W. Morse, Lewis F. Page, Earl H. Platt, Anthony Terzano, Merle E. Arnold, Gordon C. Berry, Lynd J. Carter, Mathew S. Ceterski, Harold J. Craig, Joseph Ewansky, Paul H. Fletcher, M. M. (Tex) Haertig, George J. Kazacos, Lloyd V. Morris, Vernon H. Russell, Richard M. Smith and John W. White.

GOTHAM AUDIO CORP.

Space 226-W. Ext. 5-2719.

On display will be a new series of

Neumann Fetgo condenser micro-phones, plus EMT broadcast equipment, Struder A-62 solid-state, Swiss-made tape recorder, Klein & Hummel 19-inch professional monitor speakers with integral amplifiers, Lyrec TIM-4a high-speed precision tape timer and the Beyer DT-48s professional stereo headphones.

Personnel: Stephen F. Temmer, Hugh S. Allen, Jerry L. Graham, James E. Stelloh, John Gill and Ed Seversen.

GRANGER ASSOCIATES

Space 222-W. Ext. 5-2707.

New products to be shown include 3kw FM transmitter with the new Bauer solid-state exciter, 10 kw AM transmitter, stereo audio console, control desk with turntables, tape cart-ridge playback and 5 w TV translator.

Personnel: Joe Novik, Chet Carr, Jack Sellmeyer, Bob Halvorson, Derek Munnery, Larry Blum and John Selover.

GRASS VALLEY GROUP INC.

Space 113-E. Ext. 5-2623.

New products to be shown include solid-state video switching system, video special effects system and video FET mixer which permits split lever fades to black and white.

Personnel: D. C. G. Hare, Stephen G. C. Hare, William L. Rorden, Robert L. Cobler, William Barnhart and Hazel A. S. Hare.

GRAY RESEARCH & DEVELOPMENT

Space 414A-N. Ext. 5-2673.

On exhibit will be tone arms, equalizers, preamplifiers and various TV projection devices.

Personnel: William Stacy, Mahlon C. Stacy and T. A. Wotherspoon.

HARWALD CO.

Space 225-W. Ext. 5-2720.

The Mark X editor, a film inspection cleaning machine with editing features, will be among the new products on display. Other new items include the Harwald Book-O-Tron, a system for automatic booking which can be adapted to television use in the traffic department.

Personnel: Robert Grunwald, Howard Bowen, Richard Wallace, Ken Novak, Ray Short, James Shafer, Larry Beilin, Syd Willson, Mike Marshall, Curt Muller, Frank Schmidt and Pete Sinclair.

HEWLETT-PACKARD CO.

Space 227-W. Ext. 5-2721.

On display will be a new high-resolution 14-inch picture monitor (model

OF LANDS AND SEAS



Continued from page 103

these make it 260!

Riding the Rapids
 Garibaldi—Park in the Peaks
 British Columbia Profile
 Trails to the Cascades
 Happy Hunting Ground
 On the Trail of the Arctic Char
 Fishing Off the Florida Keys
 Bermuda—Isle of Leisure
 South America—East
 South America—West
 European Highlights
 Rome and Paris—Fountain and Flower
 The New Orient
 An Alpine Oasis
 On the Rooftops of Europe
 The Bahamas—Sails and Seas
 The Magnificent Fjords of Norway
 Scotland—the Proud and the Brave
 Norway—the Bold Vikings
 Ceylon—Land of Contrasts
 India—Pageant from the Past
 A Tourist's Thailand
 Thailand Behind the Scenes
 Pago Pago to Bora Bora
 Bastille Day in Tahiti
 Mozambique to the Kalahari
 Canada's Western Frontier
 Bears, Bulls and Buckaroos
 Romantic Europe
 Tunnels to the Sun
 Tall Mountains and Blue Seas
 Boating the Grand Canyon
 People of Chiapas
 Hawaii—Land of the Hula
 Belgium—at the Crossroads
 Sweden—There Was No Night
 The Highlands of Scotland
 Sailing the West Indies
 Hawaii—Flowers, Fire and Fun
 Mauritius—Land of the Dodo
 The Malagasy Republic
 Battling Bighorns
 Our English Heritage
 Australia—Yanks Down Under
 Trekking the Tibetan Border
 Land of the Abominable Snowman
 Corals and Corraborees
 Land of the Golden Temples
 Valley of the Snows
 Bonnie Scotland
 People of the Niger
 Costa Brava—Madrid
 Mexico's River of Yesterday
 The Living Japan

OLAS CORPORATION

52 Vanderbilt Ave., New York, N. Y. 10017
 Phone 212/679-2931

6947A) and a new impulse sound level meter (model 8052/62R) which is weighted for impulse sounds. Other monitors and test gear will also be shown.

Personnel: Eli Warsaw, Ralph Reiser, Ralph Mele and Harry Mayo.

HOUSTON FEARLESS CORP.

Space 116-E. Ext. 5-2624.

Featured among the new products on display will be the Mini-Color news-film processor and the PD-8 pneumatic pedestal for use with color cameras.

Personnel: Bert Rosenberg, Harold Gross, Wade Weaver, Derrill Macho and Robert Stiles.

INTERNATIONAL GOOD MUSIC

Space 224-W. Ext. 5-2722.

A complete, operating model 600 audio-control system with a new 60-5 random select, punch-card actuated, selector, will be featured. Also shown will be the model 500 audio-control system with integral 50-3 random select and the model 362 logger with cartridge recorder and touch-tone encoder.

Personnel: Rogan Jones, Jr., Lee Facto, Danny Coulthurst, Irv Law, Bob Popke, Joe Coons, Joe Toher, Bill Brady and Carroll Cunningham.

SPOTMASTER

Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.



BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

ITT ELECTRON TUBE DIV.

Space 425-N. Ext. 5-2674.

A complete line of high vacuum power triode and tetrode tubes for AM, FM and TV transmitters will be on display.

Personnel: A. W. McEwan, R. F. Mann, G. A. Wilde, W. T. Boyd and Reno Beaudoin.

JAMPRO ANTENNA CO.

Space 305-C. Ext. 5-2775.

A circularly polarized FM antenna with adjustable ratios, a high-power, zig-zag UHF antenna, a copper feed-line batwing antenna for VHF, hybrid diplexers, vestigial side-band and harmonic filters will be new features on display.

Personnel: Bud Blaksley, Peter Onnigian, Floyd Overhauser, James Olver, George Groth and Bill Cunningham.

JERROLD ELECTRONICS CORP.

Space 322-C. Ext. 5-2776.

A complete line of CATV gear including the Starline 20, microwave equipment and the Channel Commander will be on display.

Personnel: Robert Beisswenger, Joel Smith, Lee Zemnick, Jerry Hastings, Robert Toner, Arthur May, Jim Forgey, John Dieckman, Ed Dart, Howard Lomax, Frank Martin, David Batalsky, R. Walton Clarke, Samuel Blakeman, Vroman Riley, Walter Ullrich and Marvin Thall.

JOHNSON ELECTRONICS INC.

Space 243-W. Ext. 5-2723.

On display will be entire line of SCA multiplex solid-state receivers, tuners and amplifiers; new IC-8 and IC-20 integrated circuit receivers and educational SCA multiplex receiver.

Personnel: Ralph Weber, Clyde Redwine, Jerry Martin, Wayne Wainwright, Jack Hyde, Dick Norris, Scott Ormsby, Bill Weller, Walter Pridham, Ken Moersch, Al Johnston, Charles Cornick and Bert Stone.

KAISER CATV CORP.

Space 321-C. Ext. 5-2777.

Featured will be CATV distribution amplifiers, passive devices, powering devices, cable fittings and connectors.

Personnel: Robert W. Behringer, Walter Baxter, James Taglia, George Barry and John Bryant.

KLIEGL BROS. LIGHTING

Space 100-E. Ext. 5-2625.

A complete line of studio lighting and dimming equipment will be shown, including the new preset plate, infinite scene presetter and two complete lines

of quartz-iodine luminaries.

Personnel: Herbert R. More, George Howard, Robert W. Bullock, Wheeler Baird, Gerald Marks, Seth Galbraith, Bruce Kelley, Pat Byrne and Alwyn Lassiter.

LENKURT ELECTRIC CO.

Space 402-N. Ext. 5-2676.

On exhibit will be the 76 type transistorized microwave system for color or monochrome TV, and the type 75A heterodyne repeater system, solid state except for the traveling tube amplifier.

Personnel: J. B. Naugle Jr., William G. Bockhacker, Frank Layton, James Teslik, Kenneth Higgins, Barry J. Volante and William Green.

LISTEC TELEVISION EQUIPMENT CORP.

Space 427-N. Ext. 5-2677.

Vinten TV camera-mounting equipment, Hokushin TV program projector and BICC camera cable will be shown.

Personnel: Michael Stechly, Jack Littler, Gordon Ballantine and Joanne Camarda.

MACARTA INC.

Space 212-W. Ext. 5-2724.

Automated programing complete with Carousels, record centers, playback units, time announcers, reel-to-reel playbacks and related equipment and controls will be shown.

Personnel: G. D. Andrews, Lynn Kruger, W. E. Moulic, Victor Blacketer, Del Bloomstrom, John Housour and Don Clark.

MACHLETT LABORATORIES

Space 106-E. Ext. 5-2631.

The following items will be displayed: the ML-7007 VHF TV tetrode; the 8170/4C-by-5000A tetrode for AM, FM and TV; the ML 6427 and ML 6697 triodes for AM broadcasting, and the ML 8281/4C-by-15,000A tetrode for FM and TV broadcasting.

Personnel: Anthony Bernardi, Kenneth R. Decho, David Frankel and Chester Kirka.

MARCONI INSTRUMENTS

Space 228-W. Ext. 5-2725.

New TV test equipment including 2905/1 sine squared pulse, stair step and bar generator, 2904/1 chromin-

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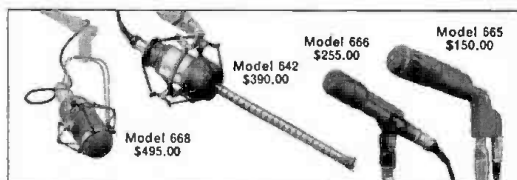
How does this 7 FOOT MONSTER help solve your sound problems?

E-V The giant microphone shown here is the biggest microphone in captivity! The Model 643 is also the most directional microphone sold today. It helped E-V win the first Academy Award for microphone design in 22 years.

But beyond this, the 643 has been one of our most effective field research tools, offering a far-reaching insight into the nature of directional microphones, and their applications.

An obvious result of 643 research is our unique Model 642. Same E-V Cardiline™ principle*, but only 18 inches long. It reaches up to twice as far as any other broadcast unidirectional microphone to give you better long distance pickups than were dreamed possible a few years ago.

And this same basic research stimulated the development of our new Model 668 cardioid microphone. It uses the Continuously Variable-D® cardioid principle (a creative development from our exclusive Variable-D patent*) to provide smoother cardioid action—plus more versatility—than any other boom microphone you can use.



But let's not ignore the most popular professional cardioid microphone of all, the Model 666. Here's where the Variable-D principle got its start. And since the introduction of our seven foot laboratory, the 666—and its companion, the 665—has been further refined to offer better performance and value than ever before.

From such startling microphones as the 643, come continuing basic improvements—and the tools you need to solve your most difficult sound problems. Only E-V provides this kind of design leadership. E-V microphones in your studio will give you a big head start toward better sound. After all, we're at least seven feet ahead of everybody!

Model 643, \$1,560.00. Normal trade discounts apply on list prices shown.

*Cardiline Patent No. 3095084. Variable-D® Patent No. 3115207

ELECTRO-VOICE, INC.

Dept 381BR, 660 Cecil St., Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

ance/luminance gain and delay test set and 2908 blanking and sync mixer will be displayed.

Personnel: K. Elkins, W. Shuppert, R. Beaudoin.

MARTI ELECTRONICS

Space 237-W. Ext. 5-2726.

On display will be 150 and 450mhz remote pick-up and automatic relay equipment and the aural studio-link and inter-city relay equipment along with the latter's optional accessories. New equipment includes the RMC-2AX, a new solid-state remote control system for the control and metering of either an AM, FM or TV broadcast transmitter. A complete line of solid-state audio amplifiers and pre-amplifiers will also be shown.

Personnel: George Marti, M. E. McClanahan, Joe Hudgins and Bob Richards.

MCCURDY RADIO INDUSTRIES

Space 309-C. Ext. 5-2778.

Audio amplifiers and systems components along with complete audio control consoles for AM, FM and TV intercom systems will be displayed.

Personnel: G. E. McCurdy, C. R. Rich, W. McFadden, C. Angus, K. MacKensie, K. Poling, R. Torpey and N. Farr.

McMARTIN INDUSTRIES INC.

Space 235-W. Ext. 5-2727.

On display will be a complete line of FM monitoring equipment. A new rebroadcast receiver will be introduced. Also on display will be FM stereo rebroadcast receivers, RF amplifiers, FM multiplex receivers, studio-transmitter link receivers, fixed-frequency FM receivers, TV audio receivers, selective programmer, stereo generator, and audio amplifiers.

Personnel: Ray B. McMartin, Leonard E. Hedlund, Duane Haverty, Gary Smith, James Taphorn, Ken Kohler, Gary Heimsoth, Don S. Jones, Lloyd O. Phillips, Dick Duffy, Jack M. Ducart, Pat Quinn, Jack Carter, Bud Moulthrop, Bruce Jacobs, Jim Hall, Joe Schmitz, Bill Kelly, H. F. Winkeler, Ken Wyborny, Gordon DuVall, Robert Milsk, Charles Milsk, Ron Hartesma, Jack Mandabach, Pete Seay, Tom Creighton, Jay Allen, Bill Keene, Joel Joseph, David Bain, P. D. Thompson, A. W. Greeson, Harry Estersohn, John Thompson, Jack Moore, Del B. Black, Jack Shalinsky, Alex Andison, B. Bernard Helpfern, John deBarros, Tom Tucker, Joe Guerrero and Max Zeile.

MEMOREX CORP.

Space 312-C. Ext. 5-2779.

On display will be 78V high-chroma

color video tape.

Personnel: Edward Seaman, George Kulper, William Gaskins, Jerome Kelly, William Butler, Keith Reynolds, James Bellah, Neal Dempsey, Rick LeForge, Lary Lindsay, Cal Strobele, Robert Funk, Vern Kuellmer, Chuck Sneath, Robert Hazlett, Al Domine, Carl Krueger, Skip Higdon and John Studer.

MICROWAVE ASSOCIATES INC.

Space 115-E. Ext. 5-2626.

On display will be MA2A output links for STL, dual STL, intercity relay and TV pickup; MA7A STL, dual STL, intercity and auxiliary broadcast TV pickup; new MA2B, MA7B and MA13B TV relays and sound program and alarm multiplex; TV microwave solid-state transmitter; TV back-mounted microwave relay; channel filters; antenna diplexers; duplexers, and preamplifiers.

Personnel: I. T. Corbell, Dr. Martin Mueller, Erik Stromsted, Don Smith, Jack Toropovsky, Carl Guastafarro, Dick Shannon, Vic Woodworth, Ron Kelstrup and Dick Kirchnerberger.

D. B. MILLIKEN CO.

Space 405-N. Ext. 5-2678.

A complete line of video-film recording systems will be displayed.

Personnel: L. F. Meyer, W. E. Smith and S. P. Robinson.

3M CO./MAGNETIC PRODUCTS DIV.

Space 248-W. Ext. 5-2728.

A new video plastic shipping case with free-floating rotating discs will be introduced. Also on exhibit will be a complete line of Scotch brand professional audible range tapes, a full line of Scotch brand broadcast and closed-circuit video tapes, including the 399 Color Tape Plus, and accessories.

Personnel: Daniel E. Denham, William H. Madden, Duane T. Windahl, John A. Watson, James S. Walker, Forrest J. Watson, Norman C. Ritter, Richard W. Elliott, J. Neal Casey and Jack W. Savidge.

3M CO./MINCOM DIV.

Space 247-W. Ext. 5-2728.

The EBR-100 electron-beam television film recorder, an encoder, an optical sound recording system and drop-out counter and compensator will be shown.

Personnel: R. J. Brown, R. F. Dubbe, John Reeds, Fred Hodge, Art Barnes, V. T. Bartell, Mel Lieberman, Ralph Barclay and Nels Johnson.

MOLE-RICHARDSON CO.

Space 401-N. Ext. 5-2679.

Featured lighting equipment will include three quartz focusable spots, 650-w and 1,000-w Teenie Mole, Mickey Mole and 2,000-w Mighty Mole, ten-light two-circuit cyc strip, six-light two-circuit cyc strip and two-light two-circuit cyc strip, quartz single and double broads, one-light and three-light Nooklites and 750-w, 2,000-w, and 5,000-w Fresnel Solarspots.

Personnel: Howard R. Bell.

MOSELEY ASSOCIATES INC.

Space 223-W. Ext. 5-2729.

On display will be new PCL-303B/C composite aural STL, PCL-202 aural STL, ADP-101 digital automatic transmitter logger, PCL-303 solid-state aural STL and PBR-21 and WRC-10T solid-state remote-control systems for single AC or DC operation.

Personnel: John A. Moseley, Howard M. Ham, Joseph M. Burt, Fred E. Sears and James L. Tonne.

NATIONAL GUARD BUREAU

Space 1-WR.

Public service programs of the Army and Air National Guard will be available, including *Guard Session* (easy music); *Guard Scene*. (rock 'n' roll) and 60-second color TV films.

Personnel: Lieutenant Colonel James C. Elliott, Robert Fitzgibbons, Ted LeVan and Colonel Charles R. Cawthon (Ret.).

NIPPON COLUMBIA CORP.

Space 410-N. Ext. 5-2680.

On display will be the console model DN-01F, consisting of the AU-109 simplified-control console model and two sets of the DN-36F automatic cueing record player. Also a mono-color system will be displayed.

Personnel: T. Kobayashi, R. Takahashi, M. Nakashira and A. Saito.

NORTH AMERICAN PHILIPS CO.

Space 325-C. Ext. 5-2780.

A line of condenser microphones, dynamic microphones and headphones will be on display.

Personnel: A. Brakhan, Robert Miller, Georges Garnes and E. Synek.

NORTRONICS CO.

Space 238-W. Ext. 5-2730.

On display will be magnetic tape heads, and mounting and recording accessories.

Personnel: Joseph Dundovic, Roger Czerniak, Paul Lund, Don Puls, Ted Liberowski, Dick Morris, Mervin

TO BE SHOWN FOR THE FIRST TIME AT THE NAB SHOW

FILMLINE'S NEWEST COLOR FILM PROCESSOR FOR TV NEWS MODEL FE-15

MODEL FE-15:
16mm Color Processor
for Ektachrome Film. Speeds
up to 15 FPM. Priced to fit any
TV Station Budget.

- **Speeds up to 15 FPM.**
- **The ideal back-up machine for larger stations**
- **Less than seven feet long — can be installed anywhere**
- **Needs only power, water and drain connections for simple installation.**

The FE-15, is the first color film processor for TV news to offer an exciting combination of features previously found in only more expensive machines. A smaller version of Filmline's widely used FE-30 and FE-50 color processors . . . the FE-15 incorporates the basic engineering principles of the larger, more expensive machines including Filmline's unique "Overdrive Film Transport System." Now every TV station no matter how small, can enjoy the benefits of professional caliber equipment without sacrificing quality for price.

Check these features and compare them against larger, more expensive processors. You'll find you'll get more for your money, from Filmline.

• **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**

Completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

ADDITIONAL FEATURES INCLUDED IN THE PRICE OF MACHINE. ■ Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. ■ Pre-hardener solution filter ■ Air vent on pre-hardener ■ Bottom drains and valves on all tanks ■ Pump recirculation of all eight solutions through spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution.

• **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

• **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

• **MATERIALS, CONSTRUCTION AND DESIGN**

All Filmline machines are constructed entirely of metal, and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.



See Us At Booth 124 NAB Show

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPO-TV, KTAR-TV, WSYR-TV.

"When you buy quality Filmline Costs Less"

BM 68

All prices F.O.B. MILFORD, CONN.

Send for Literature. Time & Lease Plans Available.

Kronfeld and Ed Bedell.

OPTICAL IMPORTS INC.

Space 203-W. Ext. 5-2731.

On display will be broadcast zoom lenses and related equipment, including standard lens, wide-angle model, close focusing and 18:1 zoom range, and diascopes for camera testing.

Personnel: P. Angenieux Sr., B. Angenieux, L. Granet, A. Masson, C. LeRoux, J. Michalet, Paul Foote, John Wallace and Mrs. R. Hajzak.

PACKARD BELL ELECTRONICS CORP.

Space 240-W. Ext. 5-2732.

The PB-100A color-film chain camera and display and the PB-940-800 line Vidicon camera will be on exhibit.

Personnel: J. Philip Stack, Robert Weir, Jerry Slocum and Marv Rohfeld.

PHILIPS BROADCAST EQUIPMENT

Space 304-C. Ext. 5-2781.

On display and demonstrated will be Norelco PCP-70 Plumbicon portable color-TV camera, PC-70 color-TV camera, PCB-701 special-purpose remote-controlled color-TV camera, PCF-701 Plumbicon color-film camera, transmitters, audio-mixing equipment, video-switching and distribution equipment, 16mm and 35mm film projectors, large screen video projector, closed-circuit TV systems, and sound systems.

Personnel: John S. Auld, Robert Bass, W. Brady, Robert I. Brown, Robert T. Cavanagh, W. Cramer, Anthony Cuomo, Dr. J. De Boer, Dr. E. F. de Haan, Matthew Dorenbosch, Michael Fisher, George A. Garnes, L. Germany, Rupert Goodspeed, Kenneth Gustafson, John Halladay, Eric Herud, Herbert M. Holzberg, A. Jacobowitz, Kenneth K. Kaylor, Edwin R. Levine, H. D. Mac Laughlin, John P. Maloney, Edward J. Manzo, John H. McConnell, T. McGann, H. McGee, Gino Nappo, Anthony R. Pignoni, Donald Pounds, Frank D. Ratigan, W. J. Spencer, A. L. Tan, G. R. Tingley, Robert Vachon, C. B. van de Panne, A. G. van Doorn, Pieter C. Vink and Walter Wolthers.

POWER-OPTICS INC.

Space 114-E. Ext. 5-2627.

On display will be remote-control pan and tilt camera heads, mechanical and servo-controlled lens drive units and the new Servopak system, which provides mechanical or servo control of TV lenses.

Personnel: J. H. Askew, P. E. Sellers, R. M. Wardrop, I. Young, T. N. Streeter and R. Fordham.

Q-TV SALES & DISTRIBUTING CORP.

Space 118-E. Ext. 5-2628.

On display will be the Q prompter system for standard and cartridge models, Q dispatcher system, Q graphic crawl system and Q videotypers.

Personnel: George Andros, Stan Train, Al Eisenberg and Sam Elgort.

QUICK-SET INC.

Space 242-W. Ext. 5-2733.

On display will be tripods, pedestals, wall/ceiling and table mounts, dollies, panheads, cradle heads, and new 6275 heavy-duty panhead, elevator microscope stand and revised crab pedestal.

Personnel: A. J. Briglia and A. J. Weber.

RCA

Space 101-E. Ext. 5-2630.

On exhibit will be new cameras, television tape equipment and the "Omni-Max" UHF transmitting system combining a 110-kw transmitter with a 60-gain polygon antenna to produce an omni-directional signal of 5,000-kw. Also on display will be audio, monitoring and test equipment for AM, FM, TV and closed-circuit operations; TV film equipment; AM, FM and TV antenna systems; transmission line; tower lighting; automation equipment, and microwave relay gear.

Personnel: W. W. Watts, B. Kreuzer, T. J. Barlow, E. J. Dudley, A. L. Hammerschmidt, A. F. Inglis, A. M. Miller, J. P. Taylor, E. C. Tracy, P. Bergquist, G. W. Bricker, W. K. Charles, B. E. Fincher, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, H. H. Klerx, E. N. Luddy, D. S. Newborg, A. W. Power, D. Pratt, J. P. Shipley, M. A. Trainer, W. B. Varnum, R. M. Williams, D. P. Allen, J. Butts, D. Borchert, M. Corbett, H. W. Dover, W. G. Eberhart, R. S. Emch, D. Forbes, E. J. Frost, D. Freeman, R. Giles, J. A. Gimbel, W. Happel, R. Harding, E. H. Hoff, A. Jester, R. Jones, L. Laabs, G. McClanathan, W. I. McCord, O. J. McReynolds, V. S. Mattison, R. J. Newman, J. Nickels, W. Powers, C. E. Raasch, J. R. Sims, J. Smith, C. F. Tarver, F. A. Timberlake, N. Traxler, R. Varda, O. E. Wagner, P. G. Walters Jr. and R. Yokes.

RCA ELECTRONIC COMPONENTS

Space 117-E. Ext. 5-2629.

Camera tubes, transmitter tubes, test equipment, microphones and semiconductors will be shown.

Personnel: S. K. Cudworth, L. P. DeBacker, W. T. Dyall, C. Elderkin, D. W. Epstein, R. O. Etheridge, H. Hambleton, V. C. Houk, J. J. Hember-

ger, J. T. Houlihan, P. D. Huston, J. J. Kearney, C. H. Lane, R. J. Liska, G. A. Lucian, J. C. Maidment, R. G. Neuhauser, A. G. Petrusek, M. Petrusek, R. E. Reed, G. E. Ryan, M. B. Schrader, A. P. Sweet, T. E. Yingst, J. A. Haimes, D. M. Branigan, E. A. Dymacek, R. E. Lawrence and W. W. Winters.

RAYTHEON CO.

Space 106-E. Ext. 5-2631.

On display will be dual link 2A 1-w remodulating microwave radio system, and new solid-state 10-w KTR 3A heterodyne repeater.

Personnel: H. P. Bannon, J. E. Banister, G. A. Hinckley, R. F. Kanney, P. R. Cass, R. Keller, D. A. Hill, J. M. Cheval, V. E. Love, M. S. Whitty and J. C. Gillespie.

RICHMOND HILL DIV/RIKER

Space 244-W. Ext. 5-2745.

Video-switching, mixing and special effects equipment will be displayed.

Personnel: D. Latham, T. Pressley, B. Lehtonen and G. Adolph.

RIKER VIDEO INDUSTRIES

Space 246-W. Ext. 5-2712.

The display will include TV switching systems, special effects, synchronizing and test signal generators.

Personnel: A. W. Malang, S. B. McCollum, J. Baker, H. Didier, C. Abney, M. Dyer, J. Morrison and R. Webb.

ROHDE AND SCHWARZ

Space 241-W. Ext. 5-2734.

A variety of test gear including generators, video noise meter, differential phase-gain meter, and standard demodulator will be shown.

Personnel: C. E. Barlow, R. Feldt, R. Goebel, L. Feldt, Loren Green, Jerry Walczak, Steven Danko and Will Warlin.

ROHN SYSTEMS INC.

Space 229-W. Ext. 5-2735.

On display will be information on the line of AM-FM, TV, microwave and CATV towers, lighting equipment, reflectors and related tower accessories.

Personnel: Dwight Rohn, R. A. Kleine, Donald Rohn, Richard Rohn, Grady Rooker, C. A. Wright, Al Repsumer, Dave Fehr, Gene Francis, Paul Bradley, Ken Lloyd, Bill Hall, Robert McNeme, James McNeme, John Hill, Don Morse, Dick Strong, Marion Athans and Burt Evans.

RUST CORP.

Space 251-W. Ext. 5-2736.

On display will be 10 and 24 position

AEC/VERITAS documentor 210

**for continuous
broadcast
documentation
records**

**am/fm/tv/and rehearsal
usage 24 hours
recording on each
9" microdisc**

DEPENDABLE

made for continuous
24 hour use

ECONOMICAL

all costs and materials
less than \$1.00/day

PERMANENT

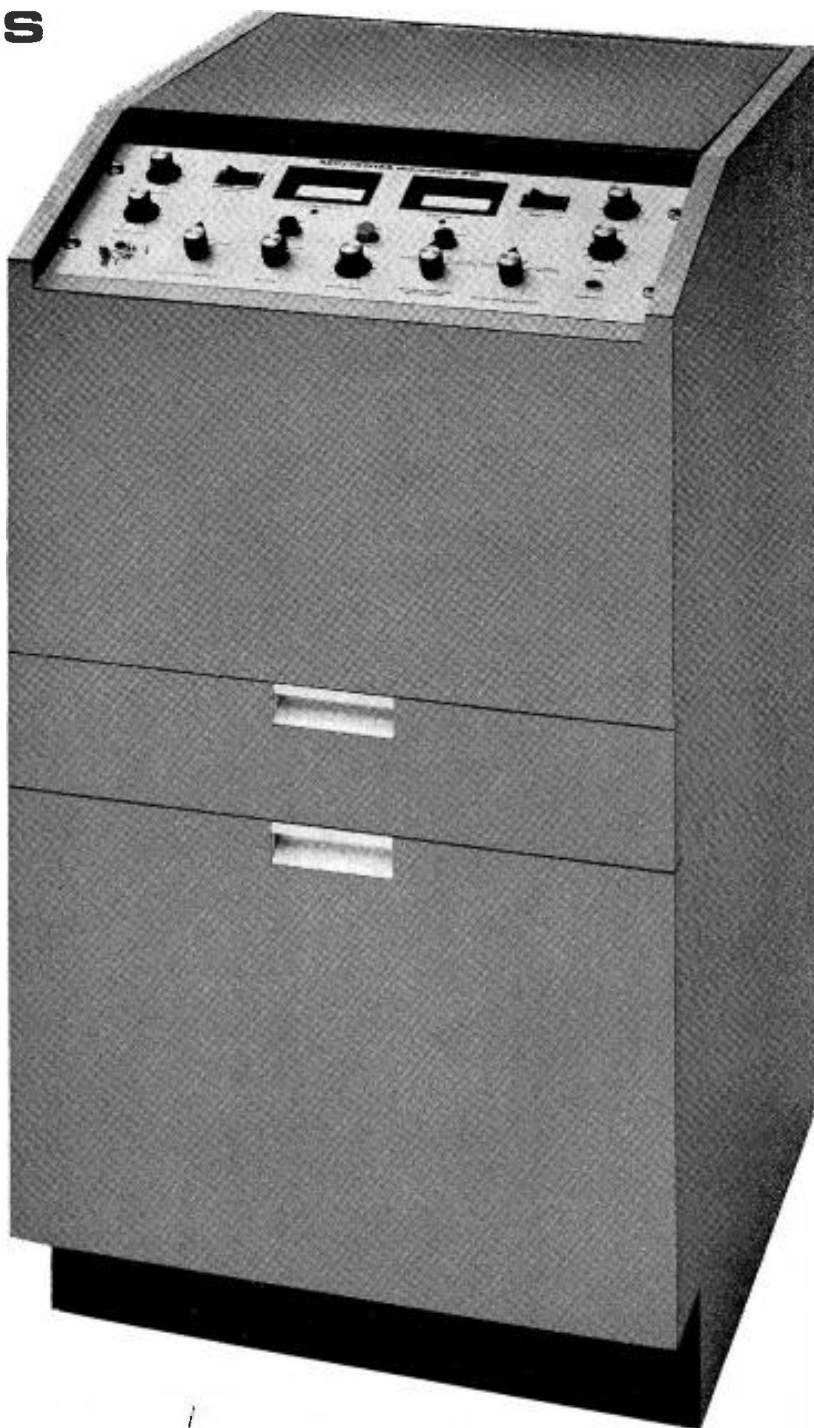
no inadvertent
or intentional erasing

CONVENIENT

console or rack mount
records require
:21" of shelf space / year

CAREFREE

operation requires
a few seconds—once
or twice a day



12.hrs./side, 2 rpm,
750 grooves/inch
solid state electronics
response 100-4000 hz
instantaneous monitor or playback
automatic switchover
failsafe sensing signal
9" vinyl microdiscs

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CHICAGO, ILL. 60615 (312) 667-3774

solid-state push button voice line, remote control video-audio switching systems, amplifiers, automatic transmitter logging systems, and microwave and single DC pair remote control systems for AM, FM and TV.

Personnel: Sal Fulchino, Bill Dunbar, Ed Courtney, Ed Maddox.

SCANTLIN ELECTRONICS INC.

Space 422-N. Ext. 5-2681.

A new electronic video titler and some program origination equipment for CATV application will be shown, plus an electronic color character generator. Also on display will be the company's *Stock Market Observer* program.

Personnel: J. Vance Holdan, George H. Levine, Louis Dickey and Jack D. Tilles.

SCHAFFER ELECTRONICS

Space 210-W. Ext. 5-2737.

A feature will be a new automation system and computer control with the VLR 332 special recorder. Also on display will be automatic network switching system, new high-speed random access spot locator and new CU-8S subcontrol unit to expand the 800 brain.

Personnel: Paul Schafer, Jim Har-

ford, Dallas Barnard, John Price, Milt Kray, Tom Magowan, Jerry Bassett, Ron Crider, Larry Courtney and Steve Grayson.

SEEBURG MUSIC LIBRARY INC.

Space 215-W. Ext. 5-2738.

On display will be an automatic background music center for multiplex and telephone line operation.

Personnel: Joseph F. Hards and Milton M. Blink.

SHIBADEN CORP. OF AMERICA

Space 244A-W. Ext. 5-2739.

Featured will be the PMZ12C-2 Plumbicon color camera, the SV727 video-tape recorder, 848 DG DP measuring instrument, TG5 TV test-signal generator, 316S color bar dot generator and CMM17-2 color monitor.

Personnel: Joe Clerk, Nobunori Shigezaki, Yoichi Tosaka, Keizo Kiyohara.

SHURE BROTHERS INC.

Space 213-W. Ext. 5-2740.

The SE-20, a transistorized stereo transcription preamplifier, and the M67 microphone mixer/remote amplifier will be introduced. In addition, micro-

phones, microphone accessories, stereo disk reproducers and tone arms will be shown.

Personnel: R. W. Carr, V. Machin, J. C. Banks, T. E. Burks, M. S. Gritchen, R. W. Ponto and K. R. Reichel.

SONY CORP. OF AMERICA

Space 109-E. Ext. 5-2633.

On display will be the full line of video tapes for monochrome and color, and monitors, cameras, viewfinders and tape recorders.

Personnel: S. Koriyama, H. L. Berlin, Larry Benson, H. L. Johnson, L. Mecseri, C. Lange, H. T. McAdams, J. Read, R. F. O'Brien and E. Bezroukoff.

SPARTA ELECTRONIC CORP.

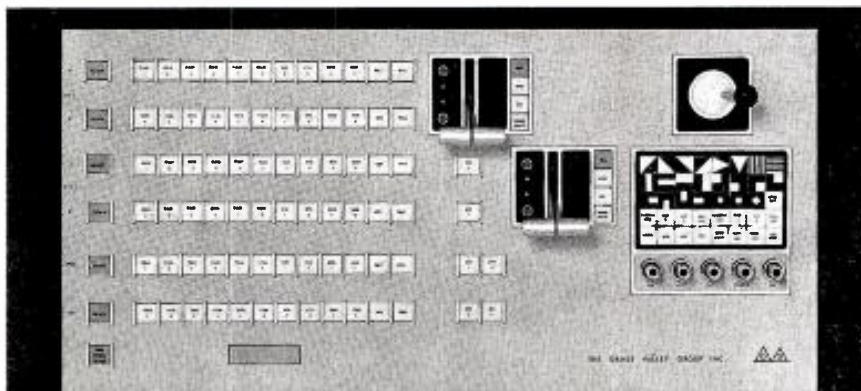
Space 306-C. Ext. 5-2782.

A complete line of audio broadcast equipment will be displayed, including Sparta-Matic tape cartridge systems, audio consoles, reel tape recorders, turntables and wireless microphones.

Personnel: William J. Overhauser, Jack J. Lawson, Roger K. Odom, Herbert Arms, Jess Swicegood, Glenn Webster, Mike Day, David Veldsma, John Ring, C. B. Henry, Larry Mitchel, Phil Gundy and Chuck Swisher.



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SPINDLER & SAUPPE INC.

Space 327-C. Ext. 5-2783.

On display will be Spectrum 32, a new automated 35mm slide projector for color-TV broadcast chain integration; SL-TV and SLR-TV, 48-slide sequential projectors; SLD-TV 96-slide sequential projectors; SLS-TV and SLX-TV, random-access projectors and the 300 series of TV Selectroslide slide projectors.

Personnel: Norman A. Sauppe and Frederick M. Kirr.

STANDARD ELECTRONICS CORP.

Space 112-E. Ext. 5-2634.

The display will include single-tube 250 w and 1 kw FM transmitters, a conversion-rebuild of a low-band 25 kw television amplifier, stereo generator, and 10 w and 50 w FM equipment.

Personnel: Bill Zillger, Erwin Taper, Peter Zillger, Betty Zillger, Bill Stringfellow, Glenn Webster, Jimmie Evans and John McClamrock.

SYLVANIA ELECTRIC PRODUCTS

Space 250-W. Ext. 5-2741.

A mobile van will be demonstrated. Personnel: A. Feigenson, M. Gross, H. Gillogly, L. Frankwitz, C. Rose-

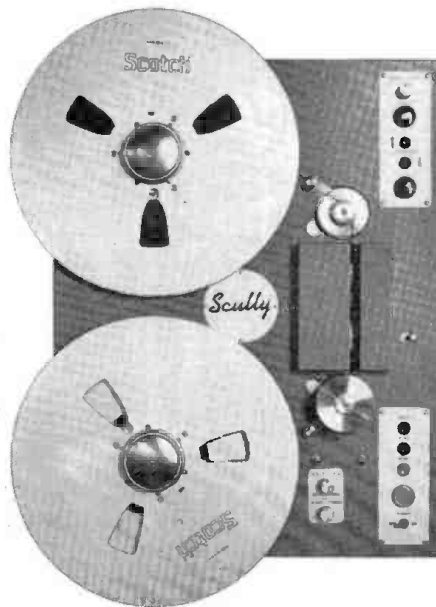
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DEPENDABLE SCULLY 270'S ARE IN THE SYSTEM

The Scully 270 is the only truly professional tape reproducer that can accommodate 14" reels for eight hours of continuous play.

Sure you want an automated system. But you sure don't want dead air nightmares. That's why we packed every ounce of Scully dependability into the 270 . . . precisely turned our own parts in our own shop . . . built the transport deck to close tolerances for longer periods between alignments . . . cycled the transport deck for forty eight hours before putting it into the unit . . . and then put the unit through a rigorous inspection before crating! For low maintenance, minimum downtime and high performance specifications, there's no match for the 270. Check with your nearest Scully Distributor for complete details or write to the address below for brochure showing the complete Scully line.



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Makers of the renowned Scully lathe, since 1919
Symbol of Precision in the Recording Industry

Krans and R. Pilcher.

TAPE-ATHON CORP.

Space 239-W. Ext. 5-2742.

On exhibit will be a model 5000 automation broadcast system, model 900 professional recorder and programmer III and a studio center for background music.

Personnel: George M. Anthony, David J. Anthony, Wally Rubin and Clifford L. Leake.

TAPECASTER TCM

Space 230-W. Ext. 5-2743.

On display will be the series 700 tape cartridge equipment; mono, stereo and telephone delay unit; automation model A multiple-cartridge handler, and A-100 battery and AC-powered remote amplifier.

Personnel: Paul L. Shore.

SARKES TARZIAN INC.

Space 104-E. Ext. 5-2632.

On display will be the Polychrome 88 camera systems, including studio and film cameras; television automation equipment; special effects equipment; program computer/switcher, and the VIS-88 switching system.

Personnel: Biagio Presti; Russ Ide; Ron Adamson; Morrell Beavers; Oliver Bjerke; Richard Dougherty; Dave Edelen; Gordon Peters; Jack Roden and Joe Ryan.

TECHNICAL MATERIEL CORP.

Space 424-N. Ext. 5-2682.

AM and TV transmitters and power generating equipment will be on display. Also to be shown are film/slide TV projectors, color film chain, closed-circuit TV systems, audio TV equipment and associated gear.

Personnel: Ernest A. Matson Jr., Maxwell M. Thompson and Lee L. Caput.

TEKTRONIX INC.

Space 111-E. Ext. 5-2635.

Featured will be the 528 solid-state waveform monitor, 520 solid-state NTSC vectorscope, 520 solid-state PAL vectorscope, 529 waveform monitor, 453 MOD 127C TV oscilloscope, 491 spectrum analyzer, 547 DC-to-50 mhz oscilloscope, 1S2 sampling and TDR plug-in unit, 1L20 spectrum analyzer plug-in unit and a 1L30 spectrum analyzer plug-in unit.

Personnel: Keith Williams, Ted Brandt, Ed Vaughn, Ralph Ebert, Jim Jacobs, Charles Rhodes, Philip Crosby and Douglas Dickie.

TELE-BEAM DIV./KALART CO.

Space 416-N. Ext. 5-2675.

The display will include a large-screen TV projector, the STV-TB 16mm TV projector, and 16mm editor-viewers.

Personnel: Richard J. Zeitler and Earl Schenck.

TELEMATION INC.

Space D & E-WR. Ext. 5-2604.

On display will be generators including the TSG-2000 broadcast synchronizing generator for monochrome or color; a color-film multiplexer, and transistorized vidicon camera.

Personnel: Lyle O. Keys, Robert C. Bacon, Ray M. Unrath, Sam N. Kichas, Richard F. White, Garry Powell, Jack R. Daniels, David T. Nichols, John P. Weeks, Ed Mathews, Ron Ward, Ron Hymas, Kenneth D. Lawson and Charles L. Martin.

TELEMET CO.

Space 249-W. Ext. 5-2744.

Featured item will be a new solid-state video switching system. Also on display will be pulse and video-distribution amplifiers, sync generators, video-transmission test signal generators, mid-frequency phase correctors, color subcarrier regenerators, color standard, chrominance test generators and process amplifiers.

Personnel: J. Horowitz, E. S. King, A. Kwartiroff, G. Pires, S. C. Gunston, D. E. Chapman, J. Guerrero, C. Golsen, J. DeWaal and A. Bolletino.

TELEPRO INDUSTRIES INC.

Space 414-N. Ext. 5-2683.

On exhibit will be the model 6000 automatic sequential front- and rear-screen projection system, the XLS-1 encapsulated snap-in xenon light system for 16mm projector, RA-100 and RA-500 random access slide projectors, RA-60 random access slide changer, Telefader twin 6000 projectors, Fidelipac cartridges and the presidential lectern.

Personnel: Frank V. Emanuel, Joseph H. Goff, Charles L. Townsend and Joseph A. McHugh.

TELEQUIP CORP.

Space 244-W. Ext. 5-2745.

Various types of mounting equipment, switchers and special effects will be exhibited.

Personnel: Arthur E. Lobe, Chet Allen and James Boyle.

TELESYNC CORP.

Space 218-W. Ext. 5-2746.

On display will be a horizontal-ver-

tical color effects crawl, synchronous-prompting equipment and a color-background projection system.

Personnel: Bob Swanson, Trig Lund, Lynn Shubert and Josef Henkel.

TELEVISION ZOOMAR CO.

Space 105-E. Ext. 5-2636.

On display will be TV Colorgard meters, used to balance color-TV monitors, plus a color-camera pedestal and a TVP pneumatic pedestal.

Personnel: Dr. F. G. Back, Jack A. Pegler, Bill Pegler, Ken Knoll, Dave Neubrech, Tom Keane and Fred Hoe.

TELEX CORP.

Space 317-C. Ext. 5-2784.

Headphones, headsets, tape recorders, transports and duplicators will be shown.

Personnel: Paul Bunker and Gordon Thornburn.

TEXAS ELECTRONICS INC.

Space 407-N. Ext. 5-2684.

On exhibit will be a panel of weather instruments for use in a broadcast studio and a new console or rack panel mounted version of weather instruments for radio-station use.

Personnel: Bob Tozer, Ken Dart, Jim Young and Jim Hudson.

TOWNSEND ASSOCIATES

Space 110-E. Ext. 5-2637.

On display will be FM and UHF transmitters, UHF translators, FM and TV antennas and coaxial equipment.

Personnel: George R. Townsend, David A. Baldyga, Robert Bromley, Richard Kirsche, Ralph Jay, Donald Peters, Leonard Cormier, Tommy Cowan and Frank Santucci.

TRANSFACE PROCESS CO.

Space 411-N. Ext. 5-2686.

A new system for invoice billing, which uses only one plastic master, will be featured. Also on exhibit will be a logging system.

Personnel: Donald J. Bernstein, Angela Cordova, Ted Solomon and Rudy Kilonsky.

TROMPETER ELECTRONICS INC.

Space 404-N. Ext. 5-2687.

On display will be RF patching systems with new components including 75 ohm coaxial jacks, plugs, looping plugs and terminations. Also on display will be audio and video patching systems with new components and an exhibit of switching matrices.

Personnel: Ed Trompeter and Stan

This one really works



It's well built. It runs and runs and runs. That's where the name MARATHON came from and why it came *after* the product. No complaints about shoddy workmanship or poor performance with these cartridges. They are best by performance, not claim! The largest, most critical users have already run the MARATHON. It always comes in first.

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Adams.

U.S. AIR FORCE

Space H-WR.

Current radio and TV materials will be displayed, including audio feature services, film clips and slides. A free sampler disk will be available.

Personnel: Lieutenant Colonel Jordan E. Rizer, Major Ed Hanki, Major Charles Hughes, Major Jack Oswald, Major Dave Pellow, Captain Jack Tolbert, Captain Jay Welsh and Master Sergeant Bill Gilmore.

U.S. ARMY

Space G-WR.

The exhibit will feature the weekly television series *The Big Picture* and the weekly radio series *The Army Hour*.

Personnel: Colonel Gordon Moon, Major Robert Masters, Major Edward J. Caputo, Walter Stare and Sp 5 Lawrence Root.

U.S. NAVY

Space K-WR.

On display will be motion pictures for television, public service spots, newsfilm featurettes, radio news coverage, slide packages, and stock footage

for television.

Personnel: Captain R. M. Koontz, Lieutenant Commander L. D. Hamilton, Captain R. Robinson, Commander B. D. Varner and Commander J. M. Hession.

U.S. TREASURY DEPARTMENT

Space J-WR.

U. S. Savings Bonds and New Freedom Shares promotions will be shown.

Personnel: Dorie Damuth, Edwin I. Halbert and June N. McCubbin.

UTILITY TOWER CO.

Space 234-W. Ext. 5-2748.

A full line of AM, FM, TV, CATV, two-way and microwave towers will be on display, as well as a variety of lighting kits, base insulators and various other tower accessories.

Personnel: C. E. Nelson, V. G. Duvall, R. G. Nelson, I. C. Cox, M. N. Sholar and Buddie Simmons.

VARIAN ASSOCIATES

Space 406-N. Ext. 5-2688.

On display will be a new line of tubes including miniature planar triodes, the 3-500Z zero-bias triode, vapor-cooled power grid tubes and UHF-TV power

klystrons.

Personnel: Harry Breese, Larry Caldwell, Ed Gilbert, Perry Dudley, Robert Landon, Bill Polich, Bud Joststrand, Jack Quinn, Hal Yokela, Len West and Mal Oldershaw.

VEGA ELECTRONICS CORP.

Space 306-C. Ext. 5-2782.

Wireless microphone systems, condenser microphones and compressor-limiter amplifiers will be shown.

Personnel: Philip Gundy, Thomas Nicholson, Charles Swisher, Cleve Wilkinson and Barry Kaufman.

VIDEOMETRICS INC.

Space 415-N. Ext. 5-2689.

The exhibit will include video test signal generators and video failure alarm.

Personnel: D. Dudley and J. Landy.

VIKOA INC.

Space 316-C. Ext. 5-2785.

On display will be a complete line of CATV equipment and cable.

Personnel: Robert Baum and Allen Lipp.

VISUAL ELECTRONICS CORP.

Space 301-03-C. Ext. 5-2756.

On display will be Visual information systems, Videograph character generator, data storage devices, Visual slow-motion, stop-action color video-disk recorder, EEV camera pickup tubes, advanced video switching systems, video-tape recorders, an AM/FM broadcast transmitter, a complete line of audio consoles, and a CSF microwave system Favag master clock system, Spotmaster tape cartridge equipment. A new 55 kw UHF transmitter with solid-state driver will be shown.

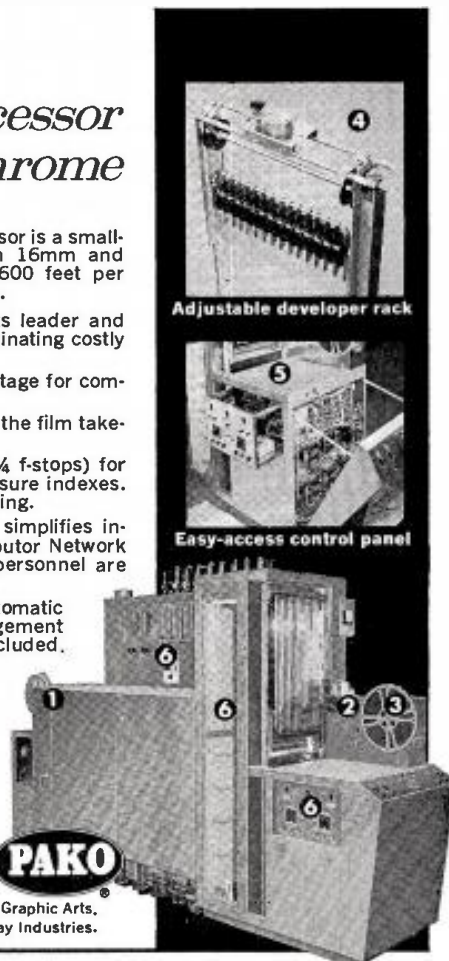
Personnel: James B. Tharpe, Newland F. Smith, James A. Phillips, George H. Wagner, Charles E. Spicer, Lewis C. Radford, Frank L. Flemming, H. Antonisse, R. Bacon, R. Beck, R. Becker, E. Benham, R. Betts, A. Blanck, C. Boice, R. Bollen, F. Bonvouloir, M. Brown, E. Clammer, J. Daniels, L. Darrigo, F. D'Ascenzo, R. Deighton, A. Dodds, L. George, L. Gibeau, D. Green, A. Greeson, F. Haber, L. Hargreaves, C. Hayworth, I. Hernandez, B. Holland, J. Howard, T. Humphrey, K. Ishiguro, M. Jackson, R. Johnson, A. Kallman, L. Keys, S. Kichas, R. Kuhl, B. Laird, D. Lee, P. Magg, J. Malady, L. Mallach, W. Marcy, C. Martin, J. Martinson, M. Mayers, E. McClenachan, H. McClure, P. McFaddin, A. Neece, D. Nichols, L. Parson, T. Patten, M. Pereyra, G. Powell, R. Price, D. Quinlan, J. Rafsky, R. Reale, B. Rees, M. Reyes, C.

The practical processor for Ektachrome

The Pako Model 28EK Cine/Strip Processor is a small-size, low-cost unit for processing both 16mm and 35mm Ektachrome. It handles over 1600 feet per hour with consistent high quality results.

1. Light-tight 2400-ft. magazine permits leader and film footage to be handled together eliminating costly start-up time.
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3. A unique automatic speed control on the film take-up maintains constant film tension.
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VITAL INDUSTRIES

Space 202-W. Ext. 5-2749.

A new high-performance, vertical-interval switching system and the VI-1000 video processing amplifier with automated features will be on display. Other products include a color video stabilizing amplifier, and video and pulse distribution equipment.

Personnel: Nubar Donoyan, Dale Buzan, Robert Bachus, Michael Reagan, Haydn Deere, Loren Moltedo, John Townsend and William Hurst.

WARD ELECTRONIC INDUSTRIES

Space 201-W. Ext. 5-2750.

On display will be the TMS-270 machine assignment system, the TS-211 video and audio master control, the TPS-260 pulse assignment switching system, the TA-903 pulse distribution amplifier, the TS-206 23-input double re-entry switcher, the TS-201 vertical interval switcher, the TA-901 video distribution amplifier, and the AC-650 DC dual channel remote control audio console. Also shown will be routing systems, solid-state intercom and transmitter phase equalizers and demodulators.

Personnel: Bob Rainey, Mervyn Davies, Bernie Munzelle, Paul Audet, Gil Jaeger, Al Powley, Carl Girod, Mike Antolino, John Arkis, Allen Witheridge, Frank Aquilino, John Houlbrequé and Doug Fink.

WESTBURY CATV

Space 309A-C. Ext. 5-2786.

Westbury is participating in an integrated display with its parent company, Electronic, Missiles and Communications.

Personnel: John P. Gallagher, Garr Johnson, Ross Swain, Steve Koppelman, Houston Shroyer, Jack Shearer, Jerry Langdon, Robert Romero, Charles Rich and Harold Miller.

WILKINSON ELECTRONICS INC.

Space 200A-W. Ext. 5-2795.

New equipment to be shown will include a solid state AM frequency monitor at \$895; an AM modulation monitor with IC innovations at \$550; an arena satellite RF amplifier at \$435; the new tube life saver AFM-1A measuring device for air pressure in air cooled tubes at \$89.50 and a 10 w FM broadcast transmitter for ETV stations.

Personnel: G. P. Wilkinson, C. Wilkinson, P. G. Moffitt and W. H. Johnson.

Radio programs

BROADCAST PRODUCTIONS INC.

Conrad Hilton, Suite 739A-40A

Personnel: Jerry Thompson, Mitch Porporino, Aden McElveen, Norman Azoon, Jim Collins, Ernie Bernhardt and Edwin Hubberd.

FUNCTIONAL MEDIA INC.

Pick-Congress, Suite unassigned

Personnel: Al Bland, John Doremus and Ed Cotter.

GENERAL MEDIA ASSOCIATES

230 North Michigan

Personnel: Jeff Smith and Earl Glickman.

IDENTITONES INC.

Executive House, suite unassigned

Personnel: Chuck Barclay and Eric Siday.

MARK CENTURY CORP.

Conrad Hilton, Suite 1722-23-24

Personnel: Milton Herson, Marvin Kempner, Frank Beck, Ellis Agee, Fred Winton, Sy Geier, Tom Johnson, C. J.

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A NEW BREED OF TOWERS

More and more CATV towers being erected all across America bear the name ROHN.

That's because ROHN has the answer to producing towers of superb quality at a price consistent with the requirements of this upcoming industry.

Big, bold ideas at ROHN have created a situation whereby ROHN is the only totally integrated tower source in the U.S. That gives them a firm and steady grasp on quality control — raw material stock to hot dip galvanizing, all done within their own facilities.

It's also what has given ROHN a firm grasp on the CATV market, but there's more.

ROHN is a permanent part of the industry with sizable investments in plants, equipment and service facilities. They'll be here 10, 15, 20 years from now when you want changes in your towers. That's something worth knowing.

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Phone 702-322-9300

Eastern Office —
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Hanover, Mass. 02339
Phone 617-826-2511

Southern Office —
P.O. Box 6537, Birmingham, Ala., 35217
Phone 205-841-1789

Jones and Dick Burden.

NIGHTINGALE-CONANT CORP.

Essex Inn, Suite 1502

Personnel: Earl Nightingale, Bob Oliver, Don Reaser, Dorothy Wilt and Laury Kautter.

PAMS INC

Conrad Hilton, Suite 918A

Personnel: Bill Meeks, Jim West, Toby Arnold, Frank Bloebaum, Jerry Atchley and Dan Alexander.

PEPPER & TANNER INC.

Conrad Hilton, Suite 700

Personnel: William B. Tanner, Wilson Northcross, Ralph Stachon, Don Bruce, John Thayer and Henry Tanner.

SESAC INC.

Conrad Hilton, Suite 900

Personnel: Alice H. Prager, W. F. Myers, S. B. Candilora, Albert F. Ciancimino, Sidney H. Guber, Norman Odium, Charles Scully, Joe Talbot, James Aylward, John Eckenrod, Warren Martinek, Ed Cooney, Harold Fitzgerald, Glenn Ramsey, Vic Vickrey and Frank Watkins.

SPOT PRODUCTIONS INC.

Conrad Hilton, Suite 1118-1120

Personnel: John Maxson, Charles Grood and Roger Bland.

TM PRODUCTIONS-TOM MERRIMAN INC.

Conrad Hilton, Suite 716-17

Personnel: Tom Merriman, Jim Long, Mike Eisler, Frank Parton and Tim Dennis.

TRIANGLE PROGRAM SALES

Conrad Hilton, Suite 2300

Personnel: see page 98.

Station reps

ABC-TV SPOT SALES

Continental Plaza, Governor's Suite

Personnel: Theodore Shaker, James Conley, James Riddell, Fred Nettere, Dick Beesemyer, Richard O'Leary, John McMahon, David Sacks, John Campbell, Symon Cowles, Phil Mayer, Seymour Horowitz, Walter Stein, Mark Elentuck, David Johnson, Don Keck, Richard Savage, James Osborn, Barrett Geohegan, Dick Hasbrouck, Phil Gore, Tom Belviso, Charles DeBare, Warren Tomasene and Arthur DeCoster.

AVCO RADIO & TV SALES INC.

Continental Plaza, suite unassigned

Personnel: H. Peter Lasker, Thomas R. Nunan Jr., Thomas M. Comerford, Ralph Glazer, Arthur Elliot, Vince DeLuca and William Lee.

AVERY-KNODEL INC.

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MORT BASSETT & CO.

Essex Inn, suite unassigned

Personnel: Mort Bassett.

CHARLES BERNARD CO. INC. (Country Music Network)

Hotel unassigned

Personnel: Charles Bernard.

JOHN BLAIR & CO.

Sheraton-Blackstone, suite unassigned

Personnel: John Blair, Francis Martin, Thomas Harrison, Jack Fritz, James Theiss, Robert Hemm, Edward Whiteley, Melvin Goldberg and Kevin McDermott.

JOHN C. BUTLER & CO.

Park East, suite unassigned

Personnel: John C. Butler, Don Garvey, Don Bonesteel, W. O. Jones.

CBS RADIO SPOT SALES

Conrad Hilton, Suite 1406

Personnel: W. Russell Barry, Charlie Burge, Mike Hogan, Dean Le Gras and Ron Titus.

CBS-TV STATIONS NATIONAL SALES

Suite unassigned

Personnel: Theodore W. O'Connell

HENRY I. CRISTAL CO.

Conrad Hilton, Suite 1306

Personnel: Henry I. Cristal, Philbin Flanagan, John M. Fouts, Howard J. Stasen, Walter B. Archer Jr. and William J. Budde.

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GILL-PERNA INC.*Conrad Hilton, Suite 1800*

Personnel: Helen Gill, John J. Perna Jr., Thomas Griffin and Max Goldfarb.

GREENER, HIKEN, SEARS*Executive House, suite unassigned*

Personnel: Rich Greener, Andrew Hiken, Michael Sears and Barney Ochs.

HERBERT E. GROSCHIN & CO.*Palmer House, suite unassigned.*

Personnel: Herbert Groskin and Diane Groskin.

HARRINGTON, RIGHTER & PARSONS*Sheraton-Blackstone, Suite 808-09-10*

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HOLMAN & CO.*Essex Inn, Suite 1401*

Personnel: Ken Fleming and John Walker.

BERNARD HOWARD & CO.*Conrad Hilton, suite unassigned*

Personnel: Bernard Howard, Jack Davis and Larry Wasserstein.

H-R REPRESENTATIVES INC., H-R TELEVISION*Hotel Knickerbocker, Suite 1028*

Personnel: Dwight S. Reed, Edward P. Shurick, Jack White, Thomas B. Campbell, Grant M. Smith, Don Howe, Jud Cassidy, George Babic, Al Parenty, Hank Balla, Chuck Ferguson, Don Peterson, Herb Scharff, Larry Zeman, James M. Alspaugh, Bill McRae, Dick Hoffman, Ron Leppig, Bill Stenson, Dwight Reed Jr., John Murphy and George Atkinson.

THE KATZ AGENCY INC.*Water Tower Inn, Suite 1100*

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Executive House, Suite 1304

Personnel: Jack Masla, Allan S. Klamer, Fred Beck, Robert Pierce, Candee Reitz, Bud Pearse and Gene Gray.

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Personnel: John B. Sias, Thomas J. Tilson, Gerald McGavick, Gerard Mulderrig and William Carpenter.

NATIONAL TV SALES

Essex Inn, Suite 1401

Personnel: Ken Fleming, Tom Judge, Tom O'Dea, Mike Gilroy, Bill Kemp and Jim Parker.

NATIONAL TIME SALES

Hotel unassigned

Personnel: Henry Cohen.

NBC SPOT SALES

Sheraton-Blackstone, Presidential Suite

Personnel: Raymond W. Welpott and Robert Lemon.

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Sheraton-Blackstone, Suite 705

Personnel: H. Preston Peters, Lloyd Griffin, Jones Scovern, Dennis K. Gil-

lespie, Lon A. King, John R. Thayer, Theodore D. Van Erk, William G. Walters, Arthur E. Muth, James R. Sefert, Jerry Kaufer, Charles R. Kinney, John J. Cameron, Raymond L. Hunter, Arnold K. Knippenberg, Christopher Corr and Chicago office staff.

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Hotel unassigned

Personnel: Vic Piano, Claude Piano, Dick Winslow and Bob Miller.

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Personnel: Sam Brownstein, Paul Elsberry, Bill Thomas and Jim Lucas.

QUALITY MEDIA INC.

Executive House, Suite unassigned

Personnel: Robert Richer and James Schulke.

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Astor Towers, suite unassigned

Personnel: Marvin L. Shapiro.

PAUL H. RAYMER CO.

Essex Inn, Suite 1401

Personnel: Powell Ensign and John Walker.

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Personnel: Don Quinn, George Jenson, Henry V. Greene Jr., Ross S. Taber and John B. Poor.

SAVALLI/GATES INC.

Conrad Hilton, suite unassigned

Personnel: Joseph Savalli and Russ Walker.

STONE REPRESENTATIVES INC.

Conrad Hilton, Suite 1300

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zer, Thomas Plant, Richard Ashby and Richard Rawlins.

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Continental Plaza, suite unassigned

Personnel: Robert Hoffman, Robert McGredy, Robert Stuart and Bill Condon.

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Conrad Hilton, Suite 2100

Personnel: Alan Torbet, Brock Petersen, Herb Hahn, Dave Ring, Dick Ziltz, Jim Brown, David Carpenter, Cecil Beaver and Bob Hix.

GRANT WEBB & CO.

Conrad Hilton, Suite 2000

Personnel: Grant Webb, Greg Macafee, Judi Sue Robin and Ed Sherinian.

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BLACKBURN & CO.

Pick-Congress, Suite 801

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CHAPMAN & CO.

Pick-Congress, suite unassigned

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Conrad Hilton, suite unassigned

Personnel: Charles Cowling.

R. C. CRISLER & CO.

Executive House, suite unassigned

Personnel: R. C. Crisler, Janet Huber and Edwin Richter.

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Conrad Hilton, suite unassigned

Personnel: Wilt Gunzendorfer and Natalie Gunzendorfer.

HAMILTON-LANDIS & ASSOCIATES

Pick-Congress, Suite 1229

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Personnel: Arthur Hogan, Jack Feldman and John Vondell.

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Ambassador East, suite unassigned

Personnel: Ben Larson.

LARUE MEDIA BROKERS INC.

Drake, suite unassigned

Personnel: Hugh Ben LaRue and Elizabeth Young.

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Sheraton-Blackstone, suite unassigned.

Personnel: Howard E. Stark.

JOHN STEBBINS CO.

Essex Inn, Suite 701

Personnel: John Stebbins.

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Personnel: Jack Stoll and Bruce Stoll.

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Personnel: William T. Stubblefield, Arthur Holt and James Ranger.

EDWIN TORNBORG & CO.

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Personnel: Edward Wetter and Douglas D. Kahle.

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ABC INC.

Conrad Hilton, Suite 2306

Personnel: Leonard H. Goldenson, Martin Brown, Michael P. Boland, Charles Smith, Everett Erlick, Alfred Schneider, Mortimer Weinbach, Herb Hahn, John Regazzi, Simon Siegel, James T. Larkin and Roone Arledge.

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Personnel: Ralph Beaudin, Wally Schwartz, Herb Granath, Earl Millin, Don Schlosser, John Mayberry, Frank Atkinson, Tom White, Joe Cook, Alexander Smallens, Jack Thayer, Nancy Partridge and Evelyn Doctors.

ABC RADIO STATIONS

Conrad Hilton, Suite 2104A-06A

Personnel: Harold L. Neal Jr., Ron Sack, Kit Dennison, Robert Holmgren, John Gibbs, Charles D. Fritz, Gene Taylor, Edward McLaughlin and Ben Hoberman.

ABC-TV

Conrad Hilton, Suite 2306

Personnel: Thomas Moore, Elton Rule, I. Martin Pompadur, Paul Sonkin, Len Feldman, John O. Gilbert, Joseph E. Giaquinto, Carmine F. Patti, Marion T. Cucinotta, Joseph Merkle, Thomas Sullivan, Bert Julian, Nat Cavalluzzi, Charles Leasure, Court McLeod, Milton Carney, Dale Parker, Joan Honan, Judy Bloodgood, William Sythes, Stuart Ullman, Bruce Hagerty, Warren Denker, Chris Zoulamis, David App, Gene Klimek, Richard Kozak, Linda Homann, Peter Zobel, Julius Barnathan, Norman Grant, Frederick Schumann, Glen Akins, Hank Dabrowski, Vern Pointer, Fred Zellner, Frank Haney, George Sebastian, Sammy Aed, Max Berry, Phil Levens, Merle Wooster, James Duffy, Fred Pierce, Henry Hede, Warren Boorum, Bill Firman, Leonard Goldberg, Erwin Vane, Leonard Maskin, Barry Diller, Elmer Lower, Robert Goldman, Thomas Wolf, William Sheehan, John Madigan, Tom O'Brien, Bob Young, Sid Darion, Don Foley, Ellis Moore, Jerome Zucker, George Hoover, Martin Grove, John Curry and Joel Cohen.

ABC-TV STATIONS

Continental Plaza, Governor's Suite

Personnel: See ABC Spot Sales—station reps.

CBS INC., CBS-TV

Conrad Hilton, Suite 2305-A

Personnel: Dr. Frank Stanton, John Schneider, Gordon Hayes, James Heslen, Thomas Dawson, Ted Koop, Richard Salant, William Lodge, R. B. Baker, Edward Saxe, Drew Brinckerhoff, Edward Scovill, Charles Chester, Frank Smith, William Copeland, Charles Steinberg, John Cowden, Robert Stolfi, Michael Dann, Carl Tillmanns, J. A. Flaherty, Carl Ward, Ed Hall, David Williams, Robert Hammer, Robert Wood, Robert Jamieson, Donald Clancy, George Zurich, Robert Pike, George Bristol, Paul Levinson, Alex Kennedy, Warren Ahneman, Harry Feeney, James Page, James Kane, Richard O'Brien, Howard Chinn.

CBS RADIO, CBS RADIO STATIONS

Conrad Hilton, Suite 1804-06

Personnel: Clark B. George, George J. Arkedis, Sam Cook Digges, Sherril W. Taylor, John O. Downey, Neil E. Derrough, Joseph T. Dembo, Robert F. Hyland, William C. O'Donnell, George N. Nicholaw, Donald J. Trageser and William D. Greene.

CBS-TV STATIONS

Suite unassigned

Personnel: Robert D. Wood, Hal Hough, Alan Sloan, Theodore W. O'Connell, Ralph Daniels, Ray Beindorf, Edward R. Kenefick, Bruce R. Bryant, Leon Drew, Daniel R. Wells, L. A. Pierce, Robert Gross, Edwin W. Miller and Wally Wesley.

KEYSTONE BROADCASTING SYSTEM

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Personnel: Sidney Wolf, Harry Albrecht, Noel Rhys, Chris Fahy and Charles Hammarstrom.

MARKET I NETWORK

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Personnel: Sidney K. Halpern and Arthur Kinnish.

MUTUAL BROADCASTING SYSTEM

Conrad Hilton, Suite 1806A

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NBC INC., NBC RADIO, NBC-TV

Sheraton-Blackstone, Presidential Suite

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William McAndrew, Raymond W. Welcott, George Graham, Robert Butler, Charles Corcoran, Mort Dillon, Sydney Eiges, Ken Erhardt, Steve Flynn, Reuven Frank, George Fuchs, Robert Galvin, Lewis J. Hathaway, Fred Himelfarb, Ernest Lee Jahncke, Arthur Johnson, Robert Kasmire, John Kennedy, Peter Kenney, Michael Laurence, Robert Lemon, Carl Lindemann, Pierson Mapes, Martin Meany, John Otter, Thomas Phelan, Warren Phillips, Robert Post, William Potts, Stephen Riddleberger, Morris Rittenberg, John Rogers, M. S. Rukeyser, Ludwig Simmel, Marion Stephenson, Robert Stone, Allen Walsh, Gene Walsh, Carl Watson, Richard Welsch, Mort Werner, James Wilson, Robert Wogan, Donald Mercer, Raymond O'Connell, Sheldon Hickox, Joseph Berhalter, Anthony Cervini, Raymond Diaz, William Kelly, Malcolm Laing, Paul Rittenhouse and Donald Loury.

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Pick-Congress. suite unassigned

Personnel: Richard F. Bailey Sr., Richard F. Bailey Jr., Jack Tobin, Martin McAndrew, William Hyland, Roy Sharp, Bob Martin, Gordon Bridge, Charles Voso, Philip Valastro, Charles Shellenburger, Lou MacDonald, Tom Calhoun and Ralph MacFarland.

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Conrad Hilton, Suite 605

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BROADCAST ADVERTISERS REPORTS

Conrad Hilton, suite unassigned

Personnel: Robert Morris.

HOME TESTING INSTITUTE/TVQ

Essex Inn, suite unassigned

Personnel: Frank Brady and Herb Altman.

MEDIA STATISTICS INC.

Conrad Hilton, Suite 2139A-40A

Personnel: James W. Seiler, John Landreth, Mike Heimberg, Rich Liv-

ington, Dick Lane and Mrs. Trudi Cowlan.

MEDIA SURVEY INC. (RDR)

Essex Inn, Windsor Court Suite

Personnel: Albert Shepard, Harry Meline, Sam Wyman, Howard Secular and Stanley Leipzig.

A. C. NIELSEN CO.

Conrad Hilton, Suite 1000

Personnel: Roy H. Anderson, George M. Baillie, Laurence Frerk, Gene E. McClure, William L. Miller, Henry A. Rahmel, Ben T. Wilson, George E. Blechta, Howard W. Coleman, William S. Hamill, Mahlon W. Edmonson, William F. Ryan, David A. Traylor, Gene E. Woolpert, James H. Shoemaker and Joseph Matthews.

THE PULSE INC.

Conrad Hilton, Suite 2200-01

Personnel: George Sternberg, Rich Roslow, Lawrence Roslow, Kenneth Gross, Paul Gillette and Alan Klein.

Other exhibitors

ALL-CHANNEL TELEVISION SOCIETY

Conrad Hilton, Suite 1922A-23A-24A

Personnel: Robert F. Adams, Bill Putnam, Red Quinlan, David Baltimore and Leonard Stevens.

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Conrad Hilton, Suite 1933A-34A

Personnel: Barbara Fliegelman and Susan Berliner.

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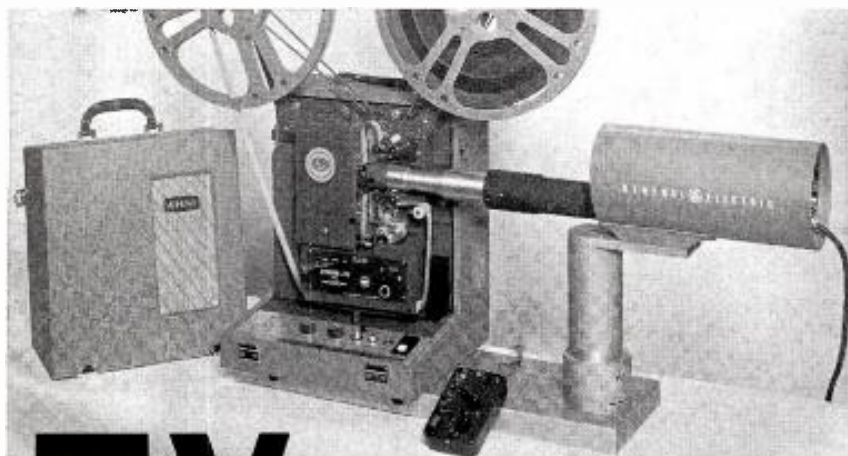
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Personnel: Stan Noyes and Soren Munkhof.

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Essex Inn, Suite 1201-1203

Personnel: Sidney Halpern and Jack Isaac.

RADIO ADVERTISING BUREAU

Conrad Hilton, Suite 1706A-04A

Personnel: Miles David, Robert H. Alter, Carl Loucks, Edward Hearn, Allan Hundley, Keith Andre, Edward Whitney, Mrs. Jonne Murphy, Jack Ackerman and Eddie Allgood.

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Executive House, suite unassigned

Personnel: Don Softness and Sherry Feinstein.

TELEVISION BUREAU OF ADVERTISING

Conrad Hilton, Suite 1605-06

Personnel: Norman Cash, Walter Vetter, Jacob Evans and Michael Schwimmer.

TELEVISION INFORMATION OFFICE

Conrad Hilton, Suite 705-06

Personnel: Roy Danish, Carl Burkland and Henry Levinson.

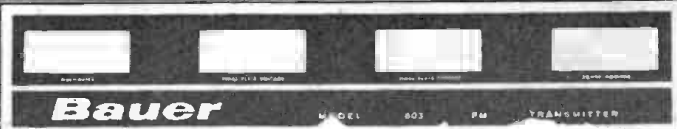
TV STATIONS INC.

Conrad Hilton, Suite 1624

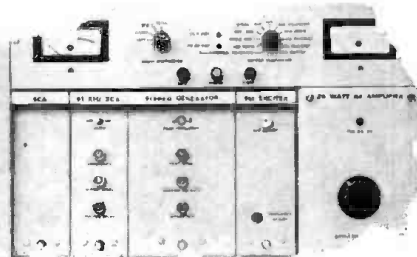
Personnel: Herb Jacobs, Don Menchel, Harvey Seslowsky, Clyde Harris III, Grace Jacobs, Lal Pisano and Anne Barbano.

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Chicago's Conrad Hilton hotel, now completing its multimillion dollar renovation program including a million-dollar red-carpeted and walnut-paneled lobby, has less than a week to get ready for the National Association of Broadcasters' convention March 31-April 3. The hotel's housekeeping department, headed by Jean Herkal (code 312, 922-4400, extension 351) suggests suite holders phone early so furniture moving and other desired arrangements can be handled before arrival. Bar needs are being handled by Paul Demos (extension 471).



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WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies, Continental Room, Writing Room and Normandie Lounge of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 21 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbols: Ascot is Ascot House; Cont. Plaza is Continental Plaza; Essex is Essex Inn; Executive is Executive House; P-C is Pick-Congress; Sh-B is Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp.	Space 231-W
Advance Industries	Space 319-C
Albion Optical Co.	Space 251-W
Afford Manufacturing Co.	Space 208-W
Allied Impex Corp.	Space 421-N
Alma Engineering	Space 408-N
Altec Lansing	Space 207-W
Ameco Inc.	Space 310-C
American Electronic Laboratories Inc.	Space 313-C
AMP Inc.	Space 308-C
Ampex Corp.	Space NL
Andrew Corp.	Space 220-W
Arriflex Corp. of America	Space 311-C
Audio Devices, Inc.	Space 232-W
Ball Brothers Research Corp.	Space 214-W
Ball Brothers/Miratel Div.	Space 219-W
Belar Electronics Laboratory	Space 204-W
Berkey-Colortran Inc.	Space 121-E
Borg-Warner/Ingersoll Products	Space 217-W
Boston Insulated Wire & Cable	Space 245-W
Brand-Rex Div./American Enka Corp.	Space 409-N
Broadcast Electronics Inc.	Space 303-C
Broadcast Skills Bank	Space F-WR
CBS Laboratories	Space 307-C
CCA Electronics Corp.	Space 236-W
Central Dynamics Corp.	Space 413-N
Century Lighting Inc.	Space 122-E
Chrono-Log Corp.	Space 246-W
Cleveland Electronics Inc.	Space 119-E
Cohu Electronics Inc.	Space 326-C
Collins Radio Co.	Space 209-W
Conrac Corp.	Space 107-E
Continental Electronics Manufacturing Co.	Space 200-W
Cooke Engineering Co.	Space 420-N
Craftsman Electronic Products Inc.	Space 318-C
Davis & Sanford Co.	Space 120-E
Delta Electronics Inc.	Space 205-W
Disan Engineering Corp.	Space 423-N
Dresser Crane, Hoist & Tower	Space 206-W
Dynair Electronics Inc.	Space 211-W
Effective Communication Systems	Space 324-C
Electronic Engineering Co. of Calif.	Space C-WR
Electronics, Missiles & Communications Inc.	Space 309B-C
Entron Inc.	Space 320-C
F & M Systems Co.	Space 419-N
Fairchild Recording Equipment	Space 314-C
Filmline Corp.	Space 124-E
Fort Worth Tower Co.	Space 315-C
Gates Radio Co.	Space 221-W
Gauss Electrophysics Inc.	Space 418-N
General Electric	Space 102-E
Gotham Audio Corp.	Space 226-W
Granger Associates	Space 222-W
Grass Valley Group Inc.	Space 113-E
Gray Research & Dev. Co.	Space 414A-N
Harwald Co.	Space 225-W

Hewlett-Packard Co.	Space 227-W
Houston Fearless Corp.	Space 116-E
International Good Music Inc.	Space 224-W
ITT Electron Tube Div.	Space 425-N
Jampro Antenna Co.	Space 305-C
Jerrold Corp.	Space 322-C
Johnson Electronics Inc.	Space 243-W
Kaiser CATV Corp.	Space 321-C
Kliegl Bros.	Space 100-E
Lenkurt Electric Co.	Space 402-N
Listec Television Equipment Co.	Space 427-N
MaCarta Inc.	Space 212-W
Machlett Laboratories/Raytheon	Space 106-E
Marconi Instruments	Space 228-W
Marti Electronics	Space 237-W
McCurdy Radio Industries Inc.	Space 309-C
McMartin Industries Inc.	Space 235-W
Memorex Corp.	Space 312-C
Microwave Associates Inc.	Space 115-E
D. B. Milliken Co./Teledyne	Space 405-N
3M Co./Magnetic Products Div.	Space 248-W
3M Co./Mincom Div.	Space 247-W
Mole-Richardson Co.	Space 401-N
Moseley Associates Inc.	Space 223-W
National Guard Bureau	Space I-WR
Nippon Columbia Corp. of America	Space 410-N
North American Philips/AKG	Space 325-C
Nortronics Co.	Space 238-W
Optical Imports Inc.	Space 203-W
Packard Bell Electronics	Space 240-W
Philips Broadcast Equipment Corp.	Space 304-C
Power-Optics Inc.	Space 114-E
Q-TV Sales & Distributing Corp.	Space 118-E
Quick-Set Inc.	Space 242-W
RCA	Space 101-E
RCA Electronic Components	Space 117-E
Raytheon Co.	Space 106-E
Richmond Hill Laboratories Ltd.	Space 412-N
Riker Video Industries Inc.	Space 246-W
Rohde & Schwarz Sales Co.	Space 241-W
Rohn Systems Inc.	Space 229-W
Rust Corp. of America	Space 251-W
Scantlin Electronics Inc.	Space 422-N
Schafer Electronics	Space 210-W
Seeburg Music Library Inc.	Space 215-W
Shibaden Corp. of America	Space 244A-W
Shure Brothers Inc.	Space 213-W
Sony Corp. of America	Space 109-E
Sparta Electronic Corp.	Space 306-C
Spindler & Sauppé Inc.	Space 327-C
Standard Electronics Corp.	Space 112-E
Sylvania Electric Products Inc.	Space 250-W
Tape-Athlon Corp.	Space 239-W
Tapecaster TCM	Space 230-W
Sarkes Tarzian Inc.	Space 104-E
Technical Materiel Corp.	Space 424-N
Tektronix Inc.	Space 111-E
Tele-Beam Div./Kalart Co.	Space 416-N
Telemation Inc.	Space D,E-WR
Teletet Co.	Space 249-W
Telepro Industries Inc.	Space 414-N
Tequip Corp.	Space 244-W
Telesync Corp.	Space 218-W
Television Zoomar Co.	Space 105-E
Telex Corp.	Space 317-C
Texas Electronics Inc.	Space 407-N
Townsend Associates Inc.	Space 110-E
Transface Process Co.	Space 411-N
Trompeter Electronics Inc.	Space 404-N
U. S. Air Force	Space H-WR
U. S. Army	Space G-WR
U. S. Navy	Space K-WR
U. S. Treasury Department	Space J-WR
Utility Tower Co.	Space 234-W
Varian Associates	Space 406-N
Vega Electronics Corp.	Space 306-C
Videometrics Inc.	Space 415-N
Vikoa Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries Inc.	Space 202-W
Ward Electronic Industries	Space 201-W
Westbury CATV Corp.	Space 309A-C
Wilkinson Electronics Inc.	Space 200A-W

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the

third floor of the Conrad Hilton unless otherwise designated.)	
Convention Manager	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program	Room 4
Harold Niven, vice president	
Engineering Conference	Room 1
George W. Bartlett, vice president	
Convention Exhibits—	
Exhibit Office—Lower Level	
Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk	Lower Lobby
Donald B. Pearce, assistant treasurer	
Convention News and Public Relations—Room 3	
John M. Couric, vice president	
Milton Magruder, director of publications	
Newsroom	Astoria Room

NAB STAFF OFFICES

Radio	Room 2
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Television	Room 2
William Carlisle, vice president	
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Alvin M. King, director.	
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Daniel M. Valentine, Paul R. Fry, Hamilton Woodle, regional managers.	
Broadcast Management	Room 4
William L. Walker, director	
Government Affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas A. Anello, general counsel	
Research	Room 2
Howard Mandel, vice president	
Code Authority	Room 4
Stockton Helffrich, director.	
Jerome Lansner, liaison assistant	
Jonah Gitlitz, manager, Washington Office	
Thom R. Winkler, manager, radio code	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co.	723A
Ameco Inc.	1240
American Electronic Laboratories Inc.	719A-20A
AMP Inc.	1240A
AT&T	1905A
Ampex Corp.	605A
Atwood-Richards Telescreen Inc.	1923
Berkey-Colortran Inc.	Essex
CBS Laboratories	2334A
Central Dynamics Corp.	1540
Cohu Electronics	734A
Collins Radio Co.	1023A
Continental Electronics Manufacturing Co.	2139-40
Dresser Crane, Hoist & Tower	2022A-23A
Dynair Electronics Inc.	2122A-23A
Electronics, Missiles & Communications	1834A
F & M Systems Co.	P-C
Filmline Corp.	1434A
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite
Grass Valley Group Inc.	723
Hewlett Packard Co.	1339-40
International Good Music Inc.	Essex
International Video Corp.	P-C
Jampro Antenna Co.	819A
Jerrold Electronics Corp.	2024
Kaiser CATV Corp.	1733A-34A
Kline Iron & Steel Co.	819
Lenkurt Electric Co.	1719A-20A
MaCarta Inc.	940A
Marti Electronics	2355A
McMartin Industries Inc.	1119A-20A
Memorex Corp.	1823A
Microwave Associates	1222A-23A
3M Co.	1524
Moseley Associates	1534A
Nortronics Co.	Essex

Optical ImportsAscot
Philips Broadcast Equipment Corp.1218A-19A
Power-Optics Inc.P-C
Quick-Set Inc.2136A
RCASouth Imperial Suite
Riker Video IndustriesAscot
Rohn Systems Inc.919-20
Rust Corp. of America1900
Schafer Electronics1906
Seeburg Music Library Inc.1835A-36A
Sparta Electronic Corp.819A
Stainless Inc.1506
Standard Electronics Corp.1635A-36A
Sylvania Electric Products Inc.2440
Tape-Athon Corp.834A
Sarkes Tarzian Inc.1824
Technical Materiel Corp.839A
Telepro Industries1234A
Television Zoomar Co.1440
Transface Process Co.1036A
Varian AssociatesEssex 301
Visual Electronics Corp.1200
Vital Industries2539A-40A
Ward Electronic Industries Inc.Essex
Westel Co.1334A
Wilkinson Electronics Inc.1140-41

PROGRAM SERVICES

ABC Films2316-2319
Allied Artists TV Corp.532A-533A-534A
Alto Fonic Progaming Inc.1440A
American International TVAmbassador East, Salon Blue
Boston Symphony Transcription Trust1140A
Broadcast Productions Inc.739A-40A
CBS Enterprises Inc.2325
Embassy Pictures Corp.539-553
Filmways Syndication Sales561
Firestone Film Syndication561
Four Star Entertainment Corp.512-513
Sandy Frank Program Sales Inc.509
Functional Media Inc.P-C
General Media Associates230 N. Michigan
Hartwest Productions Inc.1322-23-24
Hollywood TV Service500-515A-517A-521
Identitones Inc.Executive
Independent TV Corp.501-502-549
King Features Syndicate512A-513A
Krantz Films Inc.556-563
Kristom Productions Inc.Unassigned
Lin/Medallion560A-561A
M & A Alexander500-515A-517A-521
Mark Century Corp.1722-23-24
MCA2400
Medallion TV Enterprises Inc.550A-551A
MGM-TVExecutive 38th floor
National Telefilm Associates	500-515A-517A-521
NBC Films Inc.Executive
Nightingale-Conant Corp.Essex 1502
North American TV Associates553A
Official Films Inc.528A-530A
Off-Network Productions Inc.Unassigned
Olas Inc.Cont. Plaza
Olympus Television Inc.P-C
Pams Inc.918A
Paramount TV EnterprisesSh-B, Regency Room
Pepper & Tanner Inc.700
Walter Reade Organization535A-536A-537A
RKO General Productions516-529
Peter M. Robeck & Co.509A-520A
Walter Schwimmer Inc.1522A-23A
Screen Gems Inc.Sh-B Embassy Room
SESAC900
Showcorporation516-529
Spangler Television Inc.2514A
Spot Productions Inc.1118-20
Storer Programs Inc.1005A
Teledynamics Corp.557-560
Teeworld Inc.533-534-536
TM Productions716-17
Trans-Lux TV Corp.556A-557A-520
Triangle Program Sales2300
20th Century-Fox TelevisionSh-B Hubbard Room
United Artists Television504-505-507
Warner Bros.-Seven Arts	539A-542A-544A-545A- 546A-548A

FCC sending 11

An 11-man delegation led by Chairman Rosel H. Hyde will represent the FCC at the National Association of Broadcasters convention in Chicago. Other commissioners at the convention will be Robert T. Bartley, Kenneth A. Cox, Robert E. Lee and Lee Loevinger. Mr. Hyde will be the April 2 luncheon speaker, Mr. Lee will speak at the FM Day session on March 31 and Mr. Loevinger will be a panelist at the Intercollegiate Broadcasting System meeting on March 30.

Other FCC representatives will be George Smith, chief, Broadcast Bureau; Wallace Johnson, assistant chief, Broadcast Bureau; Harold Kassens, assistant chief, broadcast facilities division; Harold Kelley, supervisory engineer, TV applications branch; Sol Schildhouse, chief CATV Task Force, and Robert Cahill, legal assistant to the chairman.

Commissioners Nicholas Johnson and James Wadsworth will not be at the convention.

WBC Productions Inc.2500-2501
WGN Continental Productions	Cont. Plaza, Gold Suite
Wolper Productions Inc.504A-505A-507A

STATION REPRESENTATIVES

ABC-TV Spot SalesCont. Plaza Governor's Suite
Avco Radio TV SalesCont. Plaza
Avery-KnodelSh-B 407-408-410
Mort Bassett & Co.Essex
Charles Bernard Co. (Country Music Network)Unassigned
John Blair & Co., Blair TV, Blair RadioSh-B
John C. Butler & Co.,Park East
CBS Radio Spot Sales1406
CBS-TV National SalesUnassigned
Henry I. Christal Co.1306
Roger Coleman Inc.Palmer House
Devney OrganizationPalmer House
Robert E. Eastman & Co.Cont. Plaza
Gill-Perna Inc.1800
Greener, Hiken, SearsExecutive
Herbert E. Groskin & Co.Palmer House
Harrington, Righter & ParsonsSh-B 808-09-10
George P. Hollingbery Co.600
Hal Holman Co.Essex 1401
Bernard Howard & Co.Conrad Hilton
H-R RepresentativesKnickerbocker 1028
The Katz AgencyWater Tower Inn 1100
Major Market RadioSh-Chicago 26th floor
Jack Masla & Co.Executive
McGavren-Guild-PGW RadioCont. Plaza
The Meeker Co.1700
Metro Radio Sales410 N. Michigan
Metro TV SalesExecutive
National TV Sales Inc.Essex 1401
National Time SalesUnassigned
NBC Spot SalesSh-B Presidential Suite
Peters, Griffin, WoodwardSh-B 705
Edward Petry & Co.1400
Vic Piano AssociatesUnassigned

PRO Time SalesExecutive
Quality Media Inc.Executive
Radio Advertising RepresentativesAstor Towers
Paul H. Raymer Co.Essex 1401
RKO General National SalesCont. Plaza
Savalli/GatesConrad Hilton
Stone Representatives Inc.1300
Storer Television Sales333 N. Michigan
Television Advertising RepresentativesCont. Plaza
Alan Torbet Associates Inc.2100
Grant Webb & Co.2000
Weed Radio & TV Corp.20 N. Wacker Dr.
Adam Young-VTM800

STATION BROKERS

Blackburn & Co.P-C 801
Chapman & Co.P-C
R. C. Crisler & Co.Executive
Charles Cowling & AssociatesConrad Hilton
Wilt Gunzendorfer & AssociatesConrad Hilton
Hamilton-Landis & AssociatesP-C 1229
Hogan-Feldman2516-2530
LaRue Media Brokers Inc.Drake
G. Bennet Larson Inc.Ambassador East
Howard StarkSh-B
John Stebbins Co.Essex 701
Jack L. Stoll & AssociatesP-C
William T. StubblefieldWater Tower Inn
Edwin Tornberg & Co.P-C

NETWORKS

ABC Radio2104A-06A
ABC Radio Stations2104A-06A
ABC-TV2306
ABC-TV StationsCont. Plaza Governor's Suite
CBS Radio1804-06
CBS Radio Stations1804-06
CBS-TV2305A-06A-11A
CBS-TV StationsUnassigned
Keystone Broadcasting System804
Market 1 NetworkEssex 1201-03
Mutual Broadcasting System1804A-06A
NBC RadioSh-B, Presidential Suite
NBC-TVSh-B, Presidential Suite
Sports Network Inc.P-C

RESEARCH ORGANIZATIONS

American Research Bureau605
Broadcast Advertisers ReportsConrad Hilton
Home Testing Institute/TVQEssex
Media Statistics Inc.2139A-2140A
Media Survey Inc.Essex
A. C. Nielsen Co.1000
The Pulse Inc.2200

MISCELLANEOUS

Advertising Age905A-06A
All-Channel Television Society1922A-23A-24A
Associated PressSh-B Sheraton Room
Association of Maximum Service Telecasters	Sh-B
Billboard1018A-19A
Broadcast Engineering1305A-06A
Broadcast Management/Engineering1105A-06A
Broadcast Information Bureau1933A-34A
Broadcasters Daily2406
Broadcasting Magazine706A
Community Club Awards Inc.Executive 3704
Curtis Publishing, Enterprises Div.Essex
FCC1033A
Marketing/Communications	307 N. Michigan Ave.
Media/Scope1233A-34A
Nationwide Broadcast Personnel645 N. Michigan Ave.
Noyes, Moran & Co.Conrad Hilton
Promotional Services Inc.Essex 1201-03
Radio Advertising Bureau1704A-06A
Softness GroupExecutive
Sponsor2406
Standard Rate & Data Service2105-06
Supermarket Broadcasting Network Inc.1236A

Television Magazine	Unassigned
Television Age	1105-06
Television Bureau of Advertising	1605-06
Television Information Office	705-06
Television Digest	1705-06
Television Magazine	706A
TV Stations Inc.	1624
Variety	806A

Pioneers announce banquet awards

Awards to the late H. V. Kaltenborn, John E. Fetzer, U.S. Borax Co., Ruth C. Woodman and the Bedside Network will be given out during the annual Broadcast Pioneers-NAB banquet on Wednesday, April 3. The banquet is the closing event of the National Association of Broadcasters convention in Chicago.

The entertainment portion of the program, which is being programmed for the first time by the NAB, will feature Mike Douglas, star of his own syndicated TV show; the 124-voice Up With People singing group, and comedian George Carlin, who was co-host of last summer's replacement show for Jackie Gleason on CBS-TV.

Mr. Kaltenborn, who was the founder of the Broadcast Pioneers, first known as the "20-Year Club," will receive the Hall of Fame award posthumously. He died in June 1965. Accepting the award will be Conrad Kaltenborn, 14, grandson of the newscaster. The presentation, to be made by William Hedges, former NBC executive, will cite Mr. Kaltenborn as being the "first and foremost newscaster . . . whose rich experience brought entertainment and joy for more than four decades. . . . We are grateful for the wisdom and friendship he gave many of us."

Mr. Fetzer, group station owner and owner of the Detroit Tigers, will receive a citation as a "true pioneer" whose contributions have been "truly significant." He was chairman of the first NAB committee to draft standards for television. Making the presentation will be Clair McCollough, Steinman Stations, Lancaster, Pa., outgoing chairman of the NAB TV code board.

Advertiser Cited ■ The citations to U.S. Borax and Mrs. Woodman will be presented by Ward L. Quaal, WGN Continental Broadcasting Co. They acknowledge Borax's long sponsorship of *Death Valley Days* and Mrs. Woodman's script work on that series.

Robert Taylor, current host of *Death Valley Days*, will accept the award for U.S. Borax, which has sponsored the series on radio and TV for more than 37 years and has "established a notable record of public interest" in the "accurate dramatization of western his-

NAB sends 45 to Chicago

With President Vincent T. Wasilewski in the vanguard, 45 staff members of the National Association of Broadcasters will be in Chicago for the NAB's 46th annual convention. Attending will be: James H. Hulbert, Harold Niven, Betty Dalzell, Mary Lee Schiffer, Florence Mitchell, Everett E. Revercomb, Ella Nelson, Adaline Macloskie, Donald Pearce, Clara Ross, LaRue (Bud) Courson, William P. Clowes.

Also: Anita Gerber, Thom Winkler, Douglas Anello, Stockton Helffrich, Charles Stone, Camille Cassidy, Jonah Gitlitz, Alvin King, Penny Shirey, William Carlisle, William Walker, James P. Turner, John B. Summers, George Bartlett, Shirley Ostmann, Paul Comstock, Hollis Seavey.

Also: John Couric, Joan Panitz, Milton Magruder, Robert Hallahan, James Mansfield, Howard Mandel, Martha Cook, Ron Irion, Spencer Denison, Paul Fry, Oliver Henry, James McKnight, Ernest Sanders, Daniel Valentine and Hamilton Woodlee.

tory."

Rosemary DeCamp, long-time spokeswoman for U.S. Borax products, will accept Mrs. Woodman's citation, which notes that her "research and writing for more than 30 years have enriched the lives of millions of viewers and listeners."

The citation to the Bedside Network of the Veterans Hospital Radio and TV Guild will be accepted by its president, Herbert Grantath, and will be given by Robert W. Ferguson, WTRF-TV Wheeling, W. Va. The network is being honored for "20 years of devoted service . . . in helping hospitalized veterans."

The banquet will be held in the International Ballroom of the Conrad Hilton and tickets are \$15 each. More than 1,000 have already been sold.

KEMO-TV switches on from convention site

U.S. Communications Corp.'s second station, which also is the third UHF in San Francisco, has an April 1 target date. Plans call for KEMO-TV, channel 20, to be activated on a signal from the news room at the National Association of Broadcasters convention.

At the convention will be Aaron J.

Katz and Leonard B. Stevens, vice presidents of USCC. Messrs. Katz and Stevens operate WPHL-TV (ch. 17) Philadelphia, which went on in 1965.

KEMO-TV, first of the USCC stations to go on the air since the firm took over the construction permits formerly held by Daniel Overmyer, will operate with 4,500 kw visual from an antenna 1,250 feet above average terrain. Lawrence Turet is general manager.

The station plans a weekly 60-hour program schedule and for its first show will feature prerecorded interviews with FCC Commissioner Robert E. Lee, and the mayors of San Francisco, Oakland and Berkeley, Calif.

USCC has set a target date of July 1 for wscotv-TV Newport, Ky.-Cincinnati, and plans 1969 on-air dates for wescotv-TV Pittsburgh, wbmotv-TV Atlanta and kjdo-TV Rosenberg-Houston.

Early-bird session scheduled by ACTS

The All-Channel Television Society, which was born during the 1967 National Association of Broadcasters convention, will hold a breakfast meeting and symposium on April 2 at 8 a.m. during next week's NAB convention in Chicago. ACTS' program, open to active and associate members only, is being held at the Mayfair Room of the Sheraton-Blackstone hotel.

The schedule, released last week by Robert F. Adams, ACTS executive secretary, includes: speeches by Judge Nat Allen, president, National Television Translator Association, and Martin E. Firestone, ACTS general counsel; a panel on financial planning with three executives of the U. S. Communications Corp.: Aaron Katz, vice president for planning and administration, Frank Minner, controller, and Somers Steelman, director of special projects; a panel on equipment and engineering with David M. Baltimore, vice president and general manager, WBRE-TV Wilkes-Barre-Scranton, Pa., and William P. Kusack, vice president for engineering, WFLD-TV Chicago.

Other panel sessions are: programming with Leonard B. Stevens, vice president-operations, USCC, on "the independent TV station" and George Mitchell, WKEF-TV Dayton, Ohio, on the "basic affiliate and the per-program affiliate"; sales, with John A. Serrao, vice president and general manager of United Artists Broadcasting; John B. Sias, president of Metro TV Sales; Harry H. Wise, president of The Hollingbery Co.; Milton Grant, president and general manager, wdca-TV Washington, and W. Robert McKinsey, president and general manager, WJRJ-TV Atlanta.

Report favors UHF sharing

FCC staff study, finally released, says UHF

co-use with land mobile provides best solution

to spectrum problems, requires least adjustment

Sharing of unassigned UHF television channels with land-mobile radio emerges from an FCC staff study as apparently the most feasible method of providing that service with the additional spectrum space that it needs.

The staff committee—on land-mobile frequency relief—makes no recommendations in the report which was submitted to the commission on Jan. 19 but which the commission made public only last week.

But the report says the “the reallocation of various specific unassigned UHF channels on a geographic basis in areas where additional spectrum space is clearly needed now offers the best possible hope for relief without lengthy delays.” Unassigned channels are those not listed in the table of assignments for the locality involved.

The sharing method would also have less impact on television allocations than either of two other alternatives considered—reallocating the bottom four of seven UHF channels, or the top 14.

The report suggested that the top 14 might be suitable as a home for land mobile in the future. But it is the lower UHF frequencies, from channel 14 on up, which about frequencies now assigned to land mobile, that users of that service are now requesting.

Other Reasons ■ Among other factors favoring the sharing plan, the committee indicated that the comprehensive studies needed to evaluate fully the total costs and benefits of the other two plans are beyond the resources of the commission and will require contractual studies. The staff could make the studies needed to implement the sharing plan.

However, the report notes that “there is not a great deal of agreement among various commission bureaus and staff offices regarding the feasibility of proceeding with one or another of the plans. But there is agreement on the facts developed by the committee and on the need for the commission to abandon those studies it believes would not be fruitful.

A commission official said the commission has given the staff “guidance” on how to proceed with its studies—that a “tentative” choice had been made

as to which of the proposals appears most fruitful. However, all of the plans remain under consideration to some degree, he added.

The commission announced on May 3 that it was forming the land-mobile relief committee as part of an attack on the problem of easing the spectrum bind in which that rapidly growing service finds itself. The commission is currently considering the results of the study. A decision to implement any of the approaches would require the initiation of a rulemaking proceeding.

The report of the working group that studied the possibility of assigning the top-14 UHF channels to land mobile submitted data indicating that land-mobile radio's needs for spectrum may be even greater than that estimated by a special government-industry Advisory Committee on Land Mobile Radio. That group submitted a report to the commission in December saying the only solution to the land-mobile spectrum problem was the reallocation of additional spectrum space (BROADCASTING, Dec. 4, 1967).

Conservative Estimate ■ By extrapolating estimates in the advisory committee report through 1980, the working group said, it would appear that 7,300,000 transmitters would be in use by that date—about three times the present transmitter population. But, the working group said, “if the commission maintains its present liberal atti-

tude toward eligibilities this extrapolated forecast may prove conservative.”

The need for additional land-mobile frequencies will be felt in only 25 heavily populated areas by 1980, according to the working group assigned the study of channel sharing. The areas—New York, Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Washington, Pittsburgh, Cleveland, St. Louis, Baltimore, Minneapolis-St. Paul, Milwaukee, Houston, Buffalo, Cincinnati, Dallas, Kansas City, Seattle, New Orleans, San Diego, Atlanta, Phoenix, Dayton.

The possibility of sharing of UHF channels by land-mobile radio was made by Working Group 2 headed by William L. North, who is an engineering assistant to Commissioner Kenneth A. Cox. It looked at the possibility of sharing on the basis of three different allocations plans, each providing television reception a different method of protection.

The North working group noted that the amount of relief provided would depend on the number of channels shared and the amount of protection that would be provided. But employing standards that would permit no more interference than the present allocation system permits between television stations, and considering only the seven lowest UHF channels, the working group says, sharing could provide 24 mc (480 50 kc channels) in New York

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City, 36 mc (720 50 kc channels) in Los Angeles, and 18 mc (360 50 kc channels) in Chicago.

Relief Elsewhere ■ "A substantial number of channels could be made available in most of the remaining 20 largest urbanized areas," where land-mobile radio's need is greatest, the report says. It adds that additional channels could be obtained by extending the sharing principle further up into the UHF region.

"This plan is attractive," the report says, because of the "time frame involved," and because "it would not require relocation of any UHF stations." The amount of relief would not be constant in all areas, however, since sharing would require that the power of the land-mobile operation be limited in many areas.

Working Group 3, headed by Saul M. Myers, of the commission's Office of Chief Engineer, notes that reallocation of the upper 14 UHF channels to land mobile would have little impact on existing television service, since only two stations are now operating on channels in that region. Deleting the upper channels would, however, curtail expansion of television into the smaller cities in the heavily populated regions of the country, the report notes. And provision would have to be made to permit translators to remain on the upper channels on a secondary basis.

But reallocation of the upper portion of the spectrum is considered a long-range solution, at best, because the required land-mobile equipment and a system approach would have to be developed. The report notes that estimates in the land-mobile advisory committee report and by industry sources indicate that it will take five to eight years for demand to spur the development of the necessary equipment, and calls these estimates "not unreasonable."

Nevertheless, the report says, the upper 14 channels "could provide a future home for the land-mobile radio service."

Other conclusions ■ Working Group 3 also reached several other conclusions, among them:

- The increased cost to the ultimate consumer for redesigned UHF-TV receivers that would be necessary for improved image rejection if land-mobile radios were operating on the upper channels would be minor and might be absorbed by the manufacturer. However, enforcing improved rejection capability might be a problem.

- Examination of the band between 890 and 960 MHz (beyond the UHF portion of the spectrum), with a view toward providing further relief to land-mobile radio, should be held in abeyance. The government uses this portion of the spectrum for defense purposes, but is reviewing that need.

• Reallocation of the bottom four to

seven UHF channels would have the greatest impact on broadcasting. Working Group 1, under the chairmanship of Robert Weston, engineering assistant to Commissioner Robert E. Lee, notes that reallocating as few as four channels (14 through 17) would dislocate some 25 assignments within a test area comprising the populous north-east section of the country (the area lying between Chicago and Boston and extending south to the latitude of Washington, D.C.).

The stations already operating on the lower four channels in the test area would have to be reassigned to various channels between 18 and 83, with assignments for 13 of them below, and the other 12 above, channel 40.

If all seven channels were reallocated, the assignments of 44 operating stations in the test area would have to be moved. Costs for relocating would vary from station to station, but the minimum, the report says, would be \$100,000. This does not include the costs the stations would incur in maintaining operations during a transition period, or that the public would have to bear in readjusting sets and antenna, the report notes.

Daytimers back rule change

But full-time stations take earlier presunrise rule change to court

Another proposed change in the FCC's new presunrise rules has found favor with more than 100 daytime AM stations that stand to benefit from the rule amendment. But those rules continue to get a buffeting in court where a number of regional full-time stations claimed last week that presunrise authorizations (PSA) are being granted "by computer."

The proposed change would specify 6 a.m. "local time" instead of the current 6 a.m. "local standard time" as the starting time for presunrise operations. About half a dozen comments, principally from class I-A clear-channel stations and organizations, opposed the change. The comments were filed as part of a rulemaking the commission proposed in February, and one which it hopes to resolve before daylight savings time begins on April 28 (BROADCASTING, Feb. 19).

What piques the full-time stations is the commission's apparent predisposition to adopt the rule, which the commission has said will "result in some ad-

ditional (but not excessive) interference to full-time stations." As the Association on Broadcasting Standards noted: The proposal is "ill conceived and . . . the magnitude and extent of the interference to result from presunrise operations commencing at 6 a.m. local time has been seriously underestimated by the commission."

Added Time ■ What's at stake in the change is an additional 15 minutes to 45 minutes of presunrise operation beginning at 5 a.m. sun (standard) time during those portions of the late-April to late-October period when local sunrise is later than 5 a.m. ABS estimates an increase of from 30% to 78% in the total hours of presunrise operation under the change.

CBS Inc. claimed that the number of stations "has increased greatly" since the commission began its presunrise rulemakings and that "it would seem self evident that the need for early-morning service by daytimers has diminished with the increase of alternative program sources." CBS termed the current proposal a "departure from good engineering."

WCCO Minneapolis said the current standard should be retained for any future daytime stations "where it can obviously not be argued that the need for preserving existing service outweighs such interference." KFI Los Angeles claimed that three regional daytimers operating on its frequency (640 kc) have operated with varying sign-on times "with no adverse effects." The Clear Channel Broadcasting Service put it more bluntly: The daytimers "simply do not need" a 6 a.m. local sign-on.

But the daytimers said they do, principally to maximize service to the public. And the commission would appear to have agreed when it noted in the proposed rulemaking that the 6 a.m. sign-on "geared to community life would generally serve the public interest."

In Court ■ Meanwhile, the U. S. Circuit Court of Appeals in New York reserved judgment on appeals of the presunrise rules.

Attorneys for a consolidated list of regional full-time broadcasters argued that the rules had "no basis in fact," and that PSA's were being granted "by computer."

Counsel for WBEN Buffalo, N. Y., which took the case to court, argued the commission "has no idea of who is going to be served by such presunrise operation—and prairie dogs don't count. The rules, which the commission defends as 'general in concept,' actually affect each station differently, and should never have been made without full evidentiary hearings."

William J. Potts, attorney for ABS, deplored "the trend of the commission to walk away from [such] technical problems," while attorneys for KGBN

Edmonds-Seattle, Wash., and Kxxx Colby, Kan., argued the commission rules violated several sections of the Communications Act.

John H. Conlin, FCC associate general counsel, defended the rules, noting the "compromise nature of the rule-making," and saying that it "is good for the vast majority of stations." He said that none of the parties were actually challenging the rules on their general merits, but only on the basis of "hardship cases which make bad law."

In rebuttal, the KGBN attorney remarked that while hardship cases "may make bad law, bad rulemaking makes hardship cases, and that's what we're here to argue."

Md. legislature hits D.C. antenna proposal

Washington TV stations' two-year quest for a single transmitting tower in the Silver Spring, Md., area, northwest of the city, received a serious setback last week.

The setback took place when the Maryland House of Delegates voted 88 to 39 in favor of a bill that would permit the State Roads Commission to veto any tower located less than its proposed height from a state road. The proposed Washington TV "farm" antenna tower would be 1,219 feet above ground, and stands only 110 feet from the Maryland section of the Capital Beltway around Washington. It is a joint undertaking of six of Washington's seven TV stations; WDCA-TV on channel 20 has its own tower in Bethesda, Md. The legislation now goes to the state Senate.

Residents of the Silver Spring area unsuccessfully fought the tower proposal through zoning proceedings, state circuit and appeals courts and are seeking U. S. Supreme Court review.

EIA reports foreign-label set sales rise in U.S.

Foreign-label television sets increased their percentage of the U. S. TV market last year, moving from 4% in 1966 to over 6% in 1967.

The increase, mostly from Japan, totaled 710,835 units last year. In 1966, this category amounted to 513,000 sets.

One of the reasons for the increased share of the U.S. market by foreign label receivers was a slump of 900,000 sets in 1967 from the year previous. In 1967, according to the Electronic Industries Association's Marketing Services Department report on total U.S. sales of consumer electronics products, issued last week, total TV sales last

year were 11.6 million units; in 1966 this figure was 12.7 million sets. Almost 10 million of the 1967 total were produced in the U.S.; another 903,080 were imported from abroad by American manufacturers and merchandised under American labels.

In 1967, American-made color-TV set sales totaled 5,224,499. The number of imports is not reported by EIA because their number is not considered significant.

The total home-radio market in 1967, excluding auto radios and radio-TV-phonograph combinations, reached 31.7 million units, down also from 34.8 million in 1966. U.S. manufacturers produced 8.1 million and imported 4.5 million for sale under their own labels. Foreign radios amounted to 19.1 million, accounting for 60% of home-radio sales.

FM's share of total U.S. home-radio sales amounted to 11.65 million units in 1967, compared to 10.67 million in 1966—a 37% share of the market last year compared to 30% in 1966. Adding combinations with FM plus auto radios, some 15 million FM receivers were sold in the U.S. last year. Total U.S. sales of auto radios in 1967 reached 9.5 million compared to 9.4 million in 1966. The year saw a healthy boost in FM auto sales; 941,000 units in 1967, compared to 653,000 in 1966—10% of all auto sales last year vs. 6.8% in 1966.

But, almost 7.5 million FM sets including 56,000 auto-FM receivers, were imported in 1967. This compared to a total of 7.1 million imported in 1966.

WJZB-TV renewed despite objections

William L. Putnam, whose Springfield Television Broadcasting Corp. has had frequent clashes with CATV's, has won another case. This time Springfield was granted a license renewal for its WJZB-TV Worcester, Mass., despite a request for denial made by five Massachusetts citizens, business and special-industrial radio stations.

The complaining parties alleged that their reception had been diminished or destroyed by "on-frequency transmitter noise" and other technical nuisances from the WJZB signal. Their transmitting and receiving equipment is located within 300 feet of the WJZB main transmitter and antenna.

The FCC denied the complaint saying its tests showed that the station was operating according to the rules. It granted the renewal.

Another challenge against all the Springfield licenses, which was made by the Community TV Association of New England, is still pending (BROADCASTING, Feb. 26).

Microwaves hit CARS ruling

Say order may cause demise of their industry, and promote AT&T monopoly

CATV-serving microwave common carriers that are affected by the FCC's February Community Antenna Relay Service (CARS) order have asked the commission to reconsider that decision.

More than 30 carriers filed their opposition, some of it bitterly expressed, to the commission's eventual foreclosure of the frequencies they are now using. Most of the carriers asked the commission to return to a more favorable proposal offered originally with the CARS rulemaking that began in August 1964.

At that time the commission had considered allowing longhaul (more than 600 miles) CATV-serving carriers to continue operating in the 4,000-6,000 mc band. However, with few exceptions, the February order effectively foreclosed the lower band to such use by Feb. 1, 1971. Those services now are to be shifted to the 10,700-11,700 mc band (BROADCASTING, Feb. 19).

Expansion Needs ■ The lower band, the commission said, was needed for, principally, the "economical expansion" of telephone long-line service, and CATV-serving carriers would be considered after 1971 as "secondary" users and would be displaced "in the event of need."

In effect what the commission has done, the carriers claim, is to bring about the "inevitable destruction" of a nine-year-old industry. The commission's frequency allocation, they cite, has effectively discriminated against "one small class of carrier" and established "a larger and more exclusive monopoly for the entrenched carrier."

That point was made repeatedly as several carriers charged that the final result of the order would be to provide American Telephone & Telegraph with "complete domination of communication services like data transmission." And the order, some carriers suggest, was not based on "demonstrable danger," but founded on "nothing more than a feeling that there might be congestion problems some day."

Cost Factors ■ The commission's order they say, presents three immediate problems:

■ "Artificial obsolescence" of their present equipment. A "reasonable" period of amortization and service life proposed by several carriers ranged from

five to six years, which would defer their license-renewal deadlines from 1971 to 1975 or later;

■ Capital outlay for new higher band equipment that some carriers say would put them out of business. New York-Penn Microwave Corp. says its equipment supplier estimates the costs of conversion to be in excess of \$2 million. Western Microwave Inc. offered a figure of \$8 million, and

■ An increase in tariffs. New York-Penn claims it will have to treble its tariffs, which it feels its customers will not be willing to pay. Western claims a 200% increase in rates.

What a number of carriers seeks is a compromise effected between them and land-line services. Eastern Microwave Inc. and others said: "Before the commission gives them carte blanche use of the spectrum, it should encourage the foundation of a frequency board" composed of all carriers.

Careful Use ■ American Television Relay Inc. proposed that the commission effect certain rules, which would "make it clear that such secondary use will not be unreasonably, arbitrarily or capriciously displaced" by the land-line carriers. It suggested that carriers, like itself should have "standing as a party in interest" regarding any application which would, if granted, receive interference from one of its existing stations.

ATR also asked that a carrier be permitted to show "there are reasonable alternatives open" to the general land-line carrier that, if used, would obviate the necessity of the frequency shift. It also urged cooperation between the carriers in determining the routes and frequencies proposed to prevent "arbitrary and unwarranted displacement where in fact no real frequency congestion problem exists."

IEEE parley stresses miniaturization of gear

About 65,000 engineers converged on New York last week to participate in the 1968 Institute of Electrical and Electronics Engineers Inc. convention.

There was little equipment directly related to broadcasting in the many exhibits, but for a look at what technologies might be applied to transmitters and cameras in the future, the exhibits provided an eyeful. Emphasis was on electronic-data-processing equipment and circuits, and on miniaturization of systems and components.

The absence of complete broadcast systems, according to an RCA engineer, was because the equipment will be featured at next week's National Association of Broadcasters convention.

Several Japanese firms, however, dis-

played devices that may have broadcast potential. One was a video-sheet recorder developed by Matsushita Electric Corp. The picture is recorded on a magnetic disk at 60 revolutions per second; the image can be played back immediately. Marketing of the device at present is directed toward closed-circuit and industrial applications. Toshiba America Inc. displayed tubes and semiconductor devices for use in VHF and UHF equipment, and in space-communications applications.

Robert D. Briskman, director of the Communication Satellite Corp.'s domestic-satellite-program office, related Comsat proposals to launch a pilot program that will provide domestic-satellite service on a limited demonstration basis by 1970, assuming FCC approval. In such an application, he said during a seminar, satellite capacity would be more than 10,000 circuits into large earth stations, or 12 high-quality TV broadcasts into small earth stations, or a combination of the two.

Rogers's X-ray bill clears the House

The House last week passed and sent to the Senate an X-ray control bill, supported by the administration and the electronics industry, that grants the secretary of Health, Education and Welfare authority and money to set and enforce radiation standards for electronic products.

The bill (H.R. 10790), submitted by Representative Paul Rogers (D-Fla.) and shepherded by him through the Commerce Committee's Health Subcommittee, provides for industry participation in setting of standards and measuring techniques, and for public disclosure of errant products. The measure was given impetus by publicity last year that more than 100,000 large-screen color television sets were exceeding maximum standards for X-radiation.

Meanwhile, the Public Health Service, prodded by Congressman Rogers, has investigated the correction program instituted by the manufacturer of the off-standard sets (General Electric) and has surveyed 1,124 color sets owned by PHS employees in the Washington area (BROADCASTING, March 18).

The PHS gave the GE correction program high marks. The Washington survey also turned up 266 receivers of various brands exceeding specification, but PHS and other health experts have been reluctant to say that the levels of radiation found have caused any specific damage to television viewers.

New color camera introduced by GE

General Electric Co. will demonstrate its new PE-350 live color television camera at the National Association of Broadcasters' convention in Chicago next week. The camera unit is priced at \$75,600 and uses four Plumbicon tubes.

William B. Gaither, manager, marketing of GE's Visual Communications department, said the new camera weighs under 160 pounds with viewfinder and 10:1 zoom lens, and is designed for "optimum color performance, easy operations, maximum reliability and stability, and easy maintenance." The new camera follows by two years the introduction of the company's PE-250 color camera at the 1966 NAB convention.

Technical topics . . .

Expanding facilities ■ Memorex Corp., manufacturer of magnetic tape for broadcast and other uses, has completed a new plant in its Santa Clara (Calif.) headquarters area said to be capable of producing almost a third of the estimated world requirement for disk pack recording devices. The new facility, constructed for a reported \$3 million, is adjacent to the main Memorex magnetic tape plant on a 31-acre site in Santa Clara. It encompasses 45,000 square feet and has been designed to minimize contamination of magnetic recording devices. Memorex's disk packs are used on computer drives manufactured by a number of companies.

The case of the video tape ■ 3M Co., St. Paul, has announced the development of a "shock shield" video tape shipping container designed to eliminate damage to tapes and reels as a result of rough handling in transit. The container features two molded plastic disks which suspend a roll of video tape and allow it to turn freely when vibrated, dropped or bumped.

New VHF tuner introduced

Standard Kollsman Industries Inc., Melrose Park, Ill., has reported a new compact solid-state VHF TV tuner which substitutes varactor diodes for mechanical switching and tuning devices. The firm soon plans to introduce a companion match-box-size solid-state UHF tuner now under development in its Canadian laboratory. Recently a small single-knob VHF-UHF tuner was shown by Oak Manufacturing Co., Crystal Lake, Ill. (BROADCASTING, March 11). It features thick-film integrated circuitry.

Metromedia votes stock and cash dividends

Metromedia Inc.'s board of directors approved last week a two-for-one stock split of the common stock in the form of a 100% stock dividend, payable June 14 to stockholders of record on May 23. The proposal is subject to shareholders' consent.

The board also declared a quarterly cash dividend of 25 cents a share on current stock (equivalent to 12½ cents a share on the split stock). The new dividend rate, equal to \$1 a share annually on common shares, compares to 80 cents a share paid in 1967. The increased cash dividend is also payable June 14 to holders of record on May 23.

Stockholders will be asked at the annual meeting on May 14 to approve a proposal to increase the number of common shares available for issuance by 6,500,000 and to make available for issuance 500,000 shares of preferred stock. The company said there were no present plans for issuing any of this stock.

Grass Valley group sales up 47% in '67

The Grass Valley Group Inc., Grass Valley, Calif., manufacturer of solid-state equipment for television broadcasting, reported a 47% increase in sales and a 50% increase in net income during 1967.

For year ending Dec. 31:

	1967	1966
Earned per share	\$0.60*	\$0.41
Net sales	1,365,000	930,000
Net income	382,000	230,000
Number of shares outstanding	735,000	565,000

* Based on a weighted average of 574,000 shares for the year.

Herald-Traveler owners told future is bright

The Boston Herald-Traveler Corp., licensee of WHDH-AM-FM-TV Boston owner of the *Boston Herald-Traveler* and 53.2% owner of Entron Inc., mul-

iple CATV owner and CATV equipment manufacturer, last week reported earnings of \$178,000 before taxes for the first two months of 1968—an improvement of nearly \$700,000 over the same period last year. It is figured that the corporation suffered a loss of approximately \$525,000 during that period.

George E. Akerson, president of Herald-Traveler, said at a stockholder's meeting last week that the modest profit, arising out of reorganization, compared to last year's substantial loss indicates good months ahead for the corporation. In 1967 the corporation had a net revenue of \$38,434,028 and a net loss of \$104,795.

NGC buys G&D stock

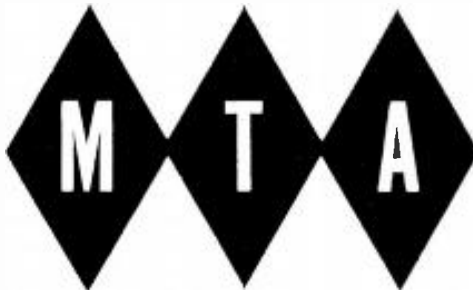
National General Corp., CBS Films theatrical distributor and parent of Banner Productions, has acquired 899,871 shares or about 75% of outstanding common shares of Grosset & Dunlap Inc., New York. National General plans to solicit tenders for the remaining shares at \$41 a share, the same price it paid for shares already purchased.

Time Inc. broadcast income rose in '67

Broadcast revenues were at a high at Time Inc. in 1967 but for the over-all operation the company reported a drop in income and per-share earnings.

In Time's annual report, sent to shareholders last week, Andrew Heiskell and James A. Linen, chairman and president respectively, attributed the earnings decline to a general drop in advertising and to rising costs as well as expenses in developing areas of the company's operation other than in magazine publishing or broadcasting.

Revenue for all facets of Time's activities in 1967 were up \$3.2 million over the preceding year. The broadcast activity (Time-Life Broadcast operates five TV, four AM and four FM stations plus CATV systems) accounted for 4% (or approximately \$20 million) of all Time Inc. revenues in 1967. Magazine publishing accounted for 65% of revenues. The broadcast revenue was "slightly higher than in 1966, a record year," though, it was noted, a "general softening of national advertising" lim-



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SEC's February report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for February (all common stock unless otherwise indicated):

Avco Corp.—John T. Murphy disposed of 3,500 shares through exchange or conversion, leaving 3,500. Mr. Murphy also acquired 1,750 preferred shares through exchange or conversion, giving him a total of 1,750.

Broadcast Industries—Barry Feiner acquired 10,000 shares, giving total of 10,000. M. William Grossman acquired 65,000 shares, giving total of 92,000. Harvey J. Klaris acquired 10,000 shares, giving total of 10,000. Richard Treibick acquired 65,000 shares, giving total of 111,250.

Chris-Craft Industries—Harry H. Coll sold 1,304 shares, leaving 5,331.

CBS Inc.—Courtney C. Brown bought 100 shares, giving total of 304. J. A. W. Iglehart bought 103 shares, giving total of 43,689.

Cox Broadcasting Corp.—J. Leonard Reinsch sold 2,000 shares, leaving 2,000. Through the Jayren Corp. Mr. Reinsch holds 110,000 shares.

Doyle Dane Bernbach Inc.—Evan H. Baker sold 500 class A shares, leaving 500. Ned Doyle sold 374 class A shares, leaving 187,987. Robert Gage bought 111 class A shares, giving total of 31,706. Mr. Gage holds 44,205 class A shares through a trust, 1,200 through a charitable foun-

ation and 300 through wife as custodian.

Four Star Television—Norman S. Powell sold 100 shares of capital stock, leaving 50.

Gulf and Western Industries Inc.—Robert L. Jones bought 134 shares, giving total of 671. Luther H. Hodges bought 300 shares, giving total of 3,599. Irwin Schloss bought 405 shares, giving total of 13,904. Irwin Schloss and Co. bought 250 shares, giving it total of 8,621.

H&B American Corp.—Solomon Dutka bought 100 shares, giving total of 100.

Lin Broadcasting Corp.—William E. Allaun Jr. sold 6,000 shares, giving total of 10,500. Thomas L. Unterberg, personally holding 6,333 shares and 100 shares beneficially held with daughter, bought 4,700 shares to be held through partnership trading account and sold 4,150 on same account, giving total of 863. Mr. Unterberg also bought \$86,000 in 5½% convertible subordinate debentures, sold \$53,000 held through partnership trading account, leaving \$4,500 worth. He subsequently bought \$15,000 worth of 5½% convertible subordinate debentures held through partnership investment account, giving total of \$15,000.

Metro Goldwyn Mayer—H. J. Strickling sold 500 shares, giving total of 1,600.

Outlet Co.—James E. Gleason exercised option to buy 100 shares, giving total of 300. Joseph S. Sinclair sold 700 shares, leaving 317,353, plus 1,258 held beneficially with wife and 3,839 held beneficially with daughter.

Metromedia Inc.—R. L. Geismar bought 240 shares through exchange or conversion, giving total of 6,540, and bought 180 shares beneficially held with wife through exchange or conversion, giving total of 280. John C. Griswold bought 5,882 shares through exchange or conversion, giving

total of 5,982. R. L. Geismar sold \$4,000 in 6% convertible subordinate debentures through exchange or conversion, leaving none, and sold \$3,000 in 6% convertible subordinate debentures held beneficially with wife through exchange or conversion, leaving none. John C. Griswold sold \$98,000 in 6% convertible subordinate debentures through exchange or conversion, leaving none.

A. C. Nielson Co.—J. Don Book sold 800 class A shares, leaving 420. Warren J. Cousins sold 150 class A shares, leaving 375. Justin M. Power sold 4,000 class A shares, leaving none.

RCA—Elmer W. Engstrom exercised option to buy 7,333 shares, giving total of 86,271, plus 2,040 held beneficially with wife. Leon C. Greenebaum sold 1,000 shares, leaving 30,150, plus 3,000 beneficially held as co-trustee and 5,000 held beneficially through corporation. H. R. Wege exercised option to buy 9,449 shares, giving total of 10,029.

Reeves Broadcasting—Chester L. Stewart sold \$25,000 in 6% convertible debentures, leaving none.

Rust Craft Greeting Cards Inc.—John N. Berkman bought 500 shares, giving total of 54,810. Mr. Berkman beneficially as executor, holds 6,971 shares, as trustee, 410, through Follansbee Steel Corp., 1,508 through Louis Berkman Co. holds 161,028 and through Parkersburg Steel Co. holds 77,931.

Taft Broadcasting Co.—John L. McClay sold 100 shares, leaving 3,167, plus 25 beneficially held as custodian.

Walt Disney Productions—Orbin V. Melton sold 600 shares, leaving 562.

Warner Bros.-Seven Arts—Jack L. Warner bought 900 shares, giving total of 1,900, and bought 100 shares beneficially held with wife, giving total of 100.

ited increases to what Time described as "a relatively narrow range."

CATV expansion continued during the year, the report stated, with 11 systems, in which Time-Life Broadcast had interests, serving 32,000 subscribers. Three more systems were under construction at year's end, Time said.

Overseas, Time-Life is a stockholder in HK-TV Hong Kong which began telecasting last November, holds a minority interest in NBN-3 Newcastle, Australia, and participates in program production and technical services in South America and West Germany.

Time-Life also owns 300,000 shares or 5.2% of common stock of Metro-Goldwyn-Mayer Inc. According to the report, the stock was acquired to "obtain an investment position in the developing technology of motion pictures, television programming and the music and record industries."

For the year ended Dec. 31:

	1967	1966
Earned per share	\$4.36	\$5.40
Revenues	508,268,000	503,080,000
Net income	30,423,000	37,253,000
Average shares outstanding	6,973,000	6,895,000

Fox income up 23% in '67

A 23% increase in profits for 1967 has been reported by 20th Century-Fox Film Corp., New York.

Darryl Zanuck, Fox president, said that while the company limited its fea-

ture-licensing activities in 1967, the company now has a substantial library of available features for TV in 1968 and in future years.

Film series produced for TV contributed \$3,117,000 to the profit last year. In 1966, Fox lost \$4,129,000 on its TV film series.

For year ended Dec. 30:

	1967	1966
Earned per share	\$2.44	\$2.14
Revenue	195,457,000	226,482,000
Net income	15,420,000	12,504,000

ADS Inc. registers stock with SEC

Adams Dana Silverstein Inc., New York advertising agency, filed a statement with the Securities and Exchange Commission last week registering 30,000 common stock purchase warrants and 24,250 shares of common stock.

The 30,000 warrants are exercisable at \$6 a share. The 24,250 common shares may be offered at prices current at the time of sale, at a maximum of \$17 a share.

The company has 415,000 common shares outstanding, of which Donald W. Silverstein, president, owns 39.8% and management officials as a group own 70.4%. Mr. Silverstein proposes to sell 10,000 common shares, leaving 155,000 and five other shareholders

propose to sell from 1,000 to 5,000 shares each.

Other ADS principals are TV stars Don Adams and Bill Dana (each 12.5%) and Woodrow F. Benoit, executive vice president-secretary (15%).

Visual gets all of Educational Electronics

Visual Electronics Corp., New York, last week completed acquisition of all the issued and outstanding stock of Educational Electronics Inc., Newton, Mass., in a continuing diversification. The transaction involved an exchange of the Educational Electronics shares with an undisclosed number of Visual's common. Educational Electronics, which had some \$900,000 in sales last year, supplies, installs and services learning systems (using audio equipment of less than broadcast quality) for schools and colleges.

In its diversifying activity, Visual, which is active in color TV and radio-systems engineering, is now also the exclusive distributor in the New York area of closed-circuit-TV equipment made by Diamond Power Specialties Corp., Lancaster, Ohio; has formed a new information-systems division, and is marketing information-handling systems.

U.K., Canada seek Parliament coverage

The BBC has announced that proceedings in the House of Commons will be broadcast for the first time on an experimental basis from April 23 to May 17.

Previously, broadcasts have been limited to the ceremonial openings of sessions.

The house experiment will consist of recordings for radio of question time in the Commons, business before at least one standing committee and a house sitting devoted to matters raised by private members.

A commons committee which also announced plans for the experiment has expressed opposition to continuous broadcasting of proceedings.

From the recordings BBC experts will prepare edited 15-minute and 30-minute programs which will be relayed to MP's and the parliamentary press gallery.

The general public will not be able to hear any of the recordings.

In February proceedings of the House of Lords were televised on an experimental basis and transmitted on a closed circuit for viewing by the peers. This trial came after years of discussion about the possibility of televising sessions of parliament.

Discussion of the question of whether TV cameras should be allowed into the Canadian Commons increased following a parliamentary crisis that started Feb. 19 after the narrow defeat of a government tax measure. The Liberal government was forced to obtain a vote of confidence to stay in power.

During the height of the crisis, crews from the two Canadian TV networks set up camp in the hallway of the Commons chamber, interviewing party leaders and other MP's as they emerged from the house. The networks ran special programs on the crisis in the afternoon and evenings.

Several MP's later expressed their views for and against television coverage in the Canadian Commons. Don Jamieson, Liberal MP and president of CJOJ-AM-TV St. John's Nfld. (and a former president of the Canadian Association of Broadcasters), said the crisis showed that "TV is here to stay" but that it would be better if cameras were recording events in the chamber instead of giving viewers a "rerun of Parliament out in the hall."

On the Record ■ He said TV cameras should be allowed to make an "electronic Hansard" in the Commons in the same way that the verbatim record is made. Radio and TV stations would be

able to pick film or voice from this record in the same way that newspaper reporters can use the written *Hansard*. *Hansard* is similar to the *Congressional Record* in the U.S.

Early this month in Montreal Consumer Affairs Minister Turner said he favors the televising of parliament debates. Parliament, he said, "should be a theater and a workshop."

Robert Stanbury, a Liberal MP and chairman of the Commons broadcasting committee, said TV coverage is coming "one way or another." He was in favor of having TV inside the House.

Canadians form councils on advertising ethics

English- and French-language councils have been set up by the Canadian Advertising Advisory Board to deal with complaints of unethical advertising practices. The creation of the two councils is part of a campaign against what the board called the "unethical fringe tarnishing the advertising industry."

The board consists of representatives of agency and advertising associations and of national print and broadcasting media.

The program against unethical advertising includes the reissue of a booklet on the advertising code of ethics, first adopted in 1963, and outlining the sections of the criminal code dealing with deceptive advertising.

The president of the advisory board, Allan B. Yeates, heads the new English-language council. The French-language council is under the direction of H. W. Joly of the Imperial Tobacco Co. of Canada Ltd.

Standard Radio plans 5-1 stock split

Standard Radio Ltd., Toronto, has proposed a five-for-one stock split and recommended a name change of the company. Stockholders will be asked to authorize the share split, increasing the company's authorized capital to 10,000,000 shares from 2,000,000 shares at the annual meeting in Toronto June 26. The proposed name change would be to Standard Broadcasting Corp. Ltd.

The company also declared a quarterly dividend of 12½ cents, plus an extra dividend of 50 cents, payable April 10 to shareholders of record March 20.

Standard Radio said the improvement in gross and net income for the fiscal first half ended Sept. 30, 1967, has continued in the second half. In a letter

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to stockholders, the firm said its Toronto station CFRB "has long sought a television license for the Toronto area" and that it has the money to operate such a station if and when a license is obtained.

Standard Radio owns CFRB and CKFM (FM), both Toronto and CJAD and CJFM(FM), both Montreal.

Engineering magazine offered from Japan

Nippon Hosyo Kyokai (Japan Broadcasting Corp.), Tokyo, has announced the availability of *NHK Laboratories Note* on an exchange basis to broadcasters, research institutes, manufacturers of electronic equipment, and all

other interested organizations concerned with broadcast engineering.

Recent issues include No. 111, "Television Standards Converter Using Delay-Line System" by H. Sakata and H. Tanimura; No. 112, "The Effect of Lens Flare on Picture Quality" by S. Tatsuoka; No. 113, "Recent Developments of Color Television Cameras at NHK" by Kazuo Hayashi and Kozo Hayashi; No. 114, "A Noiseless Neon Discharge Tube" by T. Kamegaya, and No. 115, "Semi-Portable Color Camera" by T. Sato, K. Wakui and K. Murakami.

The *Note* may be obtained by writing to: Research & Information Services Division, NHK Technical Research Laboratories, 361, Kinuta-machi, Setagaya-ku, Tokyo, Japan.

Abroad in brief . . .

Convention coverage - The Canadian Broadcasting Corp. will assign a production pool of 275 persons to provide radio-TV coverage on the French and English networks of the April 4-6 Liberal leadership convention.

In the Netherlands - Weightman Inc., Philadelphia has completed a "correspondent agency" agreement with Prad N. V., an Amsterdam agency, to handle Alpo 100% meat dog food in the Netherlands. Prad, the largest agency in Holland, will create and execute all Alpo advertising in that country, with Weightman approving plans and creative work. Weightman has handled the account since 1951.

FATES & FORTUNES

BROADCAST ADVERTISING

John H. A. Cross, senior VP with Compton Advertising, New York, elected executive VP.

John P. Anderson, **Joseph A. Hanna**, and **Thomas Hooson**, management supervisor, Benton & Bowles, New York, elected senior VP's.

Gerald Strauss, account supervisor with Richard K. Manoff Inc., New York, elected VP.



Mr. Meline

Harry Meline, VP, national sales, for Eastman TV Inc., New York, joins Media Surveys Inc., that city, as national sales manager.

Marvin Honig, **John Noble** and **Evan Stark**, copy group supervisors with Doyle Dane Bernbach, New York, elected VP's.

Edwin H. Chamberlain, account su-

pervisor, and **Dwight F. Davis**, associate creative supervisor, J. Walter Thompson Co., New York, elected VP's.

Barry Wiseman, assistant director of radio-TV department for W. B. Doner and Co., Baltimore, named executive radio-TV director.

Norm Potter, with KPIX(TV) San Francisco, named sales service director for KDKA-TV Pittsburgh. Both are Westinghouse Broadcasting stations.

Marie C. Ward, assistant secretary for Krupnick & Associates, St. Louis agency, elected secretary-treasurer.

Kenneth Meng, creative group supervisor and VP with Gardner Advertising, St. Louis, joins Winius-Brandon, that city, as senior art director.

Sheldon H. Joseph, broadcast supervisor with Edward G. Weiss & Co., New York, appointed director of radio-TV business affairs, Chicago.

Burton W. Goodman, national director of advertising and sales promotion

for Sealy Inc., Chicago bedding manufacturer, elected to newly created position of VP in charge of advertising.

Dana Seymour and **Don Spector**, both with Needham, Harper & Steers, New York, named associate creative director and copy group head, respectively.



Mr. Berenberg



Mr. Dennis

Benedict Berenberg, creative associate for TV production, and **Andrew Dennis**, creative associate for art, both with Sullivan, Stauffer, Colwell & Bayles, New York, elected VP's.

Thomas F. Cosgrove Jr., account executive with CBS Radio Spot Sales, New York, appointed sales manager, Chicago.

Anthony F. Renda, assistant general sales manager for WHIC-TV Pittsburgh, appointed general sales manager, succeeding **Leonard A. Swanson**, named general manager (BROADCASTING, March 18). **Patrick J. Gmitter** appointed local sales manager.

William L. Conklin, eastern regional sales manager, Stone Representatives, New York, joins Frank B. Sawdon Inc., that city, as marketing and research director.

Philip R. Wendorf, sales and service coordinator, A. C. Nielsen Co., Clinton, Iowa, joins Kerker-Peterson, Minneapolis agency, as research manager.

Michael R. Burr, with Schwab, Beatty & Porter, New York, joins Wermen

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& Schorr, Philadelphia, as senior copywriter.

Mike Boudreau, local commercial manager of WDRC Hartford, Conn., named VP-sales. **Michael Drechsler**, account executive, named national sales manager.

Albert A. Price Jr., Jeanie Price and Clayton Cosse, elected president, VP-treasurer, and chairman of board and secretary, respectively, of Dora-Clayton Agency, Atlanta.

Edna Kenyon, treasurer with Sales Promotion Services, Hartford, Conn., agency, named VP. **Peter H. Renkert**, advertising manager with Mechanics Savings Bank, Hartford, joins SPS there as account executive.



Mr. Salk

Robert H. Salk, director of special projects with Capital Cities Broadcasting, New York, appointed director of sales development.

John Barbieri, account executive with WPHL-TV Philadelphia, named to direct newly created retail sales department. **Jack Kline**, director of sales development, named to head regional sales department.



Miss Jackson

Babette Jackson, VP in research department of Dancer-Fitzgerald-Sample, New York, named VP and director of research, succeeding **David Inouye**, who resigns with no plans announced.

James A. Wethington, joins Lawton & Associates, Honolulu, as account executive.

James H. Smith, account executive with KNBC(TV) Los Angeles, joins TV sales office of Edward Petry & Co., that city.

Bruce McEwen, account executive with The Katz Agency, New York, joins The Hollingbery Co., that city, in similar position.



Mr. Schrank

William Schrank, television and radio research director with Avery - Knodel, New York, joins The Katz Agency, that city, as research director for radio division.

Joseph X. O'Hara, account executive with NBC-TV Spot Sales, New York, joins Harrington, Righter & Parsons, that city, in similar position.

Marvin D. Gwinn, manager of Aylin

Advertising Agency, Dallas, joins account service staff of Smith & Douglas Advertising, that city.

Robert Z. Goldberg joins WANN and WXTV(FM) Annapolis, Md., as assistant sales manager.

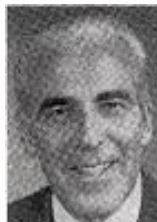
Michael F. Hogan, account executive, WCAU Philadelphia, appointed account executive, CBS Radio Spot Sales, Chicago.

Richard Muth, media buyer with Northlich Stolley Inc., Cincinnati agency, joins WEBN-FM, that city, as sales manager.

Hal Heisler, with Jack Tinker & Partners, New York, joins Smith/Greenland Co., that city, as copywriter.

Sigvald B. Wehrle, formerly with Arthur Meyerhoff Assoc., Chicago, joins North Advertising, that city, as account director.

MEDIA



Mr. Sherwin



Mr. Klein

Wally Sherwin, program director for KHJ-TV Los Angeles, appointed general manager, effective April 1, succeeding **Mal Klein**, who joins National General Corp., Beverly Hills, Calif., as VP, heading new creative service and marketing division.

John D. Chapman, manager of Taft Broadcasting Co.'s Cleveland sales office, joins WOKO Albany, N. Y., as VP and general manager.

Floyd T. Christian, Florida state superintendent of public instruction, **Dr. Ralph Dailard**, superintendent of San

Diego city schools, and **Dr. Carroll V. Newsom**, VP for education, RCA, named to executive board of directors of National Association of Educational Broadcasters, Washington.

James H. Erwin, local sales manager for KXOK St. Louis, joins KOMA Oklahoma City, as general manager. Both are Storz Broadcasting stations.



Mrs. Zorbaugh

Geraldine Bone Zorbaugh, VP and general attorney with CBS Radio, retires.

Bruce E. Haight, assistant controller—planning for CBS-TV, New York, named controller, CBS-TV, Hollywood, succeeding

Robert B. Jackson, who resigns to join Capitol Records Distributing Corp., that city.

Bob Carlson joins Linder Radio Group, Willmar, Minn., as VP.



Mr. Sondheim

Jay Sondheim, general manager of WLYH-TV Lancaster-Lebanon, Pa., joins KFRE-TV Fresno, Calif., in similar position. Both are Triangle stations.

Wilbur Schramm, professor of international communication and director of institute for communication research, Stanford University, and **Lawrence T. Frymire**, executive director of Illinois Telecommunications Commission, appointed to national advisory board of National Center for School and College Television, Bloomington, Ind.

Richard M. Klaus, director of business development for Major Market Radio Inc., New York, resigns to join Courtland Broadcasting Corp., Cleveland, as executive VP. Courtland owns

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WFAS-AM-FM White Plains, N. Y., and plans other acquisitions.

Fred Menzies, station manager of WHEN-TV Syracuse, N.Y., resigns to pursue personal business interests.

PROGRAMING



Mr. Stoneham



Mr. Golden

Russell Stoneham, director of program administration and production for CBS-TV, New York, named director of nighttime programs; **Marc Golden**, general program executive, appointed director of program development; **James Krayer**, general program executive, named director of production.



Mr. Petry

Gerard B. (Jack) Petry, manager, newsfilm editing for NBC News, New York, appointed director, practices, for NBC, that city.

Paul D. Coss, executive producer of programming for KDKA-TV Pittsburgh, named program manager for WJZ-TV Baltimore, succeeding Mel Bernstein, named to similar position with WBZ-TV Boston (BROADCASTING, March 18). All are Westinghouse Broadcasting stations.

Jeff Gold named VP and account manager for Filmex Inc., New York. **Sol Ehrlich**, producer-director, Elliott, Unger, Elliott, commercial division of Screen Gems, New York, joins Filmex in similar position.

Andrew Jaeger, senior account executive with TV Stations Inc., New York, joins Allied Artists Television Corp., that city, as general sales manager.



Mr. Crane

David Crane, news director for KLAC Los Angeles, appointed program director.

Charles R. Parker, assistant general manager and program director with WDRG Hartford, Conn., named VP-programing.

John Reed Thayer, operations manager for Mel Blanc Studios, Los Angeles, joins Pepper & Tanner, Memphis, as sales manager.

Bob Burton appointed program di-

rector for WBCB Levittown-Fairless Hills, Pa.

Jim Lathrop, newsman with KGMB-TV Honolulu, appointed sports director, succeeding **Frank Valenti**, who retires with no plans announced.

Arthur Kananack, head of business affairs for Creative Management Association, London, joins American Film Institute, Washington, as general counsel and corporate secretary.

Robert I. McDonald Jr., production manager for WINN Atlanta, appointed operations manager.

Clark Santee, producer-director with noncommercial KOAP-TV Portland, Ore., joins noncommercial WHYI-TV Wilmington, Del., in similar position.

Kris Stevens appointed assistant music director for WQXI Atlanta.

NEWS

John Cooper, manager of newsfilm syndication, CBS News, New York, named director of newsfilm syndication.

Ed Ziel, newsman for KLAC Los Angeles, appointed news director.



Mr. Sachs

Harvey Sachs, news director for KTTV(TV) Los Angeles, appointed to newly created position of producer of station news. **Jack Latham**, newsman for KNBC(TV) Los Angeles, named anchor man for nightly news hour on KTTV. He succeeds **Alex Dreier**, who forms partnership with KABC-TV Los Angeles for weekly half-hour series, *Man on the Go*. Mr. Dreier also continues on radio for ABC Radio.

James Burnes, ABC News correspondent, named urban affairs correspondent. **George Watson**, Moscow correspondent for ABC News, assigned to Saigon bureau. **Russ Jones**, ABC News correspondent in Vienna, replaces Mr. Watson. **Bill Brannigan**, correspondent, and **James Deckard**, cameraman, wounded by shrapnel while filming report on Marine outpost at Khe-sanh, South Vietnam.

Lewis Coleman, manager of KSEO-AM-FM Durant, Okla., named manager of Indian Nations Network, Oklahoma City news service.

Jack Belt, news director with WLOS-TV Asheville, N. C., joins WTVJ(TV) Miami, as bureau chief, Broward-Palm Beach, Fla.

Alan Boal, newscaster with WIIC-TV Pittsburgh, joins news staff of WTAE-AM-TV, that city.

Gene Scott, former newsman with CHFI and CHUM Toronto, joins news

staff of KYW Philadelphia.

Marshall Voigt, from *Fort Bliss News*, El Paso, joins KNX Los Angeles as desk editor.

Bill Brooks, newscaster with KBTU(TV) Denver, joins news department of WNAC-TV Boston.

Herbert A. Michelson, general manager, Gerald E. Seltzer Advertising, Oakland, Calif., joins KBHK-TV San Francisco as news assignment editor.

FANFARE

Robert F. Blake, director of public information for Westinghouse Broadcasting Co., New York, appointed to newly created position of director of creative services for West Coast, Westinghouse Broadcasting, Los Angeles.

John (Jay) Scafone joins WWDC Washington as PR director.

Edna L. Seaman, PR and promotion director for WFBC-TV Greenville, S. C., joins parent Multimedia Broadcasting, that city, as administrative assistant.

EQUIPMENT & ENGINEERING

Albert Kahn, president of Electro-Voice Inc., Buchanan, Mich., resigns to organize manufacturing operation in Appalachian area. He retains his seat on board of parent firm, Gulton Industries, Metuchen, N. J. **Wayne A. Beaverson**, executive VP of Electro-Voice, elected president to succeed Mr. Kahn.

Terry R. Cole, VP for Lauderdale Electronic Labs Inc., appointed director of marketing for Continental Electronic Wholesale Corp., Miami.

INTERNATIONAL



Mr. Powell

Donald A. Powell, group creative supervisor with MacManus, John & Adams, Bloomfield Hills, Mich., appointed creative supervisor with Sharp, MacManus Ltd., London division of MJ&A.

Peter W. Smith, chief engineer of South Australian Telecasters Ltd., Adelaide, Australia, joins Central Dynamics Ltd., Pointe Claire, Que., in similar position.



Mr. Johnston

Harold C. Johnston, chairman of executive committee and managing director of Leo Burnett Co. of Canada Ltd., Toronto, elected president, succeeding **Edgar W. (Ted) Hudson**, who retires with no plans announced.

DEATHS

Alberto H. Cata, 57, deputy director of Time-Life Broadcast International and president and general manager of Proventel, TV program production firm in Caracas, Venezuela, died March 7 while in Los Angeles on film-buying trip. Prior to joining Time-Life Broadcast in 1964, Mr. Cata served as special consultant for Latin America for CBS-TV. He is survived by his daughter.

John J. White, 70, one-time music director for NBC, who retired in 1950, died March 19 at his home in Cranford, N. J. He is survived by his wife, Mary, and daughter.

Jesse T. Ellington, 68, founder of Ellington & Co., New York, and one-time VP and creative head of J. M. Mathes Inc., that city, died March 29 while vacationing in Tortola, W.I. Mr. Ellington founded his firm in 1946, selling it to Donahue & Coe in 1964. He is survived by his wife, Elizabeth, two

sons and daughter.

Charles A. Caldwell, 56, assistant domestic area operations officer for Voice of America, died March 17 of heart attack at his home in Cheverly, Md. Before joining government radio operations in 1944, Mr. Caldwell was transmitter operator for WOOD Grand Rapids, Mich., 1936-1940, and for WXYZ Detroit from 1940-1944. He is survived by wife, Maryse.

Charles E. Fuller, 80, radio evangelist, died March 19 at convalescent home in Pasadena, Calif., of heart disease. Mr. Fuller, co-founder of Fuller Theological Seminary in Pasadena, started his *Old Fashioned Revival Hour* on southern California radio stations some 43 years ago. The broadcasts were once carried by more than 625 stations. He is survived by his son.

Harry Kurnitz, 59, stage and film writer died March 18 in Mt. Sinai Hospital, Los Angeles, after suffering heart

attack. Mr. Kurnitz wrote screenplays, novels, detective stories and theatrical plays that were adapted for and performed on television. He leaves no immediate survivors.

June Collyer, 60, actress and widow of actor Stu Erwin, died March 16 of bronchial pneumonia in Los Angeles. Her death occurred less than three months after that of her husband, to whom she was married for 36 years (BROADCASTING, Jan. 1). Mrs. Collyer appeared with her husband in two TV series, *Trouble With Father* and *The Stu Erwin Show*. She is survived by son, daughter and two brothers, including TV actor-announcer Bud Collyer.

Frank R. Neu, 47, PR director American Dairy Association, Chicago, died of cancer March 13 in central DuPage hospital, Winfield, Ill. He had been with ADA since 1952. He is survived by his wife, Elizabeth, and four children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 13 through March 20 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Nampa, Idaho—Snake River Valley Television Inc. Seeks VHF ch. 6 (82-88 mc); ERP 64 kw vis., 12.3 kw aur. Ant. height above average terrain 2,629 ft.; ant. height above ground 153 ft. P. O. address: 711½ Bannock Street, Boise, Idaho 83701. Estimated construction cost \$440,000; first-year operating cost \$275,000; revenue \$325,000. Geographic coordinates 43° 45' 12" north lat.; 116° 05' 56" west long. Type trans. RCA TT10AL. Type ant. RCA TF 6BM. Legal counsel Wilner, Scheiner & Greeley, Washington; consulting engineer Howard D. Johnson. Principals: Robert Taylor, chairman of board, Richard F. Shively, vice president-treasurer, William A. Martin, executive vice president-secretary (each 25%) et al. Mr. Taylor is actor; director and chairman of board and has less than 25% interest in eight CATV systems throughout Nebraska. Mr. Martin owns 33¼% of real estate firm, and also owns less than 25% interest in eight CATV systems throughout Nebraska. Mr. Shively is officer, director and less than 25% owner of Telesis Corp. (multiple CATV owner); less than 25% owner of Fer-Rich Broadcasting Inc., owner of more than 90% of KNOP-AM-TV North Platt, Neb., and sole owner of WLF1-TV Lafayette, Ind. Ann. March 18.

Existing TV stations

FINAL ACTIONS

WPHL-TV Philadelphia — Broadcast Bureau granted mod. of CP to change ERP to 2,400 kw vis., 355 kw aur., change type trans., type ant., ant. structure, decrease ant. height to 1,080 ft. and correct seconds of geographical coordinates. Action March 18.

OTHER ACTIONS

■ Review board on March 19 in Fayetteville, Ark., TV proceeding, Docs. 17704-05, granted joint petition filed on March 15, 1968, by Noark Broadcasting Inc. and Stamps Radio Broadcasting Co. and extended to March 22 time within which to file joint responsive pleading to comments which Broadcast Bureau filed on Feb. 14 to petition for leave to amend and joint request for approval of merger agreement and other relief.

■ Review board in Minneapolis, TV proceeding, Docs. 15841-15843, 16782-16783, scheduled oral argument before panel of review board for April 9. Action March 14.

■ Commission gave notice that Jan. 19 supplemental initial decision proposing grant of CP for new television station on ch. 26 to Crest Broadcasting Co., Houston,

Tex. (Doc. 15327), became effective March 11 pursuant to Sec. 1.276 of rules. Ann. March 19.

■ Broadcast Bureau granted mod. of CP to extend completion date for KSIX-TV Corpus Christi, Tex., to July 17. Action March 12.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on March 11 in Los Angeles and Norwalk, Calif. (RKO General Inc., KHJ-TV and Fidelity Television Inc.), TV proceeding on examiner's own motion continued March 11 prehearing conference to March 18 (Docs. 16679-80).

■ Hearing Examiner David I. Kraushaar on March 11 in Moline, Ill. (Moline Television Corp., WQAD-TV and Community Telecasting Corp.), V proceeding, granted objections by Moline Television Corp. to "motion" by Community Telecasting Corp. requesting that Moline Television produce and permit Community to inspect and copy large number of "writings" allegedly under the control of Moline (Docs. 17993-4). By separate action cancelled subject to further notice or order all dates with regard to pre-trial discovery.

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New AM stations

FINAL ACTIONS

Auburn, Me.—Andy Valley Broadcasting System Inc. FCC granted 1530 kc, 1 kw-D. P. O. address: c/o James Aikman, 141 College St., Lewiston, Me. 04240. Estimated construction cost \$18,859; first-year operating cost \$43,550; revenue \$55,000. Principals: James M. Aikman (40%), John J. Pineau and Gerard R. Pineau (each 30%). Mr. Aikman is employed by WLAM Lewiston, Me., and also owns advertising, publicity and public relations counseling business. Messrs. Pineau are each 49% owners of WGHM Skowhegan, Me. Gerard Pineau is also 51% owner of pharmacy. In same action, commission denied joint petition by Lewiston-Auburn Broadcasting Corp., licensee of WLAM, and Androscooggin Radio Corp., licensee of WCOU, both Lewiston, Me., opposing grant. WLAM and WCOU had contended that Andy Valley was not financially qualified; that proposal failed to comply with Sec. 73.188(b)(2) of rules requiring a minimum field intensity of 5 mv/m over most distant residential area of the community to be served, and that Andy Valley had not made adequate effort to determine needs and interests of the public to be served by proposed station. Action March 13.

■ Commission granted amendment to application of Ray A. Childers, King, N. C., for CP for new AM station permitting him to specify station location as newly formed community of Eden, rather than Spray, N. C. Commission action, waives Sec. 1.571 of rules. Action March 13.

OTHER ACTIONS

■ Review board in Henderson, Nev., AM proceeding, Docs. 16813-14, granted joint request for mod. of order filed by 1400 Corp. and Joseph Julian Marandola on Feb. 13. Action March 18.

■ Review board in Media, Pa., AM proceeding, Doc. 17141, dismissed as moot motion for stay of examiner's ruling filed March 15 by Greater Philadelphia Council of Churches et al. Action March 18.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on March 14 in Donelson, Tenn. (Great Southern Broadcasting Co.), AM proceeding, on request by Broadcast Bureau and with consent of other parties, extended from April 3 to April 17 time to file proposed findings and from April 17 to May 1 for replies (Doc. 17365).

■ Hearing Examiner Isadore A. Honig on March 12 in Wanchese, Midway Park and Maysville, N. C. (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris), AM proceeding, granted petition by Onslow Broadcasting Corp. and extended time from March 15 to March 22 to file opposition pleadings to petition by Onslow County Broadcasters for leave to amend (Docs. 17886-8).

■ Hearing Examiner Isadore A. Honig on March 12 in Reno and Las Vegas (Circle L Inc. and Radio Nevada) AM proceeding, on examiner's own motion closed record (Docs. 16110, 16115).

■ Hearing Examiner Jay A. Kyle on March 14 in Statesboro, Ga. (Farnell O'Quinn), AM proceeding, granted request by WWNS Inc., and rescheduled March 18 hearing conference for April 18 (Doc. 17722).

■ Office of Opinions and Review on March 13 in Statesboro, Ga. (Farnell O'Quinn), AM proceeding, granted request of Broadcast Bureau and extended to March 20 time for filing response to application for review filed by WWNS Inc. (Doc. 17722).

■ Hearing Examiner Herbert Sharfman on March 11 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), FM and AM proceeding, due to commissioner's order released March 8 designating Risner FM and AM applications and Mace AM application for consolidated hearing, ordered that procedural schedule, including hearing date of April 30 set in Risner FM matter be cancelled, and scheduled pre-hearing conference for April 11 (Docs. 17899, 18043-4).

■ Hearing Examiner Herbert Sharfman on March 12 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Impact Radio Inc.), AM proceeding, granted petition for leave to intervene and made Messrs. Mullen, Aheron and Dove joint parties to proceeding (Docs. 17945-6).

Existing AM stations

FINAL ACTIONS

KMLO Vista, Calif.—Broadcast Bureau granted license covering new station. Action March 13.

WEZY Cocoa, Fla.—Broadcast Bureau granted mod. of license to change studio location to 308 Forrest Avenue; conditions. Action March 13.

KIKI Honolulu—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action March 13.

WBCN Boston—Broadcast Bureau granted license covering installation of new type trans. and ant., change ERP and ant. height. Action March 13.

WMIC Sandusky, Mich.—Broadcast Bureau granted mod. of CP to make changes in DA system, change studio location to 19 South Elk Street, Sandusky, change type trans.; conditions. Action March 15.

KOFI Kalspell, Mont.—Broadcast Bureau granted license covering change in frequency and hours, increase in power, installation of new ant. system, new type trans., change ant.-trans. location, specify type trans. Action March 13.

WGSM Huntington, N. Y.—Broadcast Bureau granted mod. of license to change main studio and remote control point to 900 Walt Whitman Road, Huntington Station, New York; condition. Action March 15.

WKPA New Kensington, Pa.—Broadcast Bureau granted license covering change in ant. system. Action March 13.

KYAL McKinney, Tex.—Broadcast Bureau granted CP to increase power to 5 kw, install DA-D, change ant.-trans. location to State Highway 121, 12 miles southwest of McKinney, delete remote control and install new type trans.; conditions. Action March 19.

KBAM Longview, Wash.—Broadcast Bureau by letter of March 18, notified KBAM that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make entries in radio station maintenance log as required.

■ Commission has granted petition of Harriscope Broadcasting Corp., licensee of KTWO Casper, Wyo., to amend condition attached to CP in order to allow station to

use frequency of 1030 kc. Action March 13.

■ Review board granted Storz Broadcasting Co. CP to increase daytime power of WTXN New Orleans from 5 kw to 10 kw, change trans., and change daytime directional ant. pattern. Grant was made subject to condition that Storz submit data made in accordance with Secs. 73.48 and 2.579 of rules for type acceptance of proposed trans. (Doc. 16036). Action March 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KDOT Scottsdale, Ariz. to Aug. 22; KBBQ Burbank, Calif. to Sept. 12; KLEO Wichita, Kan. to Aug. 23 and WNAT Natchez, Miss. to May 1. Action March 13.

INITIAL DECISION

■ FCC in initial decision granted application by Natchez Broadcasting Co. for CP to change operating facilities of WMIS Natchez, Miss. from 250 w-U, to 1 kw-D, and 250 w-N (Doc. 17626). Ann. March 14.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on March 7 in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]) AM proceeding, granted request by KUPD and scheduled certain procedural dates; and ordered that hearing will commence on June 11 (Doc. 17777).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 12 in Macon, Miss. (J. W. Furr [WMBC]) AM proceeding, granted petition by Furr for reconsideration of examiner's order adopted Feb. 29, and granted motion for leave to amend filed by Furr on Jan. 29 (Doc. 17444).

■ FCC on March 11 extended time from March 14 to June 14 to file comments and from April 16 to July 16 for replies in matter of amendment of part 73 of rules to specify, in lieu of existing MEOV concept, standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in standard broadcast service (Doc. 16222).

FINES

■ Commission has granted application of Allen C. Bigham Jr. for renewal of license of KCTY Salinas, Calif., until Dec. 1, contingent on \$10,000 forfeiture which Mr. Bigham has paid. (Doc. 16769). Action March 13.

■ FCC has ordered KREI Farmington, Mo. to pay forfeiture of \$500. On Nov. 19, 1966 during inspection, unlicensed or improperly licensed operators were on duty and in actual charge of KREI's transmitter on several days in Nov. 1966. Action March 13.

■ John George Long d/b as Bay City Broadcasting Co., licensee of KIOX Bay City, Tex. has been ordered to pay forfeiture of \$1,000 for failure to comply with rules. Licensee was cited for several violations, including operation of station after sunset during August and September 1966 with its nondirectional pattern, in violation of terms of its license. Action March 13.

RULEMAKING PETITIONS

WDQN DuQuoin, Ill.—Requests amendment of the table of assignments to assign ch. 240A to DuQuoin.

WLL Lynchburg, Va.—Requests amendment of rules so as to make following addition to Lynchburg; on ch. 261A and ch. 269A; requests ch. 261A, ch. 269A and ch. 296A.

CALL LETTER ACTIONS

■ Crittenden County Broadcasting Co., Marion, Ky. Granted WMJL.

■ John B. Walton Jr., Amarillo, Tex. Granted KDJW.

DESIGNATED FOR HEARING

■ FCC has ordered KFLY Corvallis, Ore. and KPTN Central Point, Ore., to show cause why license of KFLY and CP of KPTN should not be revoked. Action March 13.

■ FCC designated for consolidated hearing applications of Lum A. Humphries d/b as Wagoner Radio Co. for renewal of license of KWLG Wagoner, Okla., Vinita Broadcasting Co. for renewal of license of KVIN Vinita, Okla. and of Vinita Broadcasting Co. for CP for new FM to operate on ch. 265, 100.9 mc with ERP 3 kw, ant. height 135 ft. at Vinita, Okla. Action March 13.

■ Commission has designated for consolidated hearing mutually exclusive applications of Southern Minnesota Supply Co. (KYSM) Mankato, Wis. to change facilities from class IV unlimited time operation on 1230 kc with 250 w, to unlimited time operation as class II on 1190 kw with 500 w

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<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 <i>Member AFOEB</i></p>	<p>KEAN, SKLOM & STEPHENS CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFOEB</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFOEB</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>
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<p>PETE JOHNSON & Associates CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 75901 634-9558 632-2821</p>	<p>WILLIAM B. CARR CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 <i>Member AFOEB</i></p>	<p>RAYMOND E. ROHRER Consulting Radio Engineers 317 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 <i>Member AFOEB</i></p>
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<p>Service Directory</p>	<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Leo's Summit, Mo. Phone Kansas City, Laclode 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>FRANK A. ZOELLER TELEVISION SYSTEMS CONSULTANT 20 Years Experience Box 366 • San Carlos, Cal. 94070 (415) 593-1751</p>

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 20, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR		TOTAL Authorized
	Licensed	CP's		ON AIR	CP's	
Commercial AM	4,167 ¹	17	4,184 ¹	85	4,269 ¹	
Commercial FM	1,767	39	1,806	257	2,063	
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²	
Commercial TV-UHF	118 ²	29	147 ²	160	307 ²	
Educational FM	322	11	333	35	368	
Educational TV-VHF	67	6	73	3	76	
Educational TV-UHF	55	21	76	33	109	

STATION BOXSCORE

Compiled by FCC, Feb. 29, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,166 ¹	1,764	614 ²	321	120
CP's on air (new stations)	14	40	38	11	29
Total on air	4,180 ¹	1,804	652 ²	332	149
CP's not on air (new stations)	87	254	172	36	36
Total authorized stations	4,267	2,058	824	368	185
Licenses deleted	1	1	0	0	0
CP's deleted	1	0	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

directionalized at night and 5 kw to sunset directionalized during CH; Progress Valley Broadcasters, Inc. (KSMM) Skokopee, Wis. to change class II daytime operation from 1530 kc with 500 w to 1170 kc with 1 kw. Included in designation order are two new AM class II applications for daytime operation on 1170 kc—Edwin B. and Richard H. Darby d/b as The Waseca-Owatonna Broadcasting Co. with 1 kw at Waseca, Minn. and Wisconsin Radio Inc., requesting 10 kw with 1 kw during CH at River Falls, Wis. Action March 13.

New FM stations

APPLICATIONS

Fresno, Calif.—International Radio Inc. Seeks 95.5 mc, ch. 238, 50 kw. P. O. address: Box 1007, Fresno 93714. Estimated construction cost \$49,670; first-year operating cost \$48,000; revenue \$60,000. Principals: Richard E. Ryan, president (56.5%), Don R. Pickens, secretary-treasurer (15%) et al. Mr. Ryan is 35% owner of KAZA Gilroy, Calif. Mr. Pickens owns rep firm and is 4% owner of KAZA. Ann. March 19.

Topeka, Kan.—Midland Broadcasters Inc. Seeks 107.7 mc, ch. 299, 52.1314 kw. Ant. height above average terrain 151.55 ft. P.O. address: 700 Kansas Avenue, Topeka 66603. Estimated construction cost \$35,131; first-year operating cost \$21,800; revenue \$24,000. Principals: Frederick P. Reynolds, president (48%), Warren F. Rhyner, vice president (32%) et al. Applicant owns KEWI Topeka and KUSN St. Joseph, Mo. Ann. March 19.

Potsdam, N. Y.—St. Lawrence Radio Inc. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 153.5 ft. P. O. address: WPNM, Potsdam 13676. Principals: Fred G. Hartman Jr., president (0.28%), David A. Kyle, treasurer (23.09%) et al. Applicant owns WPDW Potsdam. Ann. March 20.

Due West, S. C.—Erskine College. Seeks 88.5 mc, ch. 203, 0.0063 kw. Ant. height above average terrain 107 ft. P. O. address: Erskine College, Business office, Belk Hall, Due West 29639. Estimated construction cost \$1,875; first-year operating cost \$300; revenue none. Principals: Erskine College is a private educational institution. C. H. Carlisle is vice president of business and finance. Ann. March 15.

Burlington, Vt.—Vermont-New York Broadcasters Inc. Seeks 92.9 mc, ch. 225, 36 kw. Ant. height above average terrain 2,706 ft. P. O. address: Box 22, Burlington 05401. Estimated construction cost \$76,036; first-year operating cost \$89,000; revenue \$25,000. Principals: J. L. Siegal, president (28%) et al. Mr. Siegal is president and general manager of WVNY-TV Burlington. Ann. March 19.

FINAL ACTIONS

*Cedar Rapids, Iowa—Coe College. Broadcast Bureau granted 90.5 mc, ch. 213, 10 w. P. O. address: 1220 First Avenue, Cedar Rapids 52402. Estimated construction cost \$5,116.38; first-year operating cost \$2,600; revenue none. Principals: Joseph E. McCabe is president ex officio of Coe College board of trustees. Robert E. Heywood is assistant treasurer of board of trustees. Action March 13.

*Grinnell, Iowa—Grinnell College. Broadcast Bureau granted 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 74 ft. P. O. address: 6th Avenue, between Park and East Streets, Grinnell 50112. Estimated construction cost \$9,920; first-year operating cost \$1,300; revenue \$11,500. Principals: Dr. Glenn Leggett is president of Grinnell College, Dr. James H. Stauss is dean and Dr. Donald W. Lambie is treasurer and business manager. Action March 11.

*Hillsboro, Mo.—Junior College District of Jefferson County. Broadcast Bureau granted 88.9 mc, ch. 205, 5.52 kw. Ant. height above average terrain 275 ft. P. O. address: Box 126, Hillsboro 63050. Estimated construction cost \$23,012; first-year operating cost \$15,500. Principal: Board of Trustees, Jefferson Junior College. Action March 19.

FCC denied petition by Rodio Radio Hammonton-Egg Harbor, N. J. and returned FM application. Petition requested waiver of Sec. 1.591(b) of rules. Action March 13.

Sag Harbor, N. Y.—East Coast Broadcasting Corp. Broadcast Bureau granted 91.1 mc, ch. 221, 3 kw. Ant. height above average terrain 125 ft. P. O. address: Box 815, Redwood Causeway, Sag Harbor 11963. Estimated construction cost \$14,057; first-year operating cost \$15,000; revenue \$12,000. Principals: Robert O. King, president, and John F. Tallcott, executive vice president. Ann. Jan. 31.

*Raleigh, N. C.—Shaw University. Broadcast Bureau granted 88.9 mc, ch. 205, .016 kw. P. O. address: 118 E. South Street, Raleigh 27602. Estimated construction cost \$24,087.36; first-year operating cost \$6,400; revenue \$31,400. Principal: Shaw University is private educational institution. Action March 19.

Bellefontaine, Ohio—Charles H. Chamberlain. FCC granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 300 ft. P. O. address: RR #2, Box 69, Bellefontaine 43311. Estimated construction cost \$23,140; first-year operating cost \$30,000; revenue \$36,000. Mr. Chamberlain is owner of welding service and investment real estate. He has no broadcast interests. Action March 19.

Vermont-New York Broadcasters Inc., Burlington, Vt.—Broadcast Bureau rescinded grant of March 11 for FM station in Burlington, Action March 15.

OTHER ACTIONS

Review board in San Clemente, Calif., FM broadcast proceeding, Docs. 17648-49, granted to extent indicated and denied in all other respects motion to enlarge issues filed Feb. 8 by South Coast Broadcasting Co. Action March 15.

Review board in Lebanon, Mo., FM broadcast proceeding, Doc. 17899, dismissed appeal from examiner's adverse ruling filed by Lee Mace on Jan. 30. Action March 15.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 13 in Salem and Vinton, Va. (WRIS Inc. and Roanoke-Vinton Radio Inc.) FM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer and scheduled prehearing conference for April 29 and hearing for May 31 (Docs. 18061-2).

Hearing Examiner Charles J. Frederick on March 11 in Fort Smith, Ark. (American Television Co.) FM proceeding, on request by American and with agreement of counsel for Broadcast Bureau, scheduled prehearing conference for March 19 and further ordered that other procedural dates established are set aside pending outcome of the March 19 prehearing conference. (Doc. 17849).

Hearing Examiner Charles J. Frederick on March 12 in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University) FM proceeding, granted petition by Fairleigh Dickinson for leave to amend application whereby Henry P. Becton and Fairleigh S. Dickinson Jr., principals of applicant, "may be in position to acquire de facto control of the licensee" of WNJU-TV Linden, N. J. (Docs. 17454-5).

Hearing Examiner Isadore A. Honig on March 12 in Portland, Ind. (The Graphic Printing Co., Glenn West and Soundvision Broadcasting Inc.) FM proceeding, on request by Graphic Printing Co., granted one month extension of certain procedural dates and on examiner's own motion, postponed hearing scheduled for March 26 to May 14 (Docs. 17915-7).

Hearing Examiner David I. Kraushaar on March 8 in Miami, Fla. (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, scheduled further hearing for May 1 and further ordered that the transcript of March 8 conference is incorporated by reference with same force and effect as if quoted verbatim (Docs. 17401, 17403).

RULEMAKING PETITION

Wyandot Broadcasting Co., Washington—Requests amendment of the table of assignments so as to give Upper Sandusky its first FM assignment as follows: Upper Sandusky, Ohio on none; requests ch. 240A and Galion, Ohio on 240A; requests ch. 272A. Ann. March 18.

RULEMAKING ACTION

FCC denied petition by Kentucky Broadcasting System requesting reconsideration of the commission's report and order (Doc. 17746; RM-1190) adopted Dec. 13, 1967 assigning ch. 296A to Danville, Ky. Action March 13.

Existing FM stations

FINAL ACTIONS

KOST(FM) Los Angeles—Broadcast Bureau granted license covering installation of dual ant., new type trans., transmission line, specify type trans. Action March 6.

WDRC-FM Hartford, Conn.—Broadcast Bureau granted license covering use of former main trans. and ant. at main trans. location as an auxiliary trans. and ant. to be operated on 102.9 mc, ERP 7 kw, ant. height 750 ft. Action March 13.

WEAS-FM Savannah, Ga.—Broadcast Bureau granted license covering new station. Action March 13.

WYCA(FM) Hammond, Ind.—Broadcast Bureau granted CP to change ant.-trans. location to 1050 ft. southwest of Brainard Avenue, 800 ft. west of Illinois State line, Burnham, Ill.; change studio location to a site to be determined, Hammond; install new type trans. and dual polarized type ant. Action March 15.

*KALA(FM) Davenport, Iowa—Broadcast Bureau granted CP to make changes in ant. sys. Action March 13.

WSIP-FM Paintsville, Ky.—Broadcast Bureau granted license covering installation of new type trans., change ERP and ant. height. Action March 13.

WHYN-FM Springfield, Mass.—Broadcast Bureau granted CP to change auxiliary trans. to main trans. location employing main ant., ant. height 1000 ft. and ERP 5.6 kw. Action March 15.

KTWN(FM) Anoka, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 3. Action March 14.

KRXL(FM) Kirksville, Mo.—Broadcast

(Continued on page 179)

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

Help Wanted—Management

Experienced manager wanting fourth ownership \$15,000 investment opportunity. New, small-market AM. Prosperous area. Nice facilities, real estate. Well financed. Good frequency. Box C-151, BROADCASTING

General manager. East coast chain. Salary range: high 5 figure plus bonus—override. Top rated in market. Replies to Box C-162, BROADCASTING.

Have been looking for months for a strong personable self-starter to sell for an all country station, located near a major market in North Carolina. Start as sales manager with opportunity to be manager. If you want a challenge and are willing to work hard with reasonable guarantee and commission. Please apply to Box C-326, BROADCASTING.

We're looking for a man in, or ready for, single station market management, willing to relocate. Station well-established in good Iowa community, but needs willing worker with imagination to fulfill its potential, which is excellent. Age no barrier. Send complete resume including income expected in first letter. Box C-340, BROADCASTING.

Ohio daytimer needs experienced working manager. If you qualify write Box C-346, BROADCASTING.

Stock available for high performance sales manager. Fine opportunity. Resume, sales record first letter. Immediate. Dan Covell, WGMZ, 903 Stevens, Flint, Michigan.

Help Wanted—Sales

Immediate opening! Two C-W salesmen or salesmen-announcers. Old established station—one of Florida's largest cities. Must be strong on sales, know modern C-W music, Rush tape and resume. Box C-234, BROADCASTING.

If you're waiting for a lucky break—don't read! But, if you believe in making your own luck through ability and opportunity, maybe this is it. Can you sell? Sustain yourself for 3-6 months? If yes, this is a top-flight sales opportunity with two 5 kw stations in southeast markets excellent to good. Top commissions, longer-range benefits possibility. Time salability proven, stations established and moving ahead but, frankly, in beginning years, we got enough of non-producers who talked a good sales ballgame. so if you haven't got it, don't bother us and we won't bother you . . . ok? But, if you've proven to yourself that you can do a sales job, maybe this is your best opportunity. Let's talk. Box C-299, BROADCASTING.

Looking for young aggressive small market self motivating salesmen looking for advancement to major market and a future as sales manager with large expanding chain. Western opportunity on one of America's fastest growing markets. Top dollars, top lists, contact Bob Kelly, Operations Manager, KOY Phoenix. No phone calls.

Immediate opening for salesman-announcer. Good working conditions in fast growing community. WMFC-WMFC-FM, Monroeville, Alabama.

WTFM, New York city, one of the nation's outstanding and most successful FM stations, is expanding its sales department. Two account executives are required immediately to call on local and regional advertisers, as well as some national agencies. Broadcast selling experience is required. Please send all particulars to Sales Manager, WTFM, Long Island Expressway, Fresh Meadows, New York 11365. Correspondence will be kept confidential.

Help Wanted—Sales—(Cont'd)

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcast organization. Send complete resume including sales history. Mail to Bill Tewell, Commercial Manager, Box 1669, Pensacola, Florida.

Need part time help in the sales or management field. Need not affect your present position. Write Box 812, Denton, Texas 76201.

Help Wanted—Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Announcer-salesman. Send complete info in confidence. No contact with your boss; no refs needed. Fine medium market operation; good pay, working conditions. Box B-91, BROADCASTING.

Two summer relief announcer positions available at major upstate New York radio and TV station. \$150.00 per week for top men, skilled in news operation and record programs. Openings available May through December and June through September. Send tape and resume to Box C-73, BROADCASTING.

Top rated group operator needs red-hot R&B and jive disc jockies for Negro programmed station. Experience on Negro station important. Top pay and excellent working conditions for man who has ability to do modernized version of rhythm and blues show. Box C-148, BROADCASTING.

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, BROADCASTING.

Excellent opportunity for announcer with first class ticket willing to start up to \$140 a week, good voice, good references, immediate opening. Tape required and possibly personal interview will be required. Apply Box C-167, BROADCASTING.

Telephone-talk personality for top 20 metro. Must have broadcast experience. You must have opinions and be able to express them in a lively exchange with listeners on topical issues, within bounds of FCC rules. If you are controversial, intelligent and alert send resume, air-check, photo and letter telling us why you're our man. Box C-236, BROADCASTING.

2 openings—morning man and newsman with play-by-play experience. Resume and tape to Box C-237, BROADCASTING.

First phone announcer, no maintenance, excellent climate and salary at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-238, BROADCASTING.

Immediate opening for MOR morning man in Portland, Maine. Growing group. Good pay and fringe benefits. Send tape, photo and resume. Box C-295, BROADCASTING.

Wanted! Rock 'n roll dj with some experience. Copy writing background helpful. All audition tapes returned. Box C-302, BROADCASTING.

Tired of the city? Vermont station needs, "wide awake" morning man who is also good with news. Good salary for right man plus many benefits. Send resume to Box C-317, BROADCASTING.

Rock jock—evenings—good \$—great opportunity—first ticket—resume, tape Box C-318, BROADCASTING.

Announcers—(Cont'd)

Announcer-salesman for major market Michigan station, Box C-328, BROADCASTING.

All news—Baltimore. First phone announcer to double as studio maintenance engineer. Contact Mr. Smith, WAYE, 727-6249.

Woman personality for well established program on Florida good music 5 kw NBC affiliate. Send tape, resume and photo to WCOA, Pensacola, 32502.

1st phone combo man, salary open. Station WELW, Willoughby, Ohio.

MOR first phone announcers. No maintenance. Permanent position. Apply WETT Radio, Ocean City, Maryland 21842.

Experienced announcer with FCC first phone. Mature voice. Salary open. Contact Robert F. Wolfe (419) 332-7381—Radio WFRO-Fremont, Ohio.

Excellent job for young man or young woman as announcer for our FM facility from 5 p.m. to midnight six days a week. Must have tape, must have references. Apply H. M. Thayer, WGHQ, Kingston, New York.

Jersey shore good music station needs mature, experienced announcer/newsmen. Good opportunity for sincere, reliable man. Personal interview. Send tape/resume to WHTG, Asbury Park, N.J.

Florida coastal station seeks announcer engineer with first class. Must be good MOR announcer, capable of some (prefer all) maintenance. Right man can become chief of Airmidia group with tremendous advancement in time. Send tape and resume to Hudson Millar, WIRA Fort Pierce, Florida, Airmidia's newly acquired flagship station.

Southern Ohio station needs mature, commercial MOR midday man, with good play by play all sports. Contact G.M., WIRO, 614-532-1922.

Immediate opening—bright, professional announcer for MOR format. Send resume, photo, and tape to WJIC, Salem, New Jersey.

WKBW radio has an opening! You'd better be sharp. You'd better be very, very good. No "Ron radio" need apply. Send non-returnable tape, complete resume, and picture to: Jeff Kaye, Program Director, WKBW Radio, 1430 Main Street, Buffalo, N. Y. 14209.

Work in titletown USA, Green Bay, WNFL needs happy, personable production minded first phone announcer for MOR-NBC affiliated station; excellent working conditions, top fringe benefits and stability. Send resume, tapes, photo and salary requirements to Hugh Boice, General Manager, WNFL, Green Bay, Wisc. 54301.

Jack needed at once. Must be swinger . . . good on news . . . morning man prospect. Send photo, tape, resume now. Radio W-NOO, Box 186, Chattanooga, Tennessee 37402.

Experienced MOR morning man for northeast city. Youth no barrier. Rush tape and resume. Immediate opening. WOTW, Nashua, New Hampshire.

Night top 40—MOR. Man for Vermont radio station—immediate opening. Send tape and resume to WSKI, Montpelier, Vermont.

Wanted—morning man, with sports play-by-play ability for high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Mississippi.

Announcers—(Cont'd)

24 hour soul station is accepting tapes from qualified R&B—dj. WTLC Indianapolis, Indiana.

Need experienced first phone announcer—start April 20—good permanent position with opportunity for advancement. \$150.00 per week, \$5.00 raise every six months, 45 hour air shift, 48 hour total. Car necessary. No collect calls. Radio station, WTOR, Torrington, Connecticut. 203-489-4181.

FM building AM needs 1st phone announcer. New studios. Write or call WTRE, Greensburg, Indiana 812-663-3000.

Immediate opening available. Salary commensurate with talent. Cont S. Lubin, WVOS, Liberty, N.Y.

2 top 40 jocks—rush resume and tape to W-WOW, Conneaut, Ohio.

Midwest station has immediate opening for announcer with 1st class license. Call 517-366-5364, Norm Pike.

Technical

Immediate opening in upper east Tennessee area for man with first phone who can do light maintenance and some air work. Send resume to Box C-75, BROADCASTING.

2 engineers with 1st class license needed. Radio, TV and full time FM Stereo in medium midwest market. Technical operations and maintenance only. Prefer one to have previous radio or TV station experience. Will consider one without broadcast experience if tech school or other experience. Fine industrial community and schools. Rush resume, please include phone number. Box C-76, BROADCASTING.

Wanted a man with first class ticket who is also capable of doing some airwork on one of America's top rated country music stations in a large market. If you are the right man, starting salary is negotiable. Send tape and other personal information to Box C-170, BROADCASTING.

Station needs 1st class engineer. Experienced only, salary open. Must know all phases of how to operate a 10 kw transmitter & general maintenance of a well equipped station with a DA2. Box C-240, BROADCASTING.

Chief engineer northeast regional station. No announcing. Opportunity for advancement with group of TV and radio stations. Top salary and excellent opportunity for energetic and capable man. Box C-272, BROADCASTING.

Chief engineer-announcer. Pleasant working conditions, good pay, non-directional AM-FM. Southern Virginia medium market. Send tape and resume. Box C-274, BROADCASTING.

Wouldn't you love to help put a brand new 5kw AM Directional radio station on the air in Central Pennsylvania? Then chief it forever more. If you think you can do it, contact us immediately for full details. You will work with our consulting engineers until ready to go on the air. We are experienced broadcasters. Salary open. Fringe benefits. Moving expenses. Don't delay. We have broken ground. Box C-303, BROADCASTING.

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience helpful but not required. No announcing. Send resume and salary requirements to Box C-360, BROADCASTING.

Chief engineer for 50 kw FM . . . KAMB, Box 1375, Merced, Calif. 95340, 209-723-5361.

Chief engineer who can work in at least one other department. Non-directional AM going FM later in year. Good opportunity for qualified person who would like living in city of 15,000. Send photo, background, experience and salary requirements. WBYS, Canton, Illinois.

April 1 opening for first class engineer. Contact Bob Harvit, WBTH, Williamson, West Virginia.

Opportunity for man with first class license who wants to learn maintenance under experienced chief and become Chief Engineer yourself first day you are able to take over. Directional day and night. Contact WGWR—P. O. Box 309—Asheboro, North Carolina—27203.

Permanent salaried position open for right man . . . first phone . . . maintenance . . . call Bob Olson, WJMS Radio, Ironwood, Michigan. (906) 932-2411.

Technical—(cont'd)

Immediate opening in top AM-FM, Atlanta, 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Ga.

ABC radio networks in Chicago will need vacation relief men starting March 30, 1968. Must have first class license. Audio operations, production & remote broadcast experience necessary. Write Bill Gilmore, ABC Radio, 360 N. Michigan Avenue, Chicago, Illinois, 60601.

Schafer Electronics has an opening for a single man, or a married man who has a wife who enjoys travelling, to travel full time in our western van, a Dodge Motor home, with a complete broadcast automation system and complete living facilities. Engineering background is not necessary, but an all around knowledge of the broadcast industry and the application of broadcast automation is essential. Please send resume and photo first letter to Schafer Electronics, 911 De Soto Avenue, Chatsworth, California, 91311.

Chief engineer for 5 kw, directional nighttime, 24 hour operation. Fine staff, good working conditions, good salary and benefits. Located in heart of nation's finest hunting and fishing area, Butte, Montana. Call Shag Miller . . . 406-723-7429, collect.

Wanted—audio maintenance technician to handle installation, repair, maintenance and some operation of quality audio equipment. Strong maintenance background mandatory. Send resume to James Gundlach, State University College, Oneonta, New York 13820, or call 607-431-3316.

Have opening for chief engineer, with announcing at ABC affiliated FM station in Springfield, Illinois. Good opportunity for right man. Call 217-529-2441 after 6 p.m.

NEWS

Medium or small market newsman who wants to make jump to television news—send picture, resume. References and audio tape to News Director, Box C-241, BROADCASTING.

Major Metro news . . . one of the nation's leading news departments with major group operation needs adult sounding newsman. Box C-278, BROADCASTING.

Newsman: Virginia good music station planning addition to news department. Strong news dept. covers large metro area. Will consider someone just starting in the business provided background and voice are up to our standards. Box C-281, BROADCASTING.

Stringers—wanted for general assignment. Report from where you are. Box C-297, BROADCASTING.

Newscaster for Iowa major market, no staff work, good salary, send tape, resume and salary expected. Box C-345, BROADCASTING.

News personality wanted to take charge of syndicated political interview program. Extraordinary income opportunity in a growth situation. Capitol Hill experience valuable. Prefer applicants now working in Washington, D.C. area. Our people know of this ad. Tape and resume to Box C-347, BROADCASTING.

This 350,000 plus market really generates news . . . We've been first with it for years . . . but we've decided one more reporter could put us even further ahead. Filling this new position will be an investigative, interpretive reporter who will have time to develop the "entire" story. He'll have college or training and will be part of a five man staff receiving excellent salaries and fringe benefits. If you're the man, rush tape and resume to Morry Alter, News Director, KSTT, Davenport, Iowa.

Newsman for tight top 40 format in metropolitan Washington, D. C. Call or write Harry Averill, WEAM, Arlington, Virginia. 703-534-8300.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced news writer-broadcaster for news team that pulls no punches. Opportunity to learn talk. \$100 per week for qualified person. Call Terry Parker, News Director, WRTA, Altoona, Pennsylvania. 943-6112, or send tape and resume.

News—(cont'd)

Unusual morning show format requires seasoned music and news host, mature airman with good news background. Don't apply if you aren't over 30. Also need authoritative news director to produce the show and other station features. A real challenge for a pair of top pros to make our soon-to-be 100,000 watt WTOA Trenton station a top contender. Primary service over Philadelphia and throughout New Jersey. Contact promptly—Herb Hobler, Box 1350, Princeton, N. J. 609-924-3600.

WVOL (R&B) Nashville, Tennessee is looking for a qualified, mature newsman. 40 hour week, benefits. Must have own car. We need someone who knows what news is, where to find it and how to write and deliver it to news-hungry middle Tennessee Negroes. Send tape, resume.

Production—Programing, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM-FM stations. Box B-92, BROADCASTING.

Wanted mature professional with proven record in all phases of broadcast production, programing and airwork with some knowledge of country music. This is one of America's top rated country music stations in large market and is a progressive, promotion minded formatted country music station. Good starting salary with regular increases. Want to work with professionals? Send tape and background information to Box C-169, BROADCASTING.

Combination salesman, copywriter and week-end announcer. Will consider part of these abilities. Selling a must. Top salary-fringe. Send resume and tape. KXOW, P.O. Box 579, Hot Springs, Arkansas.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF, Flint, Michigan.

Situations Wanted—Management

General manager. Proven outstanding creative sales record. Station and agency background. To increase profitable sales write Box C-173, BROADCASTING.

Established southern sales manager seeks wider opportunity, commensurate benefits, preferably with expanding group, Box C-276, BROADCASTING.

Wanted . . . country music station to manage . . . facts . . . ten years experience as disc jockey, newsman, program director, salesman and sales manager . . . have worked with my own band, and fifteen recordings, my own as vocal to my credit . . . in short I have made country and western music my business, exclusively. Five years with KTYM, Inglewood, Calif., two years KIEV, Glendale, Calif., KSPA, one year, Ventura, Calif. . . . two years at KTOO Radio, Las Vegas, Nevada . . . will locate anywhere, salary open, I am married and don't drink . . . know how to milk top ratings and billings for station . . . Box C-284, BROADCASTING.

Eighteen years experience radio, all phases, announcer to sales manager. Looking for move into management. Will consider small or medium market. Married, family. Box C-290, BROADCASTING.

General manager—proven record in major market, strong on sales and a real go-getter, station attained #1 position, available 30 days. Box C-305, BROADCASTING.

Top flight operations manager-pd interested in responsible position with large metro-station or network. Eighteen years all-round experience. Presently at flagship of five station operation. Complete resume on request. Box C-319, BROADCASTING.

New York or Philadelphia preferred. Management or sales management. Outstanding suburban management record included in my 20 years as a radio pro. Also consider TV. Seek challenge plus right dollar. Ready for big move and have the ammunition for it. Box C-354, BROADCASTING.

Small market manager. Thirteen years experience. Single, two station markets. Sales, first phone, good programing and overhead control. Seeking permanency. Sober, sincere, family. Box C-366, BROADCASTING.

Situations Wanted

Sales

Currently employed as sales manager for FMer in top 5 market. Excellent track record and top references. Looking for top 100 market. Prefer east. Enclose station rate card. Will go anywhere advancement and opportunity is. Box C-330, BROADCASTING.

Attention southeast. Available June 15, children in school. General or sales manager medium market. 18 years every phase of radio, 10 years as sales manager. I can and will train and build staff plus carry personal billing. Must plan for relocation now. Box C-353, BROADCASTING.

Situations Wanted—Announcers

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt, eight months experience. Box B-294, BROADCASTING.

Sportscaster. Experienced. Dynamic play-by-play. First phone. Some TV. Box C-32, BROADCASTING.

Experienced young Negro dj announcer, top references, salary secondary to opportunity. Available on short notice. 3rd endorsement. Box C-41, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Have you been thinking of a female announcer for your radio station? Let's put your thoughts and my talents into action! (3rd endorsed). Box C-183, BROADCASTING.

Stop!—personality who is a master at mixing a potpourri of sound and chatter. Production, promotion, entertainment, 11 years experience. Eventually would like to move into management. Box C-186, BROADCASTING.

Negro dj and newsman, 3rd class license, some experience. Needs chance. Box C-188, BROADCASTING.

1st phone beginner to do combo. Will relocate. Prefer midwest or west. Box C-246, BROADCASTING.

First phone with seven years experience top 40; good production & good references. Box C-267, BROADCASTING.

Maryland, Virginia—experienced, first, available evenings, weekends, part-time. Box C-270, BROADCASTING.

Beginner desires music show, third class endorsed, draft exempt. Call 202-234-7029 or Box C-277, BROADCASTING.

Experience—3 years dj seeks permanent position with sold operation. Top 40, no screamer, voices. Top personality for young adults. Can do for you. Box C-279, BROADCASTING.

Broadcast school grad seeks first position. Good voice, young, ambitious, 3rd endorsed. Re-locate in Penn. or N.Y.—work any hours at minimum wage to get started . . . tape, resume on request. Box C-280, BROADCASTING.

Humorous top 40 personality desires mornings, all-night in eastern medium market. Four years, college, 3rd. Box C-286, BROADCASTING.

Experienced announcer/journalism (P.R.-adv.) background. Strong on sports. Will consider small reputable station. Salary open. Box C-287, BROADCASTING.

Do you want to increase the audience of your station? Want people to sit on the edge of their chairs waiting to hear the news? I'm the announcer that can do it! Box C-289, BROADCASTING.

Sports and/or news. Would consider sales and sports. Radio or TV. Experienced in all phases of radio. Married, 26, a professional. Must average near \$175 a week. Prefer midwest. Box C-292, BROADCASTING.

Top 40 personality, 22 yrs. old, 1½ yrs. experience. Ready to move out of small market. Industrious, non-screamer, non prima donna, 2 yrs. college. Looking for job with chance of advancement. Box C-294, BROADCASTING.

Situations Wanted—Announcers

Continued

Sincere, warm announcer. Family man. Want to settle. Box C-298, BROADCASTING.

Top 40 jock—22 years old, married. Military complete. Two years commercial experience plus Armed Forces Radio. Available mid or late April. \$650 Box C-310, BROADCASTING.

Stable, Mature, married, eight years experience, MOR or CW in Texas. Box C-316, BROADCASTING.

Modern C&W pro. 6 years exper. Last 4 top market. Guitar player, singer, family, no draft problem. Seeking pleasant climate, medium market to settle. Now employed. Write Box C-320, BROADCASTING.

Responsible family man seeking sports-news casting and or mgmt. trainee position. College grad., personnel busines mgmt. major—L.L.B with 6 years legal research and investigation—Career Academy graduate. 3rd ticket 1 year staff announcing exp. 3rd ticket metropolitan N.Y. area or New England. Salary flexible. Resume and tapes available or personal interview. Box C-329, BROADCASTING.

Experienced female disc jockey, announcer, newscaster. Versatile, tight board, third endorsed. Creative commercial writing. Sales, aggressive, dependable. Box C-332, BROADCASTING.

Aggressive and experienced announcer, interest in sales and announcing. 3rd ticket, draft exempt, age 24. Prefer Northern Illinois. Box C-333, BROADCASTING.

Sportscaster. Experience includes professional baseball, college basketball and football. Box C-335, BROADCASTING.

Negro beginner, broadcasting graduate. Will relocate anywhere, veteran. Box C-336, BROADCASTING.

Authoritative newscaster dj—announcer. Family man. Will relocate. Box C-348, BROADCASTING.

Negro dj broadcast grad good voice, 3rd phones, rhythm blues preferred. Needs break. Box C-349, BROADCASTING.

Family man, late 20's has reached peak of potential and earnings after 3½ years in market of 90,000. If larger, and can pay \$160 for outstanding MOR, sports, news and interview man; write me. TV/radio combo considered. Two years college. Third endorsed. Box C-358, BROADCASTING.

About two years experience, some college, third phone. Box C-359, BROADCASTING.

Modern country, MOR with 1st phone, available immediately, for large market radio or TV, 11 years all phases. Box C-361, BROADCASTING.

Disc jockey, newscaster, salesman, experience, dependable, third endorsed, tight board, and Negro. Box C-364, BROADCASTING.

Morning top-40 personality—gimmick, four years, college, 3rd, midwest. Want east. Need \$130. Box C-365, BROADCASTING.

Announcer. 1st phone. Experience. Prefer SE United States. Call 912-242-5228.

Florida attention, first phone combo, experienced. Chris de Agazio, 104 Langdon Ave., Watertown, Mass. 617-923-0248.

Want part-time announcing job in or around Rockford, Illinois. Limited experience—have 3rd endorsed—married with family—Dean Roberts, 1937 Douglas St., Rockford, Illinois, 962-7482.

Female Career Academy broadcast grad. Third endorsed, dj, news, commercials. Shelia Phillips, 10 Wyvil Avenue, Scottsville, New York, 716-889-1084.

Young, aggressive, 3rd endorsed, dj and copywriter, draft exempt. Broadcast school graduate. C&W or top 40 preferred. Gregory Craig, Box 83, Coreville, Ill.

DJ—announcer. N.Y. Career Academy grad. 3rd/end. Draft exempt. Looking for first start. Willing to work hard. Charles Urnie, 76 Brookdale Lane, Waterbury, Conn. 06705.

Professional broadcast craftsman, 5 years with 1st phone, mature—creative—energetic ratings getter personality strong on news, married—military complete. What have you medium—metro west? Currently medium. Box 695, Duluth, Minn.

Situations Wanted—Announcers

Continued

Deejay—announcer. Experience, 3rd endorsed, draft exempt. Creative, versatile, Will relocate. Dennis Szabo, 34 Holden Street, Clifton, New Jersey 07011.

Female graduate top announcing school, thoroughly trained. Operate console, patch panel, etc. Seeking first opportunity to prove worth. Southeastern states only. Jessica Senn, Silverstreet, South Carolina.

Negro Career Academy graduate seeks weekend employment in southwest Ohio. Excellent voice, strong commercial delivery, 3rd endorsed. 513-322-1195.

First phone, top 40. Six years experience. Medium metro market. Married, veteran, military completed. Mr. "D". 612-724-9067.

Top dj, good music—MOR—pop . . . successful years in St. Louis. \$12,000 minimum. Lee Coffee, 314-962-9167.

Technical

Engineer 1st phone—do you need a supervisor, chief, Xmtr man? Experienced, over 30 years, all phases. AM-FM—stereo—SCA. Complete installation. No announcing. Box C-197, BROADCASTING.

First phone engineer wants transmitter watch. Experience. Box C-251, BROADCASTING.

Recording technician available. Motion picture sound track recording and editing, symphony orchestra and rock, ¼ inch tape production and editing. Two years experience. Box C-323, BROADCASTING.

NEWS

Experienced network radio newsman. Can write and air news but prefers street work. Strong on actualities. Will travel. Minimum \$200. Box C-202, BROADCASTING.

Attn: DC, Baltimore, central Maryland. No Virginia. Local news can make your station. News director or newsman available, experienced all phases, incl. management. Box C-252, BROADCASTING.

Broadcast journalist, B.A. and M.A./mass communications. 3rd endorsed, 8 years radio experience—looking for news director slot, with station that is ready for proven news format. Complete resume, references, presently with 5 station chain as assistant program director but news is a bigger challenge. Box C-288, BROADCASTING.

Newscaster, disc-jockey, announcer. Dependable, experienced, authoritative, married, draft-exempt, tight board, Versatile. Box C-282, BROADCASTING.

Dynamic, authoritative newsman. Currently employed at major market contemporary station. Experienced professional. First-phone. Major markets only. Box C-293, BROADCASTING.

Highly competent newsman-writer wants to move to large or small station within 60 miles New York City. College grad, military completed, metro newspaper experience, 4 years radio news work in writing, broadcasting, mobile coverage. Extensive photographic background for possible television use. Box C-301, BROADCASTING.

Experienced radio newsman, willing to relocate, prefer midwest. Experienced in writing and editing local news. Reliable and willing to accept responsibility. Box C-321, BROADCASTING.

News director small market, 25, single, honorable discharge, degree, third endorsed . . . ready to move to medium market midwest. Want news or management. Box C-341, BROADCASTING.

Editorial—attractive, talented, young news writer, female, anxious to relocate. Excellent background. Ten years experience. Hard news, newspaper/radio. Some announcing. Prefer news, but would consider attractive P-R offer. leading firm. Box C-368, BROADCASTING.

Production—Programing, Others

Production director-announcer, 11 years experience MOR to classical, also strong on news and sports—prefer central or south Florida. Box C-100, BROADCASTING.

Now available for station with opportunity for stimulating work and professional growth. Experienced in all phases of production, news, and film editing. Box C-209, BROADCASTING.

Farm director. Ten years experience. Also writer excellent farm commercials. Box C-233, BROADCASTING.

Production—Programing, Others

Continued

Knowledgeable, well-seasoned pro. Program director—air performer. Top 40-MOR programming specialist. Wide and varied, grass-roots-up background. Over 10 years experience—all phases with indie and group operations. Proven track record. Number one ratings. Youthful, but mature. Finely attuned to today's market. Box C-253, BROADCASTING.

Creative fat for hire—start chewing at 4 dollars a pound. Box C-285, BROADCASTING.

Creative production service. Tremendous sales builder for local accounts. Creative writing and production for all your local accounts. Very reasonable rates. Free audition tape and particulars. Box C-355, BROADCASTING.

TELEVISION—Help Wanted

Sales

One of the nation's first UHF-TV stations seeks salesman. Unusual growth potential for experienced man. Mid-west location. Send resume, salary requirements to Box C-101, BROADCASTING.

Group TV station expanding and has challenging opening for sales manager, exceptional opportunity. Write to Box C-306, BROADCASTING.

Midwest network affiliate needs salesman capable of expanding existing active list. Creative, self-starter with ability and desire to qualify for sales management with group operator. Excellent compensation arrangement plus fringe benefits. Send resume and photo in confidence to Box C-363, BROADCASTING.

TV time a valuable asset in this small, but dynamic growing western market. Work for a company with great growth potential in the west! Selling radio? Enjoy the rewards of selling local TV time. Send resume to Sales Manager, KREX-TV, Grand Junction, Colorado.

Local salesman. Protected list. Liberal commission against draw. Experienced TV Salesman only. Contact Bernie Whitaker, WJRJ-TV, Atlanta, Georgia.

TELEVISION—Help Wanted

Announcers

Staff announcer. Good background for on-the-air and booth work for major VHF color operation. Send tapes to Box C-256, BROADCASTING.

Technical

Experienced engineer to assume responsible position with west coast VHF operation. Fine climate and pay. Box C-315, BROADCASTING.

Color film lab technician-photographer needed immediately by group-owned network affiliate in Ohio. Salary range 6,000-7,200 yearly. Send photo, resume and reference first letter. Box C-338, BROADCASTING.

Expanding station needs experienced technicians. First phone required. Operation or maintenance oriented. Washington D. C. Box C-351, BROADCASTING.

Two transmitter engineers. Work 2½ days week. Off 4½ days in beautiful vacation land, out of rat race. Expanding company, offers excellent future. Write Frank Lokey, Executive Vice-President, WEMT-TV, Bangor, Maine 04401.

Southeast first class phone TV maintenance and operational experience preferred, others considered. Vic Bankowski, C.E., P.O. Box 19, WHNT-TV, Huntsville, Alabama.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressive learner. Call or write Arthur Bone, WFTV-TV, P.O. Box 12, Flint, Mich., AC. 313-239-6611.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Maintenance technician—to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

TELEVISION—Help Wanted

Technical—(Cont'd)

Broadcast technicians: We have several temporary vacation relief openings for people with some prior technical training or experience in broadcasting. These jobs are available in Ohio and Indiana and pay excellent salaries. The positions will become available from late April to early June and will continue for three to six months. Well qualified temporary employees may be considered for full time employment as regular openings develop. Send a complete confidential resume covering education, experience, licenses that you hold, age and salary requirement to Employment Manager, AVCO Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer (M/F).

Assistant chief and transmitter engineer for northern resort area VHF. Ideal for outdoorsman who likes skiing, hunting, fishing or boating. Call collect—Chief Engineer—area code 802—Number 862-8817.

PR. TV technician or SR. TV technician. Excellent career opportunities. Operates, maintains, repairs and installs all types of studio and CCTV systems, including camera chains, monitors, scopes, sync and test generators, campus distribution network, audio control boards, amplifiers, tape record, etc. Operates control room and audio equipment to make live TV productions, Performs video tape recording, playback and maintenance. Salary \$676 to \$950. Excellent employee benefits. Send resumes to: Univ. of Calif. A-328 Administration Bldg., 405 Hilgard, Los Angeles, Calif. 90024.

NEWS

Need responsible news anchor and desk man with general staff experience. Send tape to Box C-271, BROADCASTING.

News director for TV station in major metropolitan market. Must be a tonflight newsmen with good background and experience in film and production techniques and administrative duties. Complete employee benefits. Send resume to Box C-304, BROADCASTING. An equal opportunity employer.

News photographer-reporter needed immediately by group-owned network affiliate in Ohio. Salary range 6,000-7,200 yearly. Send photo, resume and references first letter. Box C-337, BROADCASTING.

KTHI-TV Fargo, North Dakota has immediate opening for working news director. Must be able to run department as well as doing on the air news. Call W. P. Dix, Manager, 701-237-5211.

Miami TV station needs two reporter-photographers: journalism background. Phone or write to Gene Strul, News Director, WCKT, PL 1-6692.

NBC-TV affiliate looking for all around experienced newsmen, who can gather, shoot film, and handle on the air work! Knowledge of sports very desirable, but not essential. Call or write Program Manager, WICS-TV, Springfield, Ill. 217-528-0465.

CBS-TV affiliate needs all-round newsmen to cover film and report local news. Excellent opportunity for mature, creative and hard-working applicant to develop on the air. Send resume to: WLYH-TV, Lebanon, Pennsylvania.

Production—Programing, Others

Southern station in top 50 market seeking talented artist to create on-air and promotion art. Liberal benefits (profit-sharing, retirement, etc.) add to incentives of pleasant working conditions and climate. Write first portfolio will be requested and returned. Box C-163, BROADCASTING.

Producer-director for large production center in southeast. Heavy on cultural and public affairs production. Independence and creative ability a must. Salary open. Box C-129, BROADCASTING.

Promotion manager needed by group-owned network affiliate in Ohio. Must be young, aggressive, professional idea man who can do-it-himself as well as delegate. Must have good graphic design sense and be able to sell himself and his ideas. Three person department using all media. \$10,000 salary range. Complete photo, resume, samples and references must be included in first letter. Box C-339, BROADCASTING.

TELEVISION—Help Wanted

Production—Programing, Continued

TV sports director, for medium market Pennsylvania group station. Daily sports casts, plus play by play and production of a variety of sports events. Send resume, picture and salary requirements. Immediate opening. Box C-343, BROADCASTING.

Girl Friday—executive secretary to general manager of TV station. Typing, shorthand, ability to do many things well concurrently. Intelligent, industrious, self-reliant with high energy level. Challenging position. Box C-352, BROADCASTING.

Production operations manager, creative production man needed to supervise operations-production department of network affiliate in south. Splendid opportunity with growing chain. Write P.O. Box 871, Meridian, Mississippi 39301.

TELEVISION

Situations Wanted—Management

General manager. Proven outstanding creative sales record. Station and agency background. To increase profitable sales write Box C-174, BROADCASTING.

TV station manager, now in a top 50 market, seeking change. 25 years experience, last 15 in TV. References, resume. Box C-214, BROADCASTING.

Tough minded, profit oriented administrator experienced all phases TV. Heavy sales, strong promotion and local programing. Small, medium and large markets. Presently employed over 11 years same company. Currently in top 5 market. Over 20 years in radio and TV management. Desirous of change. Let's talk. Box C-258, BROADCASTING.

Twelve years experience, director of films and photography. One of top twenty markets. Excellent experience in color, B&W, still & motion picture. Presently supervising twelve man department. College graduate. Wish to step up to better position. Box C-300, BROADCASTING.

Have proven my abilities as a television operation/production manager and am ready to move on to a more challenging operation. Have complete operation responsibilities. Know color, lighting, news, creative commercial production, personnel administration, etc. Top references! Box C-331, BROADCASTING.

Eighteen years background! Sales director—sales manager—general manager seeking top management position with aggressive firm. Prefer western states. 38 years, married, educated. Can improve your image. Programing, sales. Desire only personal meeting. Call 801-278-6655, or write Box 6283, Sugarhouse, Utah. Excellent References. Call or write today.

Stop! Here's the man you want. 13 years TV includes net owned; large group affiliate; UHF independent. Promotion, advertising, research, sales development, programing savvy, administrative know-how. Long suits: experience, dedication, creativity, but most of all, total involvement. I want to stay that way. Call me today. Tony Bachman. 414-782-5286.

TELEVISION

Situations Wanted—Sales

General sales manager. Dedicated to planned, orderly sales growth. Believe in leading local sales force toward professional, creative sales methods. Experienced in working major markets with top. Now with station in 50-100th market. Married, family. Box C-288, BROADCASTING.

Need commercial manager? Nine years experience in both national and local sales. Been with Metromedia chain. Prefer south or southwest. Box C-291, BROADCASTING.

TELEVISION—Situations Wanted

Announcers

Major market radio-television announcer. Veteran with Masters seeking permanent opportunity. Box C-308, BROADCASTING.

Radio-television weatherman. College, naval training, AMS brings, personable, major market delivery brings numbers. Box C-309, BROADCASTING.

TELEVISION—Situations Wanted

Announcers—(Cont'd)

Let my eighteen years broadcasting experience (14 on TV) be your asset. Desire permanent re-location only. Mature family man, personable, versatile, qualified announcer, strong on news. Consider radio. Resume, color VTR, references available. Box C-327, BROADCASTING.

Modern country, MOR with 1st phone, available immediately, for large market radio or TV, 11 years all phases. Box C-362, BROADCASTING.

Technical

Director of engineering: 19 years all phases of broadcast engineering, 14 years management. Seeking top position with future. Heavy experience both construction and administration. Box C-131, BROADCASTING.

Director engineering or assistant; EE plus advanced technical training; college level, 15 years experience—construction, trouble shooting, microwave. Northern states only. Box C-283, BROADCASTING.

UHF indie preferred. Manager in electronics field desires beginning position in television operations leading to management. Technical school background with first class license. Sincere interest in broadcasting. Single, draft exempt. Can interview in Chicago during NAB convention. Box C-296, BROADCASTING.

First phone, desires transmitter watch. AM-TV experience. Box C-357, BROADCASTING.

Chief engineer experienced in administration, construction, UHF, desires challenge in medium market. Box C-367, BROADCASTING.

NEWS

News—editorial specialist seeks new spot. Degree, award-winner, experienced as news director both media. Newspaper background. Net-feeder. Crack writer, anchorman. Exceptional references. Box C-221, BROADCASTING.

Radio/television announcer newsman and professional broadcaster. All phases. Box C-269, BROADCASTING.

Network quality local newscasters. Journalist with overseas newspaper, newsmagazine and broadcast experience brings professionalism to your operation as news director-anchorman. Film expert, 33, creative leader of a news staff. Box C-275, BROADCASTING.

Professional top market radio-television newscaster (BA & MA) wants new anchorman challenge. Box C-307, BROADCASTING.

Reporter, newspaper and television, seeks Washington, D.C., job. Seven years experience. Married. Box C-322, BROADCASTING.

Professional experience in every phase of television news. Newscaster, news reporter, news writer, news photographer, news and film editor. Knowledgeable on legal aspects of broadcast journalism. Youthful, college graduate. Box C-325, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programming, Others

Producer/director with solid background in studio, remote and film productions, seeks position with production-oriented station. For full details or to arrange interview during NAB Convention write Box C-259, BROADCASTING.

MA candidate with experience. Desires position in TV or film production. Draft exempt. Box C-350, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No tank. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wincharger 240 foot antenna dismantled and in west. KOZE, Lewiston, Idaho.

Wanted one transmission measuring set RCA MI 11350 made by Daven Type B1-11A—call person to person Don Hein, WJBK, Detroit, 313-DU 2-8700.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

FOR SALE—Equipment

Continued

"Broadcast equipment"—complete stations bought—sold. "SOS", 270 North Crest, Chattanooga, Tennessee.

Remote control metering—Gates M-4616 RCM 12—includes transmitter/receiver, power supplies and control panels. \$350. G.E. FM circular antenna—2 Bay, 88-108 MHz—power handling capacity 12.5 kw—gain 1.70. \$150.00. Write or call—Sierra Electronics & Engineering Corp., P. O. Box 1526, Reno, Nevada—Telephone 786-2600.

Two RCA TRTB's with Ampex Amtec and Colortec color system installed and two Ampex VR1002's with Amtec, Colortec, solid-state MDA's and processor. Box C-314, BROADCASTING.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855. Box C-344, BROADCASTING.

Discontinuing remote control. Gates M5214 RDC-10 available. KLER Box 673, Lewiston, Idaho.

Gates BC-1T accessories. 1590kc plug-in crystals \$25 each. Mica capacitors, .0005, .0025. RCA 66-A modulation monitor \$50. Collins M-20 mike, \$10. KOZE, Lewiston, Idaho.

GE 250/500 watt FM transmitter, all spares, good condition—\$450. Magnecord 728 Stereo recorder—\$425. Excellent. Ray Sherwood, WMRO, Aurora, Illinois 60504.

Two Metron turntables, Gates stereo model top level amplifier, iso-coupler for 99.3 mHz, rated at 10 kw, Gates dual polarized FM antenna consisting of 3 horizontal elements and 3 vertical, for 99.3 mHz, 270 ft. Andrews HJ-50A, 1½" unjacketed helix, and 340 ft. Andrews HJ7-50A, 1½" jacketed helix. All equipment in use about one year and in very good condition. Contact chief engineer, Radio Station WNAM, P.O. Box 707, Neenah, Wisc. 54956, or phone 414-722-6471.

Scotch audio recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

A two year old 4-Bay Outlet Jampro Power Divider like new. Box 100, Cornelia, Georgia, 404-778-2242.

Equipment for sale: Tape-A-Thon tape machine, Seeburg 200's, 8000 45RPM records, files, cabinets, cartridge machines, PA speakers, FM amplifiers. Ideal situation for background music operation. Ferrari Incorporated, 678 North Dearborn, Chicago, 642-8162.

ATC PB-190 & AB-190 record/playback cart combination. Works. Just removed from service. \$200.00. WRHL, Rochelle, Ill. 61068. 815-562-7001.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Public service offered. We are producing high quality Spanish religious-cultural programs, 29- and 14-minute duration. They are not sectarian or money appealing. They contain good religious music and words of wisdom to needy people in a changing society. These programs are offered to radio stations free of charge, as a public service from us to the Spanish speaking population in the United States. We offer as well in the programs a free New Testament to those interested in reading the word of God. Address your correspondence to Spanish World Gospel Broadcasting, Inc., Box 335, Winona Lake, Indiana 46590.

Attention: Account execs * ad mks. Offering * national tested * spot radio program—fantastic copyrighted idea—commercial use. Box C-356, BROADCASTING.

Complete kit audio proof forms \$3.50 plus paid. Specify AM/FM. Box 2605, Corpus Christi, Texas 78403.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog Desk 8-B, 1505 N. Western, Hollywood California 90027.

INSTRUCTIONS

Continued

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved, Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, new-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operations Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 873-1441. Tuition and class schedule is the same for all R.E.I. schools.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Guaranteed first phone. 4-6 weeks. Broadcast Engineering Academy, Box 22471, St. Louis 63126.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class April 15. Most experienced personalized instruction and methods. Lowest cost—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

INSTRUCTIONS—(Cont'd)

Jobs, jobs jobs, Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Vir., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

First phone in six to twelve weeks through tape recorded lessons at home followed by one week personal instruction in Detroit, Boston, Minneapolis, Washington, Atlanta, Denver, Seattle or Los Angeles. Sixteen years FCC license teaching experience. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286. Phone 379-4461.

Help Wanted

FAST GROWING RADIO GROUP ADDING STAFF IN TOP 20 MARKET

Move into a modern C&W with heavy emphasis on creativity and aggressiveness. Salesmen, Deejays, Newsmen, Copy Writers, join a responsible corporate employer. Rewarding future for Radio professionals. Send resumes-tapes in confidence to

Box C-311, BROADCASTING.

SEE ME AT NAB

For expanding Company we will need:

EASTERN RADIO: Station Manager, Production Manager, Morning Host, News Director, Salesmen, Staff Announcers.

OHIO CATV: System Manager.

See me at Conrad Hilton, Friday thru Tuesday 3/29-4/2.

Herbert W. Hobler, President
Nassau Broadcasting Co.

RADIO—Help Wanted

Management

GROUP OWNER

Has radio station manager's position available in large midwestern market for individual who is thoroughly versed in all phases of radio station operation. Applicant must be able to motivate his department heads, especially sales and programming. Compensation based on salary plus percentage of profits.
Reply to Box C-313, BROADCASTING.

For Best Results
You Can't Top A
CLASSIFIED AD
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Broadcasting
THE MANAGEMENT OF TELEVISION AND RADIO

Help Wanted

Sales

WANTED * WANTED * WANTED
A GO GET 'EM SALES GUY who is already on the road and wants to handle the HOTTEST SYNDICATED RADIO FEATURE IN AMERICA. This feature literally sells itself. COMMISSION IS GOOD and will mean BIG MONEY to the right man.

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For truly outstanding air personality. Must be "Market Shaker" with impeccable credentials. Send tape and resume to:

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NEWS/TALK MAN

Wanted by CBS owned radio stations. Good salary and benefits. Send tape and resume to:

Dan Griffin, WEEI Radio
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Boston, Massachusetts 02199

Situations Wanted

Management

PROGRAM DIRECTOR— MANAGER

Top 40, Heavy sales promotion, creative idea man.

Call 703-434-6990.

TELEVISION—Help Wanted

Management

TELEVISION

Station owner is looking for young energetic TV sales manager or station manager who is capable and anxious to manage VHF station in northern 3 station market. Person selected must be self-motivated with ability to work with minimum of supervision. Successful applicant will receive salary and participation in profits of station.
Reply to Box C-312, BROADCASTING.

TELEVISION—Help Wanted—Sales

TOP JOB FOR TOP SALESMAN MAJOR WEST COAST MARKET

UHF Independent in expanding group operation offers growth and management potential to experienced right man. This is the chance for recognition and advancement for a hustler with aggressive, creative, on-the-street selling ability. In confidence, send resume, salary needs, picture and references to:

Box C-260, Broadcasting.

TELEVISION—Help Wanted

Management—(Cont'd)

Business Manager Assistant Controller

Major broadcast group has opening for top caliber financial manager in eastern major market AM-FM-TV.

This position requires high level of management experience and capability in return for top salary and excellent benefits.

An Equal Opportunity Employer.

Box C-342, BROADCASTING.

TELEVISION

Help Wanted

Technical

TV. ENGINEERS Wanted IN Florida

VHF color station

No Executive positions

send full resume & references

Box B-256, Broadcasting.

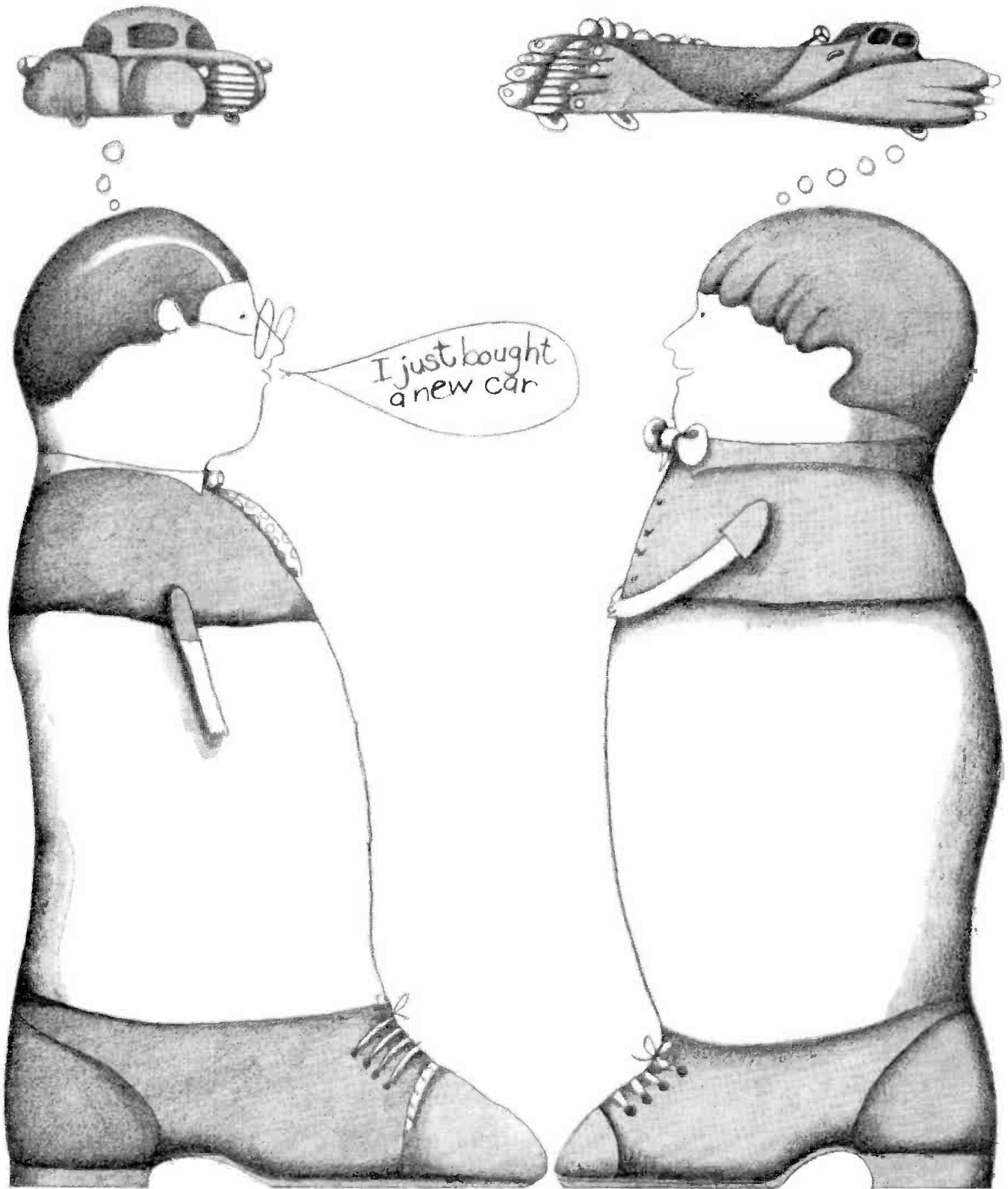
BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101. We are an equal opportunity employer.

RCA



***There are 600,000 words in the English language.
The educated adult uses about 2,000 a day.
Of these, the 500 most frequently used have 14,000 different definitions.
Does anyone know what anyone else is talking about?***



TELEVISION HELP WANTED—Technical (Cont'd)

We've Made the Offer More Attractive

A couple of issues back we ran an ad to let the rest of the world know that we wanted to hire engineers. In that ad we said that we wanted men who are now in television; men who liked broadcasting, had pride in their work and wanted a chance to show how good they were. This is the kind of man we still want—if it sounds like you, I can offer you a job in one of the best equipped and fastest growing stations in the country. Here's the offer I can make:
*The benefits of a well run union shop with a now top pay of \$240 per week.
 A chance to do a job—and do it well—with equipment like PC-70, TK-60, and VR-2000.
 A chance to work on shows that have meaning and value. Shows that will demand your best and will demand it constantly.*
 If you're interested in moving to a large metropolitan VHF where people like to do television and are proud of what they're doing, then call me or write to me today.

Larry Messenger, Technical Manager WHYI-TV
 Philadelphia, Pa. 215-EV 2-9300

TELEVISION

Production

TV Traffic Manager

WKBC-TV, the Kaiser Broadcasting outlet in Boston, is interviewing applicants thoroughly experienced in television sales & program traffic. Salary commensurate with experience.

Qualified personnel please send complete resume to Program Manager, Box 56, Boston, Mass. 02215.

An Equal Opportunity Employer.

Situations Wanted—Management

GENERAL MANAGER

Presently General Sales Mgr.—television. Hard salesman, good administrator, good programming & production sense. 14 years experience. 41, family, college degree. Want crack at Gen. Mgr. slot—TV-AM or TV only.

Box C-273, BROADCASTING.

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NAT'L TV SALES

Presently employed with major TV rep. but am looking for position with challenge and growth opportunities at station level as Nat'l Sales Mgr., medium to large market. 10 yrs Bdcst Exp; 3 lcl, reg'l radio, 7 nat'l rep. prefer NW, Mtn or Pacific States, will consider all. 32, Coll., Fam.

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 Management**

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Bob McKendrick
 DETROIT



Dave Matson
 CORVALLIS, ORE.



Bob Noel
 ATLANTA



Charles Rogers
 NEW YORK

**We'd like to invite you to meet us in Chicago
 PICK CONGRESS HOTEL**

(Continued from page 170)

Bureau granted license covering new FM station, specify type trans. Action March 13.

KAWL-FM York, Neb.—Broadcast Bureau granted CP to replace expired permit for new station. Action March 12.

■ Commission has returned, as unacceptable for filing, application of **WTFM(FM)** Lake Success, N. Y., asking for change in station location to New York without change in the station's present facilities. Trans. site is located in New York. Action March 13.

WGSM-FM Smithtown, N. Y.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 920 Crooked Hill Road, Islip, N. Y., change studio and remote control location to 900 Walt Whitman Road, Huntington, N. Y., change type trans. and make changes in ant. system. Action March 15.

KITE-FM San Antonio, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to Tower of the Americas, San Antonio, install new type trans., type ant., ERP 100 kw, ant. height 860 ft. Action March 11.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: **WIRB-FM** Enterprise, Ala. to May 9; **KMND-FM** Mesa, Ariz. to April 1 and **KFBC-FM** Cheyenne, Wyo. to Sept. 5. Action March 13.

■ FCC denied motion by **WXUR-FM** Media, Pa., requesting temporary suspension of renewal hearings for stations, Action March 19.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: **WRVI(FM)** Winnebago, Ill. to Sept. 15 and **WBEF-FM** Jenkintown, Pa. to July 31. Action March 13.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: **KAFF-FM** Flagstaff, Ariz. to Sept. 1; **WPKY-FM** Princeton, Ky. to Sept. 13;

condition; **WINA-FM**, Charlottesville, Va. to Aug. 28; **WYCR(FM)**, York-Hanover, Pa. to Aug. 23; and **WKAL-FM** Rome, N. Y. to Sept. 13. Action March 12.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for the following stations: **KGUS(FM)** Hot Springs, Ark. to June 1; **WRKD-FM** Rockland, Me. to June 15; **KACO(FM)** St. Louis to May 20; **WAWZ-FM**, Zarephath, N. J. to Sept. 13 and ***WFMQ(FM)** Lebanon, Tenn. to Sept. 1. Action March 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on March 12 in Albany, Ore. (**KNND(FM)** and **KRKT(FM)** and Albany Radio Corp.) FM proceeding, on examiner's own motion, postponed March 14 further hearing to May 7 (Docs. 17472-3).

■ Hearing Examiner Jay A. Kyle on March 11 in Sacramento, Calif. (Dale W. Flewelling) proceeding on revocation of license of **KXRQ(FM)**, scheduled further hearing conference for April 22; and further ordered that the hearing scheduled for April 16 in Sacramento, Calif., is continued without date (Doc. 18038).

FINES

WVOT-FM Wilson, N. C.—Broadcast Bureau notified **WVOT-FM** that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action March 13.

■ Commission has ordered Service Broadcasting Corp., licensee of **WAXO(FM)** Kenosha, Wis. to pay forfeiture of \$250. **WAXO(FM)** was notified on April 12, 1967 of apparent liability for willful or repeated failure to make sponsorship identification regarding certain political announcements in violation of Sec. 317 of Communications Act of 1934 as amended, and Sec. 73.289 of rules. Action March 13.

WCMC-FM Wildwood, N. J.—Broadcast Bureau by letter of March 18, notified **WCMC-FM** that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make equipment performance measurements at yearly intervals as required.

WJSM-FM Martinsburg, Pa.—Broadcast Bureau by letter of March 18 notified **WJSM-FM**, that it has incurred apparent forfeiture liability of \$100 for violations of rules, including failure to have made required proof of performance measurements at yearly interval.

CALL LETTER APPLICATIONS

■ Thames Broadcasting Corp., New London, Conn. Requests **WTYD(FM)**.

■ Sound Sales Inc., Hutchinson, Kan. Requests **KBBZ(FM)**.

■ Radio Corinth, Corinth, Miss. Requests **WWTX(FM)**.

■ Mansfield State College, Mansfield, Pa. Requests ***WNTE(FM)**.

CALL LETTER ACTIONS

■ Blount County Broadcasting Service, Oneonta, Ala. Granted **WKLD(FM)**.

■ Butte Broadcasting Co., Chico, Calif. Granted **KEQR(FM)**.

■ Trumbull Board of Education, Trumbull, Conn. Granted ***WGES(FM)**.

■ Georgia Institute of Technology, Atlanta. Granted ***WREK(FM)**.

■ Manchester College, North Manchester, Ind. Granted ***WBKE-FM**.

■ **WCBC(FM)**, Key Broadcasting Corp., Baltimore. Granted **WBMD-FM**.

■ Leroy E. Kilpatrick, Oxford, Miss. Granted **WOOR(FM)**.

■ Pleasant Broadcasters, Point Pleasant, N. J. Granted **WADB(FM)**.

■ John W. Larson, Rapid City, S. D. Granted **KVSR(FM)**.

■ John B. Walton Jr., Amarillo, Tex. Granted **KDJW-FM**.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: **KXOK** St. Louis; **WBON(FM)** Milwaukee; **WDHF(FM)** and **WNIB(FM)** both Chicago. Action March 14.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: **WDAS** Philadelphia; **WHEP** Rock Island, Ill. and **WYLO** Jackson, Wis. Action March 13.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: ***KICK** Springfield; ***KLID** Poplar Bluff; and ***KLRN** Mountain Grove, all Missouri; **KROS** Clinton, and **KVFD** Ft. DoJge, both Iowa; **WIBU** Poynette, Wis.; **WVOC** Battle Creek, Mich. and **WWCF(FM)** Baraboo, Wis. Action March 18.

Translators

ACTIONS

K06EU Lake Isabella Area, Calif.—Broadcast Bureau granted mod. of CP for VHF

TV translator to change frequency from ch. 6, 82-88 mc, to ch. 10, 192-198 mc, and also change call letters to **K10GC**. Action March 11.

Sacramento Valley Television Inc., Quincy, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Quincy, operating on ch. 6, by rebroadcasting **KRCR-TV** Redding. Action March 11.

K11IA King Springs, Galpin, Glasgow and Tampico, all Mont.—Broadcast Bureau granted CP for VHF TV translator station for changes in station. Action March 14.

Border TV Club, Sweetgrass, Mont.—Broadcast Bureau granted CP's for following VHF TV translators to serve Sweetgrass, West Butte, Sunburst and Border Field, operating on ch. 9, by rebroadcasting **KRTV(TV)** Great Falls; operating on ch. 11 by rebroadcasting **KFBF-TV** Great Falls and operating on ch. 13 by rebroadcasting **CJLH(TV)** Lethbridge, Alberta, Canada. Action March 13.

K06BH Dutch John, Green Lake and Manila, Utah—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator. Action March 14.

K05CP Toquerville, Utah—Broadcast Bureau granted mod. of CP for VHF TV translator to extend completion date to Sept. 14. Action March 14.

Tulsa T.V. Association, Calpet, Wyo.—Broadcast Bureau granted CP for new VHF TV translator to serve Calpet, Fontenelle, California Oil Camp, Utah Oil Camp and Lebarge, all Wyoming, operating on ch. 6 by rebroadcasting **KID-TV** Idaho Falls, Idaho. And in separate action Broadcast Bureau granted CP for new UHF TV translator to serve Calpet, Fontenelle, California Oil Camp, Utah Oil Camp and Lebarge, operating on ch. 9 by rebroadcasting **KTWO-TV** Casper, Wyo. Action March 11.

■ Broadcast Bureau granted renewal of licenses for the following VHF and UHF TV translator stations: **K04DI**, **K07GE** and **K13GD** all Chinle, Ariz.; **K03AT** Alamo, **K10CV** Rural South Pahrnanag Valley; **K10CO** Indian Springs; **K80BR** Carson City; **K76AB** and **K78BA** Winnemucca and **K72AU** Verdi, all Nevada. Action March 15.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: **K09HY** King Springs, Galpin, Glasgow and Tampico, all Montana; **K12FZ** Toketee Falls area, Ore.; **K12GD** Mammoth area of Yellowstone National Park, Wyo.; **K13CO**, Lava Hot Springs, Fish Creek area, Dempsey Creek area and Portneuf River area, Idaho; **K11CP** Lava Hot Springs, Idaho; **K11AP** White Sulphur Springs, Idaho, Five-Miles Creek Community & Fort Logan Community, all Montana; **K02AU** Idleyld Park, Glide, Oak Creek Valley & Sutherlin, all Oregon; **K76BG** Chester, Westwood and Greenville, all California and **K75AO** Point Arena, Calif. Actions March 18.

CATV

FINAL ACTIONS

■ FCC modified its memorandum opinion and order of Jan. 30 on petition of Television Corp. of Michigan Inc., licensee of **WILX-TV** Onondaga, Mich., for limited reconsideration. The memorandum opinion and order required Television Corp. to make available to Jackson TV Cable Co. for its inspection annual financial report for 1962-1966 of license corporation of **WILX-TV**. Ann. March 14.

■ FCC authorized CATV systems in Lake Wales, Bartow, Lakeland, Leesburg and Winter Haven, all Florida, to carry distant signals waiving Sec. 74.1107 of rules. Action March 13.

■ FCC granted request for stay of 60 days to meet program exclusivity requirements filed by CATV operators in Shenandoah, Mahanoy City and Ashland, all Pennsylvania. Action March 18.

■ FCC denied petition by Valley Television Service Inc., Pikeville, Ky., requesting reconsideration of July 19, 1967 action by commission denying Valley's request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules. Valley Television Service Inc. had asked for rule waiver for signal of **WCYB-TV** Bristol, Va. Action March 13.

■ FCC denied motion for stay filed by Total TV Inc., one of parties to Rockford, Ill. CATV proceeding (Doc. 17234-41). Total is operator of CATV system at Janesville, Wis. Rockford proceeding involves petitions by several CATV systems for waiver of Sec. 74.1107 of rules to permit carriage of distant television signals in Rockford and Milwaukee and Madison, all Wisconsin, television markets. Action March 13.

OTHER ACTIONS

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921, granted motion for extension of time filed on March 18 by Courier Cable Co. and extended to April 1

FOR SALE—Equipment

USED BROADCAST TRANSMITTERS

AM 250 Watt Collins Mod. 300G, mint condition.

FM Collins 5KW Mod. 737, very clean. FM Gates 3KW Mod. 8F3B, will sell as is or completely recondition, single phase power.

GE FM AMPLIFIER 3KW, rebuilt and converted with Amprex tubes (new), guaranteed.

GE CONSOLE—2 channel, plus monitor. From Recording Studio, like new, Mod. GEBGIA.

HEWLETT PACKARD DISTORTION ANALYZER, Mod. 330-D, with AM DETECTOR, mint condition, \$250.00, guaranteed.

GE POWER TRANSFORMERS, new, 34.7 KVA, oil cooled, 3900 V/12,000 V.

GE FILTER CHOKES, new, oil cooled, IND 5 Henries at 3.5 AMP DC. Res. less than 25 ohms. 35 KV switch.

ANDREWS 3/8" COAX SWITCH, electrical or manual, never used, \$550.00. Regular price \$1200.

ERCO EXCITER FM WITH SCA, clean and proofed, \$750.

GE FM parts and conversion kits available.

Equipment may be seen during NAB Convention.

Call 312-378-7461 for Nite appointment.

Bill Drenthe, 5437 W. Division St., Chicago.

MISCELLANEOUS

Best Buys for Local Merchants

\$ RADIO JINGLES \$

Audible Advertising, Inc.

683 Fifth Ave.

New York, N. Y.

212-TR-3-1238

Call or Write for Samples!!!

time within which to file replies to exceptions and briefs to initial decision. Action March 20.

■ Review board in Lower Belle, W. Va., CATV proceeding, Doc. 17968, granted petition for extension of time filed March 14 by Broadcast Bureau and extended to March 29 time for filing responsive pleadings to petition to review order denying motion to quash filed by Ashbury and James Cable Service on March 6. Action March 18.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 13 in Bessemer, Brighton, Brownville, unincorporated area of Jefferson county south of Birmingham, Homewood and Irondale, all Alabama. (Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., and Jefferson Cablevision Corp.) CATV proceeding, designated Hearing Examiner Elizabeth E. Smith to serve as presiding officer and scheduled pre-hearing conference for April 24 and hearing for May 21 (Docs. 18084-6).

■ Hearing Examiner Chester F. Naumowicz, Jr., on March 12 in Van Buren, N. Y. (General Electric Cablevision Corp.) CATV proceeding in Docs. 17131 et al, granted request by NewChannels Corp. and extended time to March 25 and April 8, respectively, to file proposed and reply findings.

■ Hearing Examiner Herbert Sharfman on March 11 in Bluefield, W. Va. (Bluefield Television Cable and Bluefield Cable Corp.) CATV proceeding, pending action on proposed motion to terminate hearing, re-scheduled March 12 further prehearing conference for April 1 (Doc. 17469).

DESIGNATED FOR HEARING

■ FCC announced consolidated hearing for 24 separate Sec. 74.1107 requests to import distant signals on CATV systems in the Philadelphia television market.

Ownership Changes

APPLICATIONS

■ KNIX Phoenix, Ariz.—Seeks transfer of control from John P. and Donna J. Karshner and James and Jeannette Lindsay (100% before, none after) to Alvis Edgar Owens Jr. (none before, 100% after). Principals: Alvis E. Owens Jr., sole owner. Mr. Owens Jr. is sole owner of KUZZ-AM-FM Bakersfield, Calif. and KTVF Tempe, Ariz., sole owner of road show and retail record production company, music publishing firm and 51% owner of talent booking and management company. Consideration: \$75,000. Ann. March 18.

■ WGKA-AM-FM Atlanta—Seeks transfer of control from Glenkaren Associates Inc. to Strauss Broadcasting Co. of Atlanta. (none before, 100% after) Principals of Glenkaren Associates Inc.: Locke E. Glenn, chairman (37%), Barton C. Isbell Jr., president and William O. Jones (each 25%). Principals of Strauss Broadcasting Co. of Atlanta: Robert S. Strauss, president and Theodore H. Strauss, vice president and secretary-treasurer (each 50%). Strauss Broadcasting Co. is licensee of KIXL-AM-FM Dallas and KCEA-AM-FM Tucson, Ariz. Robert S. Strauss is partner in law firm, director of life insurance company and has interest in airline. Theodore H. Strauss is 32% owner of packaging manufacturing company, 25% owner of Cole National Corp., and director of bank. Consideration: \$300,000. Ann. March 15.

■ WPIN-AM-FM St. Petersburg, Fla.—Seeks assignment of license from Florida West Coast Broadcasters Inc. to Myer Feldman and Edward Winton for \$165,000. Principals: Myer Feldman (90%) and Edward Winton (10%). Mr. Feldman is partner in law firm, has 35% interest in WOCN Miami. Mr. Winton has 25% interest in WOCN. Principals of Florida West Coast Broadcasters Inc.: Arthur Mundarff, president (100%).

■ KWMT-AM-FM Fort Dodge, Iowa—Seeks assignment of license from American Broadcasting Stations Inc. to KWMT Inc. for \$335,000. Principals of American Broadcasting Stations Inc.: William B. Quarton, executive vice president and general manager, L. W. Van Nostrand, vice president. Principals of KWMT Inc.: William B. Quarton chairman and treasurer and James W. Maurer, president (each 50%). Mr. Maurer is vice president of American Broadcasting Stations Inc., station manager of KWMT-AM-FM Fort Dodge. Mr. Quarton is president and more than 25% owner of WMT-TV Cedar Rapids. WMT-AM-FM-TV sale to Norton Stations group is pending (BROADCASTING, Dec. 25, 1967). Ann. March 19.

■ KMSP-TV Minneapolis—Seeks transfer of control from Twentieth Century-Fox Television Inc. to Twentieth Century-Fox Film Corp. No transfer of control or monetary consideration is involved. Ann. March 19.

■ KGFV Kearney, Neb.—Seeks assignment of license from George Kotsiopoulos (20% before, none after) to John C. Mitchell (20% before, 40% after). Principals: John C. Mitchell, president (40%) et al. Consideration: \$13,000. Ann. March 19.

■ WPEN-AM-FM Philadelphia—Seeks transfer of control from Penrose Industries Corp. to Martin W. Field (none before, 100% after) for \$5,022,535.99 less amount equal to debt subject to adjustments. Principal of Penrose Industries Corp.: Harry S., chairman and William H. Sytk, president and Sidney Goldstein, secretary-treasurer. Corporation has in excess of 50 stockholders. Ann. March 19.

■ KCHY Cheyenne, Wyo.—Seeks assignment of CP and license from Charles W. Stone to North Star Broadcasting Co. for \$50,000. Principals: Mr. and Mrs. Stone own KDAC Fort Bragg, Calif. Principals of North Star Broadcasting Co.: George J. McCarthy, president and Robert J. Chevalier, secretary (each 48%) et al. Mr. McCarthy is 50% owner of commercial building, 100% owner of construction firm. Mr. Chevalier is owner of insurance and real estate sales firm, 50% owner of two commercial office buildings and hotel. Messrs. McCarthy and Chevalier are each 48% owners of KBMO Benson, Minn. Mr. McCarthy is 52% owner

and Mr. Chevalier is 12% owner of KSMM Shakopee, Minn. Ann. March 19.

ACTIONS

■ KTOT Big Bear Lake, Calif.—Broadcast Bureau granted assignment of license from Hugh A. Cover and Donald L. Stoner d/b as Mountain Broadcasting Co. to same. Principals: Mr. Cover (50% before, 37.5% after), Mr. Stoner (50% before, 37.5% after) and Vernon E. Thompson (none before, 25% after). Action March 13.

■ WVMG-AM-FM Cochran, Ga.—Broadcast Bureau granted assignment of license from John Hulett d/b as Beckley County Broadcasting Co., to Mid-State Broadcasters Inc. Principals: John Hulett, president (51%) and John Harris, vice president (49%). Mr. Hulett is president, director and 37.5% owner of WVOH Hazelhurst, Ga. Consideration: \$33,000. Action March 15.

■ WKOK-AM-FM Sunbury, Pa.—Broadcast Bureau granted transfer of control from Nita K. (0.5% before, none after) and Basse A. Beck (45% before, none after) and Dorothy B. Moyer (8% before, none after) d/b as Sunbury Broadcasting Corp. to Harry Haddon Sr. (25% before, 53.8% after). Principals: Mrs. Nita K. Beck, president. Mr. Homer R. Smith, secretary, et al. Consideration: \$165,360. Action March 15.

ADDENDA TO 1968 BROADCASTING YEARBOOK

Following are corrections and additions to the 1968 BROADCASTING YEARBOOK. For the reader's convenience, the information is arranged in order of YEARBOOK section and page number.

Section A—Facilities of Television

A-8—KMBY-TV Monterey, Calif.—name of president should be Stoddard P. Johnston. A-110—Avco Broadcasting Corp.—change director of promotion and public relations to Joseph Costantino.

Section B—Facilities of Radio

B-52—WLBK DeKalb, Ill.—add WLBK-FM 92.5 mc; 3.1 kw. Ant. 160 ft.
B-74—WCME Brunswick, Maine—change frequency to 900 kc.
B-77—WKIK Leonardtown, Md.—delete personnel. Change to Richard A. Myers, ptr, gen mgr and news dir; Gary MacKay, prog dir; Richard Bowman, comm mgr; Al Barthelme, sports dir; June Murray, women's dir; Walter MacTammany, chief engr.
B-78—WJIB(FM) Boston—ownership should be Kaiser-Globe stations. Add affiliates

WKBG-TV and WCAS.

B-92—WSJS Magee, Miss.—call letters should be WSJC. Correct frequency and power should be 810 kc; 50 kw-D; 250 w-N, DA.

B-108—WCSS Amherst, N. Y.—should be listed in Amsterdam, N. Y.

B-141—WHOC Philadelphia—delete entire listing. Station licensed to Philadelphia, Miss.

B-165—KCOR San Antonio, Tex.—name of president should be Allen E. Wolin. KCOR-FM's power should be 100 kw and it is programmed separately from KCOR, in stereo.

B-232—under FM frequencies, 96.9 mc, ch. 245, Class B-C: Change WXHR-FM Boston to WJIB(FM) Boston.

B-247—change top-100 network radio advertisers (by brands) year 1966 to top-100 spot radio advertisers (by brands) year 1966. Lead in should read spot advertisers instead of network.

Section D—NAB Codes and Program Services D-16—under program producers, distributors, program services—add Freberg Ltd. 9720 Sunset Blvd., Los Angeles 90069.

D-31—under foreign language programming—Spanish—add KCOR San Antonio, Tex., 100%.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 20. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Arcata, Calif.—H. B. Cable TV, subsidiary of Humboldt Bay Video Corp., has applied for a franchise. Installation and monthly fee would be \$19.75 and \$5.50, respectively.

■ Lodi, Calif.—Multi-View Systems Inc. of Lodi has been granted a franchise. Monthly charge is set at \$4.50 if an aerial line is used and \$5.50 for an underground hookup. Installation will be offered free to initial subscribers and \$15.50 thereafter. City will receive 5% of gross revenues for the first three years and thereafter 6%.
King City, Calif.—Southern Monterey County CATV Co. has applied for a franchise.

Merced, Calif.—General Electric Cablevision Corp. (multiple CATV owner) has expanded its system in Merced to include four TV channels from San Francisco. Until now only channels in Fresno, Salinas and San Jose have been available.

Rocky Ford, Colo.—Judach Specialty Co. of La Junta has applied for a franchise. Installation and monthly fee would be about \$10 and \$6, respectively. City would receive 4% of firm's gross revenues.

■ Cross City, Fla.—Micanopy Cable TV Co. has been granted a franchise. Installa-

tion charge will be \$10 and monthly fee \$5. City will receive 3% of the firm's annual gross revenues for the first three years of the ten year pact.

■ Jesup, Ga.—Farnell O'Quinn, owner of WHAB Baxley and Genell Odum of Odum, both Georgia, have been granted a franchise. Monthly charge will be approximately \$5.95. Franchise previously owned by Jesup Cable TV Co. has been terminated.

■ Amherst, N. Y.—Frontier Cable TV Inc. has been granted a 20-year franchise. Installation charge for the 12-channel system will be about \$15. Town will receive 3% of the firm's annual gross revenues at the outset and up to 6% depending on the number of subscribers.

Walden, N. Y.—Walden Video Corp. has applied for a franchise. City would receive 2% of gross revenues.

Kane, Pa.—Aiello Bros. of Ridgeway, Pa. has applied for a franchise. Firm proposes a 12-channel system. Centre Video of State College, Pa. presently operating a five-channel system in the community, has applied for a 20-year extension of their franchise. Centre would expand their system to 12 channels.

■ Galveston, Texas—Galveston Cablevision Inc. has been granted a 20-year non-exclusive franchise. Monthly fee will be no more than \$5.95.

Vergennes, Vt.—George Adams of Bellows Falls has applied for a franchise.

Kent, Wash.—Valley Cablevision Inc. has applied for a non-exclusive franchise. The pact would run for an initial 12 years with a five-year renewal option. The city would receive 4% of the gross income quarterly.

■ Bellingham, Wash.—Telecable of Bellingham Inc. has been granted a 15-year franchise. City will receive 4% of annual gross revenues.

THE news release announced simply that Howard A. Chinn, director of general engineering, CBS-TV engineering and development department, was selected as this year's recipient of the National Association of Broadcasters' engineering achievement award. He was chosen, the release said, in recognition of "his leadership in helping to develop NAB's new standard loudness reference recording which has provided broadcasters with additional means of maintaining proper audio levels of broadcast programs, and for his many engineering contributions over the years, which have significantly advanced the state of the broadcasting art."

Mr. Chinn's colleagues, however, say the news release doesn't really do justice to its subject. For one thing, they say, Mr. Chinn has a "fantastic" reputation in the business, so much of a reputation, in fact, that "he's considered the broadcasting industry's engineering expert," as one colleague put it.

For another, Mr. Chinn has the distinction of developing some 30 years ago a gadget that is still in daily use in the electronic field. Along with last year's NAB engineering achievement award winner Robert M. Morris, he developed the VU meter in 1939. The VU meter is still found everywhere in electronics—quite a record in a field where few devices developed 30 years ago are still in regular use.

Standard Text ■ Nor were Mr. Chinn's efforts in electronics limited to the laboratory. He's logged a lot of time at the typewriter. A number of years ago he wrote what apparently has become the definitive volume in its field, a book called "Broadcast Engineering." Each station probably has at least one copy, his colleagues claim. In addition, he was the editor-in-chief of four classified volumes concerning wartime electronic developments, a job that earned him a Presidential Certificate of Merit.

Mr. Chinn's reputation is also based on achievements of more recent vintage than either the VU meter or "Broadcast Engineering." In 1966 he developed the NAB's standard loudness reference recording which is the only accepted solution to a problem that has vexed both broadcasters and their audiences for years: abnormally loud commercials.

The reference tape, according to a description, features a noise burst, which is used to set VU meters, and is followed by audio copy designed to fall within the preset range. It would then be up to the person doing the checking to match the loudness of a commercial against the reference tape to determine before airing if the commercial is too loud. Admittedly, a subjective judgment of the sound level must be made by the person doing the checking, but apparently there's no other way to monitor

Perfectionist in the art of broadcasting

commercials at the station level.

At first glance, development of the standard reference tape was no monumental feat, since it uses materials that have been around for some time: an announcer's voice, tape recorders and VU meters. The fact is that until Mr. Chinn applied his expertise in broadcast standards to the problem, nobody came up with anything workable. What he did was bring together a number of disparate elements to produce a viable solution to a problem. In order to do that he had to look at the problem, shorn of irrelevancies.

And according to those he has worked with, Mr. Chinn has been doing just that—going straight to the problem—

WEEK'S PROFILE



Howard A. Chinn—director, general engineering, CBS-TV engineering and development department, New York; b. Jan. 19, 1906, New York City; BS, MS Massachusetts Institute of Technology; assistant to the director of engineering, CBS, 1932; chief audio engineer, CBS, 1936; technical coordinator of the Radio Research Laboratory, Harvard University, 1942-44; consultant to Office of Scientific Research and Development, 1944-46; consultant to CBS, 1942-46; named chief audio-video engineer, CBS, 1948; chief engineer, CBS, 1957-64; director, general engineering, CBS-TV. m. Menna C. Cayton, June 1934; children—Maryann; member—Fellow of Institute of Electrical and Electronic Engineers, Society of Motion Picture and Television Engineers, the Audio Engineering Society, Acoustical Society of America; hobbies—golf, flying, stamp collecting, model railroading, photography, boating and fishing, amateur radio.

ever since he joined CBS.

He first started working for the network in 1932 as an assistant director of engineering. That was after his education in New York City, his hometown, and a number of years at the Massachusetts Institute of Technology, where he earned bachelor's and master's degrees in electrical communications and where he served on the school's research staff.

In 1936, CBS appointed him chief audio engineer. During those early years at the network he also served on the teaching staff at New York University's graduate school.

When World War II came, Mr. Chinn devoted his major effort to military work, first as technical coordinator of the Radio Research Laboratory at Harvard University from 1942-44, and then, until 1946, as a consultant to the Office of Scientific Research and Development under Dr. Vannevar Bush. Throughout the war he remained a consultant to CBS.

In 1947 he rejoined CBS on a full-time basis, and in 1948 became chief audio-video engineer. He was named chief engineer in 1957.

Avid Golfer ■ Since 1964, after a long and active career at CBS, Mr. Chinn has found time to devote to his many hobbies. At present, he and Mrs. Chinn spend about four of the winter months in Port Charlotte, Fla., where their home is right next to a golf-course fairway and where Mr. Chinn can play his favorite sport—he shoots in the mid-80's.

The rest of the year is spent in New Canaan, Conn., from where he commutes to CBS headquarters.

When not imparting knowledge to colleagues in New York or elsewhere, Mr. Chinn can be found indulging in other hobbies as well as golf: boating, private flying, fishing, stamp collecting, model railroading, photography, and of course, amateur radio, the hobby that prompted his interest in communications. "You might say hobbies are my hobby," the soft-spoken Mr. Chinn said.

Despite his many outside interests, Mr. Chinn has acquired one of the most widely recognized reputations for expertise in broadcast engineering.

And it's a reputation that apparently is the product of his contributions and not of self-sell since the high regard most engineers have for him is matched by their appreciation of his self-effacing and retiring qualities.

"Howard seldom says more than is necessary," a friend recently explained. "But when he says it, he means it, and he goes straight to the heart of the matter. His expert knowledge coupled with his unusual honesty and quiet manner have earned him the respect of the entire broadcast-engineering fraternity."

Extremism at the FCC

THE radical changes that the FCC is suddenly thinking of making in its broadcast-ownership policies may never be adopted. But the mere fact that they are being thought of at all suggests the onset of a period of grave uncertainty in both radio and television broadcasting.

As reported elsewhere in this issue, the commission has instructed its staff to prepare a rulemaking that would result in prohibiting the licensee of any type of broadcast station from acquiring any other type of station in the same community. There is apparently no present thought of requiring divestitures of present holdings, but the long-range purpose of the proposed rule would be to whittle away until the one-to-a-customer standard was eventually attained.

Neither, at the moment, does there seem to be the thought of counting newspaper ownership in a given community against the single-unit standard of broadcast acquisitions, but logic suggests that if the FCC were to go as far as to restrict station ownerships to one of a kind, it would inevitably begin worrying about common ownerships of stations and nonbroadcast media within the same communities. Presumably the rationale behind the commission's present consideration is that it is socially desirable to decentralize broadcast ownerships within any market. If the rationale makes any sense, it must include all mass media.

If the FCC decides to go ahead with this enterprise, it must afford the maximum opportunity for comment and the presentation of testimony. The social and economic implications of this rule would be of larger consequence than those involved in any other FCC proposal of modern times. We just hope the commission will be given time to find out what it is thinking of doing.

Next week in Chicago

ORDINARILY a presidential election year presents no new crises for broadcasters in their own annual convention. There are, of course, the disquieting complaints about equal time and the annoyances over pre-emptions of regular programming. But usually Congress, being otherwise occupied, lays off, and the FCC finds it expedient to be reasonably quiescent.

But this is no ordinary election, and these are no ordinary times.

In fact there never has been a time when broadcasting has faced as many perplexing problems as those on and off the official agenda of the 46th annual convention of the National Association of Broadcasters in Chicago next week. The problems spring to some degree from the gloomy state of the nation—the Vietnam war, the explosive racial issue and the attack on the American economy.

But that's not the whole of it. Trouble permeates practically every phase of the broadcasting business. The very success of broadcasting and, more particularly, of television, has made it fair game for the politicians, the real and phony high-brows and the competitive media. Spectacular technological advances, including satellites and cable television, along with the bold raids of the land-mobile services, have created new problems of spectrum use and allocations that endanger even short-range retention of the status quo.

There are tough issues facing radio broadcasters that cannot be settled now but need ventilation and action. Not the least among them is the concerted drive of recording artists to exact royalties for every record played, over and above what they receive in royalties for every record sold. (The contradiction here is that enormous amounts are paid

out in exploitation, which supposedly falls short of payola, to get radio exposures to stimulate sales on which their record royalties are based.)

NAB President Vincent Wasilewski's keynote speech isn't calculated to make the membership feel complacent. Broadcasting, the number-one news medium, has had a "bad press" for years but none worse than that since the NAB convention a year ago. And FCC Chairman Rosel H. Hyde, in his annual appearance, won't be able to give broadcasters any assurances for less regulation. The facts point ominously in the opposite direction.

Broadcasters are going to learn that it has become a new ball game for networks, affiliates, independent stations of all classes, and even for advertisers, agencies and national representatives. It's going to take a lot more muscle and prudent leadership to win when the play-off begins after this year's elections—no matter how they come out.

Syndicators' supermarket

THE film and tape programming—series, specials, movies—that will be represented at the National Association of Broadcasters convention in Chicago next week offers what has to be the widest range of choice ever presented to station program buyers. As a look through the titles listed elsewhere in this issue will confirm, there is—if a very old characterization may be allowed one more re-run here—something for everyone, indeed.

After several difficult years of turmoil and readjustment, beset by ever-rising costs and a contracting market while network programming took over more and more local time, the syndication business is clearly looking up again. Its volume last year, foreign and domestic, rose to an estimated \$220 million, and the outlook now is for a gain of at least 10% this year in the domestic volume.

The activation of new stations, largely UHF, has contributed to the expanding market, and will contribute much more in the future. The needs of established stations for fresh products know no let-up, and there seems to be a growing tendency for affiliates to pre-empt network programs, which also enlarges the distributors' potential.

In the end, of course, what sells programs is the programs themselves. In their greater diversity, not only in number and format but also in length and type, this year's offerings hold unusual opportunities for discriminating buyers as well as for those displaying their wares.



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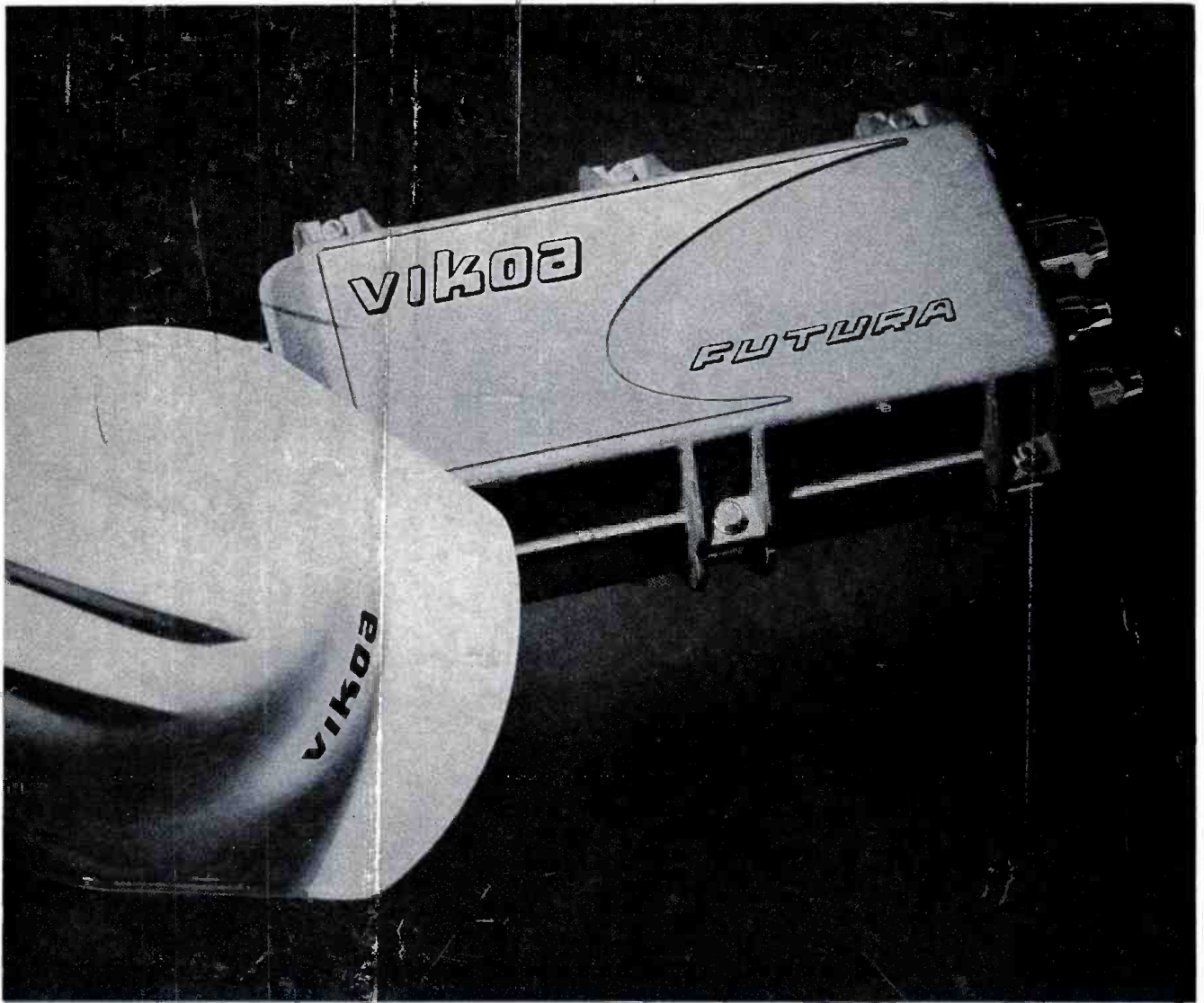
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 full gain: 47 dbmv 44 dbmv
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 5 db block-tilt)
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 (0 db pad, full gain): 5 dbmv
 (10 db pad, 6 db switch,
 5 db gain reduction): 26 dbmv
 Tilt Controls (continuous): 8 db cable
 at ch. 13 (switches): 10 db, 17 db
 cable at ch. 13
 V.S.W.R. — 75 OHMS (line input):
 18 db return loss (line output): 16.5
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