



# BROADCASTING

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FEBRUARY 17, 1964

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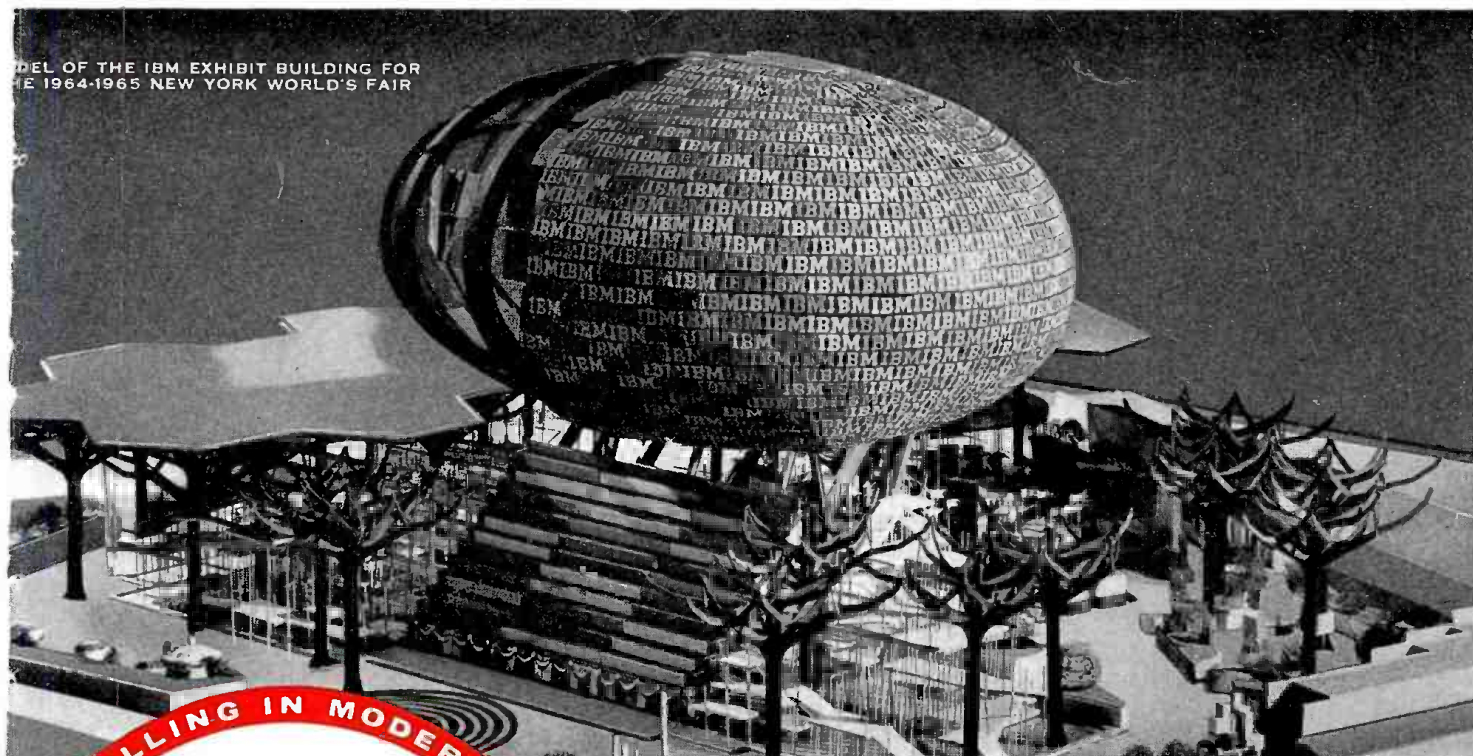
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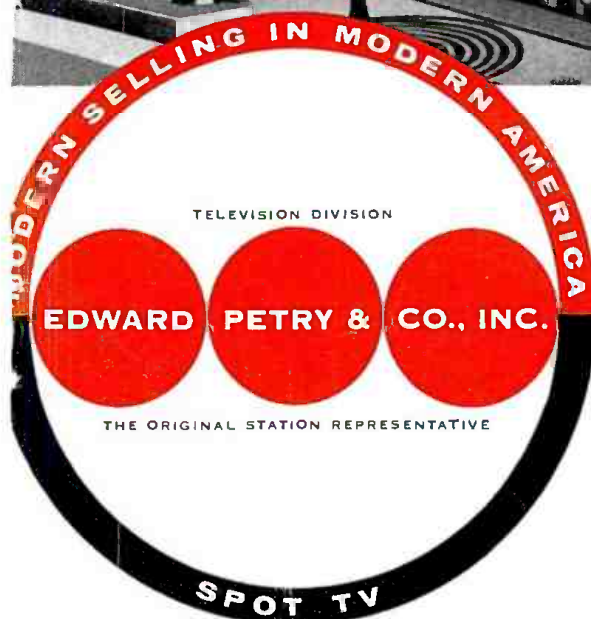
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MODEL OF THE IBM EXHIBIT BUILDING FOR  
THE 1964-1965 NEW YORK WORLD'S FAIR



Overnight, old buying patterns are broken and new brand preferences emerge. Even the most successfully entrenched national advertiser needs the modern medium of Spot Television to protect and expand his share of market. That's why you'll find an ever growing number of national advertisers using Spot TV on these outstanding stations.

KOB-TV . . . . . Albuquerque	KPRC-TV . . . . . Houston	KMTV . . . . . Omaha
WSB-TV . . . . . Atlanta	WLW-I . . . . . Indianapolis*	WDBO-TV . . . . . Orlando
KERO-TV . . . . . Bakersfield	WDAF-TV . . . . . Kansas City	KPTV . . . . . Portland, Ore.
WBAL-TV . . . . . Baltimore	KARD-TV . . . . . Kansas State Network	WJAR-TV . . . . . Providence
WGR-TV . . . . . Buffalo	KARK-TV . . . . . Little Rock	WROC-TV . . . . . Rochester
WGN-TV . . . . . Chicago	KCOP . . . . . Los Angeles	KCRA-TV . . . . . Sacramento
WLW-T . . . . . Cincinnati*	WISN-TV . . . . . Milwaukee	KUTV . . . . . Salt Lake City
WLW-C . . . . . Columbus*	KSTP-TV . . . . . Minneapolis-St. Paul	WOAI-TV . . . . . San Antonio
WFAA-TV . . . . . Dallas	WSM-TV . . . . . Nashville	KFMB-TV . . . . . San Diego
WLW-D . . . . . Dayton*	WVUE . . . . . New Orleans	WNEP-TV . . . . . Scranton-Wilkes Barre
KDAL-TV . . . . . Duluth-Superior	WTAR-TV . . . . . Norfolk-Newport News	WTHI-TV . . . . . Terre Haute
WNEM-TV . . . . . Flint-Bay City	KWTV . . . . . Oklahoma City	KVOO-TV . . . . . Tulsa
		WTRF-TV . . . . . Wheeling



**ONE  
POWERFUL  
STATION COVERS  
5-STATE  
BIG AGGIE  
LAND**

**BIG AGGIE  
LAND**



**THAT'S**

**WNAX-570** ←

Big Aggie Land is the huge and rich market of the upper midwest. All or parts of five states go into the makeup of this vast market. AND ONLY POWERFUL WNAX-570 PROVIDES COMPLETE COVERAGE. Big Aggie Land is great country. Well within its borders are two major cities . . . Sioux City, Iowa and Sioux Falls, S. D., and in each WNAX-570 is the best seller. In Big Aggie Land there are 1.5 million people and 400,000 radio homes. Sell them all on Big Aggie radio. WNAX-570 CBS RADIO. See your Katz man.



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



**WNAX-570 CBS RADIO**

**PROGRAMMING FOR ADULTS OF ALL AGES**

PEOPLES BROADCASTING CORPORATION  
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota  
Represented by Katz



**PEOPLES BROADCASTING  
CORPORATION**

WNAX, Yankton, S. Dak.  
KVTY, Sioux City, Iowa  
WGAR, Cleveland, Ohio  
WRFD, Columbus-  
Worthington, Ohio



***"It figures! An award-winning  
action series... a great cast...  
... outstanding guest stars  
... top advertiser response... no wonder  
it's already sold in these markets!"***

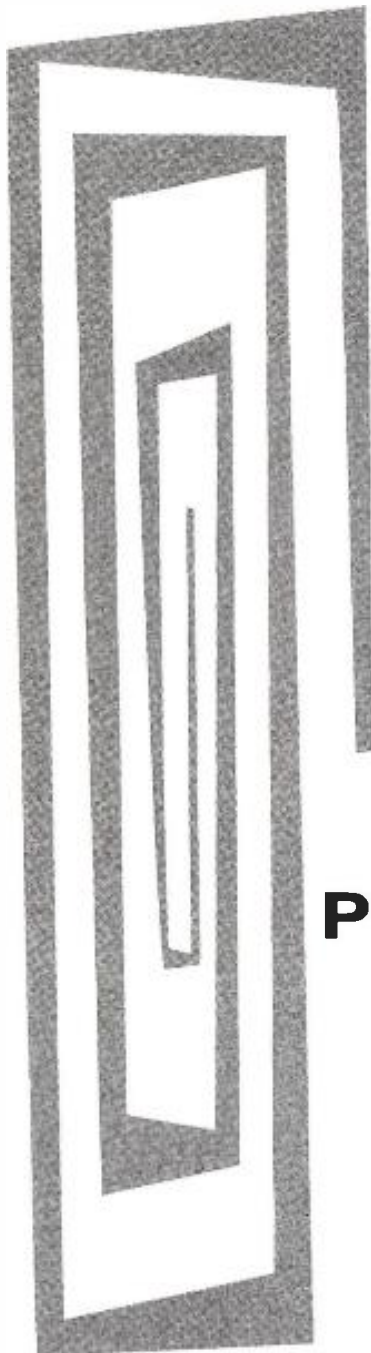
*—says Lt. Mike Parker (Horace McMahon)*

WPIX NEW YORK • WGN-TV CHICAGO • WJZ-TV BALTIMORE • W-TEN ALBANY-TROY-  
SCHENECTADY • WLW-C COLUMBUS • WHP-TV HARRISBURG • WQAD MOLINE-DAVENPORT-  
ROCK ISLAND • WSBA-TV YORK • WOI-TV AMES • WLYH-TV LEBANON-LANCASTER  
• KDAL-TV DULUTH-SUPERIOR • WBAY-TV GREEN BAY • WNEP-TV SCRANTON-WILKES  
BARRE • WTTV INDIANAPOLIS-BLOOMINGTON • WWLP SPRINGFIELD, MASS. • WDAF-TV  
KANSAS CITY, MO. • WMAL-TV WASHINGTON, D.C. • WJIM-TV LANSING • WHNB-TV  
NEW BRITAIN-HARTFORD • WIMA-TV LIMA • WBTU CHARLOTTE • KOLN-TV LINCOLN  
• WFMV-TV GREENSBORO-HIGH POINT-WINSTON SALEM • KMSP-TV MINNEAPOLIS-  
ST. PAUL • WTVJ MIAMI • KTVI ST. LOUIS • WKRG-TV MOBILE • KTTS-TV SPRINGFIELD,  
MO. • WNBE-TV NEW BERN, N.C. • KARD-TV WICHITA • WTVR RICHMOND • KOB-TV  
ALBUQUERQUE • WDBJ-TV ROANOKE-LYNCHBURG • KHSL-TV CHICO-REDDING • WTVT  
TAMPA-ST. PETERSBURG • KICU-TV FRESNO • KALB-TV ALEXANDRIA • KTNT-TV TACOMA  
• KRTV GREAT FALLS • WBRZ BATON ROUGE • KID-TV IDAHO FALLS • KOSA-TV  
ODESSA-MIDLAND • KTTV LOS ANGELES • KZTV CORPUS CHRISTI • KPHO-TV PHOENIX  
KFSA-TV FORT SMITH • KTRK-TV HOUSTON-GALVESTON • KGO-TV SAN FRANCISCO  
KFDX-TV WICHITA FALLS • KXLY-TV SPOKANE • WWL-TV NEW ORLEANS • KOLD-TV TUCSON  
• WFAA-TV DALLAS • KNTV SAN JOSE • KROD-TV EL PASO • KIRO-TV SEATTLE •

Distributed exclusively by

**SCREEN  GEMS**





## KRLD-TV PERSPECTIVE '64

In every measurement published by ARB and Nielsen for 1963, KRLD-TV was the NUMBER ONE station in the Dallas-Fort Worth market...largest average Metro Share...greatest Total Homes per average quarter-hour, sign-on to sign-off, Monday thru Sunday.

1964 promises to be even more rewarding for Channel 4 advertisers. To place your advertising schedule in its finest perspective, see your ADVERTISING TIME SALES representative.



represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



**MAXIMUM POWER** TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts



## Cry for help

Broadcasters, who made strong, successful joint effort in November to convince House Commerce Committee of their support for bill to block FCC move into commercial regulation through rulemaking, must immediately undertake far greater task—getting bill through House. That's the view of Representative Walter Rogers (D-Tex.), author of HR 8316 and main supporter who now faces vigorous floor battle with minority opposing legislation (BROADCASTING, Feb. 10).

*Congressman Rogers, chairman of Communications Subcommittee, tells friends he has same interest in seeing that broadcaster gets fair treatment from government as he has for any other citizen, but it's individual broadcaster who would benefit from passage and who must make coordinated effort to convince other lawmakers that bill must be passed with essential amendments. Job can't be done without broad nationwide campaign, and should have begun "yesterday," he believes.*

## KMSP-TV sale in work

Negotiations are underway by Screen Gems to buy KMSP-TV Minneapolis-St. Paul from 20th Century-Fox for sum that may run to \$8 million. Closing of deal is imminent, subject to approval of boards of both companies. Screen Gems, owned 89% by Columbia Pictures, already owns KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico. KMSP-TV, on channel 9, is affiliated with ABC-TV. Transaction is being handled by Howard Stark, media broker.

## Samples questioned

Members of House Special Subcommittee on Investigations—panel probing ratings—is about to let loose with major statement on House floor about unresolved ratings problems that he thinks deserve top priority attention. High on congressman's list is concern that national TV audience research companies give too much weight to rural tastes; he says urban viewer is most typical of national audience, and new research he's seen shows viewers in one of top five markets indicate great dislike for some shows that are top-rated nationally and strong preference for others that score low in national averages.

## Transcontinent transfers

Action by FCC is expected this week on record-breaking \$38.5 million sale of stations of Transcontinent Television Corp. to three purchasers, with

prospects it will be favorable by split vote. Applications, which have been pending since last Sept. 19, have been finetooth-combed at staff level because of size of transaction and complexities of transfers to three separate purchasers—Taft Broadcasting Co., Midwest Television Inc. and Time-Life Broadcast Inc.

*Cut-off date in contracts is March 31. Taft contracted to pay \$26,890,000 for WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton/Wilkes-Barre, Pa. Midwest, headed by August C. Meyer, president, and licensee of WCIA(TV) Champaign and WMBD-AM-FM-TV Peoria, both Illinois, has contract to pay \$10 million-plus for KFMB-AM-FM-TV San Diego, and Time-Life Inc. \$1.5 million for KERO-TV Bakersfield (BROADCASTING, Feb. 10).*

## CBS color

Indications are there will be more color on CBS-TV next fall—not because of fundamental change in network's policy but because of "more interest" on part of clients. High authority said there will be no color surge to rival NBC's drive or not necessarily as much as ABC's color venture. Transition will be stepped up in tempo with economic feasibility and public and advertiser demand.

## NFL package

Ford Motor Co. (through J. Walter Thompson) and Philip Morris (through Leo Burnett) reportedly have all but buttoned up national sponsorships in National Football League games on CBS-TV for two years. Deal, now said to be very close to fruition, would represent one of biggest advertiser commitments of this kind in TV. Once Ford and PM fall into place, regional advertisers are expected to sign quickly (CLOSED CIRCUIT, Feb. 10). Ford, moreover, is negotiating for rights to five NFL games on Friday nights for next fall on ABC-TV (see page 69), for which Ford reportedly may pay some \$250,000 per game for rights alone.

## Question of KRLA

Chances appear slim that FCC will agree to proposal that it approve transfer of non-renewed KRLA Los Angeles to non-profit educational group. Proposal was made by Eleven Ten Broadcasting Corp., licensee of station whose death penalty has been affirmed by courts. Commission staff has recommended against transfer, saying commission doesn't have authority to

grant it. In staff's view, KRLA actually has no license to transfer. Some commissioners oppose this recommendation, would like to see transfer go through since educational group has promised to funnel station profits into support of educational television.

## Combination rates

FCC is moving toward clarification of notice—issued last year—warning broadcasters against entering into combination-rate agreements. Staff-prepared document, which attempts to deal with many questions broadcasters have asked, will be issued in next few weeks.

*Meanwhile, commission will advise one association—FM Group Sales—that its plan does not violate antitrust laws. Virtually only purpose of that plan, commission feels, is to enable member stations to share national rep. Combination-rate plans staff feels not in public interest are those that don't permit all stations of same class in area to join; that don't allow participants to set own rates or set time slots; that determines group rates by some method other than simply adding up members' individual rates.*

## Estes precedent

What could become important precedent was established by FCC fortnight ago in terminating radio station licenses held by Edwin H. Estes for WMOZ Mobile, Ala., and WPFA Pensacola, Fla., effective March 31. It marked first time FCC, on basis of character, had disqualified multiple owner as licensee on all counts. FCC revoked license of WPFA even though no evidence had been taken in regard to Pensacola station's operation. Mobile station was denied license renewal on grounds of "attempted fraud and deception virtually without equal in commission history" (BROADCASTING, Feb. 10).

*Heretofore FCC, in revocation or renewal proceedings, has followed policy of taking punitive action against single station cited rather than against others licensed to same owner. For example, in its recent revocation against KWK St. Louis for running allegedly fraudulent contests, FCC specifically did not extend sanction against ownership by same licensee of WEMP Milwaukee. There are numerous other cases involving multiple ownership, including antitrust and ex-parte proceedings, where sanction was imposed only against particular station cited.*



## WHEN IT COMES TO WOMEN...we've got all the good numbers

WJBK-TV gives you a direct line to the gals who do wonders for sales curves . . . the big-buying 18 to 39 year olds in the booming 5th market. They dial Channel 2 as a matter of happy habit because they know they'll like what they see, from all-star entertainment like our terrific movies, top-notch variety shows and the best of CBS to our mind-stimulating full hour of dinnertime news. Your STS man has convincing details plus fine avails. Give him a call!

# WJBK-TV

DETROIT



2

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

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

# WEEK IN BRIEF

ANA offers a plan to reduce by 50% nighttime clutter in TV. NAB's Collins and Bell insist this is prerogative of broadcasters but agree to have code review board take up subject. See . . .

## CLEAR UP THE CLUTTER . . . 27

Agency executive suggests revising network program contracts in television so advertiser isn't stuck for long-term obligation when he's sponsoring what turns out to be a turkey. Matthews wants to spread risk. See . . .

## NETWORK SPONSOR PROTECTION . . . 30

Spotlight will be turned on code violators, Bell says as he tells of far-ranging plans to put teeth in codes. Monitoring will be stepped up and New York office will be strengthened, he says. See . . .

## CODE WITH BITE AND BARK . . . 34

The FCC said it was going to look at overcommercialization on a case-by-case basis; the first group seems to be 10 Florida stations which commission will have for determination this week. See . . .

## HERE THEY GO AGAIN . . . 36

Special CBS television stations committee meets this week to hear report on decline in compensation from network. Puzzle is that network time sales are up but there's less coming to affiliates. See . . .

## DOWNSWING IN COMPENSATION . . . 46

Technical improvements in TV equipment, particularly solid state gear, are forcing TV stations to update apparatus. Last year was active, but this year it's possible market will be even more lively. See . . .

## TRANSISTORS BRING REVOLUTION . . . 60

## SPECIAL FEATURE: PERSPECTIVE 1964

There's a real problem for economists: things look so good they don't have a hedge to stand behind. Tax cut will be honey spread on jam as TV is expected to continue 10% yearly growth rate; radio, 5%-6%. See . . .

## BEST YEAR IN THE MAKING . . . 75

TV sold \$1.38 billion; radio, \$677 million in 1963 according to BROADCASTING survey. In television all categories were up; in radio, network and local were up, national spot, however, went down. See . . .

## FIRST \$2 BILLION YEAR . . . 76

To broadcasters, Washington wears four faces, and any one of them has the potential for trouble. There's FCC, Federal Trade Commission, NAB and, over all, Congress. Mood has changed, but don't cheer yet. See . . .

## BROADCASTERS CAN'T FORGET D.C. . . . 94

Next step in station sales is mergers between group owners. Sale of properties continues high, with radio beginning to reach point which television has almost completed. See . . .

## GROUP OWNERS AND SALES . . . 100

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### BROADCASTING

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## KMTV IMAGINATION



means unusual programs like Golden Gloves Boxing, live and in color, from our own Studios.

And like the prime-time hockey donnybrook between Omaha's league-leading Knights and St. Louis.

Both were KMTV specials, on the same weekend, this month.\* Imaginative, colorful programming like this will build bigger, better audiences for your commercials.

See Petry for the Champion in Omaha —

**KMTV. Channel 3. NBC.**

\*Eight years ago, KMTV became the first station in the nation to telecast local, live boxing, in color.

## Sour note in FCC-industry harmony on CATV COMMISSION WOULD YIELD AUTHORITY ONLY TEMPORARILY

Serious complication appeared to develop Friday (Feb. 14) in efforts of FCC and National Community Television Association to reach agreement on legislation authorizing FCC regulation of CATV's.

Commission, in its first meeting on results of negotiations conducted mainly by FCC and NCTA staff members, insisted any restrictions on commission's rulemaking authority over CATV's be temporary. NCTA negotiators have sought legislation that would keep restrictions on indefinitely.

Commissioner Robert T. Bartley, chairman of special FCC committee on CATV legislation, indicated disappointment at commission's position. He said he thought the two sides "were closer together than they were." NCTA and agency officials had shown considerable optimism in period up to Friday commission meeting (BROADCASTING, Feb. 10).

Commission's views were relayed to NCTA board of directors which met over weekend in Dallas.

Legislative proposal under consideration would limit commission's authority to protect television stations from CATV's. Commission would be authorized to require simultaneous nonduplication of television stations in same metropolitan area as CATV. CATV's could also be required to carry stations' signals.

Protection could be afforded other stations or nonduplication requirement could be extended only on case-by-case basis. However, NCTA has agreed to give interim relief during consideration of station's request for protection.

Majority of commission feels these restrictions should apply only two or three years. After that, majority says,

agency should be free to make general rules.

Besides argument over extent of limitation on rulemaking power, two sides have not yet reached agreement on definition of area to be protected by rule. However, this problem is not regarded as serious one.

Commissioner Bartley said staff lawyers have been instructed to make presentation of differences remaining between two sides. He said lawyers will draft bill that commission would like and one that NCTA would favor.

He said this would help commission decide whether agreement on bill is possible.

Unless agreement can be reached, it appears doubtful any bill will be passed this year. Key members of House and Senate are reluctant to back legislation that both sides don't favor.

## FCC filing fees begin March 17

FCC Friday (Feb. 14) announced it will begin charging application filing fees on March 17.

Commission notice followed Thursday decision by U. S. Court of Appeals in Chicago approving agency plan to collect fees, placing them in deposit fund at Treasury Department pending court's decision on commission's authority to levy fees (see page 50).

Applications mailed and postmarked subsequent to midnight March 16, or carrier by hand after close of business that day, must be accompanied by fees, commission said.

## Denver pay TV gets OK to scramble video

Channel 2 Corp. has received FCC permission to modify plans for its proposed pay-TV test over KCTO(tv) Denver.

Commission on Friday said company could scramble visual portion of subscription program and unscramble it by decoder installed between subscriber's TV antenna and receiver.

Channel 2 originally planned to transmit picture in conventional fashion. There is no change in proposal to send audio to homes by means of telephone wires.

Switch in plans was outgrowth of Channel 2 Corp.'s difficulty in getting program material for trial television

## Growl and crash

Sunday's big game on March 1 *CBS Sports Spectacular* on CBS-TV network will be just that—elephants, lions and tigers. Show (2:30-4 p.m. EST) will feature films of six-week safari in Africa. Said CBS spokesman: "Viewers will see the various techniques employed in locating and flushing out the different animals, as well as the actual kills." Viewers will also be treated to car racing from England.

test. FCC said company has verbal commitments which indicate sufficient material can't be obtained unless "video security is provided in some manner."

Channel 2 says added cost of video scrambling equipment won't be passed on to customers. Start of Denver test, which has been postponed five times, is now scheduled for May 1. Company hopes to begin test with 2,000 subscribers.

## Craven leaves FCC to join Comsat

T.A.M. Craven has left his consultancy post with FCC to take post with Communications Satellite Corp.

This was disclosed by commission Friday (Feb. 14) in release of exchange of correspondence between Mr. Craven and FCC Chairman E. William Henry.

Mr. Craven, who served two terms as FCC commissioner, asked to be released from contract with commission at close of business Friday. Contract had until June 30 to run.

Chairman Henry, in "Dear TAM" letter, agreed "with sincere regret" to request for contract termination.

Mr. Craven had been consultant on space communications matters since leaving commission as member Jan. 31, 1963.

In his letter to Chairman Henry, he said many problems confronting commission in this field "have either been dealt with or are well in hand."

He cited specifically work in Geneva last fall of Extraordinary Administrative Radio Conference in assigning frequencies for space communications. He said he was "principally retained" for that project.

In requesting contract release, he said he would become consultant for Communications Satellite Corp. It's understood he will specialize in inter-

## NBC-TV signs two

NBC-TV has signed Andy Williams and Jonathan Winters to long-term contracts and has scheduled them to appear in series of weekly variety programs in 1964-65 season (Monday, 9-10 p.m.).

Mr. Williams will be regular host of programs, which will be in color, with Mr. Winters scheduled for six specials during season and for six to eight guest appearances with Mr. Williams.

## WEEK'S HEADLINERS



Mr. Storke

**William F. Storke**, who recently was appointed director of program administration for NBC (BROADCASTING, Jan. 27), elected VP-program administration for NBC-TV network, with headquarters in New York. Mr. Storke joined NBC in guest relations department in Hollywood in July 1948. He moved to network's West Coast sales department in 1953, was transferred to New York in 1955 as participating program salesman, and was named director of participating program sales in April 1959, post he held until being promoted late last month.



Mr. Quinlan

**Sterling C. (Red) Quinlan** has resigned, effective Friday (Feb. 21), as VP of ABC in charge of WKBK (TV) Chicago, but will continue for "about a year or year-and-a-half" as ABC consultant. **D. Thomas Miller** continues as WKBK (TV) general manager. Mr. Quinlan said last week that for about year he

has thought of taking more time for writing and other interests and presently is working with Four Star Productions on TV pilot of his second novel, *Jugger*, and is preparing third book for publication this fall. Mr. Quinlan entered radio in 1930's and joined WKBK in 1947, becoming VP there in 1954. Mr. Miller became WKBK manager last fall and before that was VP of central division of ABC-TV Spot Sales, Chicago. Earlier he had been with CBS-TV Spot Sales.



Mr. Pierce

**Frederick Pierce**, director of planning and sales development for ABC-TV, New York, elected vice president in charge of research, sales planning and sales development. Mr. Pierce joined ABC-TV in 1956 as analyst and was appointed director of research and sales development in 1962.

**Sir James Duff**, vice chairman of British Broadcasting Corp., London, appointed temporary chairman of BBC, replacing **Sir Arthur fforde**, who has resigned for reasons of health. Mr. fforde, who is 63, was elected chairman of BBC in December 1957, with term to end in June 1962. He was then re-appointed to further term to expire in July 1964. Mr. fforde formerly was headmaster of Rugby school.

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

national telecommunications matters.

In his letter, Chairman Henry said commission "benefited greatly" from Mr. Craven's "wise counsel and advice" in satellite communications field.

Mr. Craven, 71, retired Navy commander, is one-time chief engineer of FCC. His two terms as commissioner were separated by 12 years. He served first term from 1937 to 1944, second from 1956 to 1963.

## Another round gone in KOB-ABC case

Twenty-year-old 770 kc case was argued in Washington court Friday (Feb. 14) and again situation between ABC-owned WABC New York and KOB Albuquerque, N.M., awaits judges' decision.

Latest litigation concerns network's appeal from FCC clear channel decision in 1961 which permits 12 of 24 Class 1-A stations to be duplicated with Class II stations and subsequent FCC

ruling that WABC and KOB, both on 770 kc, should protect each other by using directional antennas. KOB agreed, but WABC refused to file license renewal application for directional antenna.

KOB, which filed application for 770 kc in New York, claims WABC should be terminated (since it hasn't complied with directional instructions) and that New York facility should go to KOB as only applicant.

Argument Friday was before original panel of three circuit court judges: George T. Washington, David L. Bazelon and Wilbur K. Miller.

Arguing for WABC was Vernon L. Wilkinson; for KOB, Frank U. Fletcher, and for FCC, Ruth V. Reel.

## GAC acquires own stock

General Artists Corp., New York talent agency and TV program packager, Friday (Feb. 14) reported acquisition of 50,000 shares of its own stock from Baldwin-Montrose Chemical Co., Phila-

delphia, GAC's parent corporation.

Baldwin-Montrose retains 400,000 GAC shares. GAC says treasury stock will be used for acquisitions. Spokesman said company, which recently purchased IMA Talent Ltd., expects to announce acquisition of another talent agency within 10 days.

## ACLU asks for more discussion of UHF plan

American Civil Liberties Union has presented FCC with request that commission offer additional explanation of its proposed UHF TV allocation plan and with suggestion that commission advance period for debate on subject beyond current April 3 deadline.

ACLU suggested that FCC criteria for UHF plan—geographical distribution, population density and signal factors—may not produce desired UHF growth in light of existing VHF market areas. Liberties group further questions whether proposed allocations meet needs of educational TV and asks, "If approved, in what part of the spectrum will such new ideas as pay TV broadcasting and/or nonprofit educational stations carrying sponsored broadcasting, be accommodated?"

## BMI to let both radio and TV renew contracts

Television as well as radio stations are being given opportunity to renew their licenses for use of repertory of Broadcast Music Inc. for one year with no change in contract terms. Current licenses expire March 11.

BMI's willingness to extend radio licenses was made known earlier in negotiations with All-Industry Radio Station Music License Committee, which recommended acceptance of renewal (CLOSED CIRCUIT, Feb. 3). Identical offer to TV stations—with similar recommendation of acceptance from All-Industry TV Station Music License Committee—was disclosed last week as BMI sent renewal papers to stations.

In separate communications to their respective station members, all-industry committees stressed that, while they recommend signing of renewals, final decision must be made by each station.

## Extension of deadline denied

FCC Friday (Feb. 14) denied Community Broadcasters Association's pleading for extension of deadline to file petition for reconsideration of commission dismissal of rulemaking that would have raised nighttime power ceiling of Class IV stations from 250 w to 1 kw (BROADCASTING, Jan. 13).

Commission said CBA request for reconsideration was due Feb. 10, making agency's denial of more time tantamount to refusal to reconsider. CBA had asked extension to May 11.



# THE GALLANT MEN

## BEATS NETWORK COMPETITION IN NEW YORK

When an off-network program...on an independent television station...in the highly competitive New York market...tops the competing programs on three network flagship stations, that's a *gallant performance*.

In its second week on WNEW-TV (Fridays, 7 to 8 pm), THE GALLANT MEN won a 15.2 rating for the full hour—*No. 1 in its time period*. Two weeks later it ranked *first again*—with a 15.7 rating. And, after 13 weeks on the air, THE GALLANT MEN captured a 16.0 rating—good for a *first-place tie*. Since starting on WNEW-TV October 4, 1963, the program has consistently ranked first or second in its time period. It's frequently the highest rated adult program on the entire station.

Here are 26 action-packed hours dramatizing the experiences of a typical World War II infantry company. Family appeal. Man-sized rating potential. Now sold in more than 20 markets.

Source: Nielsen Instantaneous Television Audience Ratings  
Weeks ending Oct. 6, 1963 thru Feb. 2, 1964



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

ALSO: HAWAIIAN EYE • CHEYENNE • MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20's • BRONCO • BOURBON STREET BEAT • LAWMAN

# What makes a great salesman?

Not so long ago, large corporations paid scant attention to public opinion. Most agreed it was wise to advertise their products, but the idea of publicizing the company itself—and its service to the community—was deemed unnecessary. It remained for legendary publicist Ivy Lee to make the planned public relations program essential for businesses of any substance. Beginning his illustrious career in 1906 with one account, a group of Pennsylvania coal miners, Lee eventually maintained a client list reported to include Standard Oil, Armour, Chrysler, Bethlehem Steel, Princeton University, the American Red Cross and The Chase National Bank!

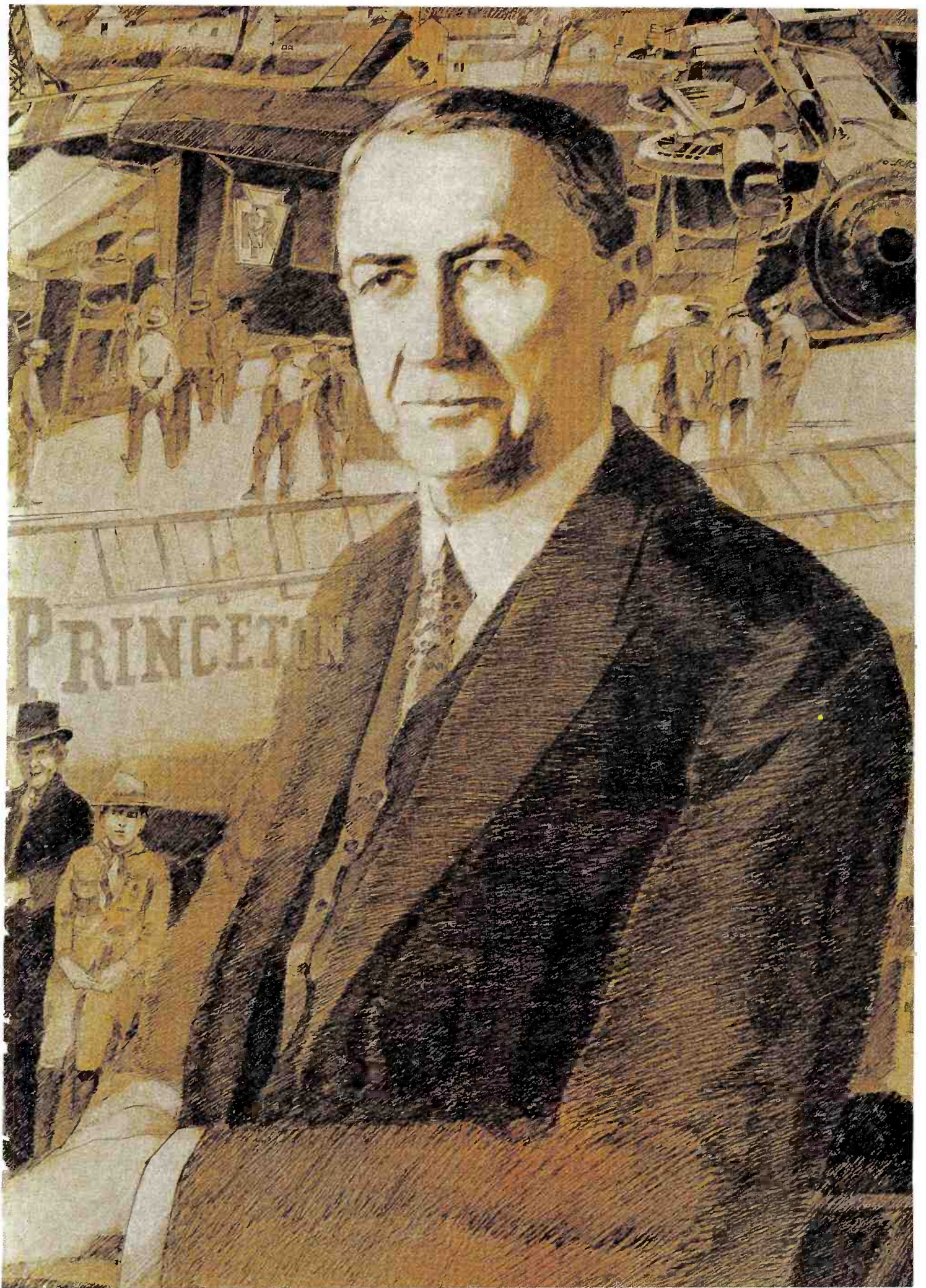
One of Lee's earliest accounts was the Pennsylvania Railroad, then much maligned. Convinced that big corporations would get fair treatment if they met the press half way, he shocked his new employers by providing reporters with free transportation to the scene of a disastrous crash—an unprecedented gesture that won overwhelming public approval. But Lee's greatest challenge was publicity-shy John D. Rockefeller, Sr. Hired by Rockefeller's son to change the public image of the family, Lee soon had even Boy Scouts admiring the elderly millionaire: in 1930, they made him "honorary Tenderfoot."

Great salesman Ivy Lee was so successful he changed the image not just of big business, but of public relations itself—shifting the concept of the publicity man from that of a dubious press agent to an invaluable corporation counselor with a voice in basic company policy. Similarly, the code-subscribing Storer stations are dedicated to improving the image of broadcasting. Programming keyed to community preferences, frequent public-service broadcasts, and vital public-interest editorials create listeners and viewers who *trust* what they hear on Storer stations—including your advertising message. In Detroit, Storer's great salesmen are WJBK and WJBK-TV, two important stations in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV









This is how I  
size up women!



Women, bless them, love attention. Particularly from gentlemen who dangle before their eyes such treasures as new-model cars, handsomely encased lipsticks, shockingly white bleaches and polite cough remedies. In fact, in the Sioux Fall-98 County market, the gals get a big hand for helping to swell total retail sales to more than a billion dollars.\* KELO-LAND TV gets the merchandisers' thanks too; for only KELO-LAND TV, by virtue of its three transmitters operating as one station, enables you to display your product to all the market's 284,800 tv homes—completely, simultaneously, with a single-station origination of your tv film or slide.

**Joe Floyd**

\*Sales Management, Feb. 3, 1963

A calendar of important meetings and events in the field of communications.  
■ Indicates first or revised listing.

## FEBRUARY

Feb. 18—**National General Corporation** stockholders meeting, 10 a.m., Fox-Wilshire Theatre, Beverly Hills, Calif.

■Feb. 20—**Television Bureau of Advertising** 1964 presentation, "Heartbeat," to advertisers and agencies. 9:15 a.m. Ambassador hotel, Los Angeles.

Feb. 20-21—Annual conference of the **State Broadcaster Association Presidents**, sponsored by National Association of Broadcasters, Shoreham hotel, Washington, D. C.

Feb. 20-21—**College Majors Conference** sponsored by International Radio & Television Foundation (managed by International Radio & Television Society). Panels: (Feb. 20) Daniel P. Weing, WPAT Paterson, N. J., moderates radio station operation; John E. McArdle, WNEW-TV New York, moderates TV station operation; Robert R. Pauley, president of ABC Radio, on radio network operation, and TV network operation by Julius Barnathan, ABC-TV; (Feb. 21) Lincoln Diamant of Ogilvy, Benson & Mather, will moderate TV commercial panel; David Sutton of MCA-TV on TV films, and Lawrence Webb of Station Representatives Association, on TV reps. Luncheon speakers (in order of appearance) Thomas S. Murphy, Capital Cities Broadcasting Corp., and Stockton Helfrich, National Association of Broadcasters' code office. James Alspaugh, H-R Representatives, is conference chairman. Roosevelt hotel, New York.

Feb. 20-22—Annual winter meeting of **Mutual Advertising Agency Network**, Royal Palms Inn, Phoenix, Ariz.

Feb. 21—Ad Forum '64 seminar sponsored by Houston Advertising Club. Theme of the advertising event is "The Creative Surge." Speakers include Jack Izard, advertising manager of the Chevrolet Motor division of General Motors Corp.; and Arthur Tatham, board chairman of Tatham-Laird Inc., Chicago. Shamrock Hilton hotel, Houston.

Feb. 21—**Western States Advertising Agencies Association** "Man of the Year" luncheon honoring Charles W. Collier, executive vice president of Advertising Association of the West, 12 noon, Ambassador hotel, Los Angeles.

■Feb. 22—Annual meeting of **UPI Broadcasters Association of North Carolina**, New South motel, High Point.

Feb. 22—**Directors Guild of America**

annual awards dinner, Waldorf Astoria hotel, New York.

Feb. 24—Discussion at 8 p.m. by FCC Commissioner Kenneth A. Cox, W. Theodore Pierson of Pierson, Ball & Dowd, Washington communications law firm, and Professor John P. Sullivan of George Washington University Law School. Topic will be "The Fairness Doctrine: Is it Constitutional? Is it Sound Policy?" Moderator is Professor Monroe H. Freedman of George Washington University Law School. National Lawyers Club, Washington.

Feb. 24—New deadline for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna systems. Former deadline was Jan. 22.

Feb. 25—**International Broadcasting Awards** banquet. Presentation of trophies for best commercials on radio and television in any part of the world for 1963. 8 p.m., Hollywood Palladium.

Feb. 26-29—Seventeenth annual conference of **Western Radio and Television Association**. Speakers include FCC Commissioner Robert T. Bartley; Richard Pack, vice president in charge of programing for Group W (Westinghouse Broadcasting Co.); Mrs. A. Scott Bullitt, board chairman of KING Broadcasting Co., Seattle; Jules Dundes, vice president of CBS Radio and general manager of KCBS-AM-FM San Francisco and president of San Francisco Radio Broadcasters; Harold See, general manager of KRON-TV San Francisco, and John F. White, president of National Educational Television & Radio Center. Jack Tar hotel, San Francisco.

Feb. 27—Annual stockholders meeting of **MGM**, Hotel Astor, New York.

Feb. 27-28—Annual meeting of Southwest council of **American Association of Advertising Agencies**, Menger hotel, San Antonio, Tex.

Feb. 28—Annual ball for **Advertising Women of New York Foundation**, to be sponsored by Spanish Pavillion of 1964-65 New York World's Fair. Waldorf Astoria hotel, New York City.

Feb. 28—**UPI Broadcasters Association of Massachusetts** annual Tom Phillips awards dinner, 5:30 p.m., Charter House motel, Cambridge, Mass.

Feb. 29-March 1—**Newsfilm Standards Conference of Radio-Television News Directors Association**. RTNDA board of directors will meet Friday, Feb. 28. Time & Life Building auditorium, New York City.



One  
in a  
Million

... 1,360,000 to be more exact. That's the population of the prosperous 33-county Grade A coverage area served by WSJS Television. Buy the Golden Triangle No. 1 market in North Carolina.

North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**  
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward



# 26 NEW HOURS....

Altho it has just been released...

**GOTHAM'S GOT IT...**

**BOSTON BOUGHT IT...**

**CHICAGO'S LINED UP...**

**DALLAS-FT. WORTH SIGNED UP...**

**THE CITY OF THE ANGELS IS LISTED...**

**PHOENIX' ARM** didn't have to be **TWISTED...**

the story's the same in **HOUSTON**

**INDIANAPOLIS**

**SCRANTON—WILKES-BARRE**

**PORTLAND, ORE.**

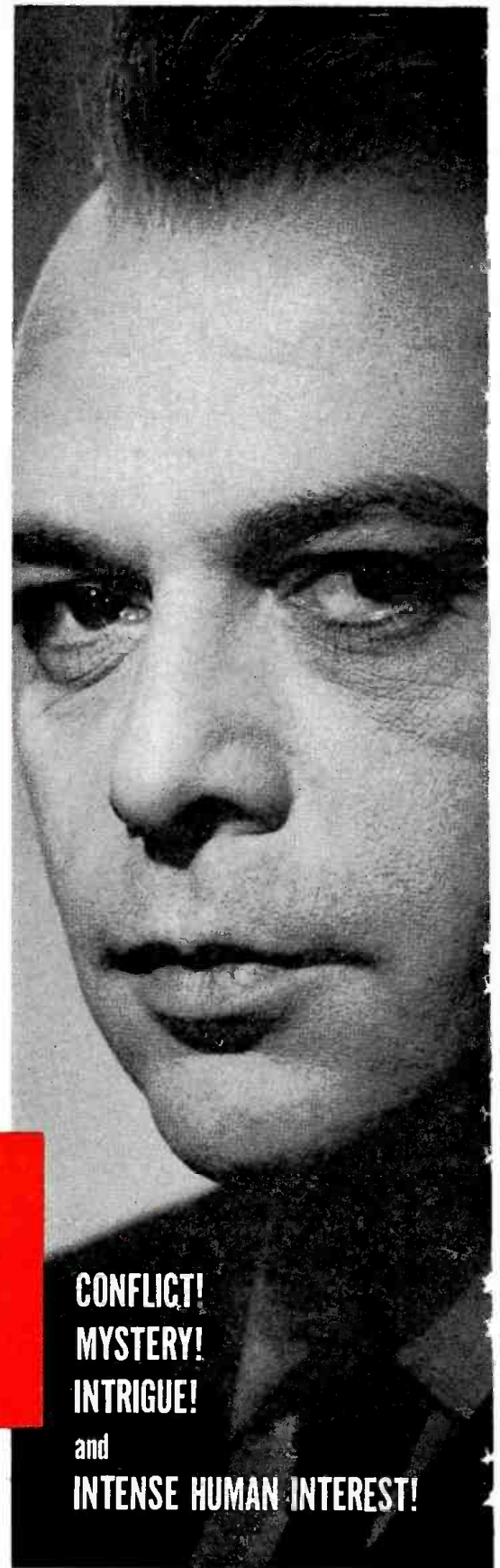
**OKLAHOMA CITY...**

and, any minute, now, we expect to hear from  
**YOUR TOWN.**

## HERBERT LOM

stars as  
**DR. ROGER  
CORDER**

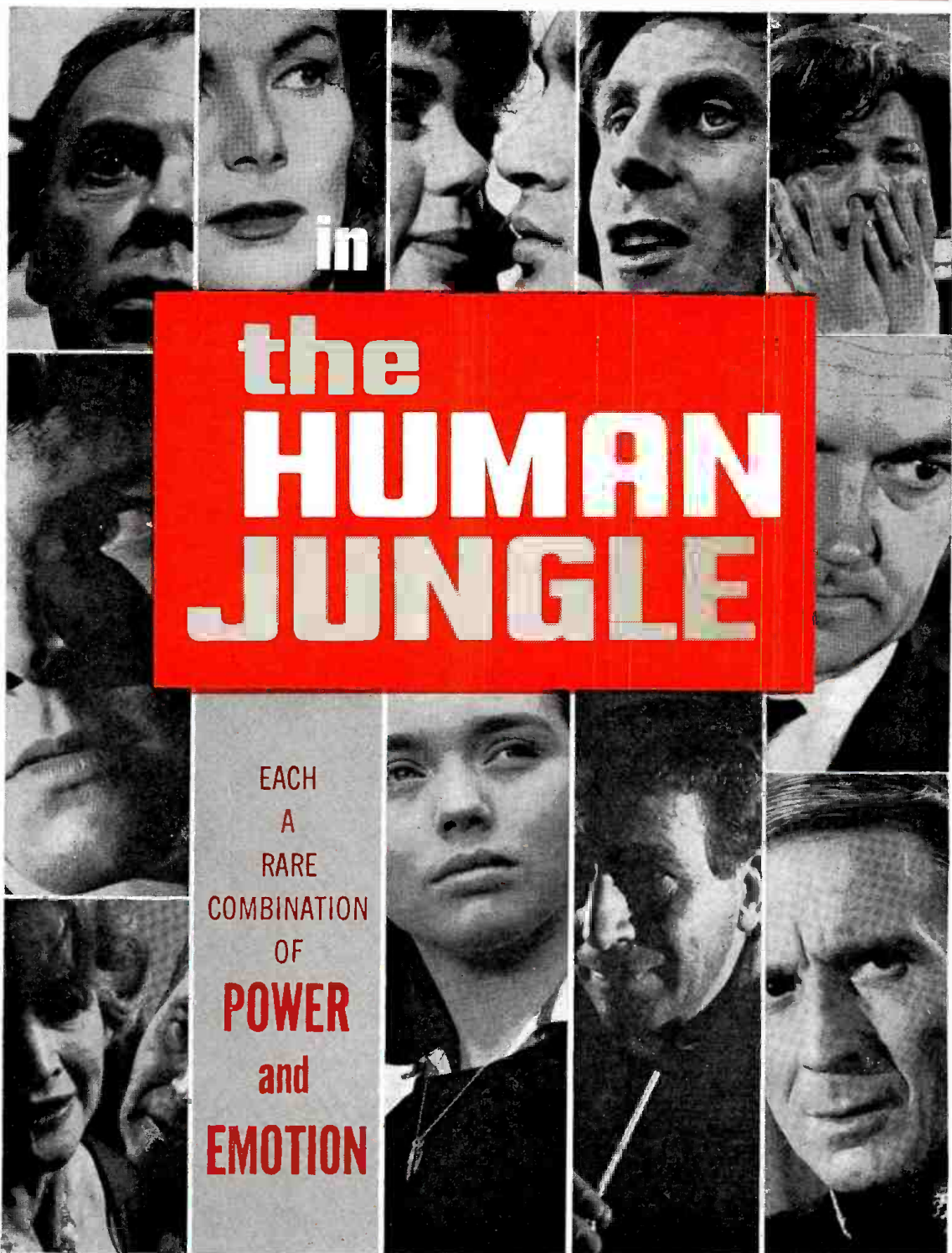
analyst, counsellor, friend of the Guilt-Ridden, the Fearful, the Enraged — all who need the help of a brilliant psychiatrist. Mr. Lom's magnetic personality and his unusual role generate a new excitement in serious television drama.



**CONFLICT!  
MYSTERY!  
INTRIGUE!**  
and  
**INTENSE HUMAN INTEREST!**



STORIES OF PEOPLE FIGHTING TO SURVIVE



Dramas of men and women who bring  
their broken lives and crumbling careers  
to the one man who can help them.



555 MADISON AVENUE • NEW YORK 22

## CALLING ALL STATIONS!

Watch out for the audience-arresting laugh-robbers, Toody and Muldoon. WMAL-TV Washington, D.C., KMJ-TV Fresno, WJAC-TV Johnstown, KOMO-TV Seattle, KATU Portland, Ore., WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and WBKB Chicago just got the drop on their markets by buying CAR 54. Be first on the draw in yours.



CAR 54 / NBC FILMS

*In Chicago*  
2 out of every  
8 ears  
listen to  
*"The Voice"*

CHICAGO'S NO. 1  
NEGRO RADIO STATION

WVON

NITE and DAY RADIO at 1450

Lloyd Webb, Gen'l Mgr. - Phone 847-2600

BERNARD HOWARD & CO. INC.  
National Representatives

## OPEN MIKE®

### Hats off

EDITOR: A very unusual thing happened to us at WICU-TV. . . . We received a note from one of our viewers, Mrs. Marian Zambroski, expressing a concern for our financial loss during the assassination of our President. Along with the letter was an appreciation to WICU-TV and NBC for the coverage of the event. But most important, she took it upon herself to send along a check to help cover any loss incurred.

This is the first time in my 14 years of experience that I have ever had a viewer that we are serving in this industry volunteer household money to a broadcasting station. Needless to say, the check was returned with deep gratitude by Mr. Arthur Ingram, our general manager.

I would like to voice a "hats off" to Mrs. Zambroski . . . and call attention to the impact that television has in the lives of the American family.—W. G. Rhodes, commercial manager, WICU-TV Erie, Pa.

### Attention, oldtimers

EDITOR: I am seeking material for my book, *My Friend, Mike*, that will deal with the period of radio from 1929 to the present.

I would like amusing, dramatic or even tragic radio experiences that particularly stand out in contributors' minds. These may be experiences not only as personalities but with personalities in some connection.

Anecdotes of the 1930's would be particularly welcome although I plan to present a word picture of the wonderful excitement that was radio's during the period from 1930 to the late 1940's.—Hall Moore, 200 Marple Road, Havertown, Pa.

### Who's on first?

EDITOR: We challenge the statement that television now rates as this country's No. 1 news medium. Millions of working people did not learn of President Kennedy's assassination by going home and watching their TV sets. In truth, they heard the news first on radio and then watched the developments on TV. The Elmo Roper survey ordered by television (BROADCASTING, Jan. 27) does not prove anything other than "if given a choice people would prefer to watch news developments on television as opposed to reading them in the newspaper."

Why not be factual. Ask the people how they actually get the news first. After all, the word "first" is the key word in any news story.—Jack H. Harris, general manager, WNOR Norfolk, Va.

## BROADCASTING PUBLICATIONS INC.

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COMPTROLLER . . . . . IRVING C. MILLER  
ASST. TREASURER . . . . . JOANNE T. COWAN



## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
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BROADCASTING, February 17, 1964



UNITED  
ARTISTS

SHOWCASE 2

**DEBORAH KERR • RITA HAYWORTH • DAVID NIVEN**

AND **BURT LANCASTER**

# **"SEPARATE TABLES"**

Oscars and many other significant awards went to "Tables" and its truly all-star cast...it's an unusual story of strong wills clashing in a storm of emotions...gripping entertainment.

Running time: 98 MINUTES



WRITE, WIRE OR PHONE

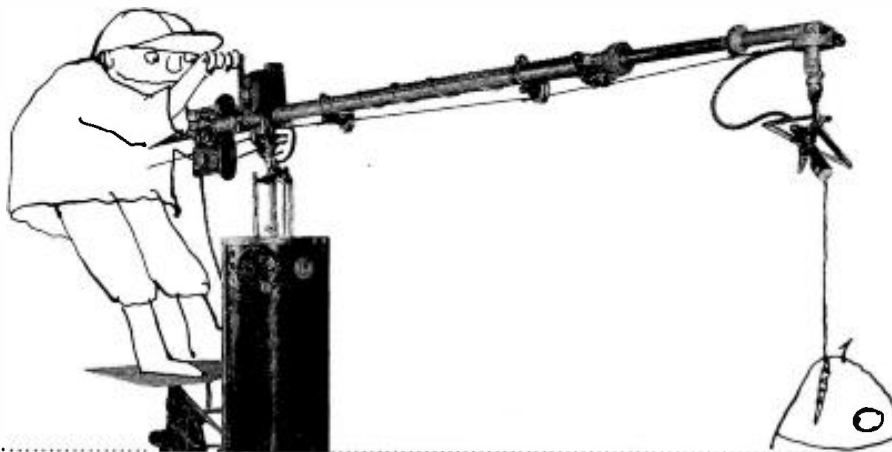
**U.C.I. UNITED ARTISTS  
ASSOCIATED**


a division of UNITED ARTISTS TELEVISION, INC.  
555 Madison Avenue, New York 22, N.Y. • Area Code: 212 • 688-4700

DAVID NIVEN: Best Actor of the Year for role in "Separate Tables"

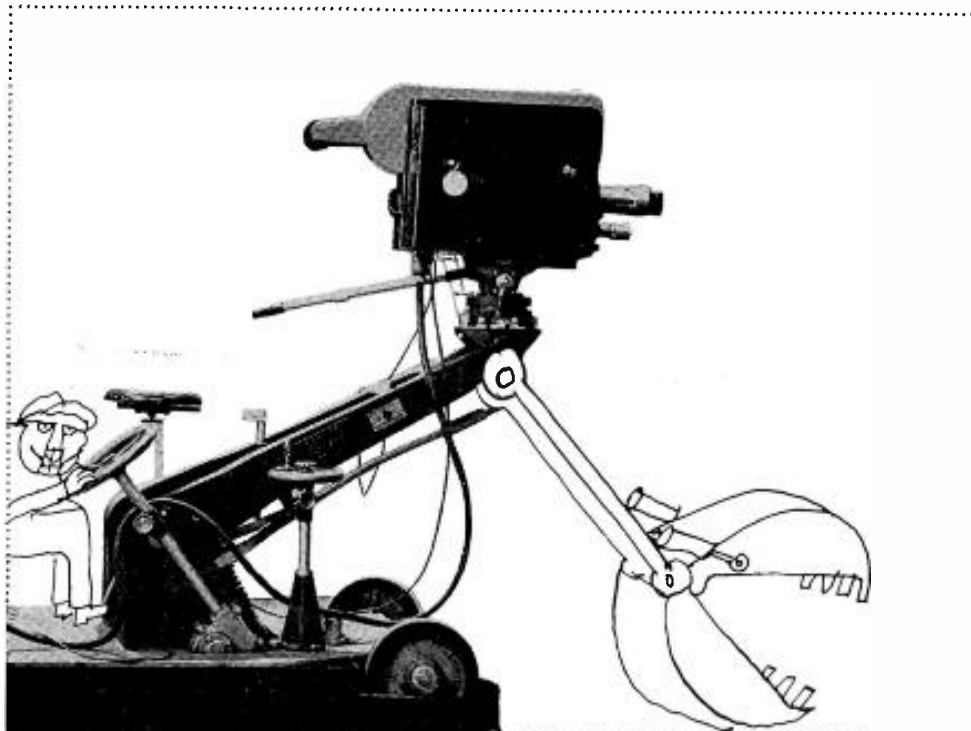







**In casting about we've found  
there are only 12 network  
television programs in the whopper  
class—those commanding at least  
a 40% share of audience.  
While the other two networks have  
one apiece we've landed ten.  
That's a pretty fair share.  
CBS Television Network **

Based on Nielsen Television Index estimates subject to qualifications  
which the CBS Television Network will supply on request. (NTI Average Audi-  
ence, regular programs, 6-11pm, seven nights, October 1963-January 11, 1964)



*Digging around, we've discovered  
that of all the shows in television's  
Top 40 four years ago only 10  
are still there today. And the big  
scoop is this: all 10 are ours.  
You can build another good  
season on a foundation like that.  
CBS Television Network *

Based on Nielsen Television Index estimates subject to qualifications  
which the CBS Television Network will supply on request. (NTI Average Audi-  
ence, regular programs, 6-11pm, seven nights, October 1963-January 11, 1964)

## To offset weekly sales slumps, call on radio-TV

Radio has plugged a gap in the sales program of Certified Grocers of Illinois Inc. and now ranks high on the company's advertising budget.

Our newspaper ads bring customers into Certified stores for weekend buying but there was formerly a lag in sales the early part of each week. To get more business on these off days we turned to radio. It was worked out very well—like a boxer's one-two punch.

Store traffic and sales volume have increased on what were formerly slow days and we have even boosted a sagging sales curve throughout the off-season. The best evidence is our Country's Delight milk sales. They reversed the normal trend last summer and went up during the hot weather when many people were on vacation and children drank more carbonated beverages.

**Spot Splurge** ■ About that time Certified's Chicago radio campaign included 89 spot commercials a week on WMAQ, 65 a week on WBBM, 30 a week on WIND and 2 a week on WGN, plus *The Lady and the Tiger* on WBBM and weekend *Monitor* on WMAQ—a total of 216 commercials a week, selling Raggedy Ann foods and Country's Delight milk and bread.

Included in the fall promotion were Certified's "Autumn Cruise Sweepstakes" with a free Caribbean-Afro-European vacation cruise for two as the prize, and the Raggedy Ann "Lucky Homemaker" contest with mink stoles as prizes.

Spearheading the campaign has been *The Lady and the Tiger* with Lee Phillip and Paul Gibson, rated as Chicago's top radio show and sponsored daily by Certified. This program has brought comments from thousands of listeners—both favorable and critical—and it has made millions of people more conscious of Raggedy Ann and Country's Delight.

All this radio advertising has been thoroughly merchandised with bulletins to Certified food centers, in-store displays, packaged promotions built around entertainment vehicles and guest appearances by Lee Phillip, Paul Gibson and other radio personalities at store openings and special events.

**Turning Every Stone** ■ The ultimate success of Certified advertising is based on company communications and point-of-purchase merchandising. When a program is planned it is announced to our member-store owners and managers through the company's weekly confidential bulletin. This is followed up by field representatives and routemen. Employees are informed through our house

magazine.

Certified stores are furnished with complete display kits—window and wall banners, pennants, counter cards, shelf talkers, wrap-arounds for contest ballot boxes and souvenir novelties. Also mats and cuts are supplied for individual store advertising in community newspapers through hand bills and direct mail.

**TV Role Too** ■ In addition to radio and newspaper advertising, Certified has used TV in Chicago, first appearing in 1960 when Lee Phillip did Raggedy Ann commercials on WBBM-TV. The promotion ran 26 weeks with 15-20 spots per week.

Country's Delight also sponsored a special one-hour Sunday evening show starring Captain Kangaroo on WBBM-TV in 1961 and again in 1962.

The 1961 event was the biggest single promotion ever staged by a milk company in Chicago. More than 2.2 million Chicago-land people participated in the contest for 5,000 free tickets to the "Captain Kangaroo Kid Concert" at McCormick Place.

This live show with Captain Kangaroo (Bob Keeshan) and the CBS symphony orchestra was repeated on video tape in a one-hour television special, replacing *Lassie* and *Dennis the Menace* on WBBM-TV the following Sunday.

**The Big Push** ■ The total campaign covered six weeks during which Country's Delight used spot commercials on WBBM-TV and Chicago radio stations, a spread each week in the *Chicago Daily News* Thursday food section, a full 24-sheet billboard showing, plus six weeks on the spectacular outdoor sign at Chicago's State and Randolph streets through a tie-in with TWA.

Through its agency, Tobias & Olen-dorf Inc., Certified also has tied in Country's Delight and Raggedy Ann

contests with Ringling Bros. and Barnum & Bailey Circus, Ice Follies, Harlem Globetrotters, Sportsmen's Show, Santa's Village and Polar Dome, Hamburg Atlantic Line, Scandinavian Airline System, Trans World Airlines, Coppes Napanee custombuilt hardwood kitchens and Roper gas ranges.

These contests, promoted through all types of advertising media, have attracted an average of more than a million entries per year and have had a smash effect in popularizing Certified's private label brands. But for daily sales appeal, radio has been the workhorse with Paul Gibson and Lee Phillip making a strong pitch for Country's Delight and Raggedy Ann. Both have a big following of radio and TV fans.

**Talent Role Vital** ■ Paul Gibson may rub a few listeners the wrong way with his jibes and jeers but he sells a lot of merchandise. Women like him; and when he visits a Certified store, they turn out in droves. Lee Phillip, the lovely homemaker, is the most popular female personality on the air in Chicago and when she recommends a product, everybody respects her advice. They make a great sales team to head up Certified's "Project Saturation" which includes 26 top Chicago radio personalities on four stations.

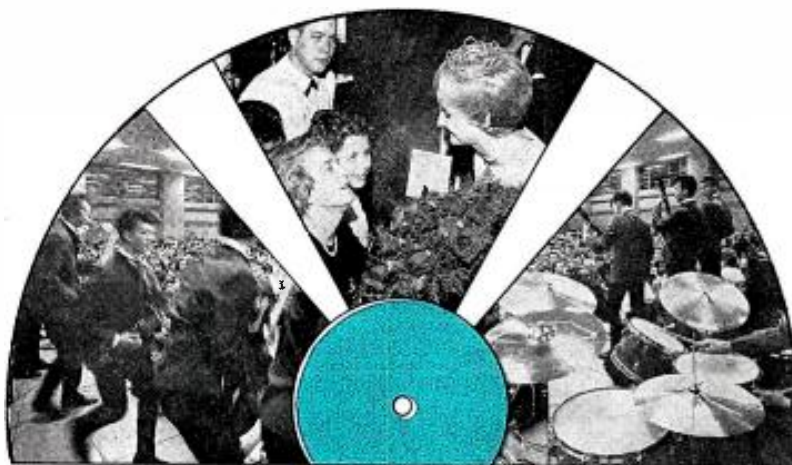
As Certified enters its 25th year, having grown from 50 stores to over 700 neighborhood food centers, the company ranks as one of the nation's largest independent grocery retail organizations with its own 20-acre warehouse, cartage fleet, dairy, bakery and complete produce, frozen food, and ice cream plants.

All forms of advertising have contributed to this growth and will continue to be employed. Radio, however, has done a special job for us and is very prominent in our future plans.



William Tarpey is advertising manager of Certified Grocers of Illinois Inc., Chicago, including the company's Country's Delight milk products, ice cream and bakery divisions. He joined Certified in 1960 as assistant advertising manager and was elevated to his present post in January 1963. Earlier he was controller of Gold Prize Coffee Co., and was with Touche, Ross, Bailey & Smart, national accounting firm. Mr. Tarpey also is village clerk of his home town, River Grove, Ill.





## ANOTHER RECORD FOR **WKNR**

**Detroit danced and crowned a queen for the New March of Dimes in radio's foremost annual community service.**

WKNR's 17th Annual March of Dimes Dance, co-sponsored this year by the Ford Motor Company, raised more than \$9,000 for the New March of Dimes. Detroit's young people danced to 17 hours of live entertainment, drank some 8,000 cups of Coca-Cola and viewed experimental and custom cars.

Miss March of Dimes for 1964 was selected by a panel of Detroit civic leaders and educators for her academic achievement and contributions to the community. She'll record radio spots and appear at various functions for the New March of Dimes during 1964.

In the last 17 years thousands of Detroiters have helped us raise more than \$100,000 for the New March of Dimes.

Detroit knows it can depend on WKNR to support community projects.



### **KNORR BROADCASTING CORPORATION**

Mrs. Fred Knorr,  
President

Walter Patterson,  
Executive Vice President  
& General Manager

**REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY**

**And here we go again...**

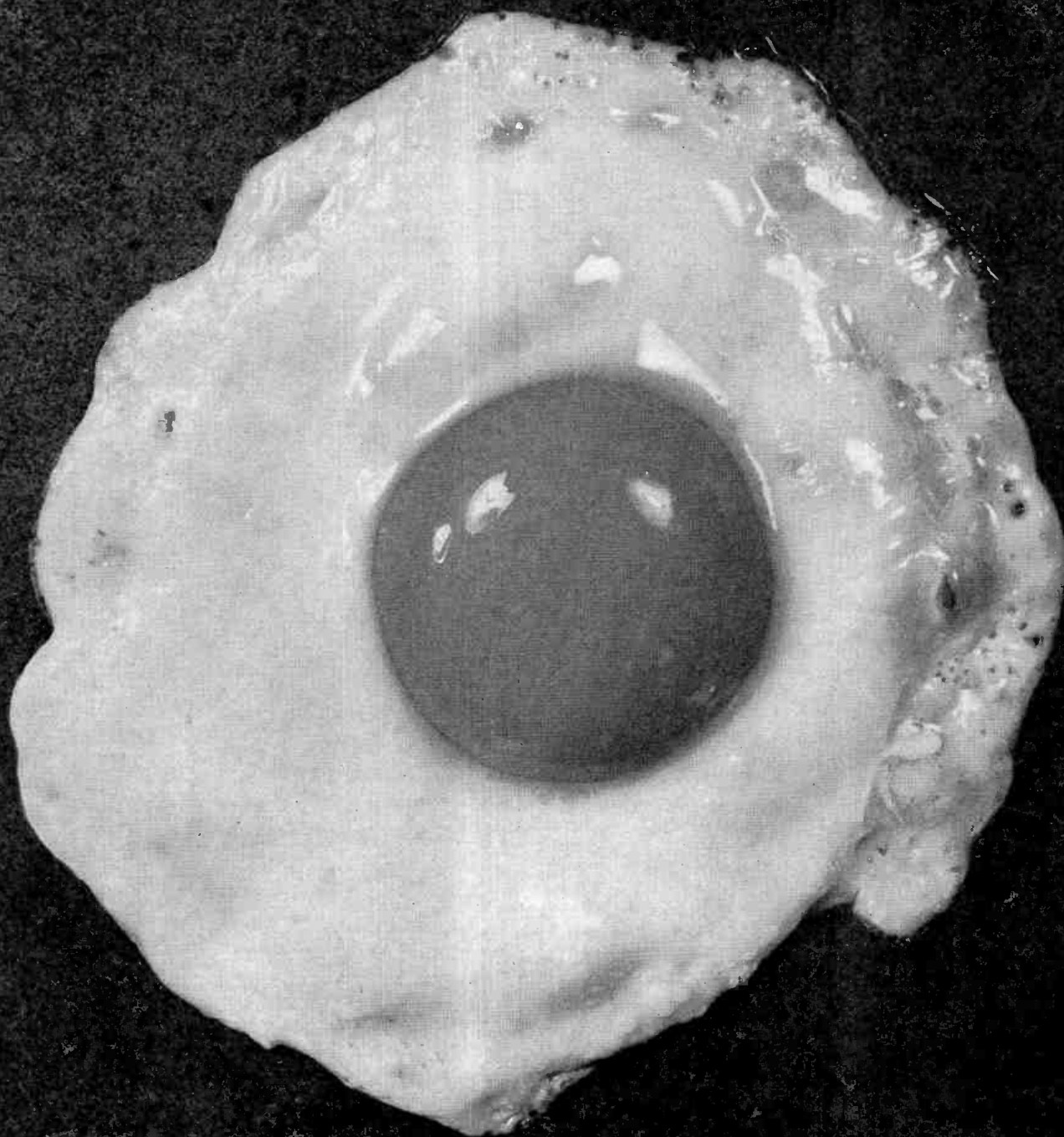
**There is nothing like an election to reaffirm the importance of AP to every broadcaster. AP's tremendous election news force covers every national and regional contest accurately and completely—throughout election night and all the next day, until every last vote is reported. Since 1848 this AP election coverage story has kept growing stronger and stronger—thanks to a quality-minded AP membership—now including more than 2,500 radio and television stations who won't settle for less than best.**

**ASSOCIATED PRESS** *The Prestige Service*









## **CHARLOTTE IS AN EGG**

Metro Charlotte is just the yolk. You get the whole egg — a market 75 miles in diameter — when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS . . . a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. Egg him on about it!

**WBT RADIO  
CHARLOTTE**

Jefferson Standard Broadcasting Company



# ANA's demand: clean up the clutter

## TV'S BIGGEST BUYERS WANT PROGRAM INTERRUPTIONS REDUCED

The nation's leading advertisers offered a blueprint last week for an approximately 50% reduction in nighttime television "clutter," specifically proposing cutbacks in time occupied by station-breaks, billboards, titles and credits, "promos," public service announcements, bumpers and network ID's. The number of these "interruptive elements" would be cut in half and the time they occupy reduced by up to 40%.

The plan, which left no doubt that clutter would become No. 1 on the National Association of Broadcasters' TV code board agenda, was submitted at a meeting of NAB officials, code board members, advertiser and agency representatives and TV sales and research leaders in New York last Wednesday.

The meeting, a follow-up to a similar session two months ago (BROAD-

CASTING, Dec. 23, 1963), also included extensive discussion devoted to an effort to clear up widespread confusion among agencies and advertisers as to the meaning and effect of the code board's new definitions of piggyback commercials. The need for further clarification was also made plain in a sampling of agency viewpoints by BROADCASTING last week.

Although the new piggyback policy and the attack on clutter share one common aim—to reduce the appearance of "overcommercialization" in television—the clutter plan contained no proposal as to piggybacks.

The plan was offered by Peter Allport, president of the Association of National Advertisers, on behalf of the ANA board and the ANA broadcast committee, which has been particularly active in seeking to curtail "interruptive elements," or clutter, between programs.

**Broadcasters' Baby** ■ NAB President LeRoy Collins and Code Director Howard Bell stressed at the meeting that final decisions on these matters are up to broadcasters and, in this case, should be handled essentially through the code board.

Mr. Bell said Thursday in Washington that "the big issue we face in administering the TV code is commercial practices," a major part of which is the appearance of overcommercialization through clutter. He defined clutter as all nonprogram material. The problem for the code, Mr. Bell said, is to find a proper relationship of nonprogram elements to the actual program itself.

He had told the New York meeting that the code authority will recommend specific amendments to the code, to receive top priority at the next meeting of the code board, on credits, billboards and other elements that make clutter. The code authority director plans to go to Hollywood within the next two weeks to discuss his plans with film producers and syndicators and to seek the help and advice of the TV film industry.

The proposed amendments will be publicized in advance so that the code board may have the benefit of comments and suggestions of all interested parties, as was done prior to the recent amendments on multi-product an-

nouncements (BROADCASTING, Jan. 6). The next TV code board meeting probably will be held soon after the NAB convention April 5-8, Mr. Bell said. Any action taken by the code board must be ratified by the parent TV board, which next meets late in June.

All three of the television networks now are working individually to cut down on TV credits and clutter but, Mr. Bell pointed out, the only proper way to handle the problem is through the codes. He sees as a future goal the networks turning over all their commercial clearance activities to the TV code authority as an all-industry, central clearing house (see page 34).

**Everybody In The Act** ■ Unlike the December meeting, when the code board was not officially invited to participate (although some members were there in other capacities), for last



Peter Allport, president of the Association of National Advertisers, last week handed broadcasters the list of suggestions on how to put more entertainment and less nonentertaining information into television schedules in the future.



John Burgard, of Brown & Williamson, chairman of the ANA's broadcast committee, has been warring against television clutter for more than a year. He says commercials lose impact when surrounded by other program interruptions.

## AN APPEAL TO CLEAN UP THE CLUTTER continued

week's session the entire code board was invited and all members but two—Chairman William Pabst of KTVU(TV) Oakland, Calif., and George B. Storer of Storer Broadcasting—were in attendance.

Details of the ANA proposal are being made public today (Feb. 17), but without reference to last week's meeting. The plan is described by the ANA as "a practical way to give the viewing public increased entertainment time while simultaneously sustaining the effectiveness and flexibility of television as an advertising medium."

**What the ANA Wants** ■ The proposal suggests that, in prime time, every half-hour program contain "a minimum of 25½ minutes of entertainment time," and that in one-hour programs the en-

adjacent commercial billboards at the opening or closing of some participating shows.)

"2. Reduce the station-break time from 42 seconds to 32 seconds. (The ANA opposed the expansion of station-break time to 42 seconds when it was instituted in 1961.)

"3. Limit billboards, titling and all credits (producer, actors, directors, etc.) to a total of one minute and five seconds in one-hour shows and to 40 seconds in half-hour shows, which is well in excess of union requirements. (Currently these elements take up as much as two minutes in one-hour shows.)

"4. Limit time devoted to 'promos' for other shows, public service announcements, network identification,

that "the amount of sponsor advertising time is already effectively limited" by the NAB code, "which permits four minutes of sponsor commercials in a 30-minute period in prime time" even though "the general practice has been to use less than the allowable limit of time for this purpose."

**Varied Response** ■ Broadcasters present at the meeting reportedly had mixed reactions to the ANA proposals. Mr. Bell said the code authority was pleased to have the ANA suggestions and that they will receive "very careful and detailed analysis and study." But, he stressed, in the final analysis it will be the broadcasters, not advertisers or any other outside group, who will set the final ground rules in the form of code amendments.

The NAB TV board already has authorized extensive research into the impact on the viewer of commercials and distracting influences such as clutter (BROADCASTING, Feb. 3). This study was discussed by the NAB participants at last week's meeting.

**How Agencies Feel** ■ The American Association of Advertising Agencies and several of its members were represented at the meeting. Whether they formally supported the ANA proposal was not clear, but the basic position of the AAAA is essentially the same as the ANA's so far as clutter is concerned, whether it agreed with the specifics of the ANA plan or not.

Essentially, the view of both the AAAA and ANA is that the clutter problem basically involves "nonentertainment matter," and that from the viewer's standpoint interruptions are equally annoying whether they are commercial or noncommercial. The AAAA is known to have conducted studies which, its officials feel, substantiate this view.

One of the first targets in the code authority's attack on clutter seems apt to be credit crawls, which in the opinion of a number of participants at Wednesday's meeting represent the one largest element in clutter. The networks individually have been attempting to cut down on the number of credits, and code officials now plan to expand the effort into a unified code authority attack.

**Piggyback Problem** ■ Last week's meeting produced bountiful evidence of confusion among agencies and advertisers as to the effect of the code's new stand on multi-product commercials, especially piggybacks, according to participants.

The change specified that a multi-product commercial shall be classified as a piggyback, and therefore counted as two commercials under the code's consecutive-announcement limits, unless the products advertised are "related" and the commercials integrated to give



### Picking a piggyback out of the poke

Now that the NAB television code board has imposed limitations on piggyback announcements (commercials containing nonintegrated messages for two or more unrelated products), the NAB code staff has the job of deciding which commercials are acceptable and which aren't.

Here, looking at a piece of film at the NAB Washington headquarters are (seated) Howard Bell, NAB code director, and (standing l-r) Charles Stone, radio code manager; Harry Ward, assistant TV code manager, and Edward Bronson, TV code manager.

ertainment minimum be 51 minutes. Earlier ANA reports have held that total "entertainment time" now is as low as 22 to 23 minutes in half-hour programs and 48 to 49 minutes in hour shows. Entertainment time is defined as "teasers and acts of the current week's episode plus scenes from next week's show."

Here is the ANA plan:

"1. Limit commercial billboards to identification of one sponsor at the opening and closing of each half hour. (Currently there are as many as three

bumpers, etc. to a total of 51 seconds in hour shows and 18 seconds in half-hour shows. (In one year one network alone reportedly carried 77,760 promos on the network for its shows and estimated that their affiliates used 682,740 network-produced spot promos for network programs.)"

The desired minimums for entertainment time can be attained, the ANA said, if advertisers, networks, stations and producers will all cooperate in all four steps.

The ANA's announcement also noted



the appearance of a single message. If integrated in this way, and not separable into two different commercials, the message is counted as one.

The entire industry, and especially the code, has gained additional stature by meeting the issue of piggybacks head-on and taking "firm action," Mr. Bell said Thursday. This is true, he said, even though there is less than unanimous endorsement of the code amendments.

In the immediate future, he said, the code authority will issue a question and answer primer on the piggyback amendments to guide stations, advertisers and agencies in complying with the new requirements which become effective Sept. 1. The primer will give examples of multi-product commercials that are properly integrated to count as one spot and of piggybacks that will count as two separate announcements. The primer will be widely distributed to all elements of advertising.

Some advertisers and agency participants at last week's meeting, it was said, thought the code had forbidden the use of piggybacks under any circumstances and that such commercials now in use or in production would have to be scrapped. Others thought that the placement of a piggyback alongside a single-product commercial would not be allowed. (What is forbidden, under the code is the placement of two piggybacks back-to-back. The code prohibits the use of more than three consecutive announcements in prime time.)

**A Definition** ■ Somewhat over-simplified explanation of what the new piggyback policy means, it was pointed out, is that "in the future, a lot more multi-product commercials are going to be classified as piggybacks and therefore will have to be counted as separate commercials."

The code officials screened a series of commercials as examples of "integrated" and piggyback messages, and they plan to make similar screenings for agencies, advertisers and stations.

Some advertisers and agencies also raised the question of premium rates being charged for piggybacks, but code officials emphasized that rates are not a proper subject for their consideration.

There were indications that a further session, similar to last week's, would be held, probably in April. John Crichton, president of the AAAA, said his organization would be luncheon host for such a meeting. ANA was host last week, and NAB at the Dec. 18 meeting.

Those at last week's meeting were:

NAB staff: Messrs. Collins and Bell; Vincent T. Wasilewski, executive vice president; Douglas A. Anello, general counsel; Melvin Goldberg, research vice president; Edward H. Bronson, TV manager of the code authority; Stockton Helffrich, New York manager, code

## Votes for piggybacks



Samuel L. Frey



Sam Vitt



Emil Mogul

These three agency executives were among those who last week protested the NAB TV code ruling against piggybacks. Mr. Frey, of Ogilvy, Benson & Mather, sees way around it by pairing compatible products. Both Messrs. Vitt (Doherty, Clifford, Steers & Shenfield) and Mogul (Mogul, Williams & Saylor) say TV will lose clients to print media.

authority; John M. Couric, director of public relations.

NAB TV code board: Roger Clipp, Triangle stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke Jr., NBC; Douglas Manship, WBRZ(TV) Baton Rouge, La.; Joseph H. Ream, CBS-TV; Lawrence H. Rogers II, Taft Broadcasting; Alfred Schneider, ABC.

Television Bureau of Advertising: George Huntington, executive vice president and general manager.

Broadcast Rating Council: Donald H. McGannon, Westinghouse Broadcasting, council chairman.

Association of National Advertisers: President Allport and William D. Kistler, staff vice president; John Burgard, Brown & Williamson; Edwin Ebel, General Foods; Edouard Genock, Eastman Kodak; Paul Huth, Procter & Gamble; Charles Pratt, Alberto-Culver; Harry Schroeter, National Biscuit Co.

American Association of Advertising Agencies: President Crichton, Vice President Lawrence D. Reedy and Assistant Vice President Edwin M. Marshall of the AAAA staff; William J. Colihan Jr., Young & Rubicam; Stephens Dietz, Kenyon & Eckhardt; Robert Foreman, BBDO; Edward A. Grey, McCann-Erickson; Ruth Jones, J. Walter Thompson Co.

**Sampling of Opinion** ■ Some agency and station rep views on the piggyback issue as collected by BROADCASTING last week included the following (for others, see story page 78).

Samuel L. Frey, media director at Ogilvy, Benson & Mather, New York, voiced opposition to the NAB ruling but said he thinks, for several reasons, that it will have no significant financial impact on his agency or its clients.

Mr. Frey said the ruling is still inadequately defined and will, therefore, be difficult to enforce. He also thinks that the proposed restrictions will be easy to circumvent by "product replacement."

Explaining this, he noted that Ogilvy is discussing the piggyback issue with two big advertisers who are heavy users of bridged and integrated commercials. He said he was sure that the problem would be resolved by the sponsors' putting more compatible products in the 30-second periods. This, he feels, is the path many large advertisers will take.

Stressing his opposition to the ruling, he noted that it could mean considerable hardship for the small advertiser, because, he feels, 30-second spots are far less successful than minutes. Although his agency is opposed to "clutter," he said there is strong feeling among many of his clients that a sponsor should be able to do what he wants with the time he buys.

**Confusion Reigns** ■ A spokesman for one of television's biggest advertisers

# Needed: a faster way to bail out of bad shows

The network program sponsor takes the biggest risk in television today. It's a multi-million dollar risk that deserves more protection and is quite out of proportion to that taken by the network, the program packager or the talent, according to Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago.

He noted too it is a liability the sponsor cannot soon escape even when it is obvious the show has laid an egg.

Calling for a more equitable spread of the risks of underwriting network TV programs, the Burnett executive told the Broadcast Advertising Club of Chicago last week that the advertiser should be able to get out from under a poor show a lot cheaper than he now can. He feels that the network, the producer and the talent would benefit too, even though their respective risks are much less.

"It seems to me that one of the biggest mistakes we can make is to live with an unsuccessful show," Mr. Matthews said. "It's shortsighted for the talent to hold the packager to a contract on a turkey," he explained, because "the star's reputation with his public is damaged by his continued appearance in a bad show."

**The Losses** ■ The advertiser and his agency lose audience, he said, and the network loses competitive position while the packager or producer loses prestige and box office appeal along with the talent.

"Obviously the public loses too," he asserted, when a poor program occupies a valuable time period where another show "might offer more or better entertainment or information."

Why can't all involved get together and agree on a quick kill of the poor programs each fall, Mr. Matthews asked. "By the end of the third or fourth Nielsen report, plus living with the show on the set for seven or eight shows, plus on-the-air viewing of a like number," he said,

"you can pretty well separate the hits, the ones that may make it, and the out-and-out turkeys."

His ideas for possible solutions:

- Maybe all the program contracts should be for shorter terms but set up in such a way that the talent and packager are compensated an extra amount if an early cancellation is exercised.

"I could see a program talent



Mr. Matthews

price scaled from 13 times to 52 times with cancellation right that went all the way down to the basic contract between packager and talent," he said. "The prices would be set up so that there is a real incentive to go ahead for each succeeding 13 week cycle.

"If the show does not live up to expectations and the original advertiser cancels after 13 or 26 weeks, he has paid a disproportionately larger share of the talent cost."

- Another suggestion might be for the advertiser and network to agree "on certain minimum standards that a show must attain within a specified period of weeks," he said.

Under this proposal the network is protected by short-term contracts with the packager, he explained, and "the advertiser may have the right to move off the program at the end of 13 weeks, but agrees to continue in the time period with a replacement show. Some of this is now done at the 26-week point but that's too long to live with a turkey."

He felt that the ideas might have a chance to work "if the networks can develop the same degree of control over their program sources as they have over the control of their time periods."

Mr. Matthews observed that the "magazine concept" has been suggested as the panacea—with the advertiser allowed only to buy rotating spots throughout the schedule and the networks completely controlling editorial or program content.

"But we at Burnett don't cotton to the idea of the total magazine concept in network television," he said.

"The advertising agency business is a highly competitive business and we like it that way," he said. "An ability to search out, develop, purchase and schedule hit television shows is one of the things which advertisers can't do themselves and for which they hire a good advertising agency."

Burnett has been stepping up its purchase of network participations sharply in the past few years, he indicated, but this is typical of the industry trend. In January 1958, he noted, of the 66 hours of prime time network programming, 88% was occupied by program sponsors and 12% by participants. In January 1964, he said, only 47% of prime time was occupied by program sponsors and participating shows had grown from 12% to 53%.

"Some solution will have to be found in the next couple of years to reduce the size of the risk that the network program buyer takes," he concluded, "or we may have the magazine concept whether we want it or not."

said the NAB's new policy has become so "confused" as to have prompted a station representative to ask an advertiser to clarify the code's piggyback provision.

A spokesman for a TV advertising firm said the company found the rule on three consecutive announcements to be "ambiguous." Billboards, for example, were included as commercial material in the NAB code's definition

of its time standards (Section XIV). That section also said that "no more than three announcements" should be scheduled consecutively.

As a consequence, the advertiser assumed that opening and closing billboards which give sponsor identification came under the definition of commercial announcements. But a further check with the code office, he said, indicated that, to the contrary, billboards were

not interpreted by the code to be commercial announcements.

**Danger of Enforcement** ■ Sam Vitt, vice president in charge of media and broadcast programming at Doherty, Clifford, Steers & Shenfield, is in the camp of those who feel television may lose some ad dollars if the piggyback ruling is strictly enforced.

The first to leave the medium, he suggests, would be the smaller adver-



when you think

NEW YORK  
RADIO

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**wmca**

**570**

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

tisers who have been testing in TV by stretching their advertising budgets, and whose testing has been made possible by the piggyback.

But repercussions might not stop there, he says: "Even the largest TV spenders will be reviewing their media allocations with a view to adjusting their TV budgets. All this comes on top of strong new research in the magazine field by W. R. Simmons and others, which could very well lead to TV's losing revenues to magazines."

**Little Effect Seen** ■ A media director at a large agency, which bills some \$75 million in television annually, doubts that the revised NAB stand on multiple-product announcements will have any appreciable effect on advertisers' media mixes.

"There's no doubt that the new NAB rule has teeth in it—they mean business," he says, "but the smaller advertiser, who has considered television necessary to his marketing program in the past, isn't likely to doubt its necessity in the future just because of new restrictions on piggybacks."

"From this point it appears to us that advertisers will change their techniques rather than their budgets. An advertiser who in effect has been using 10 30-second announcements weekly will be replacing them with five minute-length commercials."

Another major TV agency reported it will continue to produce piggybacks—there's been no halt in their production.

A spokesman said, however, the agency expects it will be more difficult to place them with TV stations and that stations now have a "wedge" with which to bargain. The spokesman asserted, moreover, that his agency still doesn't understand the new NAB code policy on piggybacks.

Several station representative officials reported that they had no word on changes in media allocations, and one executive responsible for spot radio at his company scoffed at agency opinion projecting a drift away from spot TV.

"It would be easy for me to say that some advertisers are going to move into spot radio," he remarked, "but I don't believe it. Advertisers who have had success with spot TV are still going to use it. I think Alberto-Culver rumblings about getting out of television are idle threats. Look at the success this company has had with TV."

**Diversion to Radio** ■ But one agency official, Paul Roth, marketing group head of Kenyon & Eckhardt, reported that his agency already has placed funds for some clients into spot radio, diverting it from spot TV because of the piggyback ruling. He declined to name the clients or the amount, but said it was K & E's evaluation that until the piggyback situation crystallizes,

pointing up specifically what a client may or may not do, some advertisers will allocate their money to network TV, and, in some instances, spot radio.

An official at Sullivan, Stautfer, Colwell & Bayles, New York, indicated that although agency and client reaction to the NAB ruling might appear to be mixed, the consensus tends toward opposition to the restrictive proposals. The official admitted that action should be taken to solve problems of commercial clutter in broadcasting, but he added: "I am, quite frankly, a little concerned about the broadcasting industry telling me what to do with my purchased time."

He said he feels the rule-makers

### No smoking at CBS-TV

CBS-TV's policy is to de-emphasize smoking in its programs. In a memorandum last week to staff producers at the network and producers of programs to be shown on CBS, Michael Dann, vice president for programs, noted the National Association of Broadcasters' TV code action earlier this month and said:

"I call this to your attention so that you may be guided accordingly and so that the use of cigarettes on programs to be broadcast over CBS-TV shall be de-emphasized."

NAB's newly-amended code asks that "care be exercised so that cigarette smoking will not be depicted in a manner to impress the youth of our country as a desirable habit worthy of imitation" (BROADCASTING, Feb. 3).

NBC and ABC spokesmen said they did not know of plans to issue similar memoranda.

should hold off any definite decisions concerning integrated commercials until further research on the subject is completed. According to the official, piggybacks have proven very successful in broadcast advertising, especially for small advertisers, who will face great financial hardship when the ruling goes into effect. He said the small advertiser will be unable to handle the cost of television without the piggyback, and that the ruling may push some advertising money from TV into radio.

The official said, however, he does not think that the NAB rules on piggybacks will have much effect on SSC&B. He also said that the ruling will raise commercial production costs at agencies, which will be forced into a new effort "to get around the code." More money and skill will be needed to integrate without the convenient bridge.

**Stiff Opposition** ■ Emil Mogul, board chairman of Mogul, Williams & Saylor, took an adamant stand against a strict construction of the new piggyback ruling and he foresees an exodus from television by medium-sized and smaller advertisers as a natural result of its enforcement.

"An advertiser with less than \$2 million to spend would be forced out of the medium," Mr. Mogul said. "It's not the piggybacking that is causing the trouble. It's all the clutter in station breaks. Economic reality dictates the necessity of the piggyback to the smaller advertiser."

Mr. Mogul predicts that money leaving television as a result of the piggyback rule will be lost to broadcasting completely. "It will move to print," he said.

**Reps Vary** ■ Among station reps, as among agencies, opinions varied. The range was indicated by one rep company official who said the code board had "ducked the issue entirely," while another said he and his stations were especially pleased by the board's "strong stand."

Those for a firmer position take the view for the most part that, aside from contributing to the appearance of over-commercialization, piggybacks are too often used by substantial advertisers to save money, rather than by small advertisers who cannot afford TV otherwise.

Harrington, Righter & Parsons sent letters to all its stations last week suggesting that they include in their rate cards a statement that they will not accept multi-product commercials contrary to the code standards.

HR&P's Arthur Elliot predicted that agencies in the long run will profit from the new policy because they will have to improve their commercial production techniques. Nor did he think the policy would have ill effects on the small advertiser, who, he said, "has proved that he can advertise successfully with a 30-second spot."

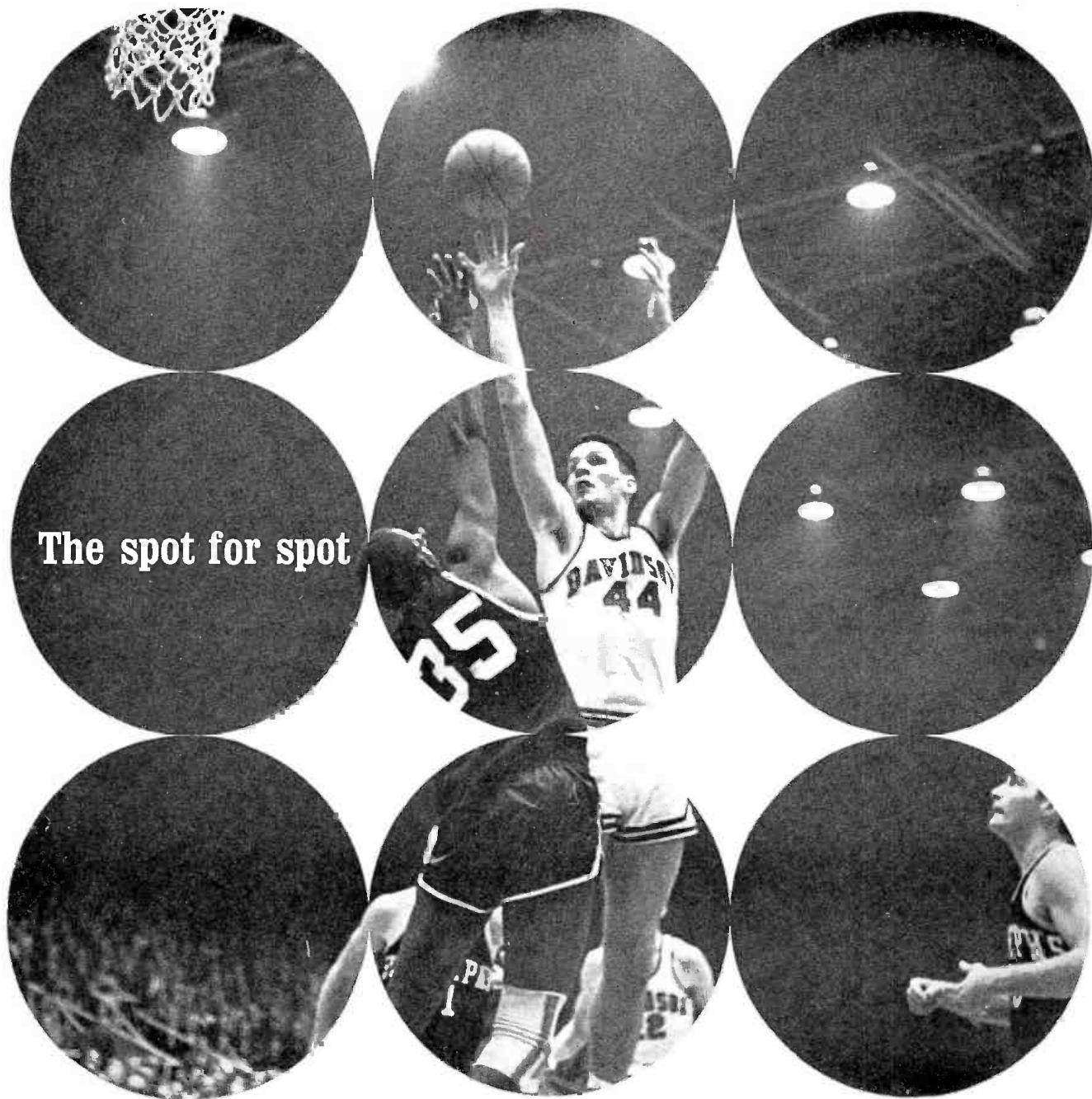
Some reps take the position that the piggyback question does not warrant all the furor it has aroused. One said he advised his stations to take a common sense approach.

"We recommend to them that they accept piggyback announcements if they are to be placed in island positions," he said. The "island position" in this case means a position in which the piggyback, counted as two announcements, would not create a triple spotting situation.

Deciding whether a given announcement falls under the NAB's definition of piggyback is the function of the individual station, he said.

"I don't think the NAB's position is going to precipitate any TV drop outs," he said. "The stations will find a way to live with it."





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**Charlotte's WSOC-TV**

# A CODE WITH BITE AND BARK

## If the new code boss gets his way: bigger budgets, tougher enforcement, centralization of commercial veto power

A major buildup of the radio and television code apparatus of the National Association of Broadcasters—including a new get-tough policy that will turn the public spotlight on violators—will be undertaken by the new code authority director, Howard H. Bell.

Station subscribers who run afoul of the provisions of the codes will no longer be able to hide behind the cloak of anonymity. Code subscribers who resign, are ousted or placed in a newly authorized "probationary" category will from now on be exposed to the public in a move to add teeth to the code's often-criticized enforcement powers.

This was just one of several major points made by Mr. Bell last week in a far-ranging interview on his plans and goals as code director, a position he assumed 11 weeks ago. Mr. Bell, a former NAB vice president for planning and development, also made these major points:

- The code authority must have much more money to spend if it is to do a proper job of industry self-regulation. Speaking of current dues paid by subscribers, he said: "We may well have to examine and review our whole fee structure."

- With commercial practices definitely the number one problem of self-regulation, the New York code office (NYCO) must be expanded and receive recognition as a central industry clearing house for before-broadcast commercial copy clearance (see story, page 27). Eventually, Mr. Bell hopes the networks will delegate their present extensive activities in this area to the code authority.

- The radio code must number among its subscribers more than 50% of U. S. AM and FM stations before it can become an effective industry force in self-regulation. At the present time, the radio code numbers 1,860 radio subscribers, 38% of the total U. S. stations.

- A major expansion in the present code authority staff already has been approved. A minimum of four new men will be employed and ideally this figure will be more than doubled.

- Monitoring of both radio and TV subscribers presently leaves much to be desired and the number of annual checks must be increased four-fold for the code to effectively police—and correct when necessary—its subscribers.

- The director, elevated from a ma-

jor staff position by NAB President LeRoy Collins, met and answered head-on the criticism that he will "rubber stamp" the philosophies of the president and serve merely as a "yes man." "That criticism is completely false and unjustified," Mr. Bell said. "It is a very unfair criticism . . . and I have no doubt that my performance in this job will disprove the charge. . . ."

**Effective Sanction** ■ Commenting on the new code policy to place the public spotlight on violators, Mr. Bell said that such action "is one of our most effective sanctions and one which we have not used sufficiently."

The TV code review board has approved the code director's disclosure plans and a new manual detailing procedures for formal notices against violators and the planned public announcements is being prepared by the code staff, Mr. Bell said. Stations suspected of violating code provisions will be placed on probation for a maximum of 90 days to give them a chance to comply and continue to do so. When such probations are meted out, these too will be announced. While a station is on probation, it will be forbidden the use of the code seal of approval.

Such a procedure constitutes a drastic change in the administration of the radio and TV codes. In the past, the code authority has made it a firm policy

not to announce resignations or corrective actions taken against violators.

"Enforcement will not be easy but the codes will be enforced," Mr. Bell promised. He said present monitoring by the code authority of station subscribers is woefully inadequate. Every subscriber should be given an on-the-spot check at least twice a year and informed immediately of any violations, Mr. Bell feels. Under its fiscal 1964 budget (which begins April 1), the radio code will be able to monitor only about half of its 1,860 subscribers, he said.

"Code enforcement presently is very vulnerable in this area of monitoring," he stressed.

As part of its (a) drive for new radio members and (b) campaign to make the public aware of the TV code and its provisions, the code authority plans to take its activities to the field. The code will go into individual markets to inform the public which stations are subscribers and which are not. "We need to get off our ivory tower in Washington and talk to both subscribers and nonsubscribers about their problems," Mr. Bell said.

**TV Commercial Problems** ■ The code director envisions the NYCO as a central clearing house for clearance of commercial copy as an aid to both advertisers and code subscribers. Some

### P&G 'ultimatum' to NAB denied by Bell

An advertiser's charge that the National Association of Broadcasters tightened its TV code restrictions on piggyback commercials because of an "ultimatum" from Procter & Gamble Inc. was denied as "totally without foundation" by the code authority director last week.

Howard H. Bell, in a letter to the attorney for Helene Curtis Industries Inc., which had made the charge (BROADCASTING, Jan. 20), said the code amendment was recommended by him and adopted by the NAB code and TV boards "wholly independent of any action by anyone else." He said that no consideration was given to statements by P&G, by far the largest single advertiser on TV, and that "no discussions were held at any time with P&G with respect to the recommendations or ac-

tions pertaining to the TV code."

The amendment, adopted late last month (BROADCASTING, Feb. 3), was motivated by "the awareness of growing public concern over the appearance of overcommercialization in the form of so-called 'clutter,'" Mr. Bell told Allen Choka, counsel for Curtis. The amendment, he said, was for the sole purpose of determining, under the code's time standards, whether an announcement containing two or more products is to be counted as one or more commercials.

The code director said the amendment has nothing to do with time charges by individual code subscribers and does not preclude the scheduling of multi-product announcements considered piggybacks under the new code definition.



advertisers now submit their storyboards on a voluntary basis, but "We are just making a dent in this area now," he said.

He said there is a tremendous waste in duplicated effort among the three networks and the code authority in present uncoordinated efforts to check commercial copy for code compliance before it is broadcast. An individual TV network may very well be spending more in this area at the present time than the entire TV code annual budget (\$440,000), he said.

The code authority can do this for the entire industry, including the networks, better and cheaper, Mr. Bell feels. His goal is for the TV networks to eventually assign this function to the code authority—and at the same time support it with additional dollars.

The NYCO now has four men working fulltime screening commercials and is not able to devote time to other problems. At least one man will be added immediately to this function, and, with the networks' cooperation, Mr. Bell hopes more later. Such a service is of great benefit to the advertiser in allowing him to know, before a commercial is filmed, whether it faces code problems.

He stressed that the networks have been "extremely cooperative" with the NYCO and that a very good working relationship presently is enjoyed in the area of commercial clearances.

Mr. Bell sees an eventual code authority budget many times the 1964 allocations of \$130,417 for radio and \$440,445 for TV. This would come about through an increase in dues paid by individual station subscribers and networks, as well as voluntary contributions. At the present time, each TV network pays \$13,000 annually to the TV code and station subscribers are charged a monthly fee equal to their highest one-time hourly rate, with a maximum of \$1,200 annually and a minimum of \$300.

Radio subscribers now pay a monthly fee equal to one-half of the station's one-time minute rate as published each June 1 in *Standard Rate and Data*, with a radio maximum of \$216 annually.

The TV code maintains an uncommitted surplus of over \$100,000 but the radio surplus is "very, very tiny."

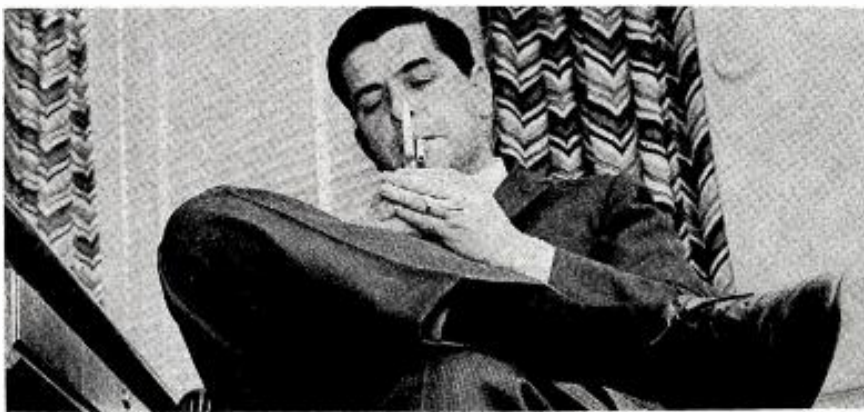
**Cigarettes, Too** ■ The TV code staff presently is conducting a comprehensive check of all cigarette commercials now on the air to see if they comply with amendments now in force which prohibit the portraying of smoking in such a way as to appeal to minors or imply that smoking is conducive to good health (BROADCASTING, Feb. 3). Mr. Bell said that it is a "close question" to decide if a specific spot has a specific and identifiable appeal to children.

"Having amended the code, we have

got to be certain that it will be enforced," he said. The code authority presently is working on guidelines for cigarette advertising which should be ready within two weeks. They will spell out both acceptable and nonacceptable practices under the new code provisions.

No decisions on individual commercials have as yet been rendered by the code authority and will not be prior to release of the guidelines. Mr. Bell said that he does not see a major problem in the use of cigarettes in actual programming.

**No Yes Man** ■ Mr. Bell said that he was very much aware that his appointment as code director had been criticized by some as an effort by President Collins to put a "yes man" in charge of the code authority. "Such talk does not bother me except as it may impair



The new code director lights up

the ability of the code authority to do a better job and hurt the over-all code structures. The governor and I of course are good friends and I have a great deal of respect and admiration for him and what he stands for.

"Obviously, if we did not have the same basic desires for industry improvement and the strengthening of self-regulation, then of course he would not have offered me the job. . . . I made no commitments to the governor, nor was I asked for any, as to how I will handle my duties as code director. I believe that the code must be independent of the other administrative and policy considerations of the NAB. . . .

"I have no doubt that my performance in this job will disprove the charge that I am a 'yes man.' As a matter of fact, it should be self evident already."

President Collins was roundly criticized by the TV code board last fall when he outlined his general ideas of the duties of the then still to be appointed code director to succeed Robert D. Swezey (BROADCASTING, Oct. 7, 1963). He said he wanted a "dynamic" individual who would use the office's "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Mr. Bell has left no room for argu-

ment that he has failed to be "dynamic" or that he has not moved to "develop and initiate" new concepts away from the "cautious trails of the past." The code director admitted that he is an idealist on code matters who came into his new job with an optimistic viewpoint on what could be accomplished.

"I was convinced that there was a need to do more in this area of self-regulation," Mr. Bell said when asked what motivated him to accept a job many labeled "impossible." "I do not agree it is impossible to be an effective code director," he said. "While there may be differences of opinion on how to do the job, I believe that broadcasters want a meaningful program of self-regulation—not just to stop government but also because it is right."

In most of his public and private

statements, the code director stresses that the primary consideration in code actions is the listener and the viewer. "We can't make our decisions on the basis of how a segment of the industry will react," he said.

And, Mr. Bell said, the code should be administered without one eye on what reaction the government will have.

**NAB Veteran** ■ Mr. Bell, a native of New York City, first joined the NAB in 1951 as assistant to the vice president for TV. He was elevated to assistant to the president in 1954 (a title he still held in addition to vice president when he was named code director) and in May 1960 he was appointed vice president for industry affairs. He acquired the title vice president for planning and development in July 1962.

A graduate of the University of Missouri School of Journalism, he received a law degree from Catholic University, Washington, while a member of the NAB staff. He entered broadcasting at KFRU Columbia, Mo., while a college student and later was sales promotion manager for WMAL-AM-TV Washington. A World War II Navy veteran, Mr. Bell, 37, is married and the father of three children, Mary Elizabeth, Jeffrey and Laurie. The Bell family lives in suburban Rockville, Md.

# HERE THEY GO AGAIN

## FCC is sharpening its pencils preparatory to writing 10 Florida AMs on commercial policies

Ten Florida AM stations have become the latest candidates for letters from the FCC asking about their policies on commercials.

The commission staff selected the 10 in accordance with the agency's new practice of reviewing commercial policies at the time station licenses are up for renewal.

The question of whether the stations should get letters rather than license renewals was on the commission's agenda last week, but was passed over. It is scheduled to be discussed this week. The renewal date for Florida stations was Feb. 1.

The new FCC policy of examining commercial practices on a case-by-case basis—which was announced in the commission order terminating the rule-making to limit the number of commercials a station could carry—was put into effect two weeks ago. At that time, the commission ordered the renewal applications of two Tampa, Fla., TV stations deferred, and directed the staff to inquire into the stations' commercial policies (BROADCASTING, Feb. 10).

The FCC action on the 10—in deciding which, if any, should get letters—will provide a further indication of the kind of performance the commission feels should be examined for evidence of "overcommercialization."

In analyzing the AM stations' commercial practices, the staff reportedly put stress on the commercials broadcast

between 8 a.m. and 6 p.m. This is done to put daytimers on a more equal footing with fulltime stations, which can spread their commercials over a longer period.

**Daytime and Fulltime** ■ The 10 stations now under FCC scrutiny are said to include both daytime-only and fulltime operations. Some are well-to-do big city stations; others are said to be relatively marginal outlets located in small communities. Financial information on the stations is part of the file that has been given the commission.

It's understood that 10 renewal applications and the accompanying logs indicate that, on the basis of the 8 a.m.-6 p.m. day, each of the stations broadcast about 1,100 or more spots during its composite week.

But, as in the case of the television stations queried two weeks ago, the total number of spots—said to be among the highest broadcast by the stations whose applications were examined—served only as a flag.

**Promise vs. Performance** ■ The staff members are said to have selected them because of what they considered a substantial difference between promise and performance. The staff checked the 1961 applications for policy statements on how spots would be distributed throughout the broadcast day, then compared these promises with what the station logs indicate that they practiced over the last three years.

The extent of variation between

promise and performance was said to range from a minimum of 10% to more than 25%. The staff reportedly analyzed the distribution of commercials during peak hours as well as over a full day.

Some officials suggested that stations may be running into difficulty with the commission's new policy mainly through sheer carelessness in answering questions about commercial policies in their renewal applications.

One said that it's sometimes extremely difficult, if not impossible, to determine what a station's policy is. He noted that one station gave its policy in terms of a 24-hour average. But, the official observed, this station could be "loading up" its schedule with commercials in peak hours, and carrying no spots between midnight and 6 a.m.

## KM&G reports billings were up 22% in 1963

Ketchum, MacLeod & Grove Inc., Pittsburgh-based advertising agency, has reported record billings last year and at the same time showed its biggest annual increase in its 40-year history.

KM&G handled \$45.2 million in 1963, an increase of \$8.2 million or 22% over the year before. The agency noted that its volume and personnel have increased every year since its founding except in two years of the depression. The agency said that in 1962 it ranked 31st in billings in the nation.

Edward T. Parrack, president of KM&G, said that the trend so far this year indicates the agency will add even more to its billings.



## COMMERCIAL PREVIEW: Morton salt comes back to television

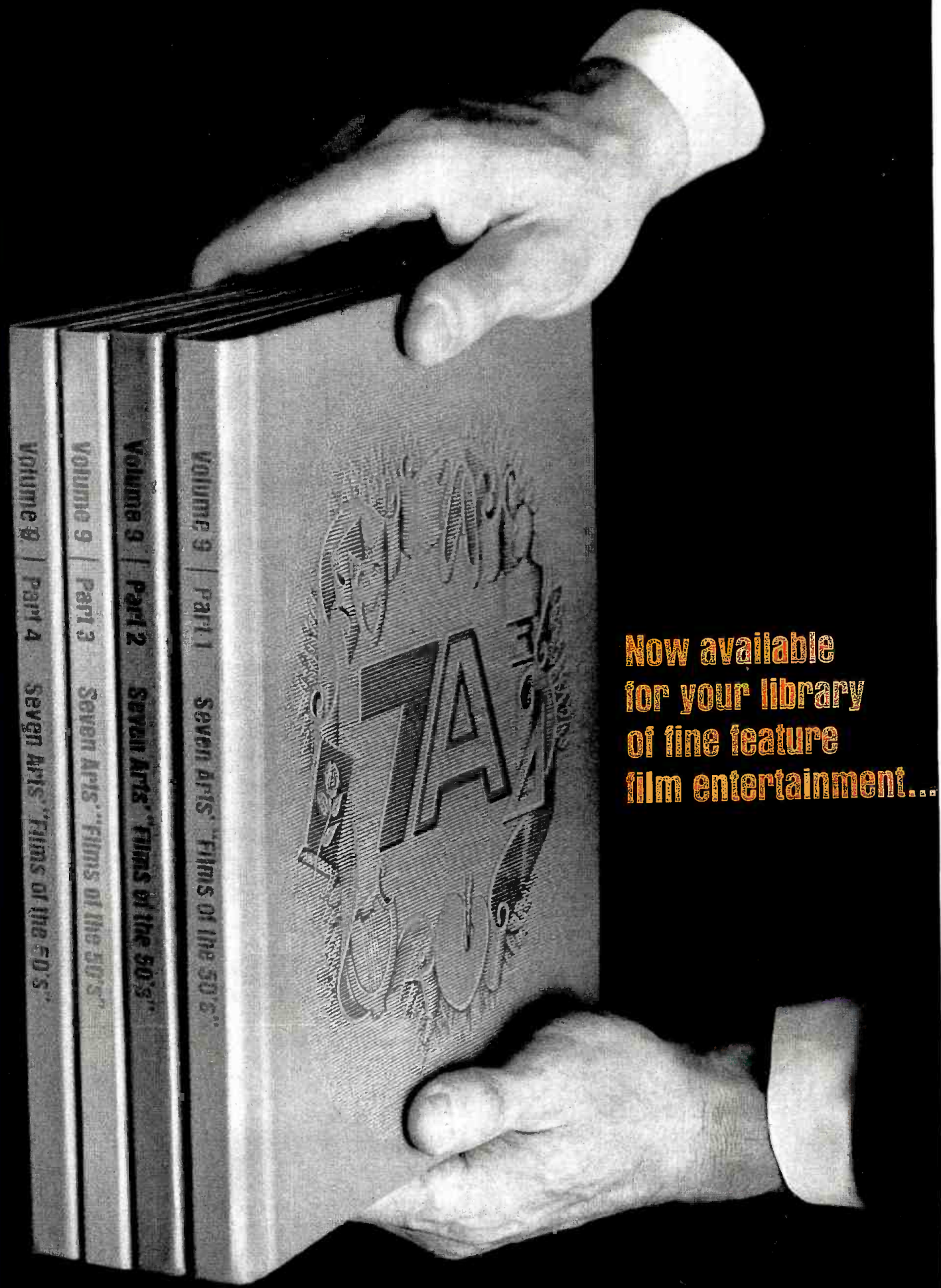
After seven years' absence, the Morton Salt Co. returns to television today (Feb. 17) with a series of one-minute light-hearted "slice-of-life" commercials about "grandma" and others on a schedule of seven daytime programs on ABC-TV and three on NBC-TV. Outdoor billboards also are being used.

Morton's return-to-TV decision was sparked by a research study of salt buyers (women) and media conducted by its agency, Needham, Louis & Brorby, Chicago, which found that daytime TV could corner the Morton prospects most effectively.

"Grandma" enjoys rock 'n' roll ra-

dio and hard-boiled eggs—sprinkled with Morton's salt, of course—along with her knitting. Grandma is like most grandmas in other ways too: she prefers to blow the egg out of the shell instead of peeling it. Other commercials depict humorous situations at the bus stop, park bench and in a movie theater.

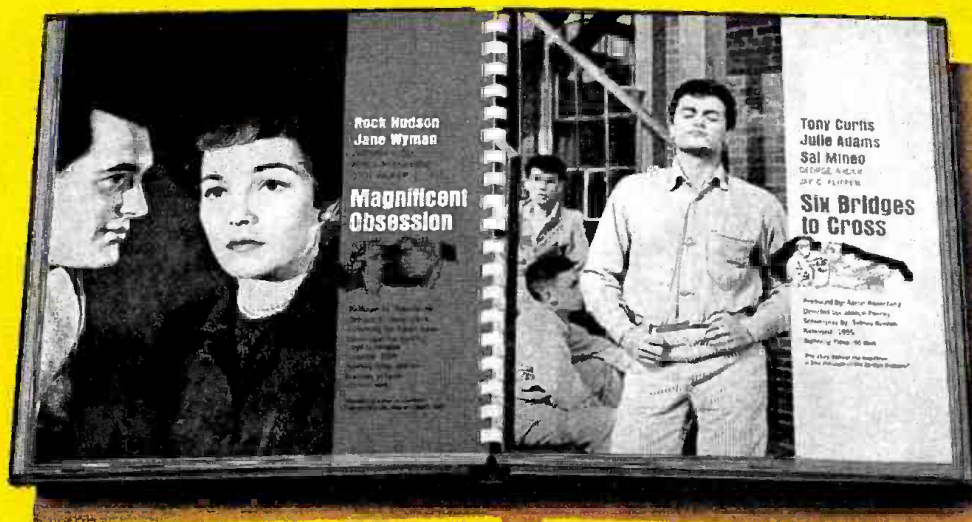




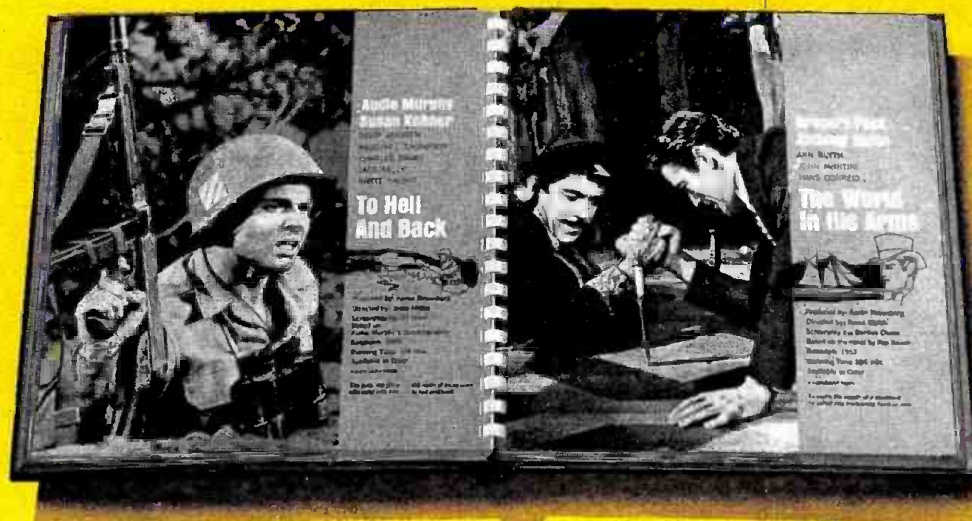
Now available  
for your library  
of fine feature  
film entertainment...



**Part 1** 54 exciting UNIVERSAL motion pictures...  
including "Bend of the River," "Up Front," "Mississippi Gambler,"  
"Bengal Brigade," "Yankee Pasha," "The Redball Express"...  
and the high-spirited Abbott and Costello feature series.



## Volume 9—215 'Films of the 50's'

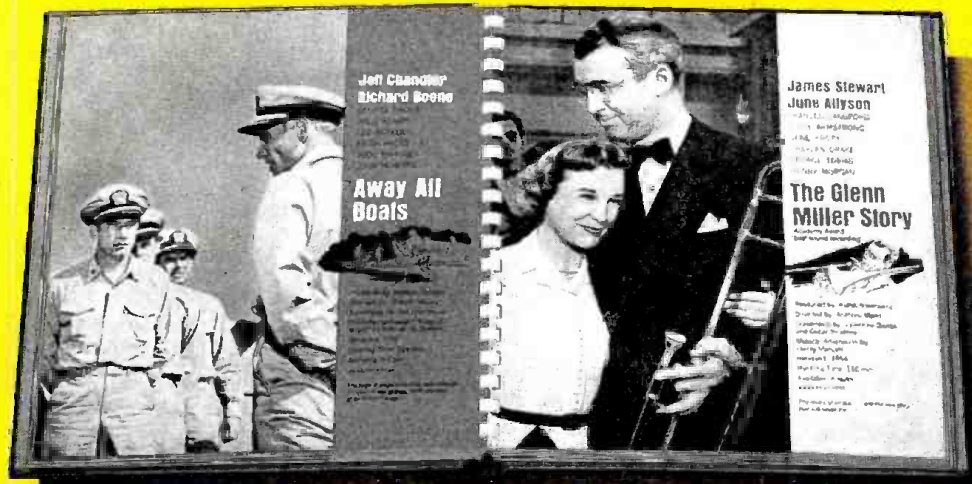


**Part 2** 54 top UNIVERSAL feature films, such as "The Shrike,"  
"Winchester 73," "The Spoilers," "The All American," "Never Say  
Goodbye"... and the exuberant "Ma & Pa Kettle" feature series.

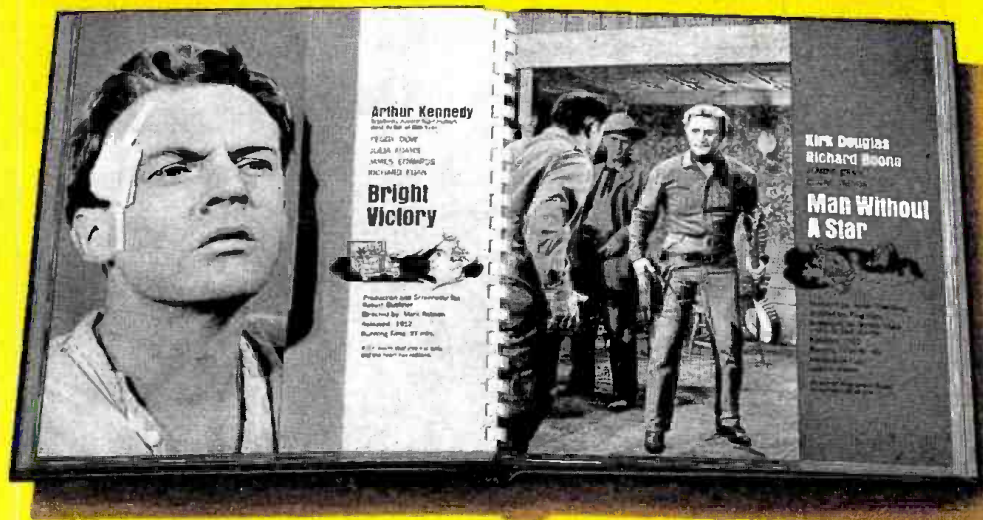
Volume 9—Parts 1, 2, 3 and 4—from the UNIVERSAL-SEVEN ARTS library of "Films of the 50's" includes today's top stars such as... Rock Hudson Anthony Quinn Tony Curtis Abbott & Costello Kirk Douglas Jeff Chandler James Stewart Shelley Winters Gregory Peck Loretta Young Jane Wyman Alan Ladd Arthur Kennedy Lee Marvin Victor Mature Jane Russell Ronald Reagan Sal Mineo Robert Preston Vincent Price Janet Leigh Tyrone Power William Powell Audie Murphy Piper Laurie Glenn Ford June Allyson Tom Ewell Joseph Cotten Jeanne Crain Dan Dailey Chuck Connors Ernest Borgnine Anne Bancroft Ed Begley Dana Andrews Walter Brennan Jimmy Durante Julie Adams Rory Calhoun



**Part 3** 53 audience-pulling UNIVERSAL feature films... including "All That Heaven Allows," "Pillars of the Sky," "Sword In The Desert," "Chief Crazy Horse," "Destry," "Thunder Bay"... and the rollicking "Francis the Mule" feature series.



# from Universal-Seven Arts



**Part 4** 54 fine UNIVERSAL motion pictures, among which are "The Far Country," "Tomahawk," "The Fat Man," "So This is Paris," "Captain Lightfoot," and "Sign of the Pagan."



A SUBSIDIARY OF SEVEN ARTS ASSOCIATED CORP.

CONTACT YOUR NEAREST SEVEN ARTS OFFICE  
FOR MARKET AVAILABILITY

NEW YORK: 200 Park Avenue	YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill.	ORchard 4-5105
DALLAS: 5641 Charleston Drive	ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.	STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West	EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)  
Individual feature prices upon request

Raymond Burr Van Heflin Barbara Stanwyck Boris Karloff Richard Boone Claudette Colbert Richard Conte Lon Chaney Charles Coburn Ma and Pa Kettle Gig Young David Wayne George Sanders John Payne Maureen O'Sullivan Jack Palance Mickey Rooney Dale Robertson Patricia Neal Charles Laughton Bert Lahr Marilyn Maxwell Joel McCrea Victor McLaglen Virginia Mayo Peter Lorre Sidney Poitier Dick Powell Edward G. Robinson Ruth Roman Jackie Gleason Jose Ferrer Rhonda Fleming Richard Egan Dan Duryea Ida Lupino Buddy Hackett Edmund Gwenn Brett Halsey Spring Byington Lee J. Cobb Claude Dauphin Arlene Dahl Howard Duff Irene Dunne Yvonne De Carlo Hugh O'Brian Gene Barry

# All that money hidden in men's whiskers

## SCHICK AIMS TO FIND IT WITH NEW PRODUCTS

There's money to be gleaned from the stubble on men's chins. And the competition of the makers of aids in removing it promises to be fiercer than ever this year.

Out in the West, Schick Safety Razor Co., which last year virtually doubled its share of the \$160 million-a-year razor blade market, is preparing to enter the even more competitive field of shaving creams. Two Schick aerated shave creams, a regular and a menthol, will be put on the market late in March or early in April, James Badgett, Schick's advertising manager, said last week. And, like the company's new stainless steel blades, the shave creams will be aggressively advertised, with television carrying the bulk of the campaign.

Schick spent some \$13 million for advertising in 1963, Mr. Badgett said, starting with a \$2.5 million first quarter drive for the recently introduced double-edged Krona blade. Previously, the Krona blades had been made only with single edges to fit the Schick injector razor. But in the fall of 1962 Schick had invaded the double-edged field which up to then had been dominated by Gillette.

Television was a major factor in the campaign. Schick became co-sponsor of two ABC-TV one-hour prime-time programs, each reaching a large and predominantly masculine audience—*Stoney Burke* about a rodeo champion, and *Combat*, detailing the adventures of an American infantry squad in Europe in World War II. Spot TV and spot radio supported the network effort and national magazines were also used, in addition to a heavy introductory schedule in trade papers reaching the retailers who would be selling the Schick blades to the public.

**New Plans** ■ But before the campaign had more than started, Schick's advertising department learned that the new stainless steel blade which was being developed as a super shaving tool would be ready for limited distribution by April, well ahead of schedule. This called for a new set of advertising plans, to introduce the new stainless steel blades with all-out advertising, market-by-market as the distribution spread. Television was again the major medium, with strong backing from radio and newspapers.

Los Angeles and New York were the first to get the new Schick blades and the advertising for them. Then came the state of California, then the Eastern seaboard, then the 11 Western states and so on, region by region, until every male of shaving age in the land was aware that something new—the Schick

stainless steel blade—had been added to the shaving scene. In addition to seeing it on TV, hearing about it on radio and reading about it in the newspapers, he received a sample of the new blade in the mail.

"We spent between \$5 and \$6 million for television last year," Mr. Badgett reported. "Radio accounted for about \$1.1 million, magazines for \$900,000, newspapers for \$700,000 plus \$600,000 for the Sunday comic sections. There were also a number of special regional buys not included in those figures, such as a campaign in the Southwest which included play-by-play broadcasts of the Houston Colts professional baseball games on TV and radio, with a heavy outdoor schedule and sampling. And an intensive effort to capture the military market—all those servicemen, many of them just forming lifelong shaving habits and so situated that use of electric shavers would be unfeasible if not impossible."

**Results** ■ "We started out the year with 16-17% of the razor blade market," Mr. Badgett said. "We ended it with 30%—30% of a market that aggregates about \$160 million a year."

In the stainless steel blade field, Schick now has direct competition from Gillette and American Safety Razor (Personna). Both of these companies also produce aerated shave creams—ASR's Burma-Shave and Gillette's Foamy—which will compete with the new Schick creams in both regular and menthol classes. Other aerated shave creams include Aero Shave, Charles Antell, Barbasol, Colgate, Command, Krank's Super Shave, Mennen's Soft Stroke, Molle, Noxzema and Yardley and there are doubtless still others. Nor does that list include unaerated beard softeners sold in tubes or jars or cakes. Larger in number of brands, shave cream business is smaller in sales volume than blades, with annual sales in the neighborhood of \$80 million, only about half the blade sales total.

Schick, whose advertising account is handled by Compton Advertising Co., Los Angeles, is currently using two ABC-TV programs, *Combat* and *Outer Limits* (a science fiction series), plus a heavy schedule of spot TV and radio, backed up by comics and other print advertising, pretty much in the 1963 pattern.

The Schick shave creams, regular and menthol, will be introduced with special bargain offers of a combination of an injector razor plus the shave cream worth \$1.79 retail, for \$1.29, another \$1.79 combination of single-edged stainless steel injector blades and cream for \$1.29 and a \$1.58 combina-

tion of double-edged stainless steel blades and cream for \$1.08. All current Schick advertising media will be utilized to advertise the shave creams as well as the Krona blades, Mr. Badgett said, commenting: "I don't think anyone could object to this as a piggy back combination of unrelated products." The Schick advertising schedules will be appreciably stepped up for the introductory period of the new shave creams.

## Rep appointments . . .

- KBLU-TV Yuma, Ariz.: Weed Television Corp., New York.
- WFBL Syracuse, N. Y.: Avery-Knodel Inc., New York.
- WTAL Tallahassee, Fla.: Devney Organization, New York, and David Carpenter Co., Atlanta, as Southeastern representative.
- WNDU-AM-TV South Bend, Ind.: Adam Young Inc., New York.
- WBEC Pittsfield, Mass.: Vic Piano Associates, New York, as national representative, excepting Boston.

## Agency appointments . . .

- Pepsi-Cola Bottling Companies of Atlantic City and Wilmington, Del., named J. M. Korn & Son, Philadelphia, to handle advertising and public relations. BBDO, New York, was previous agency. J. M. Korn, which now represents four Pepsi bottling companies, has also planned for the past three years a joint TV package for seven bottlers in the Delaware Valley area.
- Helms Bakeries, Los Angeles, names Doyle Dane Bernbach, that city. The company is one of the largest bakeries in the country to maintain its own home delivery system of all varieties of bakery products.
- Gould-National Batteries Inc., St. Paul, has named Erwin Wasey, Ruthrauff & Ryan, that city.
- Mission Pak, wholly owned subsidiary of National General Corp., names Carson/Roberts, Los Angeles, as agency for its fresh and candied fruit gift packages. The account was formerly handled by Stanley Pflaum & Associates, Los Angeles, which has discontinued operations. Mr. Pflaum is now vice president in charge of marketing of Mission Pak. Nick Barnett is account executive on Mission Pak at C/R.
- Hoffman House Sauce Co., Madison, Wis., has appointed MacManus, John & Adams, Chicago, effective immediately. Saturation radio-TV spots are to be used in Midwest test markets for the introduction of new packaging for six salad dressings. Account group supervisor is W. H. Bender.



*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

# Radio per-inquiry ads continue to flourish

## LATEST TO JOIN LIST: SATEVEPOST AND 'SMOK-NO-MOR'

"Per inquiry" radio spot schedules may be questionable business practice to the National Association of Broadcasters' code officials and many station managers, but the compensation method continues just the same.

Two of the current offers now being broadcast across the country:

■ A *Saturday Evening Post* subscription campaign offered to stations on either a "guaranteed" compensation or straight per-inquiry basis at \$1.50 for each subscription. The campaign began Jan. 27 and is scheduled to run until March 15.

■ A chance for radio stations to "make as much money as you want" through the "hottest mail pulling offer to come along in years," a per inquiry offer for Smok-No-Mor, a "sensational medical formula" designed to help smokers quit smoking.

The *Post* campaign already is being carried on "hundreds" of stations, according to Irvin Davis of Clayton-Davis & Associates Inc., St. Louis agency handling the account. In its radio copy, the *Post* is offering 43 issues of the magazine for \$2.98. A participating station can use the spots on a straight per-inquiry basis or, the agency offer says, the time will be purchased "provided the station guarantees enough spots so that our returns do not exceed a cost of \$1.50 per net subscription.

"This is excellent station filler for unsold time because we allow you to place the spots run-of-schedule," Mr. Davis said in a letter soliciting stations for the campaign. In addition, the advertiser promised to furnish affidavits attesting to results if the station wanted some to use in soliciting business.

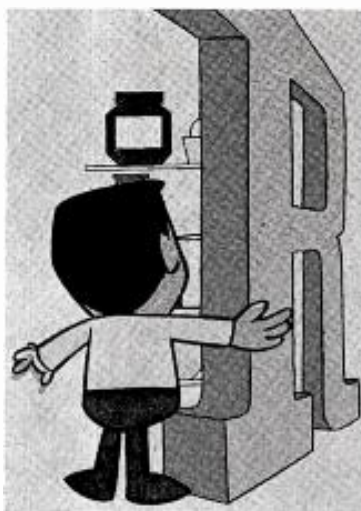
**Health Appeal** ■ The Smok-No-Mor per inquiry deal is being offered by Rojelle Pharmacal Co. through Gottschalk & Eicoff Inc. agency, both Chicago. Rojelle literature to stations points to the surgeon general's report linking smoking and cancer and concludes that "thousands of your listeners want to stop smoking and this need and desire can make you big money." The company offers stations, who accept the deal, \$1.25-\$1.50 per order (Smok-No-Mor sells for \$3 to the consumer).

The advertising agency said that one Mexican station pulled 682 orders in a month, receiving \$1,023 from the manufacturer at \$1.50 per order which amounted to 225% over the station's rate card for the number of spots carried. Another Mexican border station was said to have received 1,201 Smok-No-Mor orders in a month and \$1,800 in billing.

"Even local 250-w and 1,000-w stations are being paid as much as 500%

over card rates for this offer," Gottschalk & Eicoff said in a pitch to stations to accept the offer. The agency said that 170 U. S. stations are carrying the Smok-No-Mor spots on a per inquiry basis. "Here is your chance to turn a great deal of your unsold time into big cash profits," the agency told stations.

The basic Smok-No-Mor offer is for \$1.25 for each order received by the station, plus a 25¢ per order bonus during each month the station pulls more than 400 orders. In the copy submitted, Smok-No-Mor is represented as a "wonder drug" and "sensational medical formula." Respondents are offered



Language is no barrier

Admiral International Corp., Chicago, through Campbell-Mithun, that city, has completed a film commercial designed to sell through the language barrier in the 110 countries where Admiral products are marketed. The new film, which uses no spoken words, features animated sketches, music and sound effects. In the commercial, letters of the firm's name become Admiral products when they are touched by a cartoon character.

The film, produced by Pintoff Productions, New York, is available in several forms, including a 35mm color version for use in motion picture theaters and black and white, 50 and 20-second versions for television. Admiral said it has already received orders for the film from 30 countries in North and South America, Europe, Asia and Africa.

a seven-day money back guarantee. A single \$3 order of the product contains "all the tablets you'll need to stop your smoking habit once and for all," according to the advertising copy.

Two other radio per-inquiry offers which have attracted attention recently and which are under investigation by the NAB code authority include a religious program for Lockland (Ohio) Baptist Church (BROADCASTING, Dec. 30, 1963) and a "historical picture album of John F. Kennedy's last 24 hours" with religious paraphernalia (BROADCASTING, Jan. 20).

## Business briefly . . .

**The Birds Eye division of General Foods Corp.**, White Plains, N. Y., through Benton & Bowles, New York, has purchased spot TV in Columbus, Ohio, and Syracuse, N. Y., as part of a test market introduction campaign for a new line of frozen seafood. The commercials will feature Birds Eye Haddock Steaks; Cod Fingers; Deep Sea Scallops and Filet of Flounder Amandine, and Shrimp with Rice and Mushrooms.

**The Campbell Soup Co.**, Camden, N. J., through Leo Burnett, Chicago, is starting a new campaign that will include daytime commercials on the three television networks and spot TV in several major markets. The drive is for Swanson TV Dinners.

**Drackett Co.**, Cincinnati, through Young & Rubicam, New York, has purchased sponsorship in seven nighttime shows on NBC-TV: *Monday Night at the Movies*, *Sing Along with Mitch*, *Espionage*, *Temple Houston*, *International Showtime*, *The Jack Paar Show*, and *The Lieutenant*. The order runs from February through June. **Colgate-Palmolive Co.**, New York, through Ted Bates, that city, has renewed its sponsorship in the daytime series, *The Doctors*, on NBC-TV, starting the week of March 30.

**Dr. Pepper Co.**, Dallas, through Grant Advertising, New York, has purchased sponsorship in 10 prime-time shows on NBC-TV: *Monday Night at the Movies*, *Sing Along with Mitch*, *Mr. Novak*, *Espionage*, *Eleventh Hour*, *Temple Houston*, *The Jack Paar Show*, *The Lieutenant*, *The Joey Bishop Show* and *The Bill Dana Show*. The order runs from June to August of this year.

**The Tappan Co.**, Mansfield, Ohio, through Ketchum, MacLeod & Grove, Pittsburgh, has purchased sponsorship in NBC-TV's *Today Show*. The Tappan campaign, which will run from March 17 through June, will feature ranges, refrigerators, dishwashers and disposal units.



# What's up in New York? WABC-TV!

UP  
**133<sup>0</sup>%**

**The Big Show**  
(Mon. thru Fri.)



ARB Oct./Nov. 1983 vs. 1982

# P&G battles in court to keep Clorox

## FTC CHARGED WITH USING 'UNTESTED' PHILOSOPHIES

Procter & Gamble last week asked a federal court in Cincinnati to reverse a Federal Trade Commission ruling last December that ordered P&G to dispose of a subsidiary, Clorox Chemical Co. The FTC said the acquisition by P&G of Clorox in 1957 violated the antimerger provisions of the Clayton Antitrust Act (BROADCASTING, Dec. 23, 1963).

The giant household products company told the Sixth Circuit Court of Appeals that the FTC decision "represents an unwarranted effort by the commission to read into the Act concepts and social, economic and political philosophies at variance with the language of the Act and the intent of Congress in enacting it."

The FTC, P&G said, erroneously relied on "untested, theoretical and unsubstantiated opinions, philosophies and economic views . . . of writers and theorists who were not offered as witnesses in this proceeding, whose qualifications and experience . . . were never established by examination nor subjected to cross examination, whose writings and concepts have not been shown to be generally accepted in their field and whose views, predilections and ideologies are not consonant with the purposes and scope of [Section 7 of the Clayton Act] or with the intent of Congress in enacting such statute, or with the proper functioning of competition in the American system of free enterprise."

In a more coldly legal attack, P&G said the FTC erred in basing its decision on testimony which the commission had already said was not adequate to support the conclusion that there was a violation of the act.

**Six Years Old** ■ The FTC brought its original complaint against P&G in 1957. In 1960, a hearing examiner issued an initial decision recommending that P&G be forced to divest itself of the Clorox company. The FTC remanded the case to the hearing examiner, P&G says, on the ground that the evidence was not adequate to support the finding. A second round of hearings took place, and in 1962 the examiner again recommended disposal. Before acceding to the second round of hearings, pointed at post-acquisition history, P&G asked the U. S. District Court in Washington to halt the FTC's action on the ground it had no authority to remand a hearing case for additional testimony. The court refused to issue a restraining order.

One of the major points made by FTC Commissioner Philip Elman—who wrote the decision for the commission and which has aroused the alarm of advertisers and businessmen—is the

charge that the ability of P&G to use brand name advertising more effectively for Clorox is detrimental to the public interest. Advertising should stimulate competition and lower unit cost, Mr. Elman said, but in the liquid bleach field, he said, where all products are equal, this doesn't work.

Clorox had a \$6 million budget for 1963, and spent \$4.2 million on spot TV for the first nine months of last year. In 1962 Clorox spent \$3.85 million in spot TV. It enjoyed major discount privileges, the FTC said, because of the great volume of TV and other advertising placed by P&G. P&G spent \$112 million in TV in 1962, with \$60 million of that going into spot.

Before 1957, when P&G bought the company for \$30 million, Clorox spent about \$1 million annually for TV, the FTC said, and thus was not eligible for major discounts.

The trade commission maintained that before the merger with P&G Clorox accounted for 50% of the liquid bleach sales; its nearest competitor, Purex, for 15%.

## Tax collections down on cigarettes

The nation's tax collectors have cause for worry. Smokers have taken to heart the surgeon-general's report linking smoking and health, and tax revenues from the sale of cigarettes are down in most states with statistics available.

A report issued by the U. S. Department of Commerce gave oblique credence to the over-all pattern of the statistics. Estimating the 1964 sales outlook for tobacco, the report said the value of the industry's production efforts would rise about \$1 million over last year. But buried in the projected figures is the department's reckoning that the increase will be achieved through expanded exports. It actually expects domestic volume to dip slightly, which would be a decided reversal considering the tobacco industry's growth in the past.

The American consumer spends \$7.1 billion a year on cigarettes, the Commerce Department said, of which more than \$2 billion is earmarked for taxes. Obviously, state and national coffers will suffer if taxpayers continue the present trend toward abstinence or moderation. Some of the states and their trends, as detailed in a survey made last week by United Press International:

■ Arkansas. January's cigarette tax revenue was down \$43,400 from the same month in 1963.

■ Connecticut. Taxes dropped \$240,-

000 as 4.1 million fewer packs of cigarettes were sold in January.

■ Idaho. A \$27,000 drop for last month, but cigarette sales seem to be picking up again.

■ Kansas. Down \$64,000 for January.

■ Maine. Dropped 5.2% compared to January 1963.

■ Missouri. Taxes last month yielded \$52,000 less.

■ New Hampshire. Tobacco taxes were \$65,000 less in January than in December.

■ New York. Taxes down \$480,511 in January from the same month last year.

■ Ohio. Since the surgeon-general's report, the state has lost \$573,000 in taxes compared to the same period a year ago.

■ South Dakota. Despite a 20% raise in its tobacco tax, revenue was down 24%.

## Double billing draws rebuke for WATS

The practice of double billing drew a sharp rebuke from the FCC for WATS Sayre, Pa., as the agency last week renewed the station's license and granted its sale from Thompson K. Cassel to Murrelle Printing Co.

In a letter to Mr. Cassel the commission said that it found that "certain" employees had indulged in the double-billing practice outlawed by the agency in March 1962. The commission, however, said that Mr. Cassel was not aware of the actions of the employees and later gave the commission full cooperation in its investigation. The commission again served notice that no matter what the case, the licensee is responsible for the actions of its employees.

The commission was assured that WATS had now established procedures "to prevent recurrence of the practice" of double billing. Harlan G. Murrelle, owner of Murrelle Printing Co., was not mentioned in the commission's letter to WATS on the double-billing issue.

WATS sold for \$135,000 if paid at closing; \$150,000 if installment.

## Quik moved to Burnett

The Nestle Co., White Plains, N. Y., will move another of its products—Quik chocolate milk powder—out of McCann-Erickson.

Quik, which bills an estimated \$2 million, will switch to Leo Burnett, Chicago, following a move four months ago by Nestle's Decaf instant coffee from McCann-Erickson to Warwick & Legler. Decaf bills about \$675,000.

McCann-Erickson remains Nestle's major agency, retaining Nestle bars, Nescafe, Nestea, EverReady cocoa semi-sweet and butterscotch morsels and Choco-Bake.



# What's up in New York? WABC-TV!

UP  
**104%**

**The Big News**  
(6:30 p.m. Mon. thru Fri.)



UP  
**133%**

**The Big Show**  
(Mon. thru Fri.)



ARB Oct./Nov. 1963 vs. 1962

# A DOWNSWING IN TV COMPENSATION

## The 1963 record: total network sales up, station payments down; CBS affiliates committee goes to work on problem

Network television time sales reached new heights in 1963, but compensation paid by the networks to affiliates fell below 1962 levels.

This cross-trend was shown last week in compilation of BROADCASTING's annual time-sales estimates (see page 76)—and it will also be examined this week by a special committee set up a year or more ago by CBS-TV affiliates

ever, said the report would show a decline of at least as much as that reflected by BROADCASTING's three-network compilations.

**The Record** ■ BROADCASTING's 1963 figures, based on confidential reports submitted by stations to an independent auditing firm, show this comparison with the official FCC figures for 1962:

■ FCC reports for 1962 placed total

On the other hand, increased network business through the year would offset part of these losses, and increased network rates for some stations would have had further offsetting effects.

There was no indication last week that the CBS-TV affiliates committee members meeting this week are uniformly alarmed about their compensation, and in fact for the most part they appeared to feel that the decline—at least in 1963—was not particularly significant in relation to their total income.

Dr. Barnett's report was said to be based on compensation data from a selected group of affiliates for the period since 1956. Dr. Barnett declined to discuss it with reporters.

The committee's purpose in its meeting was said to be to review Dr. Barnett's findings and "decide what we do next." It was indicated that the report would be presented to all CBS-TV affiliates at their annual meeting in May.

**Why Rates Went Down** ■ The daytime compensation reductions put into effect last year followed a long period in which all three television networks expressed concern about a growing "economic imbalance" between network and station profits. The networks particularly stressed the "disproportionate" programming costs of networks as compared to stations.

When plans for the CBS-TV daytime compensation cutback were announced at an affiliates convention in May 1962, for example, network officials reviewed in detail CBS-TV's rising expenditures for programs, stressed the importance of network programs to affiliates, and pointed out that many millions of the network's program outlays are never recovered from advertisers.

The affiliates were told then that CBS-TV's total program costs had risen from \$72 million in 1956 to \$210 million in 1961, while its unrecovered program costs in the same period increased by 65% (BROADCASTING, May 7, 1962).

Since then, CBS has reduced compensation on football games. In 1961 it paid affiliates for two hours per game; this was cut to one hour per game in 1962 and 1963, and next season's pro games are being offered without compensation (but with more time for local sale). Last year CBS had both college and pro games; total compensation on pro games was estimated at \$300,000.



Mr. Lane



Mr. Chauncey



Mr. Murphy



Mr. Quarton



Mr. Crutchfield



Mr. Baker



Mr. Borel

concerned about the long-range trends in network compensation.

Dr. Harold Barnett of Washington University in St. Louis, an economist retained by the special committee, has made a study that is due to be presented to the committee at a meeting Wednesday in Chicago.

The committee (see pictures) is headed by Howard Lane of KOIN-TV Portland, Ore., and other members are Tom Murphy of Capital Cities Broadcasting, chairman of the CBS-TV affiliates board; Tom Baker of WLAC-TV Nashville, Tenn.; William B. Quarton of WMT-TV Cedar Rapids, Iowa; Richard Borel of WBNS-TV Columbus, Ohio; Tom Chauncey of KOOL-TV Phoenix, and Charles Crutchfield of WBTB-TV Charlotte, N. C.

Although committee members indicated that Dr. Barnett's report was expected to show some decline in compensation payments, they would not say how much. Some said they didn't know; others suggested that the drop-off probably wouldn't be significant.

Other sources close to the study, how-

TV network time sales at \$521.5 million and compensation paid to non-network-owned affiliates at \$164.5 million, or 31.5% of the network total.

■ BROADCASTING's estimates for 1963 showed network time sales up to \$543.4 million, with compensation to non-network-owned affiliates declining to \$161.7 million, or 29.6% of the network total.

On the basis of these figures, then, network retentions increased 6.9% while affiliate compensation declined about 1.7%. All figures are before payment of commissions.

**The Reasons** ■ Part of the decline in compensation, according to affiliate sources, is attributable to reductions in daytime compensation rates that all three networks put into effect about the first of last year. These took various forms but were said to average about 5 or 6%. Some of the dropoff—perhaps \$1 million or more—could also be attributed to the cancellation of commercial programming for four days for the coverage of events surrounding the assassination of President Kennedy.



# What's up in New York? WABC-TV!

UP  
**104%**

**The Big News**  
(6:30 p.m. Mon. thru Fri.)



UP  
**40%**

**7 O'Clock Shows**  
(Mon. thru Fri.)



UP  
**133%**

**The Big Show**  
(Mon. thru Fri.)



## Cox stations to offer stock to public

### IN REORGANIZATION REINSCH BECOMES PRESIDENT

The formation of the Cox Broadcasting Corp., comprising the five broadcast properties and four community TV cable companies principally owned by James M. Cox Jr., was announced last week.

According to an application filed with the FCC, the prospect is that 25% of the corporation will be offered to the public. The application was filed for commission approval to transfer the licenses of the Cox stations to the new company.

J. Leonard Reinsch, executive director of the Cox stations, is the president and operating head of Cox Broadcasting. Mr. Cox is chairman. Other officers: Marcus Bartlett and Frank Gaither, vice presidents; Clifford M. Kirtland Jr., secretary-treasurer. Headquarters is in Atlanta.

Incorporated in Georgia, Cox Broadcasting has total assets of over \$31.5 million. There are 3.5 million shares (at \$1 par) authorized, with 2 million issued. Ownership of Cox Broadcasting is held as follows:

Atlanta Newspapers Inc. (*Atlanta Journal and Constitution*), 45%; Dayton Newspapers Inc. (*Dayton* [Ohio]

*News and Journal Herald*), 19.21%; Springfield Newspapers Inc. (*Springfield* [Ohio] *News and Sun*), 20.35%; Jayren Corp. (controlled by Mr. Reinsch), 5.5%; Messrs. Bartlett, Gaither and Kirtland and C. George Henderson, William M. Scruggs, C. M. Murphy and



The management team of the newly formed Cox Broadcasting Corp. is shown in front of the company's Atlanta headquarters. In the center is James M. Cox Jr., principal stock-

holder, although a firm agreement with an underwriter has not yet been concluded."

From other sources it is learned that plans are underway for the sale of stock to the public. Nothing is being done on this score, however, until the FCC approves the transfers of licenses and a registration is filed with the Securities & Exchange Commission.

Cox stations are KTVU(TV) Oakland-

holder and chairman of the new company; others (l to r): Clifford M. Kirtland Jr., secretary-treasurer; J. Leonard Reinsch, president; Marcus Bartlett and Frank Gaither, vice presidents.

other Cox executives, all with less than 1%. The newspapers are all principally owned by Mr. Cox and his family.

**Public Offering** ■ The application filed with the FCC contains only a brief reference to selling stock to the public: "A public offering of approximately 25% of the capital stock is being con-

San Francisco, WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, WSOC-AM-FM-TV Charlotte and WIOD-AM-FM Miami. Cox Broadcasting also takes over the ownership of community cable companies in Lewistown, Lock Haven and Tyrone, all Pennsylvania, and Aberdeen, Wash., the four CATV's serving approximately 20,000 subscribers. Also included is a controlling interest in a CATV franchise for Athens, Ala., and an application for a franchise in Dayton. All the CATV properties were acquired in the last 18 months.

The basic Cox stations were Dayton, Atlanta and Miami. In 1959 Cox bought the Charlotte properties for \$5.9 million and only last year acquired KTVU for a record \$12,360,000.

**Balance Sheet** ■ The pro-forma balance sheet of the new corporation, as of Jan. 31, lists total assets as \$31.5 million, with current assets \$6.72 million. Current liabilities are \$5.45 million, long term obligations \$16.58 million and surplus, over \$7.5 million.

Messrs. Reinsch, Bartlett and Gaither are long term executives of the Cox stations. Mr. Kirtland joined the Cox group last September. Previously he was vice president, treasurer and controller with Transcontinent Television Corp.

Mr. Cox is the son of the former Governor of Ohio who unsuccessfully ran as the Democratic nominee in the 1920 presidential election.

## Changing hands

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

■ **WIRE Indianapolis:** Sold by Joseph C. Amatore, Walter B. Dunn and group to Mid-America Radio Inc. for reported \$1.5 million. Mid-America comprises

## Outstanding Values in Radio-TV Properties

Daytimer on excellent frequency in good multiple-station market. Earning profit for absentee owner at present. \$40,000 down and liberal terms.

**SOUTH-CENTRAL**  
**\$160,000**

Daytimer in single-station market. Presently absentee owned and producing enough cash flow to pay for itself out of earnings. \$35,000 down.

**NORTHEAST**  
**\$120,000**

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CRestview 4-8151



# What's up in New York? WABC-TV!

UP  
**40%**

**7 O'Clock Shows**  
(Mon. thru Fri.)



UP  
**104%**

**The Big News**  
(6:30 p.m. Mon. thru Fri.)



UP  
**29%**

**Best of Broadway**  
(Sun. thru Sat.)



UP  
**133%**

**The Big Show**  
(Mon. thru Fri.)



the *Kankakee Journal* stations—WKAN Kankakee, WRRR Rockford, WQUA Moline and WIRL Peoria, all Illinois—and is headed by Len H. and Burrell L. Small. In addition to the Kankakee newspaper, the Smalls also own the *Ottawa (Ill.) Republican Times*. WIRE was founded in 1923 and operates on 1430 kc fulltime with 5 kw and is affiliated with NBC. It was acquired by the Amaturo group in 1960 for \$600,000. Broker was Edwin Tornberg & Co.

■ WKAZ-AM-FM Charleston, W. Va.: Sold by Hartley L. Samuels and associates to W. L. Nininger and associates for \$205,000. The Nininger group has majority interests in WFHG Bristol, Va., and WKOY Bluefield, W. Va. Mr. Samuels and his associates own WDLB Marshfield, Wis. WKAZ operates on 950 kc fulltime with 5 kw daytime and 1 kw night. WKAZ-FM is on 97.5 mc with 5 kw. Broker was Blackburn & Co.

■ WIGO Indianapolis: Sold by Stokes Gresham and Luke Walton to Sarkes Tarzian Inc. for \$167,576 including assumption of \$112,676 in obligations. The Tarzian firm, headquartered in Bloomington, Ind., maker of TV tuners and components, also owns WTTs and WTTV-FM-TV Bloomington, WPTH-TV Fort Wayne, WPTA-TV Roanoke and

## LBJ's dinner guests

Among the guests at the White House dinner Feb. 13 in honor of Sir Alec Douglas-Home, prime minister of Great Britain, were Mr. and Mrs. Wilton Hall (WAIM-AM-TV Anderson, S. C.), Mr. and Mrs. Robert Kintner (NBC), Mr. and Mrs. Leonard H. Marks (Washington communications lawyer and a director of the Communications Satellite Corp.), Mr. and Mrs. David Ogilvy (chairman of Ogilvy, Benson & Mather advertising agency), Mr. and Mrs. Milton Berle and Mr. and Mrs. Herman Kenin (president of the American Federation of Musicians).

WFAM-TV Lafayette, all Indiana. Daytimer WIGO operates on 810 kc with 250 w. Broker was Hamilton-Landis & Associates.

■ WJMY(TV) Allen Park (Detroit), Mich.: Sold by Triangle Broadcasting Co. to United Broadcasting Co. for \$135,000, including a one-year consultancy contract at \$5,000 and an agreement not to compete for \$15,000.

United, owned principally by Richard Eaton, owns WOOL-AM-TV and WFAN (FM) Washington; WSID-AM-FM and WTLF-TV Baltimore; WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond, Va.; WACH-TV Newport News, Va.; WMUR-TV Manchester, N. H.; WFAB South Miami, Fla., and WBNX New York. Triangle Broadcasting is owned by Robert P. Spanos, 20%; Albert Vanden Bosch and Donald Postma, 15% each; Roy Makela, 12.5%, and others. WJMY, which suspended operation in June 1963, is on channel 20.

■ KRIB Mason City, Iowa: Sold by Walter Miller and associates to William H. Sandberg and D. Bryce Ekberg, Minneapolis businessmen, for \$130,000. Station is fulltime on 1490 kc with 250 w. Broker was Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 134).*

■ WDEF-AM-TV Chattanooga: Sold by Carter M. Parham and group to Roy H. Park for \$2,780,080. Mr. Park, a native of North Carolina who is in diversified fields, making his headquarters in Ithaca, N. Y., already owns WGTC-AM-FM and WNCT(TV) Greenville, N. C., which in turn owns 30% of WECT(TV) Wilmington, N. C. WDEF is fulltime on 1370 kc with 5 kw. WDEF-TV, on channel 12, began in 1954 and is affiliated with CBS.

■ KKKH-AM-FM San Francisco: Sold by Frank Atlask to Buckley-Jaeger group for \$750,000. Buckley-Jaeger stations are WHIM Providence, R. I.; WDRC-AM-FM Hartford, Conn., and KGIL San Fernando, Calif. KKKH is fulltime on 1550 kc with 10 kw. KKKH-FM operates on 95.7 mc with 10.5 kw.

## Chicago court permits FCC's filing fees

The U.S. Court of Appeals in Chicago last Thursday (Feb. 13) adopted an FCC plan allowing the agency to collect application filing fees, which will be held by the Treasury Department pending a final court ruling on the commission's authority to levy the filing fees.

The court action dissolved the 60-day stay which had been ordered Jan. 1 following petitions by the National Association of Broadcasters and several aviation interests (BROADCASTING, Jan. 6). The NAB and aviation groups also asked the court to rule on the commission's right to charge filing fees.

That the court allow collection of the fees, to be held in a treasury "suspense

## EXCLUSIVE BROADCAST PROPERTIES!

**MIDWEST** —Modern, well equipped daytime-only radio station serving trading area of 200,000. Some real estate included. Needs owner-operator. Total price of \$80,000 with \$15,000 down. *Contact—Richard A. Shaheen in our Chicago office.*

**ROCKY MOUNTAINS** —Good powered station with excellent dial position servicing beautiful growth area. Can be purchased for a price equalling last year's gross sales plus value of real estate. *Contact—DeWitt "Judge" Landis in our Dallas office.*

*Hamilton-Landis*

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# WABC-TV is up in New York!

## Here's why:

The spectacular ratings increases of the shows mentioned on the preceding four pages give you a pretty clear notion of what's been happening at WABC-TV during the past year.

Why are so many more viewers watching WABC-TV? Obviously, they like what they see on Channel 7. Programs like The Big Show, The Big News, 7 O'clock Show and The Best of Broadway are what the public looks for and likes.

WABC-TV offers a balanced schedule of entertainment, news and informative public affairs programming to the people who live in the many communities that make up the greater New York metropolitan area. Like every good citizen of these communities, WABC-TV takes an active interest in community affairs. Programs such as New York, New York...Page One...The Les Crane Show...Editorial Opinion deal specifically and significantly with New York area projects and problems.

A dynamic interest in public affairs, popular entertainment and news programs and the exciting new shows of the ABC Television Network are among the reasons WABC-TV is moving up fast in New York.

**WABC-TV NEW YORK** 

The data used herein are estimates from the October-November ARB 1963 vs. 1962. They are subject to limitations of sample size and other qualifications which are available on request.

account," was urged by the commission at a hearing held on Tuesday (Feb. 11). If the court ultimately rules against the commission's authority the monies will be returned to the payees—a list of whom is to be kept by the agency. The court, upon hearing the FCC plan, asked the agency and licensees to draft a joint proposed order for the bench's consideration. The two parties, however, were not able to get together on the matter.

**What's Next** ■ The court directed the commission to inform applicants "by such means as it deems practicable . . . that fees paid . . . are subject to possible refund in the event the order of the commission is reversed."

The commission also was told to give "reasonable notice" that its filing fees schedule will again become effective.

In addition to the case before the Chicago court, there are several bills relating to the filing fees proposal presently pending in the House and Senate commerce committees—although no action had been taken through last week.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, however, plans to hold a hearing on the filing fee question as soon as it can be scheduled. Representative Rogers has stated that he believes the commission lacks the authority necessary to collect fees (BROADCASTING, Dec. 16, 1963). He said that the court's action last week would have no bearing on his legislation and added that he hopes to conduct public hearings on his bill, HR 6697, within the next two to three weeks.

The congressman last year asked the commission to suspend its fee schedule, but the agency felt this would not be possible.

## Another delay sought on proposed CATV rules

The National Association of Microwave Common Carriers (NAMCC) last week asked the FCC to further delay the deadline for comments on the commission's rulemakings to govern grants of microwave facilities to licensees servicing community antenna systems. If granted, the deadline would be extended from Feb. 24 to April 8, with replies due May 28.

The petition for the stay has received the support of the National Community Television Association, which believes that the newly organized NAMCC can provide the commission with useful information.

The two rulemakings would require that grants to common carrier and business radio microwave systems be conditioned on the CATV served not duplicating, for a 15-day before and after period, the programming of a local station, within its grade A service area.



## KDKA gets Mike award

KDKA Pittsburgh last Monday (Feb. 10) was honored with the fourth annual Broadcast Pioneers Mike Award at a dinner in New York. Accepting the award is Fred E. Walker (l), general manager of KDKA, from Clair R. McCollough, president of the Broadcast Pioneers Foundation.

President Lyndon B. Johnson sent a telegram saying, "There are many of us who recall the early days of radio when KDKA Pittsburgh was among the best-known of the pioneers in the development of the great art and industry of broadcasting. . . . I am delighted to congratulate Donald H. McGannon . . . and all those who have helped KDKA earn this most respected award."

The Pittsburgh station was cited for "enlightened management; inventive, entertaining and informative programming, and responsible, rigorous community involvement."

It would also require that the CATV carry local station signals if so requested (BROADCASTING, Jan. 13).

The NAMCC told the commission that an extension could not be detrimental to existing service since interim grants are made only if the microwave service accepts the conditions of the two rulemakings.

## WIGL to reorganize

WIGL Superior, Wis., has filed a petition for reorganization under the federal bankruptcy laws, proposing to continue running the 500 w daytimer (on 970 kc) with the present board plus three representatives of the creditors. A hearing on confirmation of the plan is scheduled to be held March 5 in Superior federal court. The station, which began operating in 1961, is owned by a group headed by James G. Haig.

## New rating system to get test try-out

The new Electro-Rate system of audience measurement will get a test try-out in three major but widely dispersed cities in the next few weeks, Joe G. Fisher, director of sales promotion for Electro-Communications Inc., said last week.

Utilizing an electronic device which automatically dials a telephone, asks a prerecorded question and records the answer on tape, Electro-Rate is said to be able to determine what viewers in 50,000 homes are watching during each half-hour period across the country (BROADCASTING, Dec. 9, 1963). After each call, the unit disconnects itself and repeats the cycle. If a number is busy or does not answer, the device moves on to the next number on a list programmed on tape, returning at a later time to recheck the omissions.

Electro-Communications engineers are now getting ready for the test by installing 20 machines in each of three cities: Columbia, Ohio; Phoenix, Ariz. and Seattle. In each city, 50,000 calls an evening will be made for seven consecutive evenings during either the last week in March or the first week in April. "We are running this experiment at our own expense," Mr. Fisher explained, putting the cost at over \$25,000. "The results will be made available for publication at the end of the test week."

The company hopes to complete installation of its devices in cities across the country and to have a half million telephone numbers on tape, selected so as to present a sample representative of the entire population, in time to begin regular survey operations in the fall.

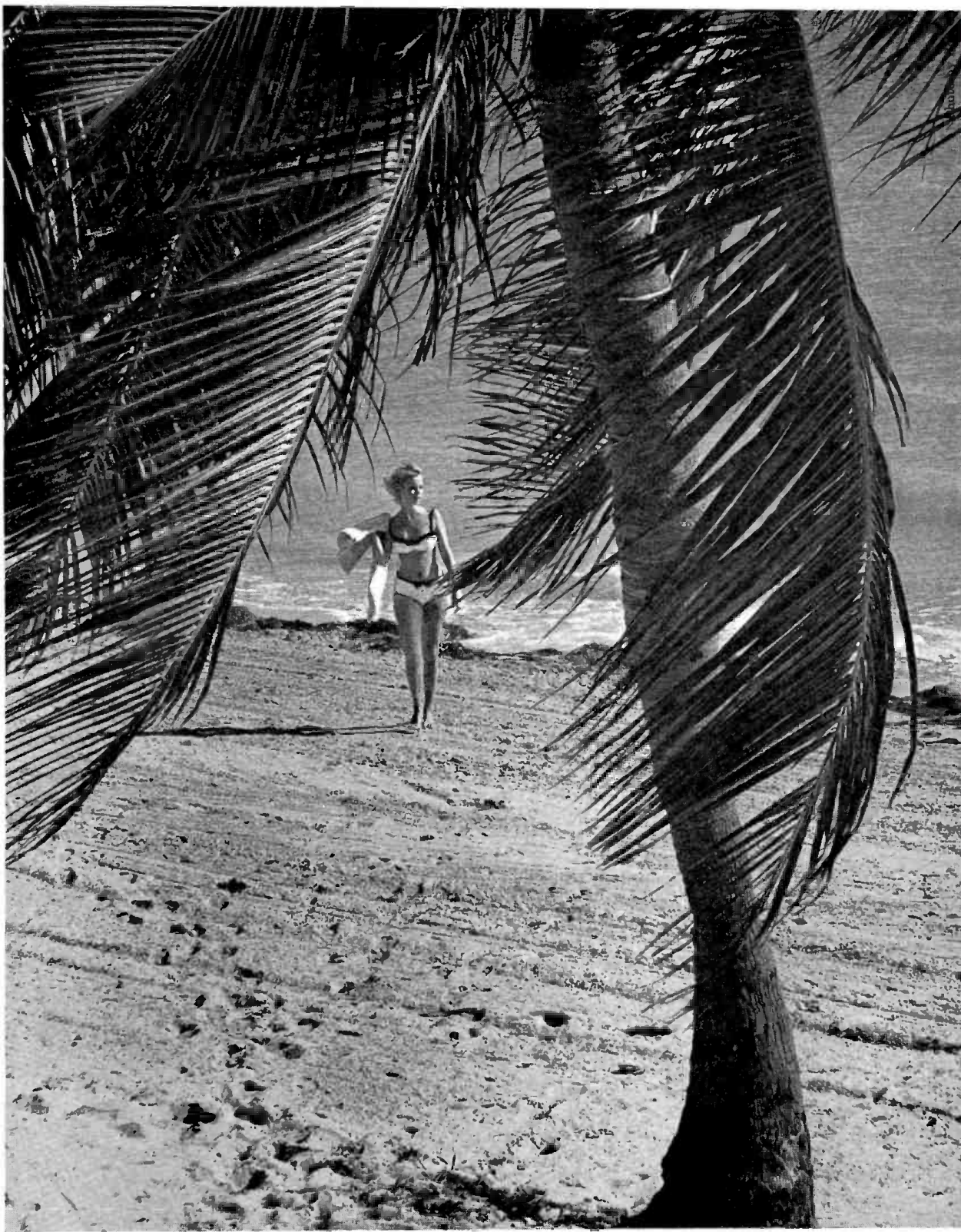
## West Palm Beach TV's move transmitter sites

The FCC last week reaffirmed its approval of the transmitter site moves of WPTV-TV and WPTV(TV) both West Palm Beach, Fla. The moves, which place the new sites about 12 miles southwest of West Palm Beach in the direction of Miami, had been opposed by WTVJ(TV) Miami.

WTVJ protested to the U. S. Court of Appeals, Washington, that the commission made its grant of the moves without a hearing on the complaints of Miami television stations. The court ruled the commission erred in not listening to the protests and ordered the agency to hold a hearing (BROADCASTING, Jan. 28, 1963).

Last week's action by the commission also held WTVJ "in default for failure to participate further in hearing and dismissed its 1961 petition to deny."





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World's Fair? Be sure to visit  
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Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ  
WLQS-TV



KVQS-TV  
WFGA-TV  
(Affiliate)



## Another round for VHF drop-ins?

### KNOXVILLE GROUP WANTS DECISION RECONSIDERED AGAIN

FCC Commissioner Lee Loevinger's statement explaining his vote in the controversial drop-in case has become a key factor in an effort to have the commission reconsider—for a second time—its decision to reject the short-spaced VHF channels proposed for seven markets.

South Central Broadcasting Corp., in seeking reconsideration of the decision as it applies to Knoxville, Tenn., said the commissioner's statement raises a new "point of law."

But the Association of Maximum Service Telecasters, in urging the FCC to reject the petition, said the commissioner's statement offers no justification for a request that the drop-in decision be examined a second time. AMST is one of the principal opponents of the drop-in proposal.

The South Central petition is supported by ABC and the Rivoli Realty Co., licensee of WARD-TV (ch. 54) Johnstown, Pa.

Commissioner Loevinger, who joined the agency in June, represented the

swing vote in the 4-3 decision to deny reconsideration. He succeeded former Chairman Newton N. Minow, who had been with the majority in the 4-3 decision by which the commission originally rejected the drop-ins last May (BROADCASTING, June 3, 1963).

In his statement, issued with the commission's decision denying reconsideration in December (BROADCASTING, Dec. 30, 1963), Commissioner Loevinger said that if he had been on the commission at the time of the May decision, he probably would have voted for the drop-ins.

**Close Case** ■ However, he also said the case was such a close one he didn't think reversal of the original decision was warranted, in view of his belief in the importance of stability and consistency of FCC actions. He said there is a strong public interest in being able to rely on agency decisions.

South Central, said Commissioner Loevinger "erred in giving any weight to the mere existence" of the May decision and in considering the reliance

### Univac's first child

The FCC last week announced it had issued the first license to be processed by the agency's new Univac III data processing equipment. The license was a class D in the citizens radio service issued to David W. Berry, call letters KKA-0001.

The commission said that this week the computer is scheduled to begin the complete processing of all amateur radio applications. Applications in the safety and special services are to have computer processing beginning next fall. The Univac will also process broadcast ownership, engineering and other data for the commission's rapid reference (BROADCASTING, Nov. 4, 1963).

by others on it. South Central said this raises a new point of law not previously before the commission.

According to South Central, the FCC was reconsidering the case on its merits. As a result, it said, the commissioner's action on linking his decision to the May order "prejudiced the right" of petitioners who were seeking reconsideration. The petition said the commission may consider new facts but not "certain claims of reliance."

South Central is licensee of WTVK (TV) (ch. 26) Knoxville and had hoped to apply for the drop-in proposed for that city.

**AMST Argument** ■ AMST, however, said Commissioner Loevinger's reliance on the May decision was not a new issue. It said argument on this aspect of the proceeding, "as well as on the question of the desirability of administrative finality," was presented in the oral argument the commission held on the petitions for reconsideration on Oct. 4.

AMST also said that Commissioner Loevinger, in indicating how he might have voted in May, "clearly recognized" that that "was NOT the issue before him (and before the commission) on reconsideration in December."

AMST added that there "can be no doubt" that Commissioner Loevinger reviewed all the pleadings in the case and concluded "at the reconsideration stage" that no factors or arguments were persuasive enough to warrant the grant of the drop-ins.

After reaching this conclusion, AMST said, Commissioner Loevinger went on to express his belief that the public interest is served by maintaining stability and consistency in commission action.

The association also said that, in any event, Commissioner Loevinger "joined



### NBC gives ETV station \$100,000

NBC, through its owned-and-operated WRCV-AM-TV Philadelphia, has presented a \$100,000 gift to WHY-TV Philadelphia, a noncommercial educational outlet. The gift was granted by NBC's board of directors, which approved a network management recommendation that the contribution be made.

Shown here accepting the gift last

Monday (Feb. 10) is William Goldman (c), president of the educational station's licensee, from Raymond W. Welpott (l), executive vice president in charge of NBC's o&o's and general manager of WRCV-AM-TV. Viewing the presentation is Warren Kraetzer, executive vice president and general manager of WHY-TV.



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Just by themselves, the hundreds of thousands of well-heeled visitors to Reno's recreational area would make a good market for your product. Add to them the growing population here —

and you have a lot of buying power. Beeline Radio KOH can help you tap it. And KOH is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.



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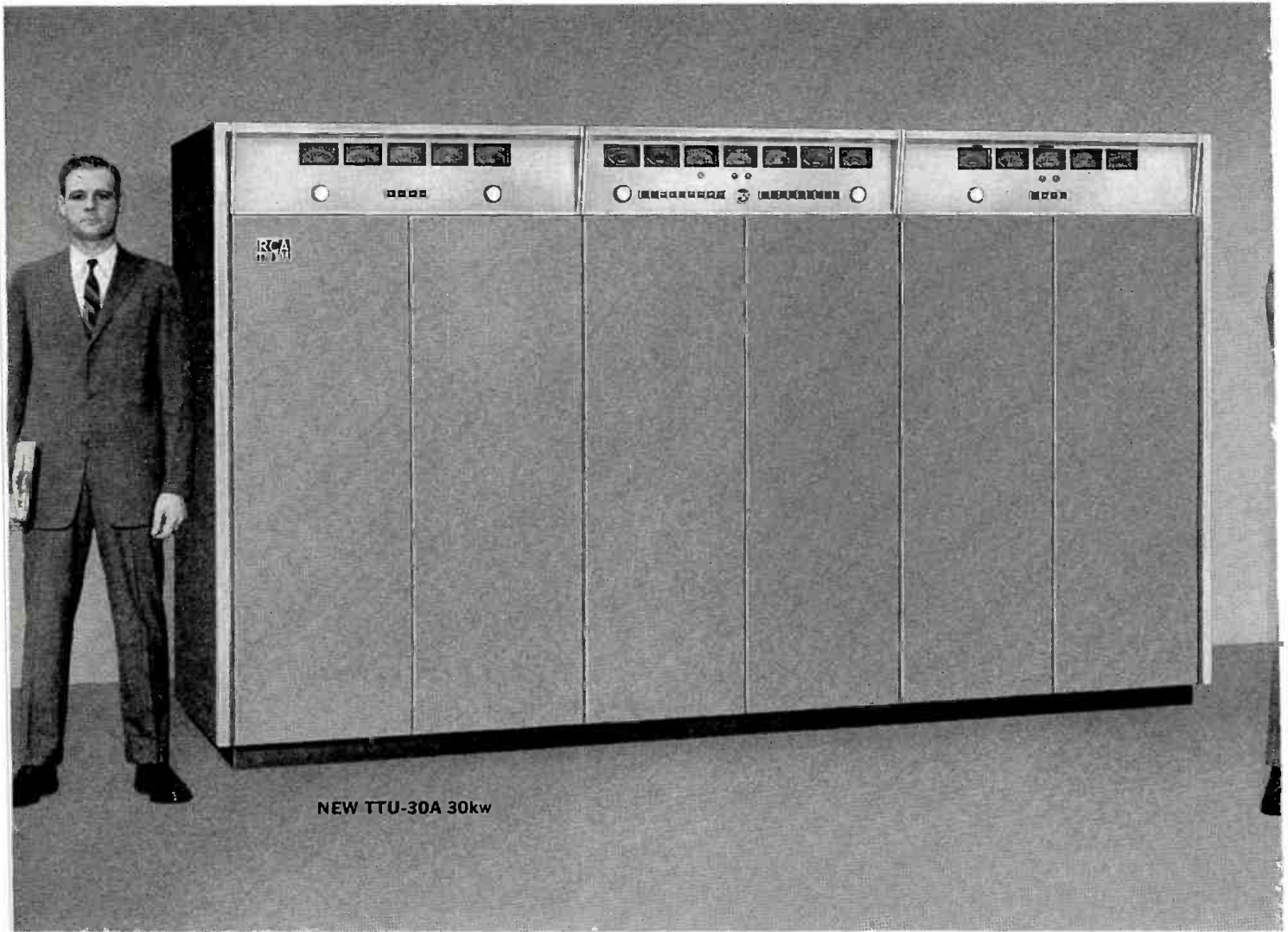
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**KMJ • Fresno**

BROADCASTING, February 17, 1964

# RCA announces...an all new



NEW TTU-30A 30kw

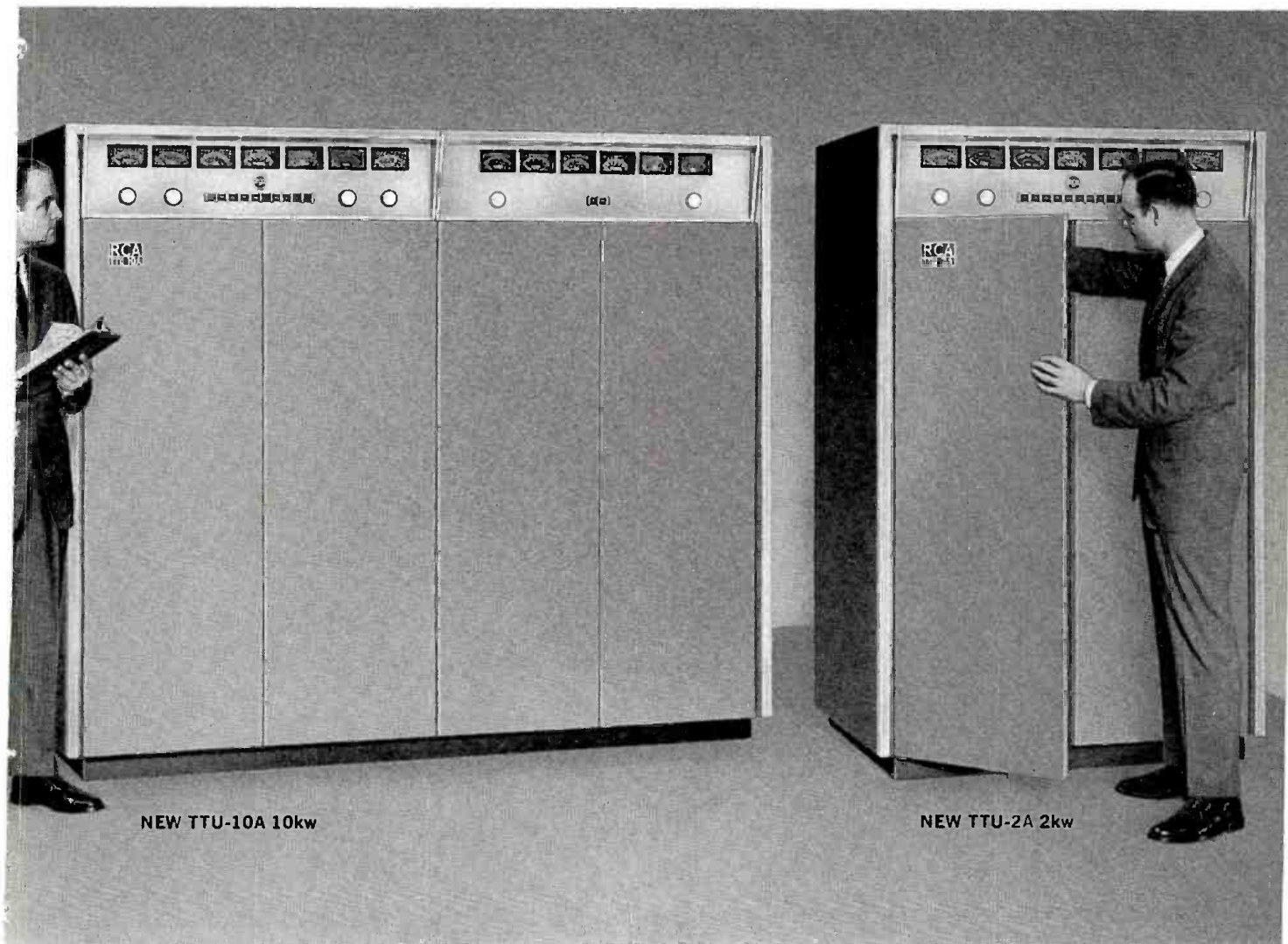
Here's the most exciting news in UHF since the first Ultra High Frequency TV station went on the air over a decade ago! These new transmitters, with important design innovations, are keyed to the accelerating market. You'll like their new size with eye-level, easy-to-read meters, their new steel/blue color, their new ease of operation and economy. All are designed for remote control, all use Direct FM aural modulation for the finest sound.

**THE TTU-30A** is the only UHF transmitter with vapor-cooled, long-life Integral-Cavity Klystrons. The Klystrons are pretuned and can be replaced in a matter of minutes. They are guaranteed for up to 8,000 hours. Available on lease if preferred. Silicon rectifier power supply with plug-in modules also is a feature of this transmitter. Vapor cooling assures the highest cooling efficiency. Altogether, the TTU-30A is the finest UHF transmitter of its class ever offered.

**UHF stations in the U.S. use more RCA transmitters than all other makes combined.**



# line of UHF transmitters!



**THE TTU-10A** is the first 10 kw UHF that is completely air cooled. It needs less than half the space of its 12 kw water-cooled predecessor and has the lowest operating cost of any 10 kw. The TTU-10A uses less input power than the previous 12 kw and is lower priced than any transmitter of similar power.

**THE TTU-2A** is a real honey! Much smaller than the 1 kw that it replaces, this 2 kw, with plug-in silicon rectifiers, offers twice the power in  $\frac{2}{3}$  the space! It has the lowest operating tube cost and

lowest input power requirements of any transmitter on the market today. And it can be easily expanded into a 10 kw at modest expense.

**RCA UHF** transmitters are the best performing UHF transmitters now in operation, and this new line, with its design innovations, promises even more! Find out all about these distinctive new UHF transmitters from your Broadcast Representative. RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**

in" the December decision which denied the drop-ins; "he did not merely concur in the result and issue a 'separate opinion.'"

ABC defended South Central's position that Commissioner Loevinger's statement raised a new question and said that if the commission should reconsider the denial of a drop-in to Knoxville it would also have to reconsider denials of channels in the other six markets. The network noted that each drop-in was a separate case but based its contention on the ground that all seven drop-ins have been part of a consolidated proceeding.

Rivoli told the commission that because Knoxville and Johnstown are the only two drop-in markets that have had continued UHF service, by prospective VHF applicants, they must be viewed as identical situations. Reconsideration of one would necessarily precipitate reconsideration of the other, Rivoli said. AMST also attacked the Rivoli comment, saying that it is based on the meritless arguments of South Central and should be dismissed.

The other five markets that had been slated for a drop-in are Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala., and Charlotte, N. C.

## WTID reorganization okayed by federal judge

Reorganization of Twelve Seventy Inc., licensee of WTID Newport News, Va., has been approved by a federal judge in Norfolk, Va., and creditors and other claimants are scheduled to present their claims Feb. 26 in U. S. District Court at Newport News.

As of Oct. 29, 1963, WTID had total assets of \$28,664.59 plus unamortized goodwill of \$71,666.70. Liabilities totaled \$204,817.32, capital stock and contributed surplus of \$20,000 and a deficit of \$123,886.03. Sale of the station to Joseph Mitchell, Warrenton, Va., for \$176,000, with \$40,000 as a down payment, has been agreed upon (BROADCASTING, Jan. 20). Proceeds will be used to pay off in full the secured and priority creditors as well as general creditors who are due \$50 or less. The remaining general creditors will receive a pro-rated share of the sum available. WTID, owned by Max Reznick and associates, is a daytime on 1270 kc with 1 kw. It was bought by Mr. Reznick's group in 1960 for \$130,000.

## Seventh ETV goes on air in Ohio

The seventh noncommercial educational television station in Ohio went on the air Monday (Feb. 10) in Bowling Green. The station, WGBU-TV (ch. 70), operated by Bowling Green State

University, gives Ohio more ETV stations than any other state. Florida is second in number with six stations.

Announcement of the new station was made by the Ohio Educational Television Network Commission which plans to eventually connect 29 stations in a statewide educational network (BROADCASTING, Dec. 24, 1962). The plan, as proposed in 1962, is to activate all presently reserved channels, followed by the activation of a number of reservations petitioned from the FCC.

Educational stations also operating in Ohio are WCET(TV) Cincinnati, WOSU-TV Columbus, WMUB-TV Oxford, WOTE-TV Toledo, WOUB-TV Athens and WGSF(TV) Newark. All are UHF's. The Educational Television Association of Metropolitan Cleveland plans to have an eighth station, on channel 25, in operation by this fall.

The Ohio ETV Network Commission is in the Wyandotte Building, 21 West Broad Street, Columbus.

## CATV operators oppose PUC intervention in Pa.

The Pennsylvania CATV (community antenna television) Association has urged the state public utilities commission to dismiss a hearing on whether the PUC has authority to regulate CATV.

The proceeding, informal and unsworn, was "unnecessary and inappropriate," said George B. Barco, association counsel and president of Meadville (Pa.) Master Antenna Inc.

Representative George Heffner, a Republican representing Schuylkill county, requested the hearing after a Pottsville, Pa., CATV firm raised its monthly rate from \$3.75 to \$4.50. He has introduced legislation to authorize state regulation of CATV at each legislative session since 1957 and said he appeared on behalf of John Q. Public.

Mr. Barco argued that the PUC has consistently ruled that it has no jurisdiction in CATV. The Pennsylvania association says the state has 250,000 CATV subscribers, more than any other state.

Mr. Barco said he expected the commission would dismiss the hearing.

## Media notes . . .

**A voice for STV** ■ Subscription Television Inc., Santa Monica, Calif., has retained McFadden, Strauss, Eddy, Irwin & Goodman, Los Angeles and New York, as national public relations counsel for general, financial and corporate information. STV's agency is Young & Rubicam.

**Cameramen arrested** ■ Cameramen Bruce Hoertel (CBS News) and Larry

Krebs (WMAL-TV Washington) last week were released on \$25 bond in Cambridge, Md., after being arrested and charged with "disturbing a school in session" while filming scenes of a Cambridge school segregation boycott. Police who arrested Mr. Hoertel while he was filming scenes from a sidewalk adjacent to the school confiscated his 16 mm hand camera, but later returned it to him. Hearings for the two have been postponed from Feb. 13 to Feb. 20.

**New affiliate** ■ WBUD Trenton, N. J., is slated to join NBC Radio Feb. 22, becoming network's only radio outlet in New Jersey. The station, operating at 1260 kc with 5 kw day and 1 kw night, is owned by WBUD Inc. and is currently unaffiliated. WBUD-FM broadcasts on 101.5 mc.

**Florida affiliate** ■ ABC Radio announced last week that WWIL Fort Lauderdale, Fla., was scheduled to start network affiliation Feb. 15. The previously unaffiliated station is fulltime on 1580 kc with 10 kw. It is owned and operated by Florida Air Power Inc.

**CBS adds one** ■ CBS Radio announced last week that KBMR Bismarck, N. D., is scheduled to start network affiliation March 1. The currently unaffiliated station operates at 1350 kc with 500 w. It is owned and operated by Weldon T. and Betty S. Heard.

## Media bills offered to three legislatures

It's once again the time of year for antibroadcasting bills to bloom like early flowers in the nation's state legislatures.

Several measures that would amount to censorship of news were introduced in Maryland by Delegate Richard M. Matthews, who is a resident of Cambridge, a site of racial unrest since last year. One of his bills provides fines up to \$5,000 if newspapers, radio or television stations carry news shows that "reasonably tend" to incite law breaking. A second bill would forbid radio-TV stations to knowingly carry any untrue statements. Another measure aimed at radio-TV prescribes fines up to \$500 for broadcasts which could incite to unlawful acts.

State Senator Kyle Yancey of Georgia has introduced a bill designed to prohibit all advertising of alcohol, including beer, in all media.

And in Virginia, Norfolk Delegate Henry E. Howell has offered a measure that would allow cities and towns to reserve the right to license radio-TV stations and newspapers, which would be subject to a gross receipt tax. In the past, attempts for like tax legislation have foundered in such localities as Baltimore, St. Louis and Norfolk (BROADCASTING, Nov. 11, 1957).





**OUTSTANDING  
ATTRACTIONS  
Saturday Night 11 P.M.  
on the WMAR-TV,  
CHANNEL 2**

**"BIG MOVIE  
OF THE WEEK"**

To name a few of the coming blockbusters . . .

"THE SNOWS OF KILIMANJARO"  
Gregory Peck, Ava Gardner

"MARJORIE MORNINGSTAR"  
Gene Kelly, Natalie Wood

"THE MAN WHO NEVER WAS"  
Clifton Webb, Gloria Grahame

"THE COURT MARTIAL OF BILLY MITCHELL"  
Gary Cooper

"THE DAY THE EARTH STOOD STILL"  
Michael Rennie, Patricia Neal

**FAMOUS FILMS! FAMOUS STARS!  
EXCLUSIVE IN BALTIMORE ON CHANNEL 2  
MOVIES 6 NIGHTS A WEEK!**

Monday thru Thursday, "Channel Two Theatre," 11:20 P.M.  
Friday, "Films of the 50's," 11:20 P.M.

PLUS—"Twilight Movie," 4:30—5:55 P.M., Monday thru Friday  
Featuring "Bomba the Jungle Boy" "Bowery Boys"  
"Science Fiction Theatre"

In Maryland Most People Watch

**WMAR-TV** 

CHANNEL 2 SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by THE KATZ AGENCY, INC.

# TRANSISTORS BRING A REVOLUTION

The solid state may bring an equipment replacement bonanza as television networks and stations spend, spend, spend

A revolution is ahead in the TV equipment world and its spark is a tiny, wafer-size object, the transistor.

Thanks to the advance in solid state devices, the station of the future, it's believed, will have equipment that is all transistorized. And that future, it's calculated, is coming within the next two to three years.

The benefits of transistorized gear are incalculable. It permits an apparatus that's smaller than the same equipment with tubes. It's more reliable, and it gives off less heat—permitting a less expensive air conditioning plant.

Already networks, station groups and independent outlets throughout the country have begun buying programs that reached almost \$15 million last year and may add up to \$50 million in 1964.

This replacement market in television

station equipment may very well reach its zenith this fall and next winter and spring. By then several hundred of the older TV stations will have reached the 10-year mark and although equipment has been kept up to date in a modest way the time will have arrived for wholesale replacement with the newest items embodying what the engineers like to call the latest state of the art.

This means new cameras, both black and white and color; new tape recorders, new monitors, new amplifiers, new switching systems, new lighting systems.

Already the replacement market has come alive. In the last year—

- ABC bought 25 TV tape recorders and 80 audio recorders for all its o&o stations and its production centers at a cost of more than \$1 million.

- WDBJ-TV Roanoke, Va., started the first phase of a three-year replacement

program which saw this 10-year old station spend \$225,000 for a refurbishing that included replacing studio cameras, switching gear, tape recorder and new transistorized terminal equipment.

- In Oklahoma City, KWTB(TV) added two new film chains and replaced the switching system for two studios at a cost of \$150,000.

- In Charlotte, N. C., WBTV(TV) bought five 4½-inch image orthicon cameras, three TV tape recorders, a film chain, 21 monitors, replaced its switching system and the driver section of its transmitter. For WBTW(TV) Florence, S. C., its sister station, it replaced all audio tape recorders and a film chain and added one TV tape recorder. All of this amounted to \$750,000. For the coming year there are additional equipment purchases scheduled amounting to over \$350,000.

**Construction** ■ Much of the replacement activity is keyed to building construction and remodeling by stations.

- In Baltimore, WMAR-TV moved into its new studios last May. In the \$2 million outlay for the overall move, four new 4½-inch image orthicon cameras, one new tape recorder and new switching equipment was included.

- In Boston, WBZ-TV undertook a \$750,000 remodeling of its present building and as part of the changeover replaced three studio cameras, added two tape recorders and put in a new switching and a new lighting system.

- In Philadelphia, Triangle's radio-TV division has just completed its move into a new multimillion dollar plant on the outskirts of the city. In excess of \$1 million was spent on new equipment for WFIL-TV. It included complete new switching and lighting systems, six new 1-inch vidicon cameras with remote control, and a new tape recorder.

Perhaps the largest construction job is the CBS Broadcast Center on New York's West 57th Street. Replacing 8-10 year old studio orthicons, the network has ordered 45 Mark IV, Marconi 4½-inch image orthicons, with about a half dozen already in use. Half of the order goes to the New York center; the other half to the West Coast.

**Bigger And Better** ■ That's just a sampling of what the market has been. Here's how it looks for this year and 1965, again just a sampling:

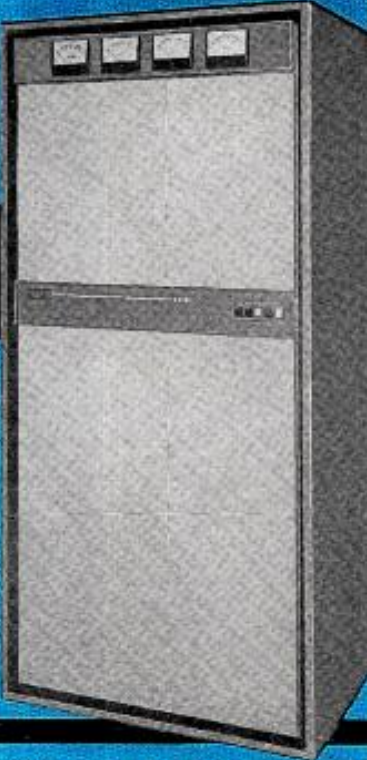
- ABC is undergoing a three-year,


## BROADCASTER PREFERRED...

**IT'S THE GATES "BIG G"  
IN THE  
1KW AM FIELD**


Designed around the dependable 833A tube, the Gates BC-1G 1KW AM Broadcast Transmitter assures reliability. Silicon rectifiers, swing-out accessibility, simplified cooling (no noisy blowers in the "Big G") are but a few of the bonuses you get with this Gates favorite.

Why do broadcasters buy ten "Big G's" each month? An eight page brochure called ADV-112A will help you understand.





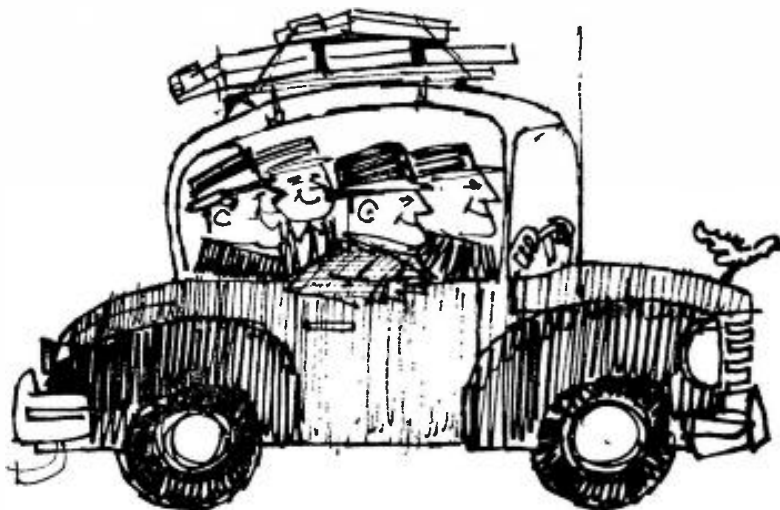
**GATES RADIO COMPANY**  
A Subsidiary of Harris-Intertype Corporation  
QUINCY, ILLINOIS



Offices in: Houston, New York, Los Angeles, Washington, D.C.  
In Canada: Canadian Marconi Company, Montreal Export Sales: Rocke International Corporation, New York City



puzzle:



## ECONOMY DRIVE

Four of HR&P's New York sales reps—Burt Adams, Edmond Ryan, Don Douglas, Bob Lamkin—each service one of four Philadelphia ad agencies. For conviviality and economy, they try to schedule their calls for the same day so they can make the trip in one car. (Why doesn't one man service all four? One does: Ed Ryan. But we needed four for this puzzle.)

Complications arise: each agency Media Director takes a different day off during the week. At Agency A it's Monday, at Agency B Tuesday, at Agency C Thursday. At Agency D, the Media Director is at another branch on Tuesday and Thursday, so she can only be seen Monday, Wednesday or Friday. On a recent trip out, the following conversation took place:

Adams: Lamkin and I wanted to come out here earlier in the week, but there wasn't a day when we could both see our clients.

Ryan: I didn't want to come today, but I couldn't have seen my client tomorrow.

Douglas: I could have come out yesterday or the day before just as well as today.

Lamkin: Either yesterday or tomorrow would have suited me as well as today.

Which man serviced which agency?

Address answers to: Puzzle #97, WMAL-TV.

*The following conversation took place in the Ladies Powder Room of a Madison Ave. ad agency: First Time-Buyer: I guess I should have bought some of those one-minute prime-time availabilities in the Comedy Hour (7-7:30 pm M-F; ed. note). Your client's delighted with what they've done for him in the Washington market.*

*Second Time-Buyer: I hate to say I told you so.*

*Which time-buyer gets the raise? Address questions about availabilities to Harrington, Righter & Parsons, Inc.*

*Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014*

**wmal-tv** 

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

\$6 million program to replace all of its tube equipment with transistorized gear. In addition to the tape and audio recorder purchases in 1963, ABC has ordered 18 new 4½-inch image orthicon studio cameras, monitors, switching and lighting equipment.

Frank Marx, president of ABC Engineering, believes that TV equipment must be replaced every five or six years. "It's then that maintenance begins to mount up and when that time comes it's better to trade equipment in and replace it."

- NBC has a two-year program underway that contemplates a \$7.5 million investment—including 55 new color cameras, 45 new tape recorders and 15 film chains.

- CBS plans are to buy about 15 new tape recording machines costing an estimated \$1.5 million for its major East and West Coast production centers and to continue to replace and add cameras and recorders as well as other gear at

its owned stations.

Perhaps the most interesting of the planned replacement programs is that worked out by WDBJ-TV in Virginia's southwest corner mountain area. J. E. Newman, chief engineer of the station, says that by the 1965-66 season the station will have replaced all of its equipment at a cost of over \$750,000—a sizeable chunk for the middle-sized market station.

For this year and next, the second phase in its three-year program, WDBJ-TV is replacing its transmitter, including terminal equipment and its studio-transmitter microwave link. In its third year, it will complete its new transmitter installation, replace its antenna, put in new transmission lines and acquire a new mobile remote mobile unit.

Mr. Newman is a firm believer in solid state equipment. He had his staff build 16 transistorized distributor amplifiers in 1962 and "there have been no failures," he says.

## DISK TO TAPE PROBLEM SOLUTION

### NAB should set standards for transfer by summertime

The great disk to cartridge tape controversy, which involved charges last year by some of the major advertising agencies that radio stations were "degrading" the message by transferring commercials from disks to cartridges (BROADCASTING, Oct. 14, 1963), is expected to be smoothed out by this summer.

This is the best judgment of broadcasters and staffers of the National Association of Broadcasters who have pitched into the problem and who feel the solution is in sight.

Item: The NAB engineering department, with the approval of the joint boards at their January meeting in Sarasota, Fla., is readying a package of disk standards plus a test disk to go to all member stations within the next 30 days.

Item: Standards for cartridge tapes have been recommended by a working group to the next level in the engineering committee. Upon approval of the full magnetic tape committee, the recommendations go to the recording and reproducing committee and finally to the radio board and to the joint boards at the board meetings scheduled for Washington in June. This is the same route taken by the disk standards.

Following this action, it's believed the only unstandardized portion of the disk-to-cartridge road will be the technician who performs the function. To fill in this gap, George Bartlett, manager of NAB's engineering department, contemplates the issuance of a guide for technical personnel to help them perform at the highest possible level.

"That should take care of the prob-

lem," Mr. Bartlett says. "We'll have standardized both ends of the reproduction cycle and outlined a plan of procedure for the man in the middle, the technician who does the reproducing."

In addition to the cartridge tape standards, Mr. Bartlett contemplates that a set of criteria for reel-to-reel procedures also will be ready for the boards at their June meeting, thus covering all types of recordings for radio and TV audio.

Wow and Flutter ■ The disk standards approved by the NAB boards last month cover both monophonic and stereophonic recording and reproducing. Items run the gamut from wow and flutter to rumble, frequency response, groove shape and concentricity of center hole.

The standards were formulated by a special committee headed by A. Prose Walker, Collins Radio.

The criteria for cartridge tapes have been recommended by a special group of which Ross Beville, WWDC-AM-FM Washington, D. C., is chairman. These standards are now being considered by the association's magnetic tape committee (Warren Braun, WSVA-AM-FM-TV Harrisonburg, Va., chairman); later they are to be submitted to the record and reproducing standards steering committee of which Mr. Bartlett is chairman. To be adopted, the suggested standards must be approved by the radio board and then the joint boards.

Both the disk standards and the reel-to-reel criteria (being considered by a group headed by R. C. Mayer of RCA Victor, Indianapolis) supersede standards that were promulgated last in 1953.

## New tape methods get sneak previews

New television tape techniques were previewed last week in New York in a "workshop" demonstration for advertising agency personnel.

It was apparent that two techniques seen at the showing were ahead of the "official" announcement. One company—Videotape Productions of New York—was reported to have scheduled a news conference for today (Feb. 17) to demonstrate its new "Edimation System," which is capable of direct electronic editing with frame-by-frame accuracy (30 frames a second).

Videotape's new system employs the Ampex "Editec" and "Edicomp," computer-control devices developed for special effects and opticals.

Among the new uses for the system, Videotape officials said, were time-lapse photography (telescopes time and was previously possible on film only) and dramatic trick opticals. Shown in time lapse was a sequence of an apple turn-over transformed in seconds from a lump of dough to a sizzling pastry, and opticals such as pop-ons of various articles. Application of the system to animation production by TV tape was demonstrated.

The other technique shown: an MGM-Telestudios' developed machine that will create a pattern for later tape editing. This is done by pre-editing a kinescope on a moviola-like device that's interlocked to compensate for the differences in the number of frames between film and tape. A special guide strip is made which regulates final tape editing.

Videotape Productions said its new system has been in operation for several weeks. MGM-Telestudios said it hoped to have its new machine operational about 10 days after the demonstration (an International Radio & Television Society workshop held Feb. 13).

## Comsat plans jell with "go" by 1966

The Communications Satellite Corp., organized to establish a global communications system using space satellites, has begun the nuts and bolts stage:

Item: Its engineers are studying six proposals on designing an international communications system using space relays, and a contract to one of the six to design the system may be imminent.

Item: An experimental-operational synchronous satellite system furnishing a one-way TV channel, as well as voice and teletype circuits, will be launched in 1965, with the help of the National Aeronautics & Space Administration, for the first commercial operation of its





## How not to run a television station

Copying others in the same business is bad business. Especially in television. The audience is deprived of its right to have its programs constantly improved upon. The creative potential of a talented staff is wasted. Any positive contribution to the progress of the television industry is most certainly forsaken. WFGA-TV is not a rubber stamp operation. The professionalism and originality of our News and Sports Departments have made them consistent winners of national awards. Additional awards and praise have been accorded our local public affairs programs. And our efforts in color telecasting have earned WFGA-TV a national reputation as a pioneer. A great share of our programming—local and network—is in color. Perhaps these are some of the reasons why others copy us!



Jacksonville's *FULL COLOR* Station  
**WFGA-TV**  
 IN FLORIDA



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ  
 WLOS-TV

KVOS-TV

WFGA-TV  
 (Affiliate)

kind over the Atlantic Ocean (BROADCASTING, Dec. 30, 1963).

Item: The long-heralded stock offering soon may become a reality. When stock is issued 50% must be reserved for common carriers, with the other 50% offered to the public.

Under consideration are design proposals by AT&T and RCA jointly, Thompson Ramo Woolridge Inc., with ITT; Hughes Aircraft and Philco. Within a few weeks, Comsat is expected to award contracts for design and engineering of a basic space system to one of these companies. About six months

is budgeted for completion of this phase. The communications satellite company hopes to have a system operating by 1966.

**Earlier Plans** ■ Before that, however, it plans to place a synchronous satellite repeater 22,300 miles above the Atlantic for trans-Atlantic communications, with a one-way TV channel included. NASA will launch the relay, similar to Syncom II which is now on station over the Equator, although performing a figure-8 pattern north and south of the line.

Comsat is now being run by a board

of directors appointed by the late President Kennedy. When its estimated \$200 million stock issue is floated, the new stockholders will then elect their own board—six by the carrier owners and six by public shareholders. President Johnson will appoint three directors to represent the federal government to round out a complement of 15 directors.

In its report to the President last week, Comsat stressed that it would make an earnest effort to insure the widest possible distribution among public stockholders. The maximum price per share is limited to \$100.

It said also that it would make every effort to warn prospective investors that there's no possibility of speculative get-rich-quick gains in the stock.

In transmitting the report to Congress, President Johnson stressed that government policy is still to make the space communications system available to all nations on a nondiscriminatory basis.

### Technical topics . . .

**Flexible distribution** ■ Visual Electronics Corp. has produced a new solid-state pulse switching and distribution system that enables a TV production center to remotely assign any one of three sync pulse generator outputs to any group of equipment with no requirement for patching. The company said the new system is comparable in cost to the old emergency changeover and multiple isolated pulse amplifier systems.

**Ups prices** ■ A price increase on Gates Radio Co.'s AM, FM and TV broadcast transmitters and audio equipment went into effect Feb. 15. Varying from 1% to 10%, the price boosts apply generally across the entire Gates product line, according to Lawrence J. Cervone, sales vice president.

### TV set sales up in '63, radio down

Sales and production of color television receivers for the month of January ran about 85,000 sets, it has been reported unofficially. Industry sources indicated that in the last two weeks of the month, about 50,000 polychrome sets were sold by distributors to dealers. In the first two weeks of the month, traditionally on the downward side following the Christmas season, about 35,000 color sets were sold.

Production has kept close pace to sales in the color field, it's known. Normally, production runs ahead of sales.

Some estimates are that about 1 million color sets will be sold in 1964, although there are observers who feel the market will bring the total color sales



**TAKE 504,667 OF THEM . . . THEY'RE YOURS!**

Yours for an hour and forty-five minutes a day (average traveling time).

They are commuter Washington. 70% radio equipped, adult, prosperous, they are WRC Radio's almost-captive audience. Because nowhere else in Washington can they find such adult radio companionship.

Spenders of \$7,570,000 a day, they pour in from the richest five-county area in America (greater Washington, D.C.) . . . listening as they drive.

Talk to them. They're listening . . . to WRC.

**AROUND WASHINGTON, D.C. WORD GETS AROUND ON WRC**

**WRC RADIO** 

4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. EM 2-4000  
AN NBC OWNED STATION/REPRESENTED BY NBC SPOT SALES



in 1964 to a much higher figure.

Preliminary estimates for monochrome TV sets show that 587,000 were sold by distributors to dealers in January. This figure includes for the first time 11-inch transistorized portables, heretofore not counted in television production figures. For January, 1963, when 11-inch and smaller receivers were not counted, 489,000 sets were sold by distributors to dealers.

**TV Sales Up** ■ More TV receivers were sold in 1963 than in 1962, but less radio sets were sold and the same held true for production, the Electronic Industries Association reported last week in setting out the year's distributor sales

## Year sales and production as reported by EIA:

Period	SALES			
	TV	(With UHF)	Radio	(With FM)
1963	6,828,383	(.....)	9,975,209*	(.....)
1962	6,301,340	(.....)	11,757,093	(.....)
Period	PRODUCTION			
	TV	(With UHF)	Radio	(With FM)
1963	7,130,351	(1,076,282)	18,281,395**	(1,544,918)
1962	6,471,160	( 598,446)	19,161,906	(1,227,081)

\* Excludes auto radio sales.

\*\* Includes 7,946,786 auto radios in 1963 compared to 7,249,857 in 1962.

and manufacturer production of both TV and radio sets.

Manufacturers turned out almost 400,000 more TV sets in 1963 than the year before, but 900,000-odd less radio

sets. In TV, the number of all-channel receivers almost doubled—from 598,446 in 1962 to 1,076,282 in 1963. In radio, FM receivers moved up by over 300,000.

## PROGRAMING

# THE LAST BIG TV HOLDOUT

## Paramount finally releases its post-'48 films

The first significant group of post-'48 feature films to be released to television by Paramount Pictures Corp. has been acquired by NBC-TV for showing in prime time during the 1964-65 season, Walter C. Scott, executive vice president in charge of NBC-TV, announced last week.

Although details of the contract were not revealed, it was learned that the network will obtain 30 features for the season at an approximate cost of \$8.3 million and has an option to renew the pact for a similar number of films for 1965-66 and 1966-67 under a similar arrangement.

The sale to NBC-TV was made by Paramount Television Productions, wholly-owned subsidiary of Paramount Pictures Corp., which retains the TV syndication and foreign rights to the features. The move means that PTP eventually will distribute the films to other stations in the U. S. and foreign countries.

There had been speculation that Paramount, which had given MCA TV the distribution right to its pre-1948 library in 1958 for a \$35 million guarantee plus a percentage of the sales up to \$50 million, might again make an agreement with an outside distributor.

**Most In Color** ■ The majority of the films initially released to NBC-TV are in color and many were shown theatrically between 1955 and 1960. They will be shown on the network's *Saturday Night at the Movies* (9-11 p.m.) and *Wednesday Night at the Movies* (9-11 p.m.), the latter replacing the current Monday night movie series next fall.

It is understood that NBC-TV will have the right to telecast each film on the average of 1½ times, with some features scheduled for one presentation and others two.

The selection of features to be carried on the network will be from among such pictures as "Psycho," with Tony Perkins and Janet Leigh; "Roman Holiday," with Gregory Peck and Audrey Hepburn; "Teacher's Pet," with Clark Gable and Doris Day; "Vertigo," with James Stewart and Kim Novak; "Sunset Boulevard," with William Holden and Gloria Swanson; "The Joker Is Wild," with Frank Sinatra and Mitzi Gaynor; "To Catch a Thief" with Cary Grant and Grace Kelly; "The Rainmaker" with Burt Lancaster and Katharine Hepburn and "The Desperate Hours," with Humphrey Bogart and Fredric March.

## TV program form hearing postponed

The FCC has postponed to April 16 the scheduled hearing on its proposed program reporting form for television stations. The hearing had been set for March 12. The deadline for written statements has been moved back to April 16.

The commission acted at the request of a joint communications bar-industry-FCC committee, which was established two weeks ago to study the proposed form and make recommendations for its revision (BROADCASTING, Feb. 10).

Communications attorneys have been critical of the proposed form, which was issued in December. They are hopeful the committee can suggest revisions that would eliminate their complaints and still be acceptable to the commission in advance of the oral proceeding.

The Federal Communications Bar Association members on the committee are Frank Fletcher, Joseph Kittner, Ben Fisher, and Paul Dobin. Leon Brooks (CBS), Larry Richardson (Post-News-

## And even more . . .

Professional football from Canada will be televised throughout the U. S. this fall through arrangements completed last week by the Canadian Football League and The Fourth Network, a new organization which puts together special TV networks for sporting and other special events. Earlier this month, The Fourth Network arranged for live TV coverage of the Palm Springs Golf Classic on a network of 120 stations, with Goodyear Tire & Rubber Co., Kemper Insurance Corp., Hertz Corp., General Mills and Colgate-Palmolive Co. as participating sponsors.

John Vrba, president of The Fourth Network, said that his Los Angeles-based organization has already started negotiations with major advertisers regarding sponsorship of the Canadian football games, which will be broadcast Saturday afternoons during the regular football season, with a minimum schedule of 13 telecasts. Participations will be available to advertisers on either a national or a regional basis, he said.

week stations) and Robert Smith of WCYB-AM-TV Bristol, Va., represent the National Association of Broadcasters.

The FCC staff members on the committee are Hyman H. Goldin, assistant chief of the Broadcast Bureau; Joel H. Rosenbloom, special assistant to Chairman E. William Henry and John Bass, assistant chief of the rules and standards division.

The committee, which has been broken down into subcommittees that will study different sections of the form, is to meet again Tuesday (Feb. 18).

Communications attorneys worked with the commission once before in the

agency's four-year effort to draft a new reporting form.

Three years ago—in February 1961—after the first notice of rulemaking was issued in the proceeding, communications bar members formed a committee which recommended a number of revisions to FCC staff members.

Many of these suggestions were incorporated in a revised form, which was put out for additional comments in July 1961. However, that document was subjected to such heavy criticism from the industry that the commission began revising it again. The result was the proposed form that was issued in December—and for which communications attorneys are attempting to suggest revisions.

## Film sales . . .

*Bold Journey* (Banner Films): Sold to KATU(TV) Portland, Ore., and KPRC-TV Houston.

*Jungle Girl* (Banner Films): Sold to

WTTG(TV) Washington.

*Banner Features* (Banner Films): Sold to WXYZ-TV Detroit and WABC-TV New York.

*Tarzan Features* (Banner Films): Sold to WSB-TV Atlanta; WTTG(TV) Washington; KGW-TV Portland, Ore.; WDBO-TV Orlando, Fla.; KPRC-TV Houston; WQAD(TV) Moline, Ill.; WJBF(TV) Augusta, Ga.; WBAL-TV Baltimore; KTSM-TV El Paso; WBRC-TV Birmingham, Ala.; WPRO-TV Providence, R. I.; WTEN(TV) Vail Mills, N. Y., and WKBW-TV Buffalo.

*Winston Churchill: The Valiant Years* (Screen Gems): Sold to KCOP(TV) Los Angeles.

*Fractured Flickers* (Desilu Sales): Sold to WMAL-TV Washington; KFEQ-TV St. Joseph, Mo.; KELO-TV Sioux Falls, S. D.; KARK-TV Little Rock, Ark., and ZBM-TV Bermuda.

*A Nation at War* (Desilu Sales): Sold to KABC-TV Los Angeles, KORK-TV

Las Vegas; KFMB-TV San Diego, and KERO-TV Bakersfield, Calif.

*Wild Is Love*—a Nat (King) Cole special (Desilu Sales): Sold to WPIX(TV) New York; KERO-TV Bakersfield, Calif.; KIRO-TV Seattle, and KORK-TV Las Vegas.

*Stagecoach West* (Four Star TV): Sold to CKLW-TV Windsor, Ont.-Detroit; WTVO(TV) Rockford, Ill., and KRON-TV San Francisco.

*Target: The Corruptors* (Four Star TV): Sold to CKLW-TV Windsor, Ont.-Detroit.

*The Detectives* (Four Star TV): Sold to CKLW-TV Windsor, Ont.-Detroit (half-hour and hour versions) and KIRO-TV Seattle (half hour).

*Dick Powell Theater* (Four Star TV): Sold to WXYZ-TV Detroit; KETV (TV) Omaha-Council Bluffs, Iowa, and KGUN-TV Tucson, Ariz.

*Zane Grey Theater* (Four Star TV): Sold to KTVB(TV) Boise, Idaho; KOA-TV Denver, and WFBC-TV Greenville, S. C.

*Checkmate* (MCA-TV): Sold to WUSN-TV Charleston, S. C.

*Frontier Circus* (MCA-TV): Sold to WBTV(TV) Charlotte, N. C.

*Thriller* (MCA-TV): Sold to WTHI-TV Terre Haute, Ind.

## Three stations buy syndicated radio shows

Initial sales of NANA Radio's package of dramatic programs have been made to three stations, it was announced last week by William H. Shriver Jr., general manager of NANA Radio.

WBAX Wilkes Barre, Pa., and WBPZ Lock Haven, Pa., each have bought *Pepper Young's Family* and *Big Sister* and CHML Hamilton, Ont., has acquired *Arch Oboler's Plays*, *The Fat Man* and *Dear Dorothy Dix*. Mr. Shriver said the three stations have obtained advertisers for the radio programs. NANA Radio also is producing and distributing an interview program, *Hollywood Talking*.

## TAC directory to aid member stations

Television Affiliates Corp., in an effort to improve the quality and scope of informational-cultural programs produced by TAC member stations, is expanding its services to include a "Production Directory," listing equipment and facilities available from its membership.

Robert Weisberg, TAC vice president, noted that on several occasions, TAC



## Brinkley given educational Golden Key award

David Brinkley, NBC-TV newsman, and Mrs. L. Burrows Smith have been given the 1964 Golden Key awards by the six educational organizations that annually bestow the honor. The award is given jointly to one who has made a significant contribution to the national welfare and a teacher named by him

as a decisive influence in his early life. Mrs. Smith was Mr. Brinkley's high school English teacher.

Mr. Brinkley (r) and Mrs. Smith (c) accepted their keys from Dr. E. Dale Kennedy of the National School Public Relations Association, one of the six groups sponsoring the annual award.



stations have requested outlets in other parts of the country to provide footage on a certain subject. The directory provides a quick listing of equipment and facilities at a local TAC station. Accordingly a station in the East, for example, which is preparing a program on cancer research may ascertain quickly which station in the Midwest will be able to produce a filmed or taped sequence on cancer research in that area.

Mr. Weisberg said the directory will be distributed in a few weeks. A cost-plus arrangement can be worked out by the stations involved in a particular project, he said.

## Hurleigh questions news feeds to indies

Mutual president Robert F. Hurleigh has questioned the advisability of supplying independent radio and television stations with free network feeds during an event of national interest, such as the assassination of President Kennedy last November.

In Mutual's monthly newsletter, Mr. Hurleigh said that most affiliated stations freely granted virtually all requests for free network feeds when the President was assassinated.

But he added that stations that pay for network service "should be allowed to retain the benefits of that service and not be asked to share it with a competitor merely for a 'thank you.'"

Mr. Hurleigh said he believed the American public should be completely informed, but noted that as long as one or a few stations in an area carry the news event the listener or viewer has as good an opportunity to become informed.

## TV-radio awarded for transportation shows

WBBM-TV Chicago, Jay Smolin of WNBC-TV New York, Gloria Chandler of KING-TV Seattle and Pat McGuinness of KABC Los Angeles were winners of the 1963 Ted V. Rogers Journalism Awards in the radio-TV category. Sponsored by American Trucking Associations Foundation and Trailmobile Inc., the awards are given annually for excellence in reporting metropolitan transportation problems.

The Chicago station won the first place prize of \$1,500 for its series, *The Strangling City*. Mr. Smolin was given the \$700 second place money for *The Commuter Crisis*, a special on New York commuting difficulties. The third-place \$300 award was given Miss Chandler for *The Moving Man*, and a special prize of \$500 was presented to Mr. McGuinness for his treatment of the transportation problems in Los Angeles.

## UA-TV sales good for both post-pre '48's

A bright picture in the selling of both post-48 and pre-48 feature films was offered last week by Erwin H. Ezzes, executive vice president of United Artists Television, in a report of current UA-TV activity.

He revealed that "United Artists Showcase 2," consisting of 40 films, largely post-57 releases, has been sold in 40 markets since last November. Latest sales number 17 and include WOR-TV New York, WDSU-TV New Or-

leans, KPIX(TV) San Francisco, KTTV(TV) Indianapolis, WGN-TV Chicago and WISH-TV Indianapolis. UA-TV also had had substantial success in 1963 with the pre-1948 Warner Bros. and RKO features, Mr. Ezzes reported, with contracts in New York and Chicago alone totaling more than \$3 million.

Mr. Ezzes noted that stations have shown interest in color features, and said UA-TV is prepared to invest \$250,000 in color prints to meet this demand, anticipating that stations will help defray this cost through the use of expanded color schedules in the years to come.



## BIG MARKET — BIG GASOLINE BURNERS

Our 39 Upstate Michigan counties have greater service station sales per person per year than Detroit and Wayne County (\$129.38 against \$113.86).

It's not so surprising when you think about it: Upstate Michigan is *big* country, and upstaters are constantly on the go. They're a perfect market for automotive products (in fact, there are also more *cars* per household

up here than down in Detroit itself!).

Matter of fact, Upstate Michigan is a good market for practically anything. Nearly a MILLION people. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers or distributors in this area as to the influence of WWTV/WWUP-TV has in our 39 counties — or ask Avery-Knodel.

*The Folger Nations*

**RADIO**

WQED KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WFRM GRAND RAPIDS-KALAMAZOO  
WNTV-FM CADILLAC

**TELEVISION**

WWUP-TV GRAND RAPIDS-KALAMAZOO  
WWTV CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV LANSING, MICHIGAN  
(KOLN-TV GRAND ISLAND, N.Y.)

# WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10  
ANTENNA 1440' A. A. 2. / ANTENNA 1214' A. A. 2.  
CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

# FAIRNESS PRIMER DUE SOON

FCC document will not make any new policy but will try to clarify existing doctrine

The primer that the FCC has long promised as a means of helping broadcasters understand their obligations under the commission's fairness doctrine is expected to be issued in the next few weeks.

The primer, drafted by the staff, was on the commission's agenda last week, but was not discussed. It is scheduled to come up again at the meeting Wednesday (Feb. 19).

The document is based on rulings the commission has handed down on fairness doctrine questions, and officials are hopeful it will help broadcasters, whose problems in determining what is fair are bound to increase as the November elections approach.

Officials say the primer is not intended to carve out new policy. And those who have examined it say it doesn't. As a result, it is not expected to generate controversy among the commissioners, as might be the case with a statement attempting a new interpretation of fairness.

**Questions and Answers** ■ The document is said to contain some 45 questions on fairness along with answers

taken from actual commission rulings. Attached are a statement sketching the background of the primer and a legislative and administrative history of the fairness doctrine, which was first enunciated in 1949.

The commission normally puts out every election year a primer dealing with broadcasters' obligations under the equal-time section of the Communications Act. But the document now before the commission would be the first one issued on fairness-doctrine matters.

The commission first mentioned the possibility of such a primer last summer, during the House Communications Subcommittee hearing on editorializing by broadcasters (BROADCASTING, July 22).

Interest in a primer, on the part of the commission as well as communications attorneys, sharpened after the agency issued its controversial July 26 statement advisory on fairness.

Officials said that statement was not designed to chart new policy. But many communications attorneys said its language indicated that the commission was seeking to impose new and

burdensome requirements on radio and television broadcasters.

**July Statement** ■ Without referring to the July 26 statement, the draft primer, reportedly, "clarifies" some of the points which caused concern among broadcasters.

One paragraph in that statement, dealing with the broadcast of "a personal attack on a person or organization," said that broadcasters must transmit the text of the broadcast to the person attacked, "wherever located," along with an offer of time for reply.

Broadcasters and attorneys were quick to point out this could be interpreted to mean that a broadcaster who attacked Fidel Castro would have to offer the Cuban leader time for reply. The primer reportedly makes clear the obligation for offering time applies only to attack on persons or groups having some direct connection with the area in which the attack was broadcast.

Another controversial paragraph in the July 26 statement held that broadcasters whose facilities were used by someone other than a candidate to take a partisan position on a political issue or to attack or support a candidate must make time available for reply by each candidate in the contest. Some lawyers said this could be interpreted to cover paid political announcements. The primer, reportedly, makes it clear that it doesn't.

## GOP chairman sees no security risk in presidential debates

The chairman of the Republican National Committee and a major GOP presidential aspirant were in disagreement last week whether the President should debate his opponent on television and radio during the fall election campaign.



Mr. Miller

Representative William E. Miller (R-N.Y.), party chairman, said he thought men of presidential caliber should be able to debate without endangering national security. Senator Barry Goldwater (R-Ariz.) said previously that he would not debate if he were President because of the danger that a verbal slip would affect security.

"I can't believe any man who is entitled to be President of the U. S. could not debate without disclosing information he should not disclose," Representative Miller told a National Press Club luncheon in Wash-

ington Wednesday (Feb. 12).

"I completely disagree with Senator Goldwater on this matter," Representative Miller explained. "I think there should be TV debates."

Senator Goldwater said two weeks ago that if he were President he would not debate. "It's kind of dangerous . . . he might just slip and say something inadvertently that might, could even change the course of history," Senator Goldwater said (BROADCASTING, Feb. 10).

HJ Res 247, a resolution that would suspend Section 315 for the presidential and vice presidential candidates this fall, was passed by the House and approved in a slightly amended version by the Senate last year. It has been awaiting further House action since (BROADCASTING, Dec. 16, 1963).

With "a little help from the White House we might get it passed," Representative Miller commented. He noted that the GOP and the Democratic party both supported the legislation last year and said the resolution could be enacted if President Johnson favored it. HJ Res

247 had a big push from the late President Kennedy who had committed himself to a confrontation with his Republican opponent in 1964. President Johnson has made no public statement of his position on broadcast joint appearances.

"It must be remembered that in the debates of 1960 Richard Nixon had been a member of the Security Council [and] a member of the Cabinet," Representative Miller said. "He also possessed a lot of information which he could not reveal in the course of those debates [with John F. Kennedy]. . . . I think they [the debates] are in the national interest," he continued, but he would prefer a "more in-depth format" that would permit the candidates to discuss one issue at length, unlike the 1960 joint appearances where the candidates were questioned by a panel of newsmen.

Asked whether he favored vice presidential debates, Representative Miller said they would be fine but "they should not replace the debates between the presidential candidates or be in lieu thereof."



## Hands off TV, PGA is told

The backers of the nation's major golf tournaments and the golfers themselves are still far from agreement on who should control tournament TV rights. The Professional Golfers Association's muscle-flexing first step toward acquiring the rights at the Phoenix Open had a measure of success (BROADCASTING, Feb. 10), but the sponsors are resisting.

The International Golf Sponsors Association, which claims to represent 28 tournaments with combined purses of \$1.25 million, last week said the golfers' designs on the TV rights were "dictatorial and unfair." The group unanimously passed a resolution refusing to give the rights to PGA. Arnold Bockstruck, IGSA president, said the organization sympathizes with the players' desire for a pension plan. But, he claimed, "Sponsors today put up all the money and they assume the financial risk and take their chances on getting back enough money to cover expenses involved. Television is becoming one source of revenue to cover such expenditures."

The PGA was quick to answer. Jay Hebert, chairman of the PGA tournament committee, commented: "A number of our major sponsors have already assured us of their accord with our hopes and plans and do not share Bockstruck's opinion."

TV rights traditionally belong to the athletes involved, Mr. Hebert said, and the golfers "have simply decided to market their television rights through their national tournament committee rather than through the local tournament promoters." He assured the sponsors that the players "will work out . . . an equitable split" of TV proceeds with the tourney-planners.

## Baseball committee to meet again in March

A committee to formulate a TV package plan for baseball held its first meeting Wednesday (Feb. 12) in Los Angeles. Under the proposed plan baseball fans could see a major league game each week with no regional blackout.

John E. Fetzer, veteran broadcaster and president of the Detroit Tigers, conceived the idea of a weekly baseball telecast with all 20 teams in the National and American leagues participating in the TV revenue. After the meeting, Mr. Fetzer said that the committee's members are determined to work out a formula that will give the fans in many cities a regular look at baseball that they are not now getting and that will work to the benefit of the clubs as well (BROADCASTING, Feb. 3).

No particular progress was made at

the initial session of the interleague committee, Mr. Fetzer said, but neither was there any problem brought up which could become a major hinderance in the way of turning his idea into a reality. The 1965 season has been set as the target date for inaugurating the program and the committee agreed to meet from time to time this year until a practical format has been worked out.

The meeting was attended by Warren C. Giles, National League president; Walter O'Malley, president, Los Angeles Dodgers; Judge Roy Hofheinz, president, Houston Colts; Bob Reynolds, president, Los Angeles Angels, and Mr. Fetzer. Mr. O'Malley and Judge Hofheinz represent the National League; Mr. Reynolds and Mr. Fetzer, the American League.

The committee will meet again in Miami on March 23.

## Senate may discuss blackout practices

Television blackouts in areas where sports events originate are expected to be discussed at a public hearing of the Senate Antitrust and Monopoly Subcommittee on a sports antitrust bill scheduled for today and tomorrow (Feb. 17 and 18).

Witnesses representing professional football and baseball are to testify, according to Senator Philip A. Hart (D-

Mich.) committee chairman.

TV blackouts came up during a hearing session last month when Representative Frank A. Stubblefield (D-Ky.) urged the subcommittee to consider legislation to block "a new National Football League interpretation of its 'home territory' so as to bar any telecasts that extended at all into the entire area within 75 miles of the home NFL city." Representative Stubblefield said that WPSD-TV Paducah, Ky., located 180 miles from St. Louis, the nearest NFL city, is blacked out by CBS-TV although "established NFL practice" was to black out "only those TV stations that lay within 75 miles of the home NFL city" (BROADCASTING, Aug. 12, 1963).

The congressman, who has introduced legislation to amend a 1961 law that exempted professional football from provisions of the antitrust laws to permit professional leagues to sell their games in packages, asked the subcommittee to clarify blackout practices by approving his amendments.

Witnesses scheduled for Monday: Joe Foss, commissioner, American Football League; George T. Gareff, commissioner, United Football League; Ordell Braase, president, NFL Players Association, and Pete Rozelle, NFL commissioner. For Tuesday: Warren Giles, president, National League of Baseball Clubs, and Joseph E. Cronin, president, American League of Baseball Clubs.

## ABC-TV IN SURPRISE PLAY

### Announces acquisition of five Friday-night games of NFL games next fall with Ford as sponsor

ABC-TV, by reading the fine print in the contract, in effect may have cost CBS-TV any claim to the exclusive television rights to National Football League games that it paid \$28.2 million for the next two years.

A clause in the contract permits five games on the NFL schedule to be played on days other than Sunday afternoons. After CBS-TV reportedly declined to pick up the five games on a Friday night basis, ABC-TV stepped in and offered to carry the games. CBS-TV reportedly refused the games because they would interfere too much with the Friday night schedules.

ABC-TV then announced that Ford Motor Co., which has sponsored NFL games in the past (on CBS-TV), has reserved time on the network for telecasting games on Friday nights between Sept. 25 and Oct. 23. The announcement said that Ford intended to negotiate with the clubs on an individual basis to secure the rights.

An NFL spokesman said, however, that the arrangements could not be considered valid at least until next year's league schedule is drawn up, probably

near the end of March. Not until then, he said, would it be known which games, if any, would be played on a Friday night.

More cold water may be thrown on the plan. Asa Bushnell, secretary of the television committee of the National Collegiate Athletic Association, said that while he did not believe he could legally oppose Friday night games that were negotiated on an individual team basis, he felt such an arrangement would "break the spirit of the law" enacted in 1961 that allowed the professionals to enter into a single network arrangement so long as they didn't interfere with collegiate and high school football games.

Many high school and some college games are played on Friday nights. Thus, Mr. Bushnell questioned whether the NFL would not be infringing on their economic well being.

Should all these problems be overcome, ABC-TV, which has another year to run on its contract to telecast American Football League games, would be the only network to offer games from both leagues next year.

## Program notes . . .

**New Triangle programs** ■ Triangle Program Sales, New York, is offering for syndication 60 and 90-minute versions of a taped telecast of the 20th annual *Philadelphia Inquirer* track games, which were run Feb. 7 in Philadelphia. Triangle Program Sales is also offering for syndication *Word Picture*, a daily five-minute radio series devoted to vignettes written by former war correspondent John M. Raleigh. The 65-part series will be broadcast on the five Triangle AM stations.

**Liston-Clay** ■ The Sonny Liston-Cassius Clay heavyweight championship fight Feb. 25 will be available to the 4,000 homes serviced by Hartford, Conn., subscription TV, the only pay-TV outlet in the country. Cost per home will be \$3. The fight can be seen on theater television in the rest of the country.

**Film files** ■ ABC News has appointed the Sherman Grinberg Film Libraries Inc. exclusive sales representative for all ABC newsfilm.

**Political scorecard** ■ The CBS News Election Unit has compiled a comprehensive 1964 *Guide to Conventions and Elections* handbook that will be published by Dell Publishing Co. April 3. The paperback volume will annotate

## Some more changes in networks' fall plans

In the network program jockeying last week in preparation for the 1964-65 TV season, a few firm decisions were announced. They were:

- NBC-TV acquired a group of post-1948 motion pictures in a first-time release of the titles. The group will go on prime-time next season. This season, NBC-TV drew from Metro-Goldwyn-Mayer and 20th Century-Fox pictures. Next season, NBC-TV will draw again from MGM but no longer from 20th (also see story on Paramount deal, page 65).

- CBS-TV announced a new show to follow *Ed Sullivan* in the spring when the latter program expands to 90 minutes, and announced a firm slot for Red Skelton.

- ABC-TV said J. B. Williams renewed as a major sponsor of *The Lawrence Welk Show*, and it was indicated *Greatest Show on Earth* will continue next season after all.

Following the expanded version of the *Ed Sullivan Show* on CBS-TV

that begins April 5 will be a new panel series titled *I Made a Million* (Sundays 9:30-10 p.m.). A panel of experts will try and identify three well-known millionaires each week, with as much as \$600 in prize money going to each contestant's favorite charity.

CBS-TV announced it will present *The Red Skelton Hour* next season on Tuesdays, 8:30-9:30 p.m., a half hour later than it is seen this season. Mr. Skelton had complained recently that his show was not receiving high ratings this year because it was being telecast too early in the evening (BROADCASTING, Feb. 10).

*The Lawrence Welk Show* will go into its 10th season at ABC-TV next year with a group of sponsors already signed. In addition to the J. B. Williams Co., which was represented by Parkson Advertising, other sponsors renewing were Block Drug Co., through Grey Advertising, and Whitehall Laboratories, through Ted Bates & Co.

the various candidates, issues, primaries and conventions and take a backward

glance at previous election campaigns.

**New comedy** ■ A half-hour situation comedy series, *Conway and Company*, starring Charles Ruggles as a gregarious grandfather, Joanna Moore as his daughter and Jimmy Mathers as her son, has gone into production at Revue, with Egbert Swackhamer directing for Joe Connelly, executive producer. *Conway and Company* is the fourth situation comedy series to be produced by Mr. Connelly for next season. The others are: *That Old Gang of Mine*; *Tom, Dick and Mary* and *Harris Versus the World*.

**Studio move** ■ Rose-Magwood Productions has taken over the old "Filmways 54th" studio at 254 West 54th Street, New York. The production firm, which plans some renovation at the studio, will keep its offices and editorial department at 72 West 45th Street.

**Heart awards** ■ The American Heart Association has set a May 1 deadline for filing of entries by communications media for the 1964 Howard W. Blakeslee Awards for outstanding reporting on heart and blood vessel diseases. Awards of \$500 will be made to winning programs and stories produced between March 1, 1963-Feb. 1, 1964.

**New office** ■ The Broadcasting Foundation of America, a tape network for radio stations, has moved into new headquarters at 52 Vanderbilt Avenue in New York. BFA imports cultural and educational radio programs from

## Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

**STATISTIC** -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of \$20,825,000.

**ENTHUSIASM** -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

## The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep. - Venard, Torbet and McConnell -- Network Rep. - Elisabeth Beckjorden



## If you'd like fan mail like this...

"I'd like to report that your FM transmission is far superior to previous broadcast. In fact, WGMS-FM is the strongest station on my auto FM radio." Mr. DW, Rockville, Md.

"I have long advocated the use of circular polarization... The improvement is more striking than I had expected. Auto-FM reception at a distance... has a substantial advantage." Mr. RJC, Bethesda, Md.

"Terrific! Reception: very good. Improved." DCF, Timonium, Md.

"I find it excellent and much improved, and reception ever so much better than it used to be before you installed your new antennas." Mrs. WE, Fairfax, Va.

"We were not able to get your station before. We receive your music, etc. perfectly clear." Mr. ALC, Spotsylvania, Va.

"WGMS-FM in Washington, D. C. comes in clearly even in very poor locations. A check with a portable FM receiver indicates that you have a

strong vertical component in your signal and this is apparently the answer. You can't imagine the difference between your signal and virtually all others — regardless of distance or strength, in the car... much better reception... I can only guess that you are intentionally radiating both a horizontal signal — like the one all along — *and* a vertically polarized component as well. Believe me, I couldn't have asked for more." Mr. EDH, Frostburg, Md.

## ...Add Collins' vertically polarized antenna

The above is only a small part of the mail received by WGMS-FM in Washington, D. C. after they updated with Collins Type 300 vertically polarized antenna.

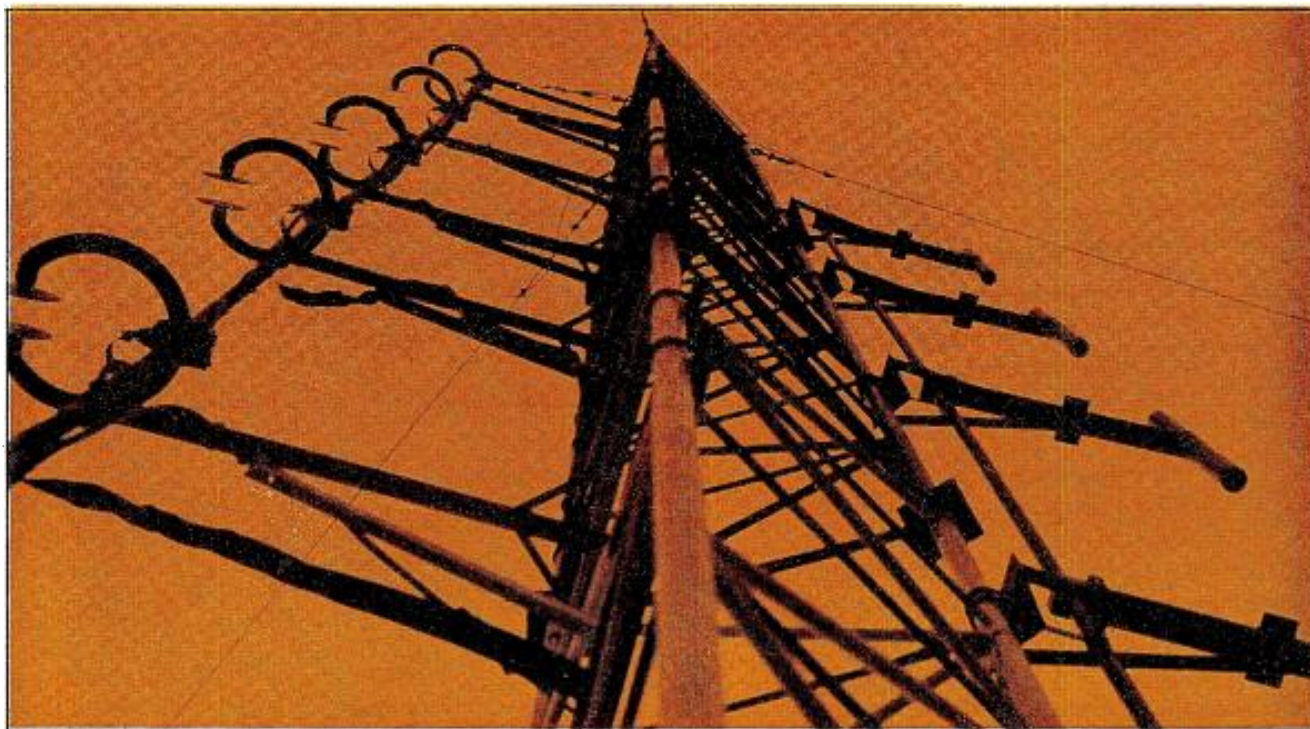
You too can take advantage of this "circular polarization" technique. Here is what the Type 300 can do for you:

**Fills in shadow areas • Reduces null effects • Improves fringe area reception • Vastly improves car radio reception • Provides redundancy when used with two power amplifiers • Maintains FM stereo quality • Improves SCA operation.**

The Type 300, which costs no more than your present horizontal bays, is

easily installed on your existing tower and is compatible with your transmitter. Delivery within 45 days of receipt of order. Contact your Collins Sales Engineer today.

**COLLINS RADIO COMPANY •**  
Dallas • Cedar Rapids • Los Angeles  
• New York • International, Dallas



Actual installation, WGMS-FM



## ABC lands Eisenhower as political 'consultant'

Former President Dwight D. Eisenhower will consult for ABC "on the air" during coverage of the Republican national convention in San Francisco this summer and will take part in several specials ABC proposes to do during the campaign.

This was announced officially by ABC last week. Though the network has not announced its move for "consultation" on the Democratic convention in Atlantic City, ABC is ex-

pected to have Senators Hubert H. Humphrey (Wis.) and Sam J. Ervin Jr. (N. C.) assuming that role for the network.

In "assisting" ABC News, General Eisenhower in turn will be assisted by James C. Hagerty, vice president in charge of corporate relations, American Broadcasting-Paramount Theaters, and William Lawrence, ABC News White House correspondent. Mr. Hagerty was presidential news

secretary during the Eisenhower administration, and Mr. Lawrence had then covered the White House.

Elmer W. Lower, president of ABC News, Special Events and Public Affairs, said the former President will discuss daily convention "trends and activities" in informal interviews. At convention-time, General Eisenhower, and a "small personal staff" will reside at the St. Francis hotel and a special news studio will be built on the same floor for direct broadcasts. At the convention hall, he'll use regular ABC facilities.

50 countries for distribution to more than 300 stations in the U. S.

**New series** ■ Bill Burrud Enterprises will produce a new series of one hour color TV specials titled *Breakthrough*,

each dealing with a major achievement of the space age, and using Department of Defense and Air Force color footage. Bill Burrud will be executive producer of the series, with Gerald Pearce as associate producer. The first pro-

gram of the series will be "Breakthrough: Space Medicine," showing not only what has been accomplished in new environment, but the problems still unsolved and how they are being tackled.

## FINANCIAL REPORTS

### CBS'S FINEST YEAR

Yearend report shows that last quarter of '63 was the most profitable quarter in history

A CBS yearend report, made public last week, confirmed what financial analysts have been reasonably sure of for some time—that CBS in 1963 enjoyed the finest year it ever had. Consolidated net sales for the year reached \$564.8 million.

The fourth quarter for CBS was the most profitable of any quarter in its

history. Analysts point to CBS's improving profit margin as fundamental to the company's soaring profit picture. Net income picked up by \$12.1 million on a net sales gain of \$42.9 million. Relative to 1962 this represents a 41% net income increase on net sales that grew by 8%.

The CBS board declared a dividend

of 25 cents a share on common shares payable to stockholders of record Feb. 21, 1964 on March 6.

CBS shareholders authorized a two-for-one stock split on Dec. 20, 1963 (BROADCASTING, Nov. 18, Dec. 30, 1963). New certificates were mailed to shareholders Feb. 14.

Starting this year, CBS financial statements will include the operating results of the company's foreign subsidiaries. The table below reflects foreign operations for both 1962 and 1963.

Three months ended Dec. 28:

	1963	1962
Earned per share	\$ 0.73	\$ 0.57
Net sales	169,672,130	154,591,356
Net income	13,433,787	10,507,187

Year ended Dec. 28:

	1963	1962
Earned per share*	\$ 2.27	\$ 1.62*
Net sales	564,818,039	521,911,311
Net income	41,811,476	29,664,364

\*Adjusted for stock dividend  
\*Reflects two for one stock split

### NGC earnings up

National General Corp. had its best first quarter since it became an independent publicly owned entity in 1952, NGC President Eugene V. Klein said last week. He credited the "excellent results" to improved theater operations and the diversification program, which has gotten NGC into the community antenna field, live concert talent buying, a proposed theater color television network and the packaging and distribution of fresh and processed California fruits.

For the first quarter ended Dec. 24:

	1964	1963
Net per share	\$ 0.18	\$ 0.09
Gross income	16,776,123	10,741,378
Profit before taxes	908,782	303,733
Net income	658,782	303,773
Number of common share outstanding	3,590,443	3,445,987

### Pacifica's L.A. station has \$31,000 deficit for '63

Listener-supported broadcasting has never had easy going in the U. S., and today is no exception. The latest example is shown by KPFA(FM) Los Angeles in a Feb. 10 appeal to its "friends and subscribers."

The Pacifica Foundation station told its patrons that it started 1963 with a \$12,000 deficit, spent \$217,000 operating during the year for a grand total of \$229,000. Income amounted to \$196,000—\$115,000 from subscriptions, \$50,000 from contributions, \$20,000 from benefits, and \$11,000 from folio advertising, etc. This leaves a deficit of \$33,000 for the year, since then reduced to \$31,000.

For 1964, according to Russell Jorgensen, president of the Pacifica Foundation, KPFA anticipates income of \$200,000 and "rigidly controlled"

expenses of the same amount.

The appeal is for contributions to wipe out the deficit.

Part of the problem, Mr. Jorgensen says, were those the foundation faced last year by being haled before the Senate Security Committee and the FCC on questions of alleged left-wing associations by some members of its staff and also complaints of controversial programs (including charges of obscene verse) on its stations.

Pacifica also owns and operates KPFA(FM) and KPFB(FM) Berkeley, Calif., and WBAI(FM) New York. All are listener supported.

In January the FCC disposed of the allegations by renewing the licenses of the California stations, and granting the initial license to the New York outlet (BROADCASTING, Jan. 27).



## Screen Gems sets new 6-month record

Screen Gems Inc. reported last week that the company ended the first half of fiscal 1963 on Dec. 28, 1963 with the "highest six-month earning figures" in its history.

Jerome Hyams, executive vice president and general manager, noted Screen Gems already has sold three new half-hour weekly TV series for the next season. They are *Jonny Quest*, an animated adventure series (for ABC); *Be-witched*, a situation comedy (also for ABC), and *The Peter Potamus Show*, an animated series sponsored by Ideal Toy Co. on 150 stations.

The company last week announced a regularly quarterly dividend of 15 cents a share on the common stock, payable on March 27 to stockholders of record on Feb. 24.

Six month ended Dec. 28:

	1963	1962
Earnings per share	\$ 0.69	\$ 0.65
Profit before taxes	3,475,000	3,263,000
Estimated federal, state & foreign income taxes	1,717,000	1,607,000
Net profit	1,758,000	1,656,000

## Convenant not to compete taxable as income

A broadcaster who sold his station in 1958 under two contracts—one for stock and quick net assets, and the other a consultancy contract and covenant not to compete—cannot claim capital gains under the second agreement a U. S. Tax Court judge ruled last week.

Judge William N. Drennen held that Charles W. and Mary V. Balthrope, former owners of KITE San Antonio, Texas, must count as income rather than as capital gains that portion of the 1958 sale of the station to Connie B. Gay which referred to consultancy and the covenant not to compete. This was in the form of a separate contract. Judge Drennen also held that the Balthropes are not entitled to report their gain on the sale of stock on the installment basis because they received more than 30% of the selling price in the year of the sale.

The Internal Revenue Service claimed that the Balthropes were deficient in their income tax payments for 1958 by \$50,437.82, and for 1959 by \$211.57. The Balthropes claimed that they had overpaid their income taxes for 1958 and 1959 by \$6,000 and \$23,074 respectively.

## GAC shows profit in '63

General Artists Corp., New York, representative of entertainment artists and sales representative for TV programs, shows gross revenues for the year up 37% over 1962 and moves to

a profit position after losses reported for the previous year's operation.

12 months ended Dec. 31:

	1963	1962
Earnings (loss) per share	\$ 0.37*	(\$ 1.97**)
Gross revenues	4,002,524	2,912,411
Net profit (loss)	223,174	(887,605)

\*600,000 shares outstanding  
\*\*450,000 shares outstanding

## MPO Videotronics has 22.5% increase

MPO Videotronics, New York, television commercial producer, last week issued its annual fiscal report showing a 22.5% gain in revenues to a record high of \$10,088,773.

The large production company which did work for 65 advertising agencies during 1963, three weeks ago entered an agreement with the J. Walter Thompson Co. whereby that agency will provide MPO with at least \$1 million in business during 1964 in return for discounted production rates for JWT clients participating in the plan (BROADCASTING, Feb. 3).

During the year MPO moved into a new \$1.5 million production center on East 44th Street, New York.

The annual meeting will be held Feb. 24 in New York to elect directors and transact other business. The proxy re-

port shows that the following officers received \$41,600 for the fiscal year: Judd L. Pollock, president; Marvin Rothenberg, vice president-secretary; Arnold Kaiser, vice president; Gerald Kleppel, vice president-assistant secretary. Receiving \$36,000 was Gerald Hirschfeld, vice president; \$30,000, Simon Sheib, general counsel. Messrs. Pollock, Rothenberg, Hirschfeld and Kaiser, each 11% shareholders, are the principal stockholders of the company.

Year ended Oct. 31:

	1963	1962
Earned per share	\$ 0.44	\$ 0.22
Sales	10,088,773	8,231,917
Gross profit	2,165,817	1,648,179
Earnings before federal taxes	431,789	189,631
Net earnings	206,789	102,631

## Papert, Koenig, Lois net up 67% in 1963

Papert, Koenig, Lois, New York, the first advertising agency to issue its stock to the public, last week reported a net income gain of 67% for 1963 on a gross billing increase of 42%.

Per share earnings for the agency's fiscal year rose 67% from 52.7 cents to 88.2 cents. Year ended Nov. 30:

	1963	1962
Earned per share	\$ 0.882	\$ 0.527
Gross billings	20,959,366	14,756,382
Net income after taxes and profit sharing	451,363	269,880

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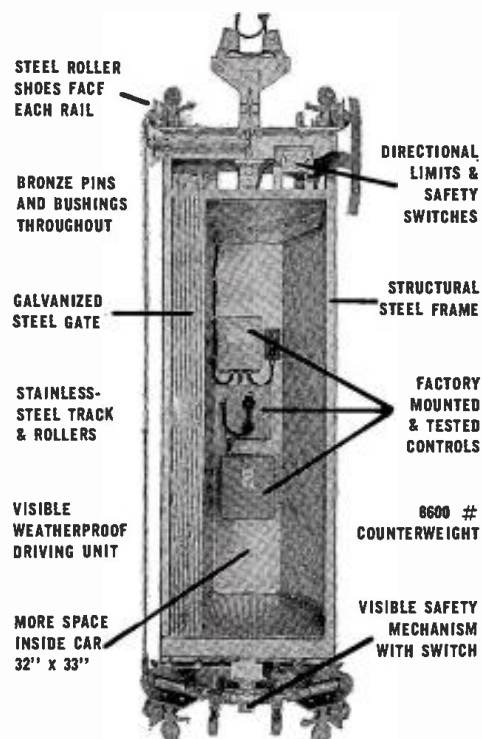
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# PERSPECTIVE 1964

## Overview: Best year is in the making

### NOBODY SEES ANYTHING BUT GAINS FOR BOTH RADIO AND TV

What worries economists most about 1964, and particularly about the television and radio outlook for 1964, is that there doesn't seem to be anything worth worrying about.

The biggest "if" in sight has to do with the federal tax cut, and that question now looks 95% academic, with congressional passage seemingly assured.

If the tax reduction should fail to go through, a prospect which seems unlikely now, the outlook would be less assuredly bright. But there is a substantial body of belief that current momentum could still get the economy through 1964 with nothing much more serious than an attack of the jitters toward the end of the year. The psychological effects, however, might be considerable and could become serious.

A year ago the economists were also optimistic, though a little more guardedly so than now, and part of their optimism was based on the prospect of a tax cut then. The tax relief did not materialize, but the economy performed almost as well without it as had been expected with it.

Consequently the expansion is now moving toward its fourth year, the longest and strongest growth period since the early 1950's. And the symptoms that usually foretell the end of an expansion cycle—rising inventories, for instance; mounting costs, spiraling

long-term interest rates and contractions in corporate profits—are nowhere to be seen.

The major indicators are in fact still so strong that economists lately have taken to arguing whether the changes in withholding tax rates shouldn't be spread over two years, lest a single all-

in-one dose prove so stimulating as to throw things out of whack later on.

The \$11.6 billion to be freed by the tax-cut legislation, then, is a major part but not all of the reason that forecasters look for the current growth cycle to extend into 1965, with production continuing to rise, corporate profits continuing to expand, personal income continuing to increase and discretionary income increasing even more.

Against that sort of background, economists directly concerned with advertising, and particularly television and radio advertising, are deprived of one of the basic tools of the forecasting trade—the qualified prediction, or hedge. "I just cannot conceive of any real problems for 1964," said one.

Dr. David M. Blank, head of the CBS Office of Economic Analysis, said in a report last October—when, incidentally, the tax-relief legislation seemed to have much less chance of passage—that the near-term economic outlook was "highly favorable" and that if a downturn should come, it probably wouldn't occur before the latter part of 1964 and would not affect the year's totals significantly.

Now, four months later, Dr. Blank thinks his October forecast was on the conservative side. Moreover, he points out, it usually takes advertising about three months to feel the effect of

### PERSPECTIVE '64

#### \$2 billion for radio-TV time

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#### TV's prospects very bright

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#### Radio answering its problems

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#### Mood in Washington

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#### Groups behind station sales?

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#### Sales successes in radio-TV

Page 108

# Broadcasting's first \$2 billion year

## ON THE BOOKS: A RECORD 1963 FOR RADIO-TV TIME SALES

Both television and radio have entered a promising 1964 on the strength of a 1963 performance that produced the biggest time sales in their histories.

In total in 1963, television stations and networks sold \$1.38 billion worth of time, and radio stations and networks sold over \$693 million. It was the first year in which the value of time sold by both media exceeded \$2 billion.

These are BROADCASTING estimates of net time sales after all frequency and promotional discounts but before deduction of commissions to advertising agencies and station representatives. They are comparable to the records compiled annually by the FCC. The FCC reports for 1963 will not be issued until late in 1964.

**Television** ■ In all three categories of business, television advanced in 1963. Network was up nearly \$20 million; spot was up nearly \$45 million; local was up \$14 million.

**Radio** ■ Not in terms of total dollars, but in terms of growth, network was the big gainer of the three categories of radio business. Radio networks collectively sold \$6.6 million more time in 1963 than they had the year before—a gain of 17.6%. Spot radio, according to the BROADCASTING estimates, inched up by \$3.5 million. Local business rose by \$17.8 million.

Tabulations of the 1963 survey of time sales were prepared for BROADCASTING by the Washington accounting firm of Sinrod & Tash.

## TELEVISION TIME SALES 1948-1963

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	....	.....	....	\$ 6,200,000	....	\$ 8,700,000	....
1949	10,796,000	...	\$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	- 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.5	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961	480,300,000	+ 1.2	468,500,000	+ 2.0	211,200,000	- 2.1	1,160,000,000	+ 1.2
1962	521,500,000	+ 8.6	539,500,000	+ 15.2	242,500,000	+ 14.8	1,303,500,000	+ 12.4
1963†	543,403,000	+ 4.2	584,413,000	+ 8.3	256,500,000	+ 5.8	1,384,316,000	+ 6.2

\* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

† 1963 figures estimated by BROADCASTING.

changes in the general economy, so that the outlook for agencies and media practically excludes any significant downturn for them in 1964 under any reasonably conceivable circumstances.

Most other broadcast and advertising economists appear to concur with Dr. Blank's evaluations.

The general outlook, then, is that total advertising appropriations, which gained about 5% and approached \$13 billion in 1963, will add another 4 or 5% and reach approximately \$13.5 billion in 1964; that radio will match and probably exceed this growth rate and

that television's pace will continue to outstrip those of its competitors and, consequently, that of advertising as a whole.

Television advertising, still growing steadily, is given a good chance to advance another 5 to 10% in 1964 and little chance to fall below that range. Estimates of the probable performance of its different components vary somewhat from one expert to another, but generally it is thought that spot TV billings will rise by 10 to 15%, network by 5 to 8% and local by 8 to 10% (story page 78).

Figures on radio's performance are fewer and less frequent, but network radio certainly is in a boom period, local radio has never stopped growing and spot radio appears to be enjoying at least a boomlet after an apparent plateauing in 1963. Thus the consensus expects that radio as a whole will probably advance by 5 or 6%, bettering the rate of advertising generally; that network radio will extend its 1962-63 comeback with another gain in the vicinity of 10-20% and that spot and local should both rack up advances of 5% or so (see story page 78).



# RADIO TIME SALES 1935-1963

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 <sup>1</sup>	\$ 39,737,867	...	.....	...	\$ 13,805,200	...	\$ 26,074,476	...	\$ 79,617,543	...
1936 <sup>2</sup>	.....	...	.....	...	.....	...	.....	...	.....	...
1937	56,192,396	+41.4	\$2,854,047	...	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	.....	...	28,109,185	+21.6	32,657,349	- 8.7	117,379,459	- 0.6
1939	62,621,689	+10.6	.....	...	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	...	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	- 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	-12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	- 3.6	5,994,858	-18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	- 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	- 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	- 9.4	5,192,000	-29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	-15.0	4,767,000	- 8.2	120,168,000	- 7.3	247,478,000	- 0.8	451,330,000	- 5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	-25.6	3,585,000	- 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	- 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	-23.4	.....**	...	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960	35,026,000	- 1.7	.....	...	202,102,000	+ 7.4	385,346,000	+ 7.3	622,474,000	+ 6.8
1961	35,837,000	+ 2.3	.....	...	197,352,000	- 2.4	384,053,000	- 0.3	617,242,000	- 0.9
1962	37,326,000	+ 4.2	.....	...	208,455,000	+ 5.6	419,468,000	+ 9.2	665,249,000	+ 7.8
1963†	43,906,000	+17.6	.....	...	211,931,000	+ 1.7	437,235,000	+ 4.2	693,072,000	+ 4.8

<sup>1</sup> Nationwide and regional networks combined.

\* Data not available.

† 1963 figures estimated by BROADCASTING. All others are from FCC.

\*\* Figures prior to this date not comparable in all categories.

\*\* Regional network calculations discontinued in 1959.

Magazines are given a good chance to maintain their 1963 growth rate of about 6%. The outlook for newspapers, although less clear, indicates probable advances over 1963, when the newspaper strike in New York contributed to a decline in the year's volume.

The seemingly uncomplicated outlook for TV and radio in 1964 does not mean that they—and all media—don't have individual problems and potential problems peculiar to themselves.

**Smoking And Health** ■ One of the big question-marks currently facing all media, for instance, is cigarette advertis-

ing. Will the smoking-and-health issue lead to major changes in advertising practices and even in allocation of budgets? This is a particularly sensitive question for radio and television because they are the tobacco companies' favorite media.

Although the outcome is still unclear and seems apt to remain so for some time, the current consensus of those closest to the situation is that changes in copy and scheduling will occur—as some already have occurred—but that radio-TV revenues are not apt to be seriously hurt in the long run.

There are of course other questions, challenges and problems ahead for broadcasters (some of the most pertinent are reviewed in stories on page 94).

Their existence was not ignored by the economic forecasters. Rather, like areas of actual or potential concern in the national economy—unemployment, for instance, or the conceivability that prices might spiral or auto sales do as well as in 1963—they were taken into consideration but judged unlikely to reduce performance significantly below the currently predicted high levels.

# TV '64: an embarrassment of business

## THE PUZZLER IS TO FIND ROOM FOR ALL THOSE BULGING BILLINGS

Accommodating all the advertisers who want to buy time may not be television's biggest problem in 1964, but it is one of the major challenges facing TV stations and network this year and probably for the foreseeable future.

That is the view of a substantial body of agency executives and television sales officials. Moreover, they regard it not only as a problem in itself, but also as involved in several other basic television questions that, in their view, need to be answered, and the sooner the better. These include:

- Handling of the new TV code policy on "piggyback" announcements, some authorities, especially buyers, think it'll keep small-budget advertisers out of TV. Others, especially national spot salesmen, think financially able advertisers are exploiting piggybacks and some feel the new policy is not restrictive enough.

- "Clutter" and the appearance of "overcommercialization" generally, which many authorities consider excessive now—without regard to what they might become if large numbers of new advertisers were added.

- Signs that television rates are beginning to cause new concern among some advertisers and agencies, complicated by a feeling in some quarters that buying television is not as easy as it

once was and in some cases is becoming more and more complex and difficult, apart from price.

There is no broad agreement on the seriousness of these subsidiary problems or even, in most cases, that they actually are problems—yet. Taken individually, without regard to the question of making room for more advertisers, they are most often described as potential trouble spots or areas that need watching to avoid the possibility of trouble later on.

There is considerable feeling, on the other hand, that one of television's most pressing needs is to devise new ways to accommodate more advertisers—and against that background it is not surprising that substantial TV billing gains are being forecast for 1964.

This is true for television business generally and for all three of its components—network, national spot and local business.

**Billings Grow** ▪ The forecasts vary somewhat in detail, but not in direction. Generally, however, it is felt that total TV billings this year will advance by 5 to 10% over 1963 levels.

The Television Bureau of Advertising expects that spot TV investments in 1964 will increase by about 10%, network billings by about 5% and lo-

cal sales by about 8%. Other experts, somewhat less conservative, venture that spot will rise by about 15%, network 8% and local 10%.

Aside from questions bearing on television's ability to find places for more and more advertisers, the present or potential problem areas most commonly cited are:

- Research—Ratings still leave a lot to be desired, many think, and some feel that the real need extends beyond the numbers of total audience or even demographic data on audiences—that what is really needed is research that will show effectiveness of advertising.

- Cigarette advertising—The effects of the smoking-and-health issue are still imponderable, but the prevailing view is that changes to date and to come will not seriously hurt television revenues. Revisions in copy themes and realignment of schedules to minimize youth appeal are expected. It is thought that there may be temporary budget cutbacks while strategies are reviewed or changed, but that permanent reductions are not likely. Even if all cigarette advertising were prohibited—which nobody expects—there's a feeling that practically all of the network and most of the spot business would be replaced, though it probably would take some time though it probably would take time.

# Radio '64: a facing up to problems

## THE PUSH IS ON FOR STRONGER EVIDENCE OF THE MEDIUM'S POWER

For radio, the big difference in 1964 is that more efforts are being made to attack and solve basic problems.

In the opinion of salesmen and buyers, the sales outlook for the year is good and the long-range prospects for progress in solving some of the most nagging problems are promising.

- Best estimates for 1964 anticipate a 6 to 8% gain in total time sales. Network sales, booming, are expected to boom on, and local business to gain. In national spot the prevailing outlook is cautiously optimistic—better than pessimistic but short of outright enthusiasm. Radio Advertising Bureau forecasts gains of about 12% in network billings and about 7% each in spot and local sales. Others think the network gain may approach 20% and put the likely spot and local advances at 5 to 10%.

- Long-term: Outlook for increasing the growth rate substantially above the

average of recent years is seen as largely dependent on the outcome of several current projects. These are mostly aimed at improving and broadening the measurement of radio's "total" audience and if successful could in time minimize if not solve a number of problems popularly ascribed to radio. There are some reservations, but even the skeptics in most cases concede that the results *could* be good and those closest to the projects regard them as certain to produce significant long-range benefits.

Among radio sales executives and agency media officials, radio's challenges and problems in 1964 are not much different from what they've been—with one exception. That is the addition of cigarette advertising as something to worry about.

It's still too early to tell what the effect of the smoking-and-health issue will have on advertising generally, much less on radio advertising specifically. But enough has already happened—

American Tobacco's abandonment of sports sponsorships and Reynolds Tobacco's plan to reposition its after-3 p.m. spots on stations appealing primarily to teen-agers—to cause concern.

**No Cutback In Budgets** ▪ To the extent that they will talk about it, agency executives feel there will be no overall cutback in tobacco budgets. For the most part they expect copy changes and a reorientation in the target-audience makeup that will minimize appeal to young people.

This does not mean there won't be some temporary cutbacks while new strategies are being put into effect, and redistribution of station budgets may result in some cases. Thus some stations may lose and others pick up cigarette money, and many stations with heavy cigarette schedules may find themselves with a monumental headache in trying to accommodate position changes.

Although the prevailing view among



▪ **The competition**—There is some belief that the print media, particularly magazines with their expanding use of regional editions, will make a more effective case for bigger advertising budgets this year.

If tobacco advertising were curtailed and print media also made inroads on TV revenues, some of the pressure on television to make room for more advertisers would be relieved—but that's not the kind of relief wanted by either TV salesmen or agency executives.

Agencies express this need in different ways. Some complain of the difficulty of finding "good" spot availabilities and desirable network openings. Others say that whether their TV spending will increase this year depends on whether they can find suitable time periods to accommodate expansion of their TV investments. Others say flatly that something has to be done so that new advertisers won't have to scramble so hard or stand in line so long to get on the air. Just what might be done is another question, for which no clear new answers have been advanced. But the consensus is that the problem has been made more difficult through the recent narrowing of one access route, the multiple-product announcement.

**Piggyback Problem** ▪ This refers to the action of the National Association of Broadcasters and its television code review board in broadening the definition of "piggybacks" which under the code must be counted as two announce-

ments rather than one in determining compliance with the code's provisions regarding consecutive announcements. To count as one message, multi-product commercials must advertise "related" products, give the appearance of a single message and not be divisible into two or more separate announcements. Effective date of the new interpretation is Sept. 1, to give advertisers time to make the transition.

Opinions are not unanimous but there is a strong feeling among agencies that the new piggyback policy, if strictly pursued, will not only make it harder for small advertisers to get into television but may also cause some current advertisers to switch to other media or at least curtail their television use.

Just how willingly individual broadcasters will reject piggyback business is still a question in the minds of a number of agency executives, however.

One of the prime purposes of the new piggyback definition was to reduce so-called "clutter" and the look of "over-

commercialization." Agencies and advertisers are outspokenly critical of these interlocking elements on grounds that they curtail the effectiveness of commercials and the attractiveness of the medium.

Yet there appears to be a growing belief, at the same time that the effects of these elements have not been researched as much as they should be, that there's not enough proof that the selling power of commercials is being weakened or that piggybacks, for example, annoy viewers as much as they're presumed to do.

**Problems Arise** ▪ The belief expressed by some agencies that buying television is becoming an increasingly complicated and difficult process relates to both the paperwork involved and the "clutter," piggyback, product-protection and similar considerations taken into account in buying.

There is more agency talk now than formerly about growing complexity and "confusion" in spot rate cards, but this element seems to be regarded more as a potential source of difficulty than as a major or widespread problem now.

Moreover, TV salesmen contend that buying is becoming easier, not harder; that forms have been simplified, paperwork curtailed; and that, in fact, the only factors contributing to difficulty in buying stem from the demands and practices of the agencies themselves.

Television rates are not widely regarded as a problem in the sense of  
(Continued on page 80)



agency and radio sales executives is that radio's basic non cigarette problems and prospects are substantially unchanged from other recent years, there is also some belief that important progress has been made toward meeting at least a few of the challenges.

The problems, real or imagined, that are most commonly cited are these, but not necessarily in this order:

▪ That research is inadequate or not widely accepted, or both, and that the "ratings mess" uncovered in last year's congressional investigation has made agencies skeptical of all ratings claims, while the absence of broadly acceptable techniques for measuring the "complete" radio audience, including the elusive "transistorized" listener both in and out of home, vastly shortchanges radio as an advertising medium and perpetuates the slander that radio today is "all frequency—no reach."

▪ That radio's "image" is not good. This charge is compounded from several others, among them that radio has lost its "glamour;" that there is too much wheeling and dealing on rates; that too many stations sell against each other rather than stress their own values; that

the volume of commercials in peak hours is so heavy that many prospects wonder whether their own messages would be heard, and that there are so many stations and so many different types of programming that it's hard for a clearcut, favorable image to materialize.

▪ That there aren't enough "success stories" showing radio's ability to sell. This argument doesn't question radio's sales effectiveness so much as it contends that radio hasn't done as much as it should and could to document its effectiveness and use these case histories constantly in going after new accounts and bigger budgets. Many experts, sellers as well as buyers, regard authenticated success stories as radio's No. 1 need.

▪ That national spot radio is "too hard to buy."

▪ That many agencies favor television over radio because TV's higher prices mean bigger commissions. This argument is heard most frequently from salesmen; agencies deny it, but occasionally—in private—agency sources grant it some validity, particularly in the spot field and in conjunction with the too-hard-to-buy charge.

▪ That too many agencies and advertisers don't know how to use radio—even when they do use it. This, again, is primarily a charge made by broadcasters and salesmen. They argue that radio too often is treated as an afterthought; that it isn't sufficiently "planned into" media strategy; that not enough thought goes into the writing and production of commercials, and that consequently radio isn't given a fair chance to show what it can do as an advertising medium. Some agencies cite their own experience as evidence that this charge doesn't apply to them; others will sometimes admit their thinking is more TV-oriented than radio-oriented, and some agency people will go so far as to acknowledge uncertainty about how to put radio to best use.

A number of experts on both sides of the buying and selling desk feel that significant progress is being made in meeting several of these challenges.

Sales executives, for instance, feel that agencies tend to put more emphasis now than formerly on the qualitative values of stations—less reliance on "the numbers" of the ratings and more at-  
(Continued on page 86).

## TV '64: AN EMBARRASSMENT OF BUSINESS continued

being out of line with values delivered. Many agency men regard them as reasonable and justified. But there is also a tendency, among others, to speak of rates as a possible problem area for the future, and to watch them more closely now.

In addition, the multi-million-dollar prices that the networks have paid for sports rights in recent weeks are regarded as no consolation to those concerned about rising costs in general.

Some TV salesmen grant the possibility that television rates may eventually become a trouble spot. Others say that complaints about rates, like the protest that spot is becoming too hard to buy, is perennial among buyers—that some top agency executives were warning that television was “pricing itself out of the market” as long ago as 1952.

Salesmen contend the pricing charge is as invalid now as it was then, that dollar for dollar television still outperforms competing media and in that context is still under-priced and in no danger of becoming overpriced.

Some individual agency viewpoints on television's 1964 problems and prospects are sampled below:

If television has a big problem in 1964, more than anything else it's apt to be a tightening in the already tight supply of preferred periods, particularly one-minute spot availabilities in major markets, according to Joseph F. St. Georges, vice president and manager of media relations and planning for Young & Rubicam, New York.

**More Business** ■ He's confident that television business will increase—and that this will only add to the availability problem.

He feels that the astuteness of agency buyers will be taxed as they strive to “get as little clutter as possible” in placing schedules, and also as they cope with the piggyback question—although, he feels, the outcome of the piggyback question is still unclear and probably will depend on how it is interpreted and handled by broadcasters individually. A narrow, restrictive policy on the acceptance of multiple-product announcements conceivably could alter TV budget allocations, particularly those of small advertisers, Mr. St. Georges believes.

But he thinks the answer will depend heavily on stations and the extent to which they will reject commercials classified as piggybacks.

He said Y&R is “avidly against overcommercialization, and the abuse of the TV audience,” but that there is no real evidence to show that multiple-product announcements do in fact disconcert

viewers or contribute to “overcommercialization.”

Ratings, he suspects, “will always be a problem in television.” He sees them as “a useful yardstick” but thinks buyers must understand that they won't do “all that you want them to do in defining the audience”—that they provide “a rough fix on the gross homes but only a ‘maybe’ on people.”

Mr. St. Georges doubts that TV is in danger of pricing itself out of the market. “Basically,” he thinks, “TV rates are realistic.” If rates get out of line, he feels that the law of supply and demand tends to adjust them. He doesn't think the situation is “perfect,” but that “the medium is doing well—it is making a profit for the broadcaster and continuing to be attractive for the advertiser.”

Y&R is one of the biggest agency investors in television. Last year it put an estimated \$120 million in TV and is expected to exceed that figure this year.

**Measures Needed** ■ TV's problems in 1964 remain principally in the area of measuring advertising effectiveness, in the opinion of Frank Gromer, vice president and director of marketing services at Foote, Cone & Belding. He feels the “sets tuned” data that has long been the chief weapon in the TV rep's arsenal has got to give way to evaluation of commercials' communicative power.

Mr. Gromer acknowledges some im-

provement in television ratings through increased sample sizes, but calls this “marginal improvement at best.” He is disappointed that the “range” concept of reporting ratings, discussed earnestly in the past year, seems to have yielded to disclaimer notes at the end of audience reports rather than being listed alongside individual rating figures. He thinks buyers would tend to use the actual rating figure in either case, but that immediate presence of ranges would have a braking effect on blind use of precise figures as gospel.

Mr. Gromer says television rates appear to be rising at a pace equivalent to other media and notes that other things being equal, this would seem justifiable.

However, he thinks “clutter,” may be negating some of TV's value to the advertiser.

“A way of measuring the effects of multiple announcements on the potential consumer—something that hasn't yet been done—is the problem we face.

“Monitoring services are only giving us information on commercial messages, but we know that promos and other announcements should be taken into account as well.”

Although Mr. Gromer cites clutter as a problem he doubts the importance of all the recent controversy surrounding piggyback commercials.

“In the first place,” he says, “piggybacks represent a very small percentage of the total clutter problem. The negative publicity recently directed toward

## TV sales targets: both high, low budgets

Where does the Television Bureau of Advertising, TV's sales arm, plan to concentrate its fire in 1964? In



Mr. Huntington

the absence of President Norman E. Cash, who was on the road making sales presentations, Executive Vice President George Huntington last week offered this capsule account of current TvB plans:

“In 1964, TvB's sales efforts will be directed against both ends of the television budget spectrum: the advertisers with high percentages in television . . . and the advertisers with low percentages in television.

“Advertisers with 80% or more of their budget in television sometimes feel that they can afford to use print with the remaining percentage of their budget. TvB will

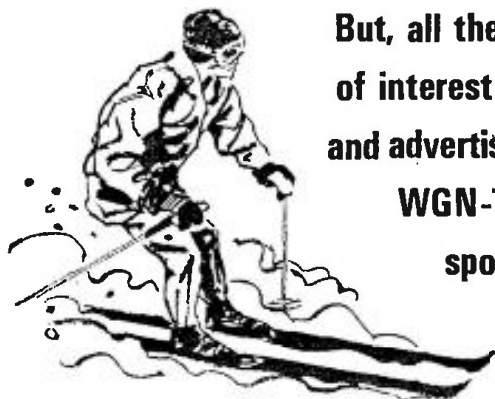
show these advertisers the greater economy, efficiency and precision possible through more television. TvB will work with individual manufacturers to show how television can solve their print requirements.

“At the other end of the budget scale, the bureau will be concentrating upon the broad category of associations, many of which have virtually no advertising budget and many of those with budgets now spending very little in the medium of television. Associations represent important network and spot television revenue through individual association members.

“On the local level, the bureau will accelerate its research into the effectiveness of local television for shopping centers . . . , etc.

“TvB's 10th annual meeting will be held in New York City, November 17-19, at the Hilton Hotel.”





## **GLADIATORS & CHARIOT RACING**

aren't on the WGN-TV Winter  
Schedule of Sports Spectaculars!

But, all the sporting events  
of interest to audiences  
and advertisers are.

**WGN-TV is Chicago's  
sports station**

**BASKETBALL**—*Big Ten Basketball* from Minneapolis—January 4, Iowa City—January 11, Minneapolis—January 18, East Lansing—January 25, Champaign—February 1, Madison—February 8, Columbus—February 15, Evanston—February 22, Ann Arbor—February 29, Bloomington—March 7, NCAA Championship from Kansas City—March 21, NCAA All-Star Game from Lexington—March 28. **HOCKEY**—*Chicago Black Hawks* from Toronto—January 4, Detroit—January 25, Toronto—February 8, Toronto—February 29, New York—March 4,

Montreal—March 14, Boston—March 22, Stanley Cup Playoffs—March 24. **GOLF**—Palm Springs Classic—February 2, Phoenix Open—February 9, Greater New Orleans Tournament—February 29, New Orleans Tournament—March 1. **TENNIS**—National Indoor Championship from Salisbury, Maryland—February 23. **SKIING**—NCAA Championship from Hanover, New Hampshire—March 8. **SWIMMING**—Illinois High School Championship from Evanston—February 29, NCAA Championship from New Haven, Connecticut—March 29.

# **WGN IS CHICAGO**

*the most respected call letters in broadcasting*

them is really more than they deserve. Who's to say that two 'related' products are causing less clutter than two which are unrelated?"

Mr. Gromer thinks FC&B will be buying more television in 1964 than in '63 in relation to other media. This, he feels, indicates choice of media suited to clients' purposes.

**Lack Of Time** ■ Robert J. (Bud) Stefan, vice president in charge of the TV-radio department of BBDO in New York, thinks that TV's big challenge is to find a way to best accommodate advertisers. He cites, in particular, the network TV situation, in which national advertisers must "stand in line" and bargain with networks for positioning in prime schedules.

In short, Mr. Stefan says, there's need for more room for advertisers who now "must struggle to get on."

In spot-TV, he feels, a similar prob-

have to give and buying will only become more difficult" because there will be less time available for the advertiser.

**More In Television** ■ At BBDO, which spent about \$86 million in TV last year, there'll be more in TV this year: In spot there will be "considerably more"; in network the desire to commit is heavy as usual but availabilities in programing will be the test.

BBDO, which is an American Tobacco agency, anticipates no significant change in cigarette advertising on TV except in the composition of target audience. American Tobacco, already moving out of sport sponsorship, is not expected to cut back its total broadcast budgets. "The audience appealed to will change, the advertising may be different but there's no indication of general withdrawal," it was said.

Alfred Hollender, executive vice president of Grey Advertising, feels

**Rates Reasonable** ■ Television rates, he says, generally are "reasonable"—but may not remain so unless stations and networks must cope with the problem of "attrition."

Frank Kemp, senior vice president and media director of Compton Advertising, is among those who believe that television will face sterner competition from the printed media in 1964.

"There seems to be more interest on the part of some buyers in the printed media," he says, "as magazines and newspapers become more flexible. There are more regional editions, added promotional devices and group discounts from magazine publishers."

Compton buyers still rely on ratings as one of their criteria in buying television, but they are cautioned that "small differences" are not necessarily significant, according to Mr. Kemp.

He feels that changes in the code with respect to piggybacks may affect some budget allocations.

Rate-cards, he says, have become in-



Mr. Zeltner



Mr. Kemp



Mr. Hollender



Mr. Gromer



Mr. Stefan

Viewpoints on television in 1964 varied among agency people having most to do with buying the medium. Frank Gromer, vice president and director of marketing at Young & Rubicam, thinks the power of commercials needs evaluating. Robert J. Stefan, vice president for radio and television, BBDO, sees a need for "more room" for advertisers in TV. Facing up to the forces which are "chipping away" at programs and commercials was demanded by

Alfred Hollender, executive vice president of Grey Advertising. Frank Kemp, senior vice president and media director of Compton Adv., sees more competition for TV in 1964 from printed media, while Herbert Zeltner, senior vice president and media director of Lennen & Newell, says his agency is keeping a close watch on "clutter" and stations that are constant offenders are being kept in mind when buying additional schedules.

lem is developing—that there's a shortage of good spot franchises.

He feels that TV is probably priced "realistically" but in spot (vs. network) he tends to wonder—what really is spot's audience? And for the future, is today's realistic cost to become tomorrow's folly? He expresses concern over the sudden surge upward in the costs of sports, particularly the high level that will be paid for National Football League telecasts.

A recurring question, he feels, will be: are costs going up too quickly?

In so far as clutter is concerned, Mr. Stefan notes that "everybody fights clutter" and accepts that three or more commercials in a row constitute "clutter," but says "nobody really knows why."

If new limitations are set on commercialization, he feels, "something will

that television must face up to and solve the problem of "attrition" that is "chipping away" at the contents of programs and commercials. The forces at work, he added, include loss of complete protection of commercials, over-commercialization and clutter. The impact of both programs and commercials is vitiated by these factors, he says,

He indicates that Grey intends to invest as much money in TV in 1964 as in 1963, if not more, but stresses that the industry's continued growth must revolve around a "cleaning up" of all the factors that weaken effectiveness of the medium.

Mr. Hollender believes the restrictions on piggybacks may result in the defection from television of some brands and low-budget advertisers which cannot afford to use the medium under the new standards.

creasingly complicated, and the requirement of long-term commitments frequently is an impediment to network buying. In spot, he feels, there often is "too much paperwork to get the same coverage that we can get buying network."

Herbert Zeltner, senior vice president and media director of Lennen & Newell, considers television rates "realistic."

Code changes regarding piggybacks, he thinks, will cause advertisers and agencies to become more adept at creating integrated multi-product commercials. He stresses, too, that relatively few commercials fall within the piggyback classification.

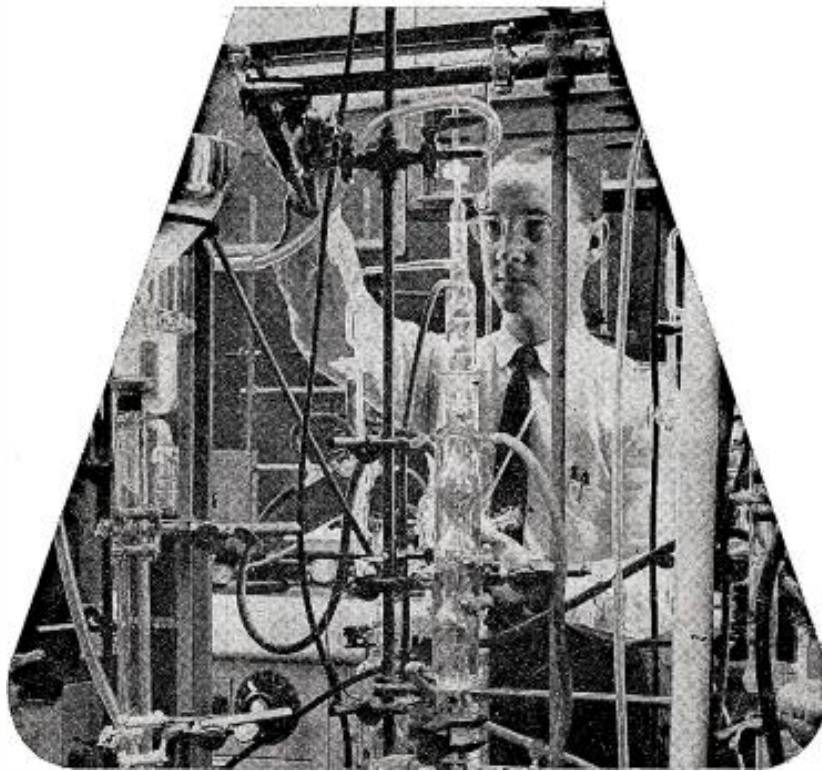
**Noted Clutter** ■ With respect to "clutter," he says Lennen & Newell keeps a close watch on its monitoring reports, and that "stations which are chronic offenders are noted carefully



## THE CHEMISTRIES OF BUYING POWER

The chemist, tongue firmly wedged in cheek, might write the formula thus: EBI•G<sup>-</sup>. Or: effective buying income, bonded with or mixed with growth. The little symbol beside the G indicates an electrical charge, and that pretty well sums up what's happening in South Carolina. The Du Pont Orlon plant in the photograph is a good example. Near Columbia, it's only one of many that have chosen to move into the State during a revitalization of industry, producing a growth rate which far outstrips the rest of the nation. For the EBI symbol in that formula, substitute \$5,932 per household, says Sales Management's Survey of Buying Power.

South Carolina looks to the most experienced station (33 years of operating broadcast facilities) for news, information, and entertainment, because WIS Television understands them best. This is why the elements mix and bond.



**IN THE SURPRISING NEW SOUTH CAROLINA**

# WIS

**TELEVISION**

**Columbia, South Carolina**

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH



G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

*All represented by Peters, Griffin, Woodward, Inc.*

**Whatever  
you sell to  
Americans  
with  
television...**



**You can sell  
to a \$136,000,000,000  
foreign market  
with  
ABC Worldvision**



ARGENTINA



AUSTRALIA



DOMINICAN REPUBLIC



ECUADOR



JAPAN



LEBANON



PANAMA



SYRIA

**T**oday, television is the simplest, most effective way to sell your product to foreign markets. For the first time, there are more television sets owned outside the United States than inside. And they are owned by people with more money to spend than ever before.

This rich vein of sales is being tapped by many leading American manufacturers through a new television network. This network covers the most productive markets in 21 nations. It is called ABC Worldvision.

**THE RIGHT AUDIENCE** ABC Worldvision, the largest advertising medium outside of the United States, now includes television stations in Latin

America, the Middle East, Africa, Australasia, Asia and Canada. It reaches 16 million responsive homes—the homes of upper income groups, the opinion leaders, the trend setters—homes with an annual spendable income of \$136 billion! And month after month, ABC Worldvision is reaching *more people through more TV stations in more countries.*

**THE RIGHT PROGRAM** ABC Worldvision has revolutionized international TV programming. It is the world's largest buyer of programs outside of the United States. The same high standards that prevail in American TV programming are now being maintained throughout this great international





BRAZIL



CANADA



COSTA RICA



EL SALVADOR



GUATEMALA



HONDURAS



IRAN



MEXICO



NICARAGUA



NIGERIA



OKINAWA



THE PHILIPPINES



VENEZUELA

network. Many of the programs are the very same that today achieve high ratings in this country. Programs such as Ben Casey, McHale's Navy, Bonanza, Rawhide. In such a TV background, your message is sure to get a favorable hearing.

**THE RIGHT "BUY"** Only ABC Worldvision provides a central source of TV programs and TV time throughout the world. You can contract for the entire international network, or any part of it. You can run a single campaign for a world area, often with the same visual material and copy. You have a wide choice of prime audiences and select programs. And, because of integrated local cooperation between ABC stations, you can control your

marketing and merchandising in each area for maximum impact.

**YOU'LL BE IN GOOD COMPANY** You'll find the names of America's top advertisers among the firms who have found ABC Worldvision invaluable in penetrating the world market. You can get a greater share of that market by working with the ABC Worldvision stations. Send for a copy of detailed literature today. Or call ABC International TV, Inc. at SU 7-5000.

**ABC International Television, Inc.**

A SUBSIDIARY OF AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.  
7 WEST 66TH STREET, NEW YORK 23, NEW YORK • CABLE: AMBROCASTS

## TV '64: AN EMBARRASSMENT OF BUSINESS continued

in deciding future schedules."

Mr. Zeltner believes that L&N will buy more television in 1964, largely because the agency itself has grown. He agrees with those who say that television has become more difficult to buy, but says this condition has pointed up the growing value of the skilled and knowledgeable timebuyer to an agency.

Ted Bates & Co. expresses more alarm about television rates and rate cards than about such questions as ratings.

William J. Kennedy, vice president and executive director of the Bates media and programing department, says "the ever-increasing cost of television is a continuing source of concern to us. Because of these increased costs TV continues to be less efficient than in preceding years.

"Another source of continuing concern, attendant to spot buying, centers on the confused state of rate cards. Instead of becoming simpler to understand, the multiplication and variation of existing rate cards makes the pur-

chase of spot television a most complicated affair."

Mr. Kennedy thinks it would be premature to try to assess the effects on ad budgets of the NAB TV code's new definition of piggybacks but he suspects it may prove an impediment to expansion of television spending during 1964.

"Certain smaller brands which of necessity must use multiple-product announcements could be forced out of television if current revisions to the NAB TV code restrict their use of this type of announcement."

For his own agency Mr. Kennedy now sees television billings for 1964 approximating those of last year. Bates put an estimated \$108 million into television during 1963.

Rising television program costs are considered by the William Esty Co. as a genuine problem, according to Mitchell Johnson, vice president and television director.

He suggests that while time costs appear to be rising consistently and realistically in relation to other media costs,

talent costs seem in some instances to be shooting up to exorbitant proportions.

Mr. Johnson speaks cautiously about the prices of sports programing, citing the \$28.2 million NFL football package acquired by CBS as a pretty good test of whether sports goods can be pushed at high prices: "of course, when you're talking about that sort of price you would have to consider it out of bounds and unrealistic."

But if CBS can sell it, he adds, then we'll have to change our definition of "realistic."

The no-option time ruling of the FCC, Mr. Johnson says, presents a potential worry to networks, who could suffer defections from their lineups for "weaker" programs and presents a possible secondary problem to agencies who must buy for their clients on an expected number of outlets.

Mr. Johnson asserts that "to date, there has been no indication that networks are going to encounter a significant amount of defections from their offerings."

## RADIO '64: A FACING UP TO PROBLEMS continued

tention to what kind of station it is, how well it does its job and what kind of acceptance it has in its community. There also is a feeling that interest in audience composition, and in relating these demographic factors to specific advertising objectives, is on the rise.

Buying spot radio is admittedly a complicated operation, according to most salesmen, but is being made easier—at least as far as buying the participating stations is concerned — by "group" and other plans that cut down on the arithmetic required at the agency end.

**Research Needs** ■ Radio's research shortcomings have included, in recent years, absence of figures on the radio expenditures of leading advertisers. Other major media keep close track of how much their principal customers are spending, and use this data effectively in their sales efforts, while radio has been unable to say with any precision exactly who its best customers are. This need is due to be substantially relieved, beginning in the next few weeks, with the issuance of figures on radio's Top 50 spot advertisers as compiled by the Radio Advertising Bureau in cooperation with station reps and stations.

There is evidence, too, of increasing activity on the part of broadcasters in promoting not only their own stations but the values of radio as a whole—a trend which, observers feel, can do much to help overcome radio's "image"

problem.

Some agency people also see signs of progress—slow progress, but progress—on the "rate problem." They feel that, gradually, the tendency to cut rates and haggle over prices is diminishing and that rate cards accordingly are gaining new respect. Others seem to have accepted the haggle as a fact of life not



peculiar to radio alone; they don't think the wheeling-and-dealing approach has declined much, but it doesn't seem to worry them as much as it used to. The flexibility of radio's published rates remains, however, among the leading targets of criticism.

**Success Stories** ■ Finally, there may not be as many documented success stories as either buyers or sellers would like, but the number is growing every year.

One of the RAB's major projects for the past few years has been its Radio Marketing Plan, under which RAB (1) helps lay out specific campaigns and then (2) helps research the results. This has added substantially to the in-

ventory of case histories built up and being added to by individual advertisers and agencies.

In addition, the RAB is stepping up its missionary work among agencies as well as advertisers, with a new presentation stressing facts from these RMP tests scheduled for showing to the media departments of the Top 50 agencies during the first half of this year.

Radio salesmen are granted a good deal of justification in their contention that they have to "prove more" in order to make a sale than television does. But there also is a general belief that the slowly pyramiding evidence of the success stories will gradually attract other advertisers and that, as success begets success, the burden of "proving more" will become lighter.

It's part of an endless-circle process that's already apparent in network radio. After 11 downhill years, network sales steadied in 1961 and started moving up. Compared to either their own pre-TV volume or the current totals for national spot and local business, the dollars being spent in network radio are still small. But the pace of network sales is faster than at any time in a decade, and all current signs point to further substantial gains this year. As one network president has observed, "we've become fashionable again."

To make all radio "fashionable again" is the hope of sponsors of many of the long-range research projects currently under way. These are concerned primarily with audience measurement, and



# SCOPE

WALB-TV  
accents  
the NEW

## SCOPESCOPESCOPE

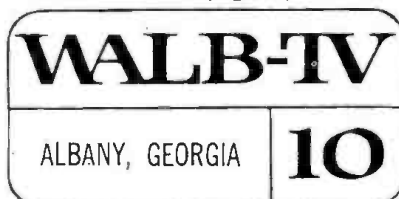
WALB-TV has put a new accent on its SCOPE...it's coverage of news-weather-sports! An exciting new SCOPE format has been adopted...providing more comprehensive coverage...more news and film...more real service to the 880,000\* who can view WALB-TV!

Channel Ten programs 54 local and Network **News** programs weekly, plus NBC "Meet The Press," and a full schedule of local and network News docu-

mentaries. There are some 15 **Weather** programs weekly, plus spot weather reports on all straight local news programs...and "storm warning" break-ins, as needed! Here, you'll view 15 weekly **Sports** programs, plus NBC baseball, golf, football

Championship games...ABC's Wide World of Sports and AFL Football, and spot Sports coverage on all straight local News shows!

**USE THE STATION WITH THE BIG SCOPE!** Remember, **only** WALB-TV effectively serves all 49 counties in the \$842 million Albany Georgia Trading Area. Call for choice avails. Represented nationally by Venard, Torbet & McConnell, Inc., and in the South by James S. Ayers Company.



NBC  
ABC

"The BIG Scope Station  
in the \$842 Million Market"  
Raymond E. Carow, General Manager

\*TV FACTBOOK #32

in scope and magnitude they are without equal in radio history.

**More Research** ■ The \$200,000 methodology project of the RAB and the National Association of Broadcasters, which is approaching the field-work stage, and the independent all-media diary experiments being conducted in Detroit by the American Research Bureau, with RKO General as co-sponsor and the Advertising Research Foundation as consultant, are the most widely known ventures.

But the search for improvement is being conducted on many other fronts as well. The Pulse, C. E. Hooper Inc., Sindlinger & Co. and others, including the radio networks, are all engaged in individual research-betterment projects, and the new Broadcast Rating Council has finished drafting proposed minimum standards for the ratings firms and is preparing to start auditing their performance.

Just when all this activity will begin

to show results is still uncertain. Of the two most widely heralded undertakings, ARB's expects to have findings ready for evaluation by next month, while at least some of the people engaged in the RAB-NAB project think that it, although running behind schedule, may begin to yield useful clues to total audience measurement by fall or winter, although they look for "the real payoff" to come in 1965.

"When a feasible and widely accepted method of measuring radio's "complete" audience is devised, the consensus is that broadcasters will have a powerful tool for convincing advertisers and agencies that they would benefit by giving radio bigger chunks of their budgets.

In addition, according to this line of thinking, many of radio's so-called problems will take care of themselves as advertisers began to invest more heavily in radio:

With substantial sums committed to

it, they would try harder to use it right. They would plan its role in media strategy more carefully and they would assign more time and talent to the creation of commercials. As these things happened, radio's sales effectiveness would become even more apparent, the library of success stories would grow more rapidly, so-called "apathy" toward radio would give way to excitement, the glamour would begin to return—and all radio would be "fashionable again."

It's a long-range goal, and few people expect it to be attained overnight. But to many people it seems closer than it's looked for several years—not only because more efforts are being made now, but also because the determination seems stronger and more widespread, and signs of progress are already discernible.

**Viewpoints** ■ Here's a sampling of important agency viewpoints on the immediate problems and prospects:

Foote, Cone & Belding, New York, is sticking by an edict circulated among its timebuyers last summer that radio will no longer be bought "by the num-

## Is radio selling ready for an offensive? RAB thinks so

The Radio Advertising Bureau is emphasizing aggressiveness in its 1964 efforts to expand radio sales. Some of its plans are described below by President Edmund C. Bunker and Administrative Vice President Miles David.

Mr. Bunker reports: "RAB's objective for 1964 is to go on the offensive. For too long radio's selling has been, in effect, defensive. We have had to sell to hold business; we have had to go out and re-sell business. It is now time to greatly accelerate our efforts to create large new advertisers and greatly expand the budgets of present clients.

"We have set as the key goal for RAB's Operation Acceleration—our effort to speed up radio's rate of growth—an increase in the number of RAB salesmen and consequently an increase in the number of calls.

**Long Reach** ■ "The evidence about radio which RAB has been collecting in its Radio Marketing Plan studies shows that radio can reach and sell large numbers of people who are beyond television's reach and who vitally affect the profit position for many brands.

"One major premise we are selling in 1964 is the concept of TV's hidden cost-per-thousand. While many advertisers have been in the habit of taking the average CPM, the fact is that an advertiser's CPM can be over 12 times as great among some large groups of viewers as

among others. TV can't sell goods or deliver a good CPM among groups it doesn't reach. . . .

"Radio's defensive tendencies in selling are significant on another level. We often hear of the 'missing millionaires' — the multi-million spenders whose budgets we do not



Mr. Bunker



Mr. David

have. But what about co-op plans which specifically discriminate against radio?

"We consider co-op so important because it touches the welfare of stations in every corner of the U. S. that we are including a special series of presentations on co-op in our calls on national advertisers as part of 1964's Operation Acceleration."

Mr. David adds: "RAB is also on the offensive in the area of long-neglected industry problems.

"We have all been tremendously unhappy and handicapped in selling by the lack of figures on advertiser expenditures in radio.

**Negative Promotion** ■ "We have allowed the most negative form of

promotion imaginable to become the standard: Every time a list of advertiser budgets comes out with no mention of radio it is as if we were saying radio was insignificant. Ironically, advertisers spending millions in radio have even failed to make the top 100 list of national advertisers because there were no published figures available on their radio activity.

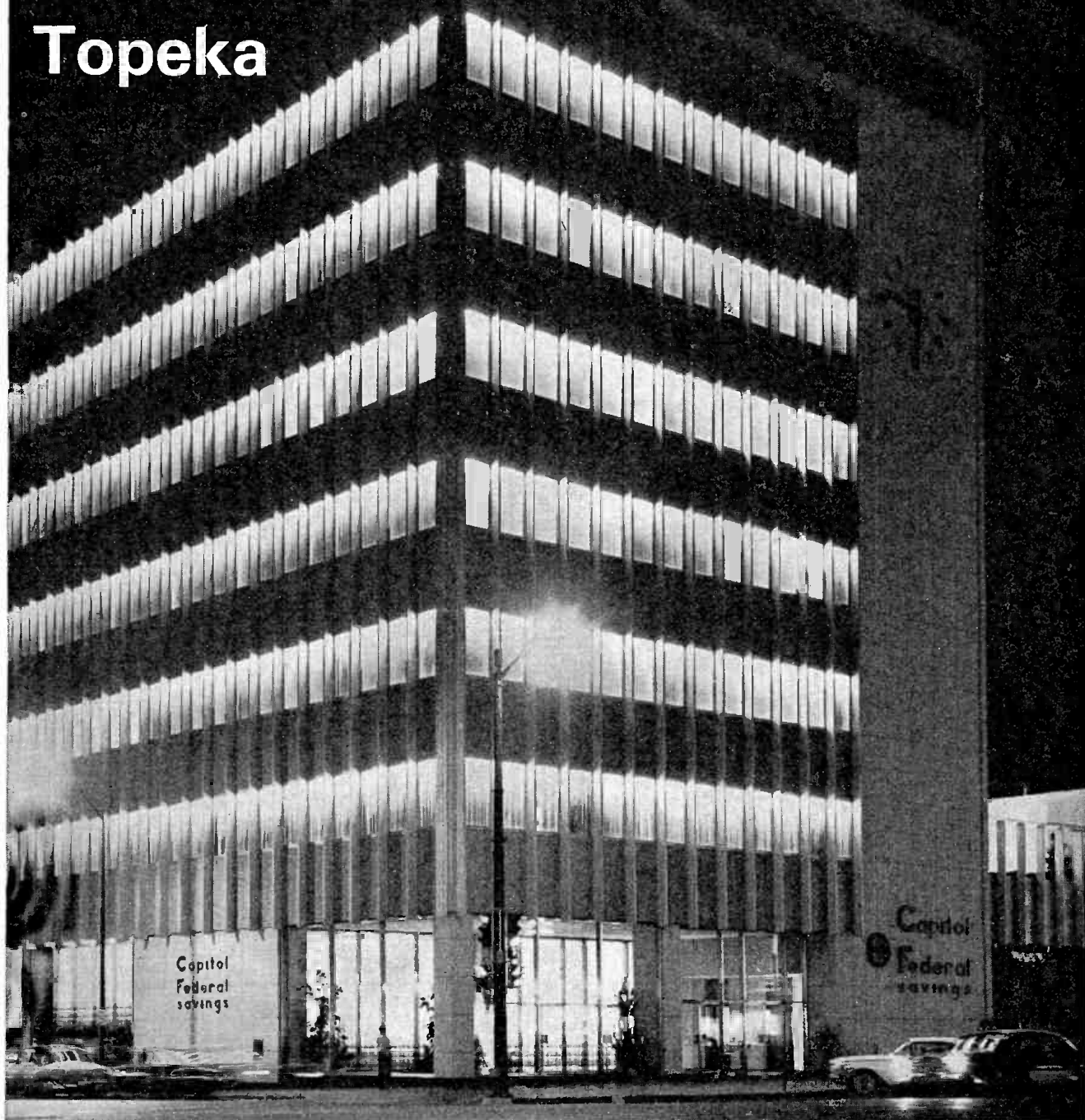
"This problem can end in 1964, will end, if we continue to get the kind of industry cooperation which has been evident in the past six months. Within the next 10 days we will release figures for the top 50 spot radio advertisers of 1963. Agreements are coming in rapidly from stations in the top 12 markets who have agreed to furnish figures to our central source (Peat, Marwick, Mitchell & Co.). All station representatives who are a major factor in national spot radio have agreed to cooperate. . . .

"We also have an informal agreement from each of the radio networks to cooperate in furnishing advertiser figures, although this project is at an earlier stage since we exposed our plans to the four networks only a few days ago.

"We believe that similar positive efforts against other industry problems—problems involving so-called difficulties of buying, problems involving complexity of rate cards and so forth—will also yield major progress in 1964."



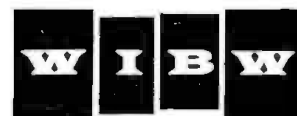
# Financial Topeka



## My how you've grown.

Good sound growth is no accident. It takes a lot of care and supervision. It takes a climate of good community economic conditions. Capitol Federal Savings typifies the good, sound growth of the Topeka market, with total assets in excess of \$246 million. Capitol Federal has become the largest financial institution in the entire state of Kansas. The people of this market area are sharing in this growth and looking forward to even greater development. Throughout the years WIBW has been a prime medium for Capitol Federal Savings and we are happy to have been a part of their growth.

If a growing Kansas is in your plans, take a good look at WIBW and the rich unified-coverage Topeka market. Ask Avery-Knodel to show you how you can buy so much coverage for so little.



RADIO AM • FM • TELEVISION  
Topeka, Kansas  
A division of Stauffer Publications  
Represented nationally by Avery-Knodel

## RADIO '64: A FACING UP TO PROBLEMS continued

bers"—that ratings are out as the basis for radio buying decisions. It's FC&B's position that "no rating service is measuring radio with precision."

Peter Bardach, associate media director—broadcasting, says "we don't feel this has detracted at all from our effective use of radio."

One result of the policy has been an increase in local field trips by the agency's buyers.

"We purchase radio time on judgment of program quality and information gleaned locally about a particular station's status," Mr. Bardach says. "One doesn't need a rating book to show that a wild rock-and-roll show isn't suited to a particular advertiser."

Foote, Cone, which now puts the heavy majority of its radio money into network rather than spot, insists that the reason for this allocation is not ease in buying, but a matter of suitable programming for its clients needs.

cy. "It's probably true that radio has an unglamorous image," he says, "but it's a mistake to equate glamour with effectiveness."

Mr. Bardach characterizes radio's greatest value as "an ability to provide good message frequency—at low cost—at times of the day when it's difficult to reach people by any other media."

FC&B puts an estimated \$5.3 million into radio annually and it's reported this figure will be increased in 1964.

"Our radio clients are an indication that we value radio highly and should quiet any comment to the contrary," notes Mr. Bardach. FC&B's heaviest customers in radio are Lanvin, Liebman Breweries (Rheingold beer), Menley & James (Contac), Trans World Airlines and Equitable Life Assurance.

**Disregard Ratings** — Unlike Mr. Bardach and Foote, Cone & Belding, Henry G. Fownes, senior vice president and director of broadcast services for Mac-

section of audience but are having a hard time proving it, for lack of widely accepted ratings data.

Anthony C. DePierro, vice president in charge of media at Geyer, Morey, Ballard, echoes the widespread complaint that radio is handicapped by the limited scope of the research and ratings it offers.

But GMB feels "negotiated" rates are generally reasonable and consistent with the media values offered. Mr. DePierro cites difficulty in buying good drive-time spots as indicating radio is getting a fair share of the budget in today's media picture.

He describes radio's image today as that of a "supportive" medium. "The added frequency it provides at low cost can prove effective in penetration, registration and memory of the core selling message," he says.

"The purchase of even 150 to 200 spots weekly, which at one time was exceptionally strong usage, hardly stirs a ripple in today's radio pattern."

Samples of client satisfaction with



Mr. Bardach



Miss Jones



Mr. Bahr



Mr. Fownes



Mr. DePierro

Agency executives had varying ideas about radio's most important needs but all agreed on its effectiveness. Peter Bardach, associate media director, FC&B, sees less rate cutting today than a year ago. A lack of research was pointed out by Henry G. Fownes, senior vice president and director of broadcast services for MacManus, John & Adams. Radio's image today is that of a "supportive"

medium, said Anthony C. DePierro, vice president in charge of media for Geyer, Morey, Ballard. Ruth Jones, supervisor of station and network relations for J. Walter Thompson, thinks the agency will "buy a little more" than the \$15 million spent last year, while Warren Bahr, vice president and director of media relations for Young & Rubicam, calls for a more convincing story for the medium.

"Our major tools in buying the network medium are comparison of line-ups, times and network characteristics," Mr. Bardach says.

He sees "less rate-cutting today than there was a year ago, but the practice is more or less accepted as a matter of course as in other businesses.

"Most of the better stations, rather than setting artificially high rates that are obviously meant to be cut, are pricing realistically on their cards and generally holding the line with the card rate."

Radio's biggest challenge, according to Mr. Bardach, is to come up with sound research that will give the lie to the common assumption that the medium has a very limited reach.

He sees the current adage that radio is "all frequency—no reach" as a falla-

Manus, John & Adams, feels that ratings should not be disregarded entirely.

"Discount ratings according to your own evaluation of them," he advises, "but don't throw them out."

Mr. Fownes' attitude toward radio is highly favorable: "If you want to reach people, radio is the cheapest way to do it." But his enthusiasm is tempered by a belief that network radio could stand more originality in programming.

He suggests that networks and agencies could well afford closer liaison and that the networks should be packaging more specials.

Mr. Fownes thinks radio is suffering from a "dead medium" stigma attached by advertisers who regard it as "all-rock and roll aimed at teenagers."

Both network and local radio, he feels, are in fact attracting a good cross-

radio are evident, he notes.

"Rambler's full sponsorship of the John Glenn orbital shot over two networks encouraged American Motors to buy full sponsorship over three networks for the Scott Carpenter shot. In both cases it proved highly effective . . . but, among other things, it took an advertiser who was willing to put thousands of dollars on the line for one day's concentrated exposure in the medium."

Among the biggest problems which radio must contend with vis-a-vis the advertiser, Mr. DePierro singles out "heavy commercialization of the medium, which often puts a question in the advertiser's and agency's mind as to how many of the sales messages the listener can be expected to retain."

**May Buy More** — The challenge for





# WAGA-TV leads in Atlanta, and Atlanta leads the Southeast!

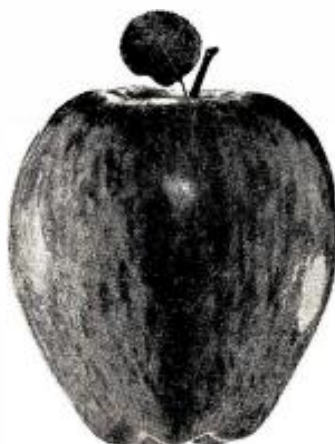
DIXIE continues its forward march and Atlanta, as one of the top 25 U. S. Markets, sets a pace few big Yankee towns can touch! Here, retail sales top \$1½ billion — reflecting the fastest growth among major markets. Population soars, construction booms, and employment hovers around 97%. Family incomes average over \$600 a month, and the average market age is only 27½! It's a dynamic young adult market, and WAGA-TV programs that way . . . providing more circulation than **any** newspaper or TV station in an arc swinging through Dixie from Washington, D. C. to Dallas, Texas. Invest wisely. Contact STORER TELEVISION SALES, INC.

SOURCES: PRINTERS' INK, SALES MANAGEMENT  
ARB COVERAGE STUDY, TV FACTBOOK #33, PUBLISHER'S STATEMENTS. ANY AUDIENCE SIZE DATA USED HEREIN IS BASED ON THE SOURCE INDICATED. IS SUBJECT  
TO THE LIMITATIONS OF ITS ACCURACY INHERENT IN THE METHOD OF SURVEY USED, AND SHOULD BE CONSIDERED AS AN ESTIMATE.

**5** Atlanta  
**waga-tv**



*An Open Message to the Publishing, Broadcasting and Advertising Industries:*



## CAN ONE BAD APPLE



## SPOIL TWO BARRELS OF GOOD APPLES?

...your barrel and ours? The bad apple we're talking about can...and will...unless we join forces now to get rid of him. He's the fast-buck phoney who infiltrates every business and profession. He's the dishonest advertiser who destroys the power of all advertising by undermining believability. He's an impostor who smears guilt-by-association on every legitimate, ethical man in his "chosen" business. The 22,000 franchised new-car dealers who are members of NADA are pledged to a program of quality: to sell quality products, to

price them fairly, to advertise them honestly and to maintain complete servicing facilities. Our goal is to get the bad apples out—and keep them out—of the retail automobile industry. Your support will be appreciated. Don't accept nor participate in false or misleading automobile advertising. In your news and editorial features, do what you can to protect quality new-car dealers from guilt-by-association with "bad apple" impostors.

*May we send you a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? Published by NADA and the Association of Better Business Bureaus, Inc. Please write to:*



## THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers • 2000 "K" Street, N.W., Washington 6, D.C.



agencies in considering radio in 1964 might well be the problem of how to recommend it to clients, according to Ruth Jones, supervisor of station and network relations for J. Walter Thompson Co., New York. JWT billed an estimated \$15 million in radio last year and, it's speculated, may buy "a little more" in 1964.

In approaching a recommendation, the types of research available in radio become increasingly important, if only because there's so little definite information around. This subject is sure to receive more attention at agencies this year, Miss Jones predicts.

A major difficulty, she feels, is that "radio has never regained its image." She noted it is not "showbusiness like TV—we can't talk about 'programs' in radio; it's mostly news and music, so that would seem to be its image."

An agency, she emphasizes, is interested in "selling" radio to clients; consequently, "in some instances" proof of radio's effectiveness is in hand, but "it never hurts to get more because the more information we can use to show the client, the better it will be for the medium."

As for ratings—"they mean something in all media."

Miss Jones believes the "positive effort" of the NAB and RAB in their current methodology study is something to watch. Such moves, she indicates, could only help radio.

**About the Same** ■ Warren Bahr, vice president and director of media relations and planning for Young & Rubicam, New York, thinks there will be "little change" in radio's billing for 1964 because, he feels, the medium has not presented its story to advertisers and agencies convincingly enough against the background of changed marketing conditions, including the rise of television.

Though Mr. Bahr feels there have been "adequate" examples of radio's effectiveness, there is no "outstanding availability" of such information.

He acknowledges that there is scant desire on the part of many advertisers and agencies to invest in radio but insists that this reluctance can be attributed largely to lack of development and exploitability of radio's story—what it can do in competition with other media.

He confesses he has no "solution," but offers these observations:

"Perhaps the traditional method of using a station rep in radio is not the answer for many stations. Owners must realize this; else why would so many go directly to agencies for business? Perhaps a system of using one or two

radio specialists, who can develop and exploit radio's story, is an approach.

"For another thing, radio rates must become more realistic. We know of occasions when buying a daytime TV schedule makes a lot more sense than buying radio on stations that have a national and local rate."

He claims too often radio has presented "misinformation" or "information of little value," and accordingly its "image" is "no better this year than it was last year."

**No Basic Figures?** ■ Radio's problem, in the opinion of Herb Maneloveg, vice president in charge of the media department of BBDO, New York, is that agency buyers don't know its dimensions: "There is no basic research, we don't



Mr. Maneloveg



Mr. Roth

Lack of good research for radio is the basic fault in the opinions of both Herb Maneloveg, vice president in charge of the media department of BBDO, and of Paul Roth, marketing group head of Kenyon & Eckhardt.

know the audience and we don't know what we are getting for the money."

As a result, he says, "ratings and even costs become suspect." But, he adds, "we all know that costs in radio are minimal to the advertiser and that the medium is a 'good buy' and, in fact, that costs are more realistic than audience figures."

As for charges that radio has lost its glamor, he feels that "any major medium is overshadowed by TV's glamor—no medium has the excitement" of television.

Radio, he says, lacks "powerhouse audiences," and the timebuyer's job is made more difficult by the existence of "split personalities" among the stations in a given market.

He advocates "good, strong" local programing including a music format and community service that are distinguishable—but warned that "that takes four to five years to build and to deliver the size of audience we have in mind, and few stations are willing to work that long-range."

Mr. Maneloveg believes, however, that radio will continue to enjoy its

"greatest advantage." This he summed up first in one word, "efficiency," and then added, "the delivery of frequency."

BBDO, Mr. Maneloveg predicted, will do as well in radio in 1964 as it has in the past. It is one of the largest radio-billing agencies, with approximately \$18.5 million invested in 1963.

Radio's most pressing need is the development of a satisfactory audience measurement service, according to Paul Roth, marketing group head of Kenyon & Eckhardt. Advertisers who have never used the medium or who have not used it in recent years often are reluctant to try radio because they are not sure it's actually a "good media buy," he says.

"What it boils down to is that there is a lack of good research and a lack of buying documentation," Mr. Roth feels. "Though there have been general studies pointing up radio's effectiveness, a buyer wants specific information—what the ratings of specific programs have been and what the program has accomplished for advertisers."

He believes radio has an opportunity today to develop new business that will result from limitations on piggybacks. It is conceivable, he said, that some advertisers who will be blocked from 30-30 situations in TV will test network or spot radio since these clients may not be able to afford minute buys on TV.

Radio's image is difficult to pinpoint, according to Mr. Roth. He indicated that on many stations, rates are negotiable. This leaves the advertiser with a feeling that perhaps he has not negotiated the best possible deal and, he thinks, tends to create uncertainty about the value of the medium.

"There's no doubt that radio can sell, particularly for men's products," Mr. Roth said. "But the problem is this: given a certain budget, can radio sell as well or better than other media? Today there is too much vagueness about the cost of radio as it relates to its effectiveness. There is insufficient research in this area."

Radio's main problem is inherent, according to the media supervisor of a large agency, who asked that his name not be used. He believes the medium no longer has the reach it once had, because its audience is so segmented.

"Accordingly, we do not use radio as a basic medium," he says. "I consider it more important than a supplementary medium, but it falls somewhat short of basic. True, radio has frequency, and although I think it is priced realistically, I feel it would cost too much if we attempted to rely on radio primarily for the large majority of our campaigns."

Overall, he believes radio's image is "somewhat improved" as compared to four or five years ago.

# The city broadcasting can't forget

## MOOD IN WASHINGTON HAS CHANGED, BUT IT STILL SPELLS TROUBLE

Broadcasters accustomed to asking what "Washington" has in store for them would do well, this year, to be more specific. For, in 1964, there are four "Washingtons." The FCC, of course, remains the governmental agency of major concern to the broadcaster. But this year the Federal Trade Commission, through its involvement in ratings regulation and its proposed rules to govern cigarette advertising, will be far more important to the broadcaster than it's been in past years. Added to these government agencies is the National Association of Broadcasters, which is pushing hard in its drive for industry self-regulation. And, finally, there is the Congress, the source of all power used by the regulatory agencies in dealing with broadcasters. There fol-

Henry. A few days after the commission terminated the overcommercialization rulemaking, he revived the long-dormant issue of "annoyingly loud" commercials. He expressed the hope the commission would "soon" be able to propose a rule to deal with this subject.

Then he took up ABC's highly controversial market-sharing ideas, under which the three networks would be required to distribute equally among themselves the VHF and UHF affiliates in the top 18 markets. He said he wasn't "wedded" to the idea, but felt it should be considered in any review of plans to help UHF stations get network programming—an important item on the commission's agenda.

**Warns Broadcasters** ■ And, for good

the New Frontier came to Washington in 1961, the FCC's momentum has slowed. Newton N. Minow, President Kennedy's first appointment to the FCC and his choice for chairman, had heralded a new era—one in which the commission was to impose strict discipline on broadcasters and to interest itself in programming to a degree broadcasters—and some commissioners—found alarming.

**Reinforcements Arrive** ■ By March of 1963, two more New Frontier types had been added to the commission—E. William Henry and Kenneth A. Cox—and the FCC was moving. Following up on a local programming hearing in Chicago, it held one in Omaha, with Commissioner Henry as presiding officer. It killed network option time and adopted an order establishing license fees (which has been appealed to the courts). It proposed a new allocation policy for AM radio, which critics have labeled a birth-control plan. It adopted a table of allocations for FM radio. It proposed tightening up multiple ownership rules. It began extending its authority over community antenna systems.

Throughout most of this period, Congress appeared to be on the commission's side. At least, those senators and congressmen most concerned with broadcasting regulation either were silent or praised the commission.

The high point of the FCC's regulatory vigor occurred just before the 1963 NAB convention, when the agency, by a 4-3 vote, announced its plan to issue a notice of proposed rulemaking to set commercial time standards (BROADCASTING, April 1, 1963).

Within two months, Chairman Minow resigned. At first no change in commission policy seemed indicated. Chairman Henry, his successor, was regarded as being at least as tough. And Lee Loevinger, chief of the Justice Department's antitrust division and a liberal Democrat, was appointed to fill the vacancy on the commission.

**Loevinger's Impact** ■ The appointment of Judge Loevinger, however, turned out to be one of several factors that affected the course of commission policy. He has not been—as had been expected—a firm supporter of the tough regulatory line. In fact, with the exceptions, perhaps, of editorial fairness by broadcasters, which he feels the commission has a duty to enforce, and multiple ownership rules, which he thinks should be applied more strictly, he several times has advocated less



Mr. Henry



Mr. Cox



Mr. Loevinger



Mr. Dixon

**THE REGULATORS:** The FCC gives signs of diminishing aggressiveness, though none of a disposition to roll over and play dead. Members to watch in 1964 are E. William Henry, Ken Cox and Lee Loevinger. The Trade Commission, under Paul Rand Dixon, could be a problem.

lows an in-depth report on what these four "Washingtons" have in store for the broadcaster in 1964. First, the FCC:

"The steam's gone out of the commission," an FCC official said the other day. "Oh, it will continue to be tough on broadcasters who violate the rules. A kwk [the St. Louis station accused of conducting fraudulent contests] would still wind up in a revocation proceeding. But there won't be any more grand gestures, like the overcommercialization proceeding."

This assessment—which was not offered wistfully, but rather with some satisfaction—was given shortly after the commission had voted 7-0 to abandon its rulemaking to adopt the National Association of Broadcasters' commercial codes as an agency rule.

And other officials seem to agree. "Things sure have quieted down," said one commissioner recently. "In fact, it's getting dull."

But if things are quiet, it's not the fault of FCC Chairman E. William

measure, he warned broadcasters the commission remains concerned about overcommercialization and intends to do something about it. He spoke before an advertising group in Washington, and a day later the commission deferred the renewal applications of two Tampa, Fla., television stations and sent letters inquiring into their commercial practices.

These initiatives on the part of the chairman indicate that he wasn't demoralized by the outcome of the overcommercialization rulemaking and doesn't intend to duck the tough issues. In fact, he may welcome them. He has been stung by press criticism of his leadership on the overcommercialization issue and a successful stand on some controversial subject would do much for his prestige. But there is no indication the commission, as now constituted, is going to follow him down every path he charts.

The reason is that, as the quoted officials suggest, for the first time since



rather than more regulation.

Another important factor was Congress—or rather certain influential members of Congress who became concerned about the agency's activities. Representative Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, accused the FCC of usurping congressional authority and pushed through the Commerce Committee legislation to prohibit the commission from adopting a commercial time-standards rule. There was congressional criticism, also, of the commission's fairness doctrine policy and of its license-fee order.

These and other indications of displeasure couldn't be ignored by the commissioners, who are acutely aware of Congress's power. As one official put it, in commenting on the fate of the bill containing the agency's appropriation for fiscal 1964: "When Congress cut our budget \$900,000, we got the message."

**Kennedy Assassination** ■ A third factor was the assassination of President Kennedy. By his appointments to the commission, the President had set its tone. And by his stress on excellence, he seemed to support the agency's interest in improving programing. With a new President in office, the Kennedy influence has begun to fade. In fact, President Johnson, by his insistence on economizing in government, has tended to discourage new undertakings by federal agencies.

But if there are factors contributing to a "pause" in the commission's pace, they don't eliminate the problems that are confronting the agency.

In the area of overcommercialization, for instance, Chairman Henry appears determined to have the commission write some kind of record. He remains hopeful, in fact, that the case-by-case approach now being taken will ultimately lead to adoption of a rule embodying established criteria.

Another major issue—perhaps the one that will loom larger than any other this year—involves community antenna systems. The commission is becoming increasingly concerned as CATV's proliferate, and the question of regulating CATV's merely for the sake of protecting television stations is beginning to appear as only one aspect of an increasingly complex problem. Questions of concentration of control of communications media and of cross-ownership of CATV systems and television stations in the same or adjacent markets are some of those troubling the commissioners.

**Programing Supply** ■ A third major issue involves network control and ownership of programing. The commission's Office of Network Study is expected to recommend a rulemaking proposal that would be aimed at fostering

competition among program suppliers. The proposal, expected in the next few months, would limit the number of prime-time programs networks could own and would prohibit the networks from engaging in syndication.

The commission will probably continue to raise questions about local live programing. The proposed new program forms for television and radio are designed to take some of the heat off that controversy by requiring licensees to become experts in the needs and wants of their audiences. And the commission's decision in the Pacifica Foundation case last month (BROADCASTING, Jan. 27), in which the agency said it places great weight on broadcasters' judgment in programing matters, was regarded as a new no-censorship pledge. But the program forms themselves—which are still far from being adopted—are generating controversy. Chairman Henry believes those commissioners who have spoken out on the issue in the past (as he has) will continue to



Sen. Pastore



Sen. Dodd



Rep. Celler

**THE LEGISLATORS:** These key men on the Hill have broadcast matters on their minds: Senator John O. Pastore (overcommercialization), Senator Thomas Dodd (sex and violence), Representative Emanuel Celler (monopoly), Representative Walter Rogers (editorials, commercials).

do so. He also would like the commission to adopt his proposal—contained in his report on the Omaha hearing—to require broadcasters to announce over the air their legal obligations to their audiences and to invite comments on programing.

**Other Issues** ■ These aren't the only issues. The fairness doctrine, in this presidential election year, will figure importantly in the commission's actions—how is it to be interpreted and implemented? The commission will be faced with decisions on the nonduplicated clear-channel stations—should their power be increased? And will it finally go the last mile on the 13 clears which were ordered duplicated in 1961 and grant the pending applications for II-A stations that would operate on them at night?

The commission will also be faced—maybe in a matter of weeks—with a decision on the controversial AM allocations rulemaking; final action on this proceeding would permit a lifting of

the freeze that's been on AM applications since May 1962. And, as indicated earlier, loud commercials and a search for ways of helping UHF stations get network programing are other items on the commission's agenda.

Thus, a full supply of issues, many of them controversial, awaits the commission. Chairman Henry, for one, has the spirit to take tough and dramatic positions on them. But indications are that the commission will favor a more cautious approach. The FCC may not make as many headlines that way—but that's what most commissioners seem to have in mind.

**Action at the FTC** ■ If the FCC appears to be showing less appetite than it once did for controversy, the same cannot be said of the FTC, whose zest for combat appears undiminished. And the pressure of events appears certain to propel that agency into some of the hottest controversies likely to involve broadcasters this year—regulation of ratings and cigarette advertising.



Rep. Rogers

Broadcast ratings and cigarette advertising—two areas where the industry is actively attempting self-regulation—are the two major broadcast-oriented problems facing the Federal Trade Commission in 1964.

The three major rating firms have been operating for the past year under an FTC consent order, and to date the agency has not officially ruled any of them in complete compliance. The three firms, A. C. Nielsen Co., American Research Bureau and The Pulse Inc., have submitted voluminous documents to the commission, but further



government action is expected this year.

In addition, Nielsen is now under a second consent order with the FTC which, the agency claims, "removes Nielsen's monopolistic barriers to competition in the national radio and TV audience measurement market" (BROADCASTING, Nov. 4, 1963). Nielsen has dropped entirely out of the radio ratings picture since the second order was signed.

Also underway at the trade commission is an investigation of the ratings claims being made by radio and television stations. Several dozen stations have been asked to substantiate audience figures quoted in promotions and advertisements and the FTC has warned that broadcasters must be prepared to substantiate claims made.

The trade commission, along with broadcasters and advertisers, is waiting for the final report on the congressional ratings investigation by the House subcommittee. The agency will be prepared to follow through immediately

The Public Health Service has the primary responsibility of recommending a government position on the controversial findings.

A three-year campaign by the FTC seeking the authority to remove challenged advertising from the air immediately, still is being pushed in Congress. This proposal is strongly opposed by advertising media despite repeated pleas for support by FTC Chairman Paul Rand Dixon, and to date Congress has shown little interest.

Under present law, if the FTC challenges a specific advertiser's claims, it must seek a temporary injunction from the courts and prove that the public will suffer if the questioned advertising continues while the case is being litigated. Chairman Dixon maintains that the FTC is better qualified to rule on the public interest in such cases than a federal court.

The FTC can be expected to increase its use of advisory opinions and the issuance of advertising guidelines for



Mr. Collins



Mr. Bell



Mr. McGannon

Activity at the National Association of Broadcasters centers around the radio and television codes and Howard H. Bell, code authority director. President LeRoy Collins was pushing

on any recommendations made in that report, but has been hesitant to act against industrywide practices or individual cases up to now.

**Smoking and Health** ■ Cigarette advertising will be a continuing subject of interest at the trade commission throughout 1964. Public hearings are scheduled to begin in Washington March 16 on proposed new rules which would require announcements in all cigarette commercials that smoking is a health hazard (BROADCASTING, Jan. 27).

The commission announced its proposed rules just one week after the government report to the U. S. surgeon general named cigarettes as the chief cause of lung cancer and a major contributor to other diseases. The FTC rulemaking is independent of any other antismoking action which might emanate from other government agencies.

industry meetings with advertisers to discuss "clutter" on television. Donald McGannon continues to make regular reports to Congress and the FTC on regulation of ratings.

specific industries during 1964. This program was instituted two years ago and, the trade commission feels, has been highly successful.

A key court test of the scope of the FTC's jurisdiction in advertising is due this year. Procter & Gamble has appealed the FTC decision requiring it to sell a subsidiary, Clorox Chemical Inc. In its decision, the trade commission ruled that brand name advertising in a field such as liquid bleaches is detrimental to the public interest and that Clorox had obtained an unfair advantage over its competitors through volume discounts granted P&G because of its large advertising expenditures for many products (BROADCASTING, Dec. 23, 1963).

Just two weeks ago, the Advertising Federation of America attacked the Clorox decision and called for a congressional investigation of the FTC

(BROADCASTING, Feb. 10).

**Heat From the Hill** ■ As has been shown, both the FCC and the FTC respond sensitively to pressures from the Congress. Although Congress is going to be preoccupied this year with election-year politics, there are plenty of broadcasting matters awaiting its attention.

When the Congress finishes with civil rights and taxes and turns its attention to broadcasting, 1964 may look like a rerun of 1963 on Capitol Hill.

Many matters that were considered by committees last year—commercial, editorializing and fairness, equal time, concentration of ownership and ratings—are in line for another congressional look in the coming months. And the FCC seems about ready to bring forward some frequently reworked proposals, one for federal regulation of community antenna television, another for network regulation.

Then, too, there is a check-up hearing on violence and sex on television that Senator Thomas J. Dodd (D-Conn.) says is just around the corner. He wants to take another look at TV programming in light of broadcaster promises made during his Subcommittee on Juvenile Delinquency hearings in 1961 and 1962 (BROADCASTING, Dec. 23, 1963).

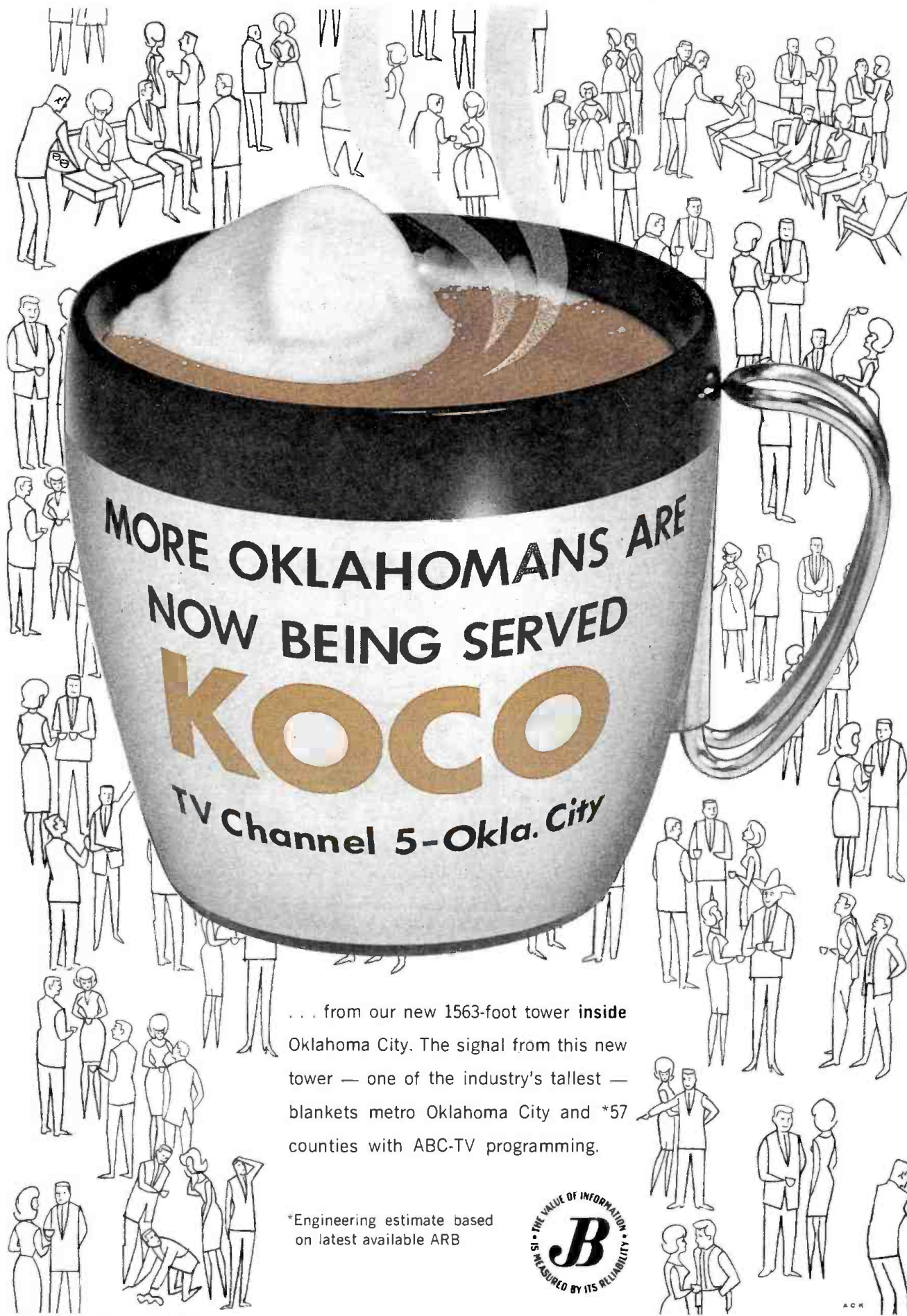
There's a possibility some congressional committee may show interest in the advertising restrictions on cigarette advertising that the Federal Trade Commission has proposed (BROADCASTING, Jan. 20).

**Election Year** ■ The second session of the 88th Congress, therefore, could be productive in terms of legislation affecting broadcasting. But the fact that 1964 is a presidential election year is likely to keep the actual legislative tally low. If Congress doesn't adjourn by midsummer, it will have to take time out for the national conventions of the two parties. In addition, congressmen will often be away from Washington, politicking at home. As a result, only those measures considered most urgent are likely to get attention.

Some things seem inevitable. Very shortly the House will conduct a debate on HR 8316, the bill broadcasters urged Congress to pass last year to prohibit the FCC from making rules on the length and frequency of commercials (BROADCASTING, Feb. 10). The bill's opponents are looking forward to debate; they think broadcasting's defenders may be forced into making awkward arguments on a difficult-to-explain piece of legislation. Supporters of the bill say it is intended to leave policymaking on commercial time standards to the Congress; the measure's opponents say it's an excuse for no policy on overcommercialization.

HJ Res 247, passed by the House





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

\*Engineering estimate based on latest available ARB



and the Senate in 1963, would suspend Section 315's equal time requirements for the presidential and vice presidential races this year. However, the measure has been stalled since October; the House has yet to agree to two minor Senate amendments. The fate of the resolution may, as some Republicans charge, be up to the White House (BROADCASTING, Feb. 10).

The House Communications Subcommittee held two sets of hearings on editorializing last year and decided the matter is knotty enough to merit another look this year, especially in view of the FCC's controversial public notice on fairness (BROADCASTING, July 29, 1963, et seq.).

**Ratings Again** ■ Broadcast ratings are destined for further public examination by the House Special Subcommittee on Investigations, the panel that conducted a broad inquiry last spring (BROADCASTING, Feb. 18, 1963, et seq.).

The FCC and the National Community Television Association lately have been optimistic about chances of agreeing on legislation to provide federal regulation of CATV. The House and Senate Commerce committees have indicated willingness to take the matter up

when the FCC offers its final draft proposal.

Broadcasting ownership could get a look from two angles this year. Representative Emanuel Celler (D-N.Y.), House Judiciary Committee chairman, says he will continue a hearing that he suspended last spring on concentration of ownership of news media. He interrupted that hearing when he took over management of civil rights legislation.

**Powers for FCC** ■ Meanwhile, the FCC has requested legislation to give it more "discretionary power" in station sales. Its bill, S 2052, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last year that he would conduct hearings on the bill (BROADCASTING, Oct. 14, 1963).

The FCC, which has been seeking regulatory authority over the networks for many years, hasn't yet supplied the current Congress with a request for the necessary legislation. However, the Senate Commerce Committee, which is more receptive to such measures than its House counterpart, has said it would hold hearings if the bill is requested and introduced.

If the Congress chooses, there are still other areas into which its committees might proceed. The Senate Commerce Committee is interested in the rapid development of UHF and educational television. A special commerce subcommittee is waiting to see what political broadcasting guidelines the FCC proposes for this year's elections before issuing its own.

In addition, antitrust legislation on professional sports brings up the blackout problem; a proposal to overhaul the administrative procedures act could affect the way the FCC does its business; antiobscenity legislation pending in the Senate (after House passage) has been opposed by broadcasters but may have some life left.

**Manning the Defenses** ■ The National Association of Broadcasters, aware of all this federal interest in broadcasting, is hoping to head off new regulation. Its principal technique will be to attempt to convince Congress the industry can regulate itself, whether the issue is commercials, cigarette advertising or ratings.

The radio and TV codes of the NAB are the "only effective vehicles for meaningful self-regulation," according to Howard H. Bell, NAB code authority director. And the codes will stress the theme "self-regulation" as never before during 1964.

The Congress, FCC and Federal

Trade Commission all will be more than interested observers of the industry's regulatory attempts, particularly in the areas of ratings and alleged overcommercialization and clutter. The TV code has budgeted \$100,000—and hopes to get many times more than that from subscribers—for a campaign to make the general public aware of the code and to get viewers to turn to the industry with their complaints rather than to look to the government for corrective action.

The radio code board, which represents less than 40% of all radio stations, plans an intensive drive to obtain new subscribers to the code. The more the industry strengthens its codes, "the more we will be looked upon by the public and government alike as professionals," Mr. Bell says.

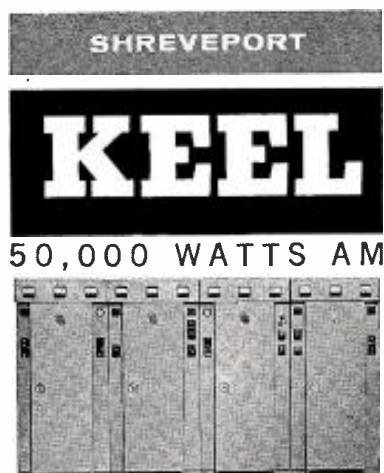
**Commercial Clutter** ■ Last week in New York, industry officials met with advertisers for their second session on TV "clutter" (see story this issue). Idea for the meetings was originated by NAB President LeRoy Collins, but Senator Pastore is waving an official government club over the proceedings. He has warned the industry to do something about the alleged problems of TV advertising or face government action, and has asked Governor Collins to submit periodic reports on progress being made.

The TV code already has taken its own steps to reduce clutter in the eyes of the viewer. The code was amended three weeks ago to place stricter interpretations on acceptable multiproduct announcements and, for the first time, to limit the number of consecutive announcements of any type in prime time to three (BROADCASTING, Feb. 3).

In the ratings field, broadcasting has shown a determination to prove to Congress and all critics that it can, through self-regulation, effectively clean up a weakness exposed to public ridicule. The NAB-inspired Broadcast Rating Council has been formally incorporated and soon will be in business enforcing its standards on ratings firms as well as auditing the field work of the researchers. The audits will be conducted by an independent firm under contract and paid for by the firms whose records are to be audited.

This auditing procedure is expected to cost the ratings firms in excess of \$100,000 a year, according to independent estimates by those close to the situation.

Donald McGannon, chairman of both the NAB research committee and the rating council, has been making periodic reports to both Congress and the FTC. These reports will continue in the future and both government bodies have promised to give the self-regulatory steps a full opportunity to prove effective.



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*Rudy Johnson*  
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## The World of Medicine

Each Tuesday evening at 6:30 the news and public affairs department of WREC-TV presents a penetrating look at the intriguing realm of the doctor... "The World of Medicine." Produced in co-operation with the Memphis and Shelby County Medical Society, "The World of Medicine" fea-

tures prominent local physicians and specialists in comprehensive studies of medical topics of interest to the general public. Thus, by increasing the public's understanding of vital health matters, WREC-TV continues its efforts to serve all community needs and interests. It is just one of many

public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

**WREC-TV**   
CHANNEL 3 MEMPHIS

## A TEN-YEAR RECORD OF STATION TRADING

### Dollar volume of trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
Totals	\$1,059,442,549	\$444,406,680	\$375,485,788	\$239,550,081

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving

joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-Tv."

## Groups behind more station sales?

### IT'S A TREND, BROKERS SAY, POINTING TO BIG MARKET OWNERSHIP

If you accept the theory that television has reached ownership maturity in the top 50 markets and that the group owner—many publicly held—has his limit of five VHF outlets and that there's no place to go, then the only thing left in the field of big-ticket station ownership transfers is from multiple owner to multiple owner.

There's an indication of this in the \$38.5 million Transcontinent Television Corp. transaction, which is pending FCC approval and may very well be acted on before this month is over.

In the TTC sale, the company is selling all of its broadcast properties except the AM and FM it owns in Cleveland, with three properties (Buffalo, Kansas City and Scranton/Wilkes-Barre) going to Taft Broadcasting, and one each to Midwest Television Inc. (San Diego) and to Time-Life (Bakersfield, Calif.).

**May Be Trend** ■ To some observers of the station sales field this may very well be the next major trend. What this means, therefore, is that the number of station sales which reached a dollar volume of \$105-plus million in 1963, will be slowed down in numbers of transactions but may leap-frog into the eight-figure category as groups of stations change hands.

Actually, as Howard Stark, a New

York station broker, points out, there are only a handful of individually owned TV stations in the top 50 markets today. In Atlanta. In Minneapolis-St. Paul. In Pittsburgh. In St. Louis. After those are taken over by group owners, all stations in ranking markets will be group owned.

The drying up of top 50 markets for TV ownership—and TV is the capstone in station sales—indicates a new wave in the station sales sea: activity in the secondary markets. This field has been growing in recent years and the emergence of new group owners (Roy H. Park and James S. Gilmore are two of the most recent) would indicate that the action has shifted to the second 50 markets.

For broadcasting is still a good investment, even though the speculative fever has run its course. Overall, earn-

ings in 1962 reached \$355.1 million, an increase of 33½% over 1961's \$266.4 million. The year 1962 is the latest-reported by the FCC.

TV earnings moved from \$237.0 million in 1961 to \$311.6 million in 1962, an increase of 31.5%.

Radio surged a solid 48% in 1962 over the previous year. In 1962, its earnings were \$43.5 million; in 1961, it had fallen to a low of \$29.4 million, from its 1960 high of \$45.9 million.

Radio's resurgence has intrigued many into the field, and the organization of radio groups has been increasing the last few years. No longer is it novel to see radio-only group owners with three, four or five radio stations. It has become apparent that there is a swell underway in this direction, particularly in the ownership of radio stations in regional groupings (Communications Industries, Bluegrass, Cleveland Broadcasting, Fox, James Broadcasting, Kankakee, Sonderling, Swanco, H. Calvin Young and Martha White Mills Inc., are some of the newer radio groups).

**Radio Sales** ■ It is in the radio ownership change field that the two major station brokers make their bread and butter today. Both Blackburn & Co. and Hamilton-Landis & Associates are responsible for over 90% of this activ-







Photograph by ALFRED FLEISHMAN

*Eleazar de Carvalho,  
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broadcast regularly this season  
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**KMOX <sup>CBS</sup> RADIO**

**"The Voice of St. Louis"**

**A CBS Owned radio station • Represented nationally by CBS Radio Spot Sales**

## GROUPS BEHIND MORE STATION SALES? continued

ity. In 1963 this proportion was even higher.

Dollarwise, both James W. Blackburn and Ray V. Hamilton acknowledged that their income from radio sales in 1963 was "as good" as in 1962. And both see a continued level of activity in this field in 1964.

Mr. Blackburn even foresees 1964 as a "little better" than last year. Mr. Hamilton echoes this prediction, noting that his company is "running ahead" at this time as compared to last year.

The honey on the bread and butter for the station broker comes from the sale of properties that have TV. Both Blackburn and Hamilton-Landis are involved in negotiations that include properties with TV, and both agree that a substantial movement in the secondary markets may very well spark 1964 into one of the best in a decade.

**Three-Year-Rule** ■ One of the fears, that the FCC's tightened regulation would scare off buyers, has not eventuated to the extent that it's significant, Mr. Blackburn observes. Even the three-year rule (the commission in 1962 promulgated a rule which forbids the sale of a station held by an owner for less than three years without a hearing)

has not been as much of a hurdle as was feared, he notes. "It reads tough," he says, "but in practice the FCC has been pretty open minded and sympathetic to those who have to sell because of losses or other reasons."

A potential upswing in radio sales in 1964 is seen by Mr. Hamilton. "Many radio operators are running out of depreciation," he observes, "and this is the time to sell."

Depreciation is added to earnings to add up to cash flow, a vital consideration when the worth of stations is being studied.

A point mentioned by others in the field is the fact that in many instances of second ownership of radio stations, the second round of depreciation is nearing its end. A third owner may under the tax laws begin again with depreciation.

All in the station sales field look to the federal tax cut to add a fillip to station purchasing. Even so this doesn't elate them overly much; there are still more buyers than sellers.

During 1963 brokers acknowledge they did more financing than in any year heretofore. This indicates, it's agreed, that more small, independent

### 3,500 sales in 10 years

With the 1963 figures, BROADCASTING has gathered a 10-year history of station sales. Since 1954 and through last year, this shows that over 3,500 stations have changed hands. Of these 236 have been TV-only; 157 radio-TV and 3,183 radio-only.

The total dollar volume of these transactions runs over \$1 billion: TV-only, \$239.5 million; radio-TV, \$375.5 million and radio-only, \$444.4 million.

individuals—mostly broadcast employees at the management level—are moving into ownership. They don't have the cash, but they do have the know-how.

If, as everyone agrees, the buying and selling of broadcast properties is a sellers market, prices may indeed continue to rise. But there is a general belief that the rise cannot be significant; buyers are no longer shooting for a killing.

**Sales In 1963** ■ This is shown by a review of stations sales last year.

Although the number of station ownership transfers was almost the same in 1963 as in 1962, the dollar volume vaulted considerably. In 1963, total dollar volume of all sales reached \$105.3 million, up \$3.8 million from 1962 but \$23.5 million less than the peak year of 1961 when total volume was \$128.8 million.

TV-only station changes leaped by \$13.8 million, from \$23 million in 1962 to \$36.8 million in 1963. Combination stations (radio and TV) moved up by \$6.2 million, to reach \$25 million in 1963.

Radio transfers slumped by \$6.5 million; in 1963 this figure reached \$43.5 million compared to 1962's \$59.9 million.

In all, 334 sales transactions took place in 1963. Of these 305 were radio-only, 13 radio-TV and 16 TV-only. Radio-only sales were one less than in 1962, but combination radio-TV transfers increased by five. TV-only sales remained the same.

Leading the price parade last year were two TV station changes of ownership:

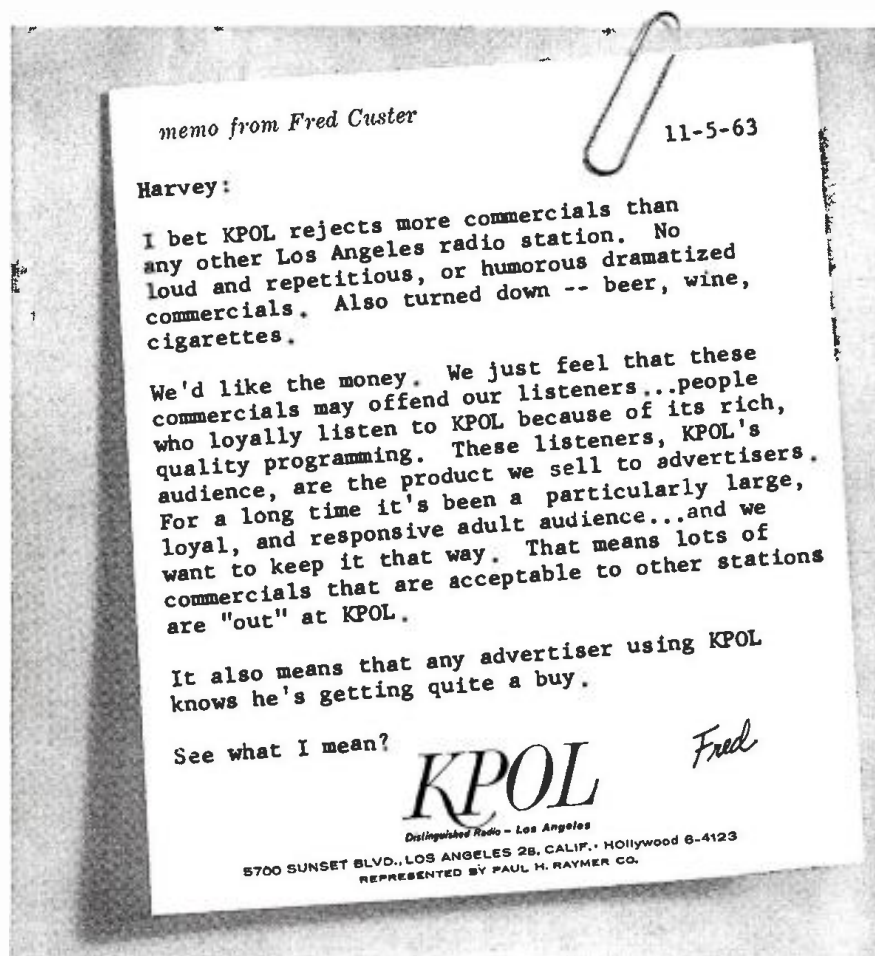
- \$12,360,000 paid by the James Cox Stations for KTVU(TV) Oakland-San Francisco, and

- \$10,390,000 paid by Metromedia Inc. for KTTV(TV) Los Angeles.

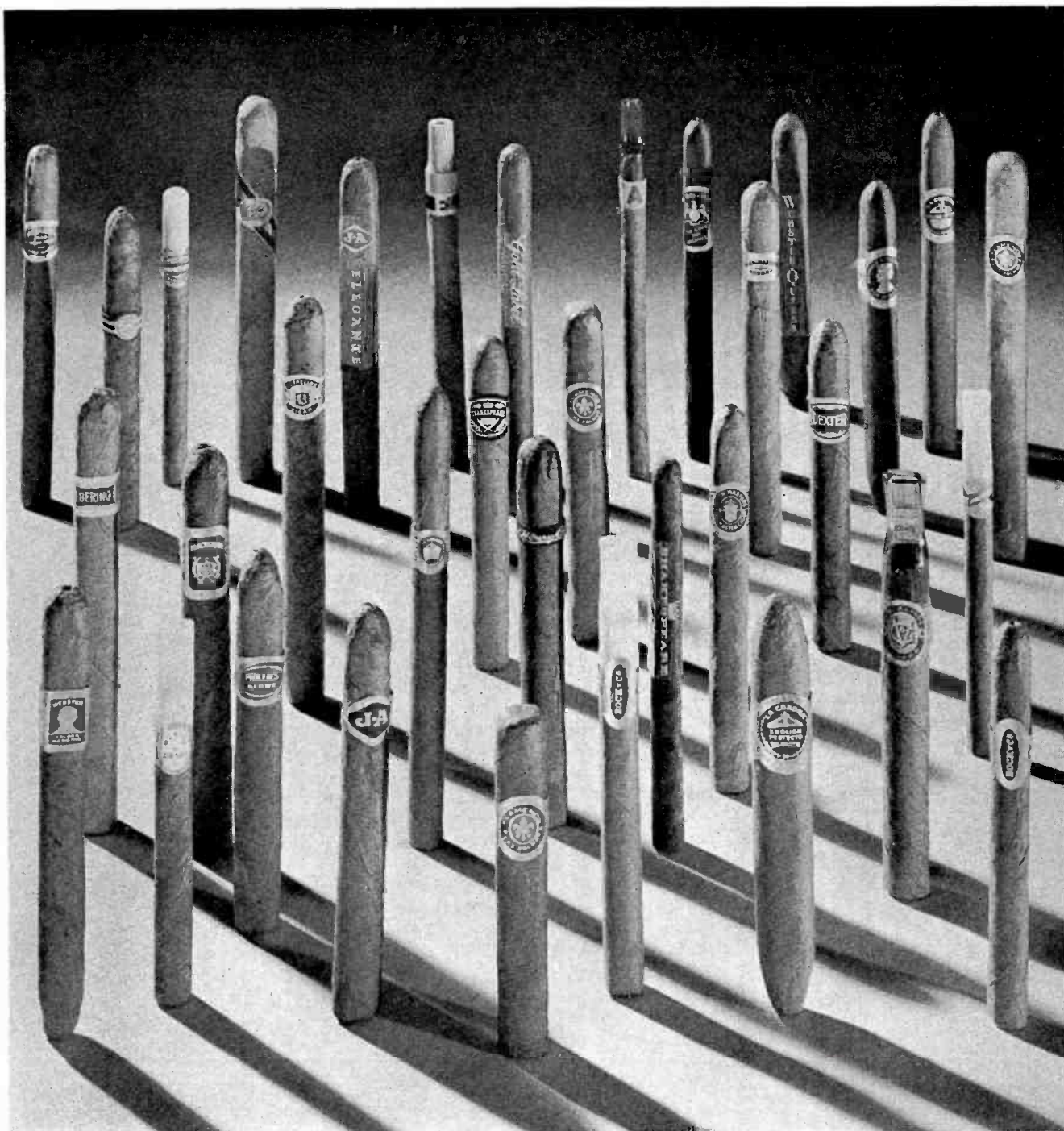
These prices were followed by three multi-million dollar radio-TV station transfers:

- \$8 million paid by Cowles for WREC-AM-TV Memphis.

- \$6.1 million paid by The Outlet Co., Providence, R. I., for WDBO-AM-







## Do you sell cigars in Boston?

If your profits are going up in smoke because of high advertising costs, maybe you ought to try WMEX — the radio station without a match in Boston.

WMEX reaches the biggest young male audience in Boston's five-county mass market! In fact, *whatever* you sell to the young adults, male or female, WMEX delivers more of them at a far lower cost per thousand.

Your McGavren-Guild man will be happy to unwrap the fully satisfying story.



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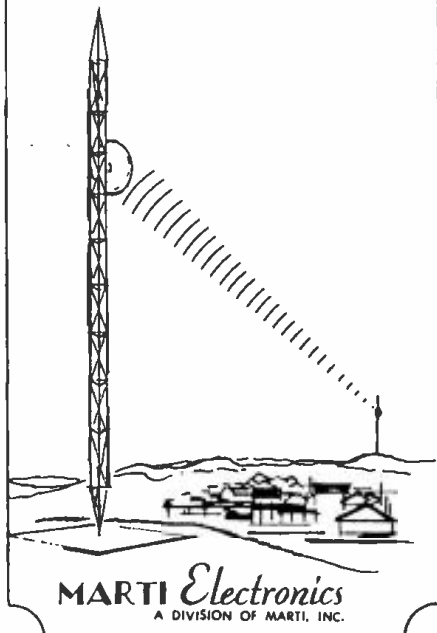
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### Number of stations changing hands

	Radio Only*	Combined Radio-TV	Tv Only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
<b>Totals</b>	<b>3,183</b>	<b>157</b>	<b>236</b>

\*Note: In computing the number of stations in the trading an AM-FM facility was counted as one radio unit;

an AM-only or FM-only transaction similarly was counted as one radio unit.

FM-TV Orlando, Fla.

- \$5,095,500 paid by a Mormon Church subsidiary for 50.2% of KIRO-AM-FM-TV Seattle.

In the radio-only field, Metromedia moved twice, both in seven-figure range:

- \$4.5 million for KLAC-AM-FM Los Angeles.

- \$2 million for WCBM-AM-FM Baltimore.

Other radio-only station ownership changes:

- \$1,825,000 paid by Egmont Sonderling group for WWRL New York.

- \$1,250,000 paid by Don Burden for WISH-AM-FM Indianapolis.

- \$1.1 million paid by Dallas businessmen Preston P. Reynolds Jr. and Walter W. Ahlschlager for KFH-AM-FM Wichita, Kan.

**Good 1964 Start** ■ Already in 1964, the FCC has approved three multi-million dollar station sales. Two of them are TV-only, and one is a combination radio-TV property. They are:

- WAFB-TV Baton Rouge, La., sold to the Guaranty financial-insurance companies in that city for \$2.9 million.

- KWTB-TV Oklahoma City, 50% interest bought by the existing 50% owners Griffin-Leake group in a transaction aggregating \$3.2 million.

- KRGV-AM-TV Weslaco, Tex., bought by Douglas L. Manship and Charles L. Manship Jr. for \$1,375,000.

And awaiting commission approval are two eight-figure deals and five seven-figure transactions:

- The Transcontinent Television Corp. sale of all its properties (except Cleveland) for a total of \$38.5 million. Taft Broadcasting is paying \$26.9 million for WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton Wilkes-Barre, Pa.; Midwest

Television Inc. is buying KFMB-AM-FM-TV San Diego for over \$10 million and Time-Life is paying over \$1.5 million for KERO-TV Bakersfield, Calif.

- KTLA-TV Los Angeles bought by Gene Autry's Golden West Broadcasters for \$12 million.

- KQVR-TV Sacramento, Calif., bought by McClatchy Broadcasting for \$7,650,000.

- WEHT-TV Evansville, Ind., and KGUN-TV Tucson, Ariz., bought by multiple broadcaster James S. Gilmore for \$4.5 million.

- WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., bought by group broadcaster Roy H. Park for \$2.7 million.

- WLEX-TV Lexington, Ky., bought by Crosley Broadcasting for stock in Crosley's parent company, Avco Corp., valued at \$2 million.

- KBAK-TV Bakersfield, Calif., bought by group owner Harriscope Inc. for \$1.5 million.

**FM Heats Up** ■ Even FM-only independents have become salable properties along with their big sister AMs and bigger sister TVs. There were 37 FM-only stations which changed hands in 1963 and the total dollar volume almost reached \$1.5 million. Two FM-only stations brought six figures—\$200,000 for WDFH(FM) Chicago, bought by comedian Bob Newhart and his business manager, and \$100,000 for KBCO (FM) San Francisco, bought by three local businessmen.

As an indication of how frequency modulation stations are faring in the value sweepstakes, there's a major one awaiting FCC approval: WBFM(FM) New York, being bought by the *New York Daily News* (WPIX-TV) for \$400,000.

That prices are continuing the up-



ward climb that has been true of almost all business ventures is seen by the \$10 million and over paid for radio-TV properties in the last decade.

It was a major broadcast peak in 1956 when Corinthian paid Bruce McConnell \$10 million for WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind.

But it only took one year for this figure to be topped; in 1957 Time-Life paid \$15,750,000 for the Harry M. Bitner properties (WFBM-AM-FM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul and WOOD-AM-TV Grand Rapids.

The highest sum paid for a single broadcast property was in 1958 when CBS bought the *Philadelphia Bulletin's* WCAU-AM-FM-TV and real estate in that city for over \$20 million, with \$15.6 million allocated to the broadcast stations.

The top-most valuation for a TV-only station took place in 1962 when the Hearst Corp. paid \$10.6 million for 50% interest in WTAE(TV) Pittsburgh (it already owned the other 50%), giving the station a value of \$21.2 million.

Other major station sales in the last decade, including those pending FCC approval and those recently approved:

- KTVU(TV) Oakland-San Francisco bought by James Cox Stations for \$12,360,000.
- KTLA(TV) Los Angeles bought by Golden West for \$12 million.
- KTTV(TV) Los Angeles bought by Metromedia for \$10,390,000.
- WHN New York bought by Storer for \$10,950,000.
- WINS New York bought by Westinghouse for \$10 million.
- WREC-AM-TV Memphis bought by Cowles for \$8 million.
- KOGO-AM-TV San Diego bought by Time-Life for \$6,250,000.
- WDBO-AM-FM-TV Orlando, Fla., bought by the Outlet Co. for \$6.1 million.
- KENS-AM-TV San Antonio, Tex., bought by Harte-Hanks Newspapers which paid \$6,250,000 for 63%, giving stations valuation of \$9,920,632 in the aggregate.
- KQVR(TV) Stockton, Calif., bought by McClatchy Broadcasting for \$7,650,000.

None of these, of course, reaches the \$38.5 million Transcontinent sale and it may be some time before this figure is reached again. But if the trend is for ownership moves from multiple owner to multiple owner, perhaps there's a \$50 million transaction in broadcasting's not too distant future.

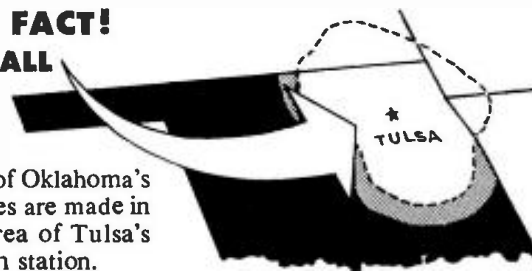


## BUY-PASS the TULSA MARKET?

The 4,250 employees of American Airlines Maintenance Base and their \$32 million annual payroll are just part of the Tulsa aero-space industry which helps make up the \$2½ billion Tulsa market. Channel 2 offers most complete coverage of the Tulsa market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

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More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.



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BMI and its growing and vital group of composers, writers and publishers will continue to contribute their share to all facets of music for all time to come.

*Robert J. Burton*  
ROBERT J. BURTON

**A**lthough music has always been important to mankind, it is only recently that we have learned to regard it in its true light—as fulfilling a need that is the most basic of all the art forms. Whether we seek sheer entertainment or inspiration or ennoblement, our hunger may be satisfied through music. BMI believes that it has helped to create this new awareness of the power of music throughout the world.

*Carl Haverlin*  
CARL HAVERLIN







## *Americans are making more music and listening to more music than ever before in history*

The American music industry can take great pride in the immense vitality of its music, the enormous range of the music it writes and publishes, and the great appetite for that music that Americans as well as the world at large have shown.

Today, as a means of expression and as a source of enjoyment, music—in all its varied forms—reaches more Americans and is created by more Americans than ever before.

The expanded opportunity for new writers and publishers created by BMI has sparked a continuing process of diversification, growth and democratization of American music since 1940, the year BMI was formed.

American music today is one of our most significant exports and has world-wide impact. New talents from every portion of our country have found an audience.

New music has been able to gain a hearing. New vitality has been brought to traditional forms of music.

In 1939, before BMI, there were only 137 active music publishers in the United States. Today, there are many thousands of publishers in all sections of the country and more than half are affiliated with BMI.

In 1939, before BMI, the music of some 1,000 American authors and composers was licensed for performance. Today, many thousands of writers and composers from every State in the Union share in the performance rights of their music.

BMI has been able to provide many opportunities for communication through music of every kind. The entire range of American music has been extended and the musical wealth of the nation and the world enriched.

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# Testing? New products try out radio-TV

## SUCCESSES IN AM, FM AND TV ATTRACT INTEREST OF NEW ADVERTISERS

Advertisers in many fields, from plywood to potato chips, from makeup to millinery, found sales success in television and radio in 1963—and current activity indicates that the range of success stories will be broadened more in '64.

Broadcast sales executives point out that test campaigns are currently in progress or planned that could provide the proof of performance needed to speed radio and TV expansion in several product categories now oriented primarily toward other media.

Radio salesmen, for example, hope that 1963-64 tests by Colgate-Palmolive in particular, some conducted in conjunction with the Radio Advertising Bureau and some done independently, will give radio a toehold in the soap business for the first time in years.

**New Customer** ■ Colgate's commitments, although under a million dollars, represent by far the heaviest single soap company investment in radio in five years. Strong regional use of radio by Fels & Co. further encourages hope of substantial radio gains in the important soap category.

The RAB also notes radio headway in "prestige" categories appealing primarily to men. Equitable Life Assurance, for example, is said to have invested more than a million in a radio campaign, and International Nickel almost as much.

Recent and current radio campaigns by such food advertisers as Accent, National Dairy, Borden's, Campbell Soup and Dannon yogurt are seen by RAB as portents of important gains in the food field. And increasing competition among car-rental firms, with radio being budgeted by National, Avis and to a lesser extent Hertz, may provide another growing source of radio revenue, in RAB's opinion.

In television, new fields for expansion are harder to find, but the Television Bureau of Advertising sees several prospects.

TV campaigns being launched by Scott seed and Toro lawn mowers, on top of sales gains already achieved by Heritage House through television, are regarded as candidates for success stories that could lead to advances for television in other areas of the garden-supply category.

The paint field, which has resisted television to a great extent, is showing more promise now with pioneering campaigns by Glidden and Sherwin-Williams, while it is thought that a campaign by California 65, a co-operative insurance venture, may pro-

vide a model for other, similar undertakings.

The 1963 success stories reported below come from a long catalog that also includes Ford, Chrysler, Delco, American Motors, Delta Air Lines, Amoco gas and oil, Ballantine beer, American Express, Wrigley gum and Bank of America in radio, and National Air Lines, P&G paper division, Van Camp seafoods, Brillo, Desenex foot powder and Tang drink in TV.

### Radio 1963—Campaign 1: Program matches product

A new radio romance that shows every sign of blossoming into a lasting sponsor-program marriage is that of Merle Norman Cosmetics with Don McNeill's *Breakfast Club* on ABC. The cosmetic company and the weekday morning radio series are about the same age—over 30 years. More importantly, both the program and the cosmetics make their major appeal to women of over 30 years of age so the mating of program and advertiser is a perfect advertising match, according to Jack Nides of Nides-Cini, Los Angeles, agency for the cosmetic firm.

The decision to put nearly three-fourths of the company's consumer advertising budget into radio, \$185,000 compared to \$71,500 for magazines, which were formerly the major media, came after the agency had made a thorough analysis of the *Breakfast Club* and its audience, as well as the ABC organization and how they could best be used to achieve the goals of Merle Norman Cosmetics. These goals, simply, are to expand the number of Merle Norman Cosmetic studios, independently owned, exclusive retail outlets for the cosmetics line, now totaling some 2,000 across the country, and to enlarge the volume of Merle Norman Cosmetics that is sold to the public through these studios.

**McNeill Telephones** ■ To achieve these goals, Nides-Cini and ABC worked out a campaign for promoting the program to the trade as well as the public, for involving the studio operators in the program through local tie-in commercials broadcast either in the

open time segment of the *Breakfast Club* or adjacent to it, and by merchandising the program and Merle Norman Cosmetics' part in it in every possible way. Once a week, for example, Mr. McNeill during his broadcast calls one of the Merle Norman Cosmetic studios and talks both to its owner and to a customer who is in the studio at the time of the call.

Before the Merle Norman Cosmetics participation in the *Breakfast Club* started Nov. 18, studio owners received first a teaser announcement; then a booklet containing a description of the program and the people in it, with a bound-in recording made by Merle Norman and other company executives as well as Don McNeill and his fellow performers; third, a package of local announcement scripts and a list of ABC radio affiliates with a letter suggesting to the studio owner that she contact the station in her community to discuss local tie-in possibilities, and finally an invitation to visit the station for a closed-circuit broadcast the week before the firm's participation in the series began. Local salesmen at the ABC outlets were also informed of these activities and were given a list of Merle Norman studios in the station's coverage area.

**Results Pleasing** ■ The broadcasts and the attendant promotion began to show results from the start. Last December was far from a record retail month, but sales of Merle Norman Cosmetics ran more than 30% ahead of the previous December. More than 200 studio owners have contracted for more than 15,000 local spots on the ABC stations in or adjacent to the Don McNeill programs. "These are placed and paid for by the studio owners," Mr. Nides said. "There have been no co-op advertising deals between Merle Norman Cosmetics and the studios." In about a dozen of the country's larger cities, he noted, several studios band together to buy the tie-in spots.

A recent sponsor-program tie-up occurred Jan. 23, when Merle Norman was guest of honor on the *Breakfast Club* and the Chicago studio from which the program emanates was filled to overflowing with some 700 studio owners from the greater Chicago area. (Actually, they were there Jan. 22 when the program was taped.) "It was a great tribute to Merle Norman," said Zelda Cini, who represented the agency at the broadcast. "More than that, it was virtually a 60-minute commercial and the studio owners who were lucky enough to get in loved every minute of it."





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PARTIAL LISTING OF RCA VIDICON TYPES

Type	Application	Limiting Resolution (TV lines)	Description
4427	Special Military & Industrial Service	400	Very small, 1/2-inch diameter type for ultra-compact cameras. For new camera designs.
7038	Film	750	General-purpose type having good effective sensitivity.
7262A	Live	750-900	Short, sturdy tube having low heater-power (0.6 watt) requirement. Employs new "dark heater." Other characteristics similar to those of 7735A. For new camera design.
7263A	Live	750-900	Similar to 7262A but designed to withstand severe shock, vibration, and humidity.
7697	Live	750	Similar to 7735A but designed for optimum operation at lower target voltages.
7735A	Live	750-900	Similar to 7038 but has much higher sensitivity and higher "red" response.
8051	Broadcast film pickup & data transmission	1500	A 1 1/2-inch diameter type having very high resolution capability. For new camera designs.
8134	Live & Film	600	Features electrostatic focus, magnetic deflection.
8507	Live	1000	High resolution type having separate mesh and wall electrodes. Requires camera modifications.

## Radio 1963—Campaign 2: Command sells on radio

One of the accomplishments that radio men especially like to talk about is the share radio has won of what was once the 100% television budget of Alberto-Culver.

The Radio Advertising Bureau started working on Alberto-Culver with a detailed presentation to Advertising Director Chuck Pratt in December 1962. At that time the company was spending about \$30 million a year in advertising, all of it in TV.

J. Walter Thompson, the Alberto-Culver agency, recommended to the company president, Leonard Lavin, that the company test a campaign including radio effectiveness in 10 markets, to which the company president agreed.

The campaign was for Command hair dressing, and it was launched last August and ran through mid-December. The markets were Baltimore, Buffalo, Los Angeles, Philadelphia, Portland (Ore.), Sacramento (Calif.), San Diego, San Francisco, Seattle and Washington.

Number of stations used in the campaign varied from one in Buffalo and Washington to six in San Francisco. In placing the business, the agency and advertiser looked primarily for strong radio personalities, inclining toward those on stations offering a "contemporary" music format.

The agency provided a bouncy musical introduction, which featured a girl singer proclaiming her preference for "the man who takes Command," and left the rest to be ad-libbed from a fact sheet.

Early last month, Alberto-Culver launched another radio campaign—using not 10 markets, but 29.

Command's \$3 million budget this year is scheduled to be split evenly between network television and spot radio. The rate of division, of course, is subject to constant analysis by both the Alberto-Culver advertising executives and its agency but radio men think before the year is over their percentage may even be increased.

Mr. Lavin gave the radio men considerable reason for their bright new anticipation when he spoke Feb. 6 in Toronto before the radio-television club there. Although he affirmed that he believes television is inherently the strongest mass medium, Mr. Lavin admitted he has come to the conclusion that radio delivers prospects never reached before in Alberto-Culver advertising.

"Radio has not played a big part in our media strategy," Mr. Lavin said,

"but we do expect that it will in the future."

TV is becoming more expensive each year, he observed. Also, he noted, the TV stations, "prodded on the one hand by giant advertisers intent on reducing competition and on the other by critics of television, seem inclined to inhibit advertising. This will reduce the economic efficiency of the medium and when this happens—it is happening now—we are naturally exploring other media."

Reviewing Alberto-Culver's use of some radio for its Command campaign, Mr. Lavin said "we have every reason to believe this move will be successful. And if it is, we will inevitably invest more money in the medium."

The Alberto-Culver president continued, "I must say that I have become aware of something special about radio. I have come to the conclusion that the medium delivers an audience that we had never really reached before. It was always my concern that with radio we would be simply duplicating our reach on television. Nobody could be happier than I if it is demonstrated to our satisfaction that this is not so."

## Radio 1963—Campaign 3: Foods get national image

In 1963 Arthur Godfrey and Garry Moore extolled the qualities of Morton House Kitchens foods on their CBS Radio shows. After 20 weeks with Mr. Godfrey, the firm showed a 59.6% increase in sales.

For 1964 Morton House of Nebraska City, Neb., is back with the Godfrey show on a 52-week contract and has gone to ABC Radio with two participations a week for 26 weeks in Don McNeill's *Breakfast Club*.

For Morton House, which began selling foods in 1886, the CBS buys were its first entry into network radio. The original 1963 purchase called for 26 weeks of Godfrey beginning in January and 26 week of Moore beginning in April.

According to Morton House's agency, Bozell & Jacobs, Omaha, the buys had two main objectives.

- The company had just completed forming a national food broker organization and felt the need of a "strong umbrella program that would give national advertising at an efficient cost."

- Morton House wanted to employ promotional tools that would create "maximum excitement within the broker organization and retail trade." Top radio personalities were felt to be the best contributors to this "type of excitement as well as reflect the quality

image" of the products.

The Godfrey buy was later extended another 26 weeks covering the full year, and, to broaden the coverage by adding another network, the *Breakfast Club* has been added.

"Our experience has clearly indicated the merchandisability of people like Godfrey, Moore and McNeill, "according to Lonnie V. Merrill, vice president of marketing for Morton House.

The personalities were used during '63 in point-of-sale pieces, newspaper mats, mailings to brokers, reproduction on stationery and prepared tapes for sales meetings, among others. This, said Mr. Merrill, is a very vital part of the program.

## Radio 1963—Campaign 4: Mitchell United's voice

Personal identity carries the thrust of United Air Lines' advertising, and the carrier's 1963 campaign was so successful that it not only speeded the pace of ticket sales, it won a Radio Advertising Bureau award for outstanding radio advertising.

With 10-15% of its advertising budget in spot radio, United has found that a spokesman for the airline is more successful than a staff announcer rattling off copy.

United's current campaign actually began in 1962 with the decision of the airline and its agency, N. W. Ayer & Son, New York, to get someone who would speak only for United. Thus "Rod Mitchell" as the voice of United Air Lines was born.

**Heavy Schedules** ■ Mr. Mitchell, who is heard in situation reports from cities served by United, is heard at present in some 20 markets on 52-week schedules.

The voice sounds as if it might be anyone, and the name has a ring to it that makes the listener think he's heard this person before. But Rod Mitchell, while alive and kicking, is only the voice that that made good on a demonstration tape.

Mr. Mitchell, whose name is now owned by United as a commercial property, is an account executive with Ayer. The selection of Mr. Mitchell as United's alter ego came after he cut a tape for Ayer to demonstrate to United a new campaign. The voice was the voice United wanted.

Mr. Mitchell's affiliation with Ayer fits in nicely with United's advertising concept, which it says centers around "integrity." Instead of a bland message, such as "Why don't you fly to Florida?", United flies Mr. Mitchell to Florida and he says, "Why don't you come here and enjoy yourself?" And these are no phony location recordings. Every spot aired by United is authentic, and the background noises were really made on the scene. Mr. Mitchell, as an Ayer



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executive, is no mere robot. He knows United and he knows what he's talking about. This is what United means by "integrity." An airline has to have an image of stability and reliability, and United thinks that's what Mr. Mitchell's personal identity with it conveys.

United uses 20 markets and never places its spots on less than two stations in a market, using many more in some of the larger markets. Prior to last year, the carrier concentrated its advertising time in the morning and afternoon to catch the commuter. In 1964 it will aim solely at the morning commuter. United's spots, with rare exceptions, are 60 seconds long.

## Radio 1963—Campaign 5: Five-station radio drive

All five AM stations in Greensboro, N. C., linked together last October to promote radio as a sales medium. The first local merchant to exploit their sales program doubled his December volume over the same month the year before, and other businessmen figure to follow his lead in utilizing the sweeping campaign engineered by the Greensboro Radio Association.

WBIG, WCOG, WEAL, WGBG and WPET first prepared a presentation detailing the advantages to be gained from advertising on radio. The stress was on radio set sales, automobile penetration, listening habits and radio's competitive supremacy vis-a-vis print. Among other sales points, the presentation also noted that one-time saturation on the GRA stations would cost \$116, some \$700 less than full-page ads in Greensboro's two dailies.

**90-Day Test** ■ The first GRA pitch was to Gordon Zane, executive vice president of the city's King Zane Pontiac. Admittedly with some misgivings, he finally agreed to concentrate his advertising dollar on radio for a 90-day test period. The five stations each got 10 spots a day. A jingle was produced and used with the spots, with a weekly copy change.

Sales immediately jumped and, Mr. Zane said, "We have had more comment from our customers than you can ever imagine. We feel that the money spent on our radio saturation advertising has been returned many-fold through sales and recognition."

Not surprisingly, King Zane Pontiac plans to continue with the GRA plan this year, ballooning its radio budget from \$3,600 in 1963 to about \$36,000 for 1964. In December the dealer sold out of new cars and his used car stock was depleted to its lowest point in the history of the firm.

Since the spectacular success of the

automobile campaign, GRA has sold other local advertisers on the radio saturation plan, and their new schedules will start later this month. The stations say that combining their sales power not only helps the advertiser, it benefits the stations themselves, and in more than increased revenue. The GRA group reports that competitive frictions have eased, and station salesmen are concentrating on selling radio as a medium before crowing about their own outlets.

## FM 1963—Campaign 1: TWA woos music lovers

In the summer of 1963, armed with the tentative conclusion that lovers of serious music are as a class inveterate travelers, Trans World Airlines, New York, decided to reach this market through the medium of FM, selecting stations with impeccable programming standards (BROADCASTING, Feb. 10). In the fall TWA began the experiment with sponsorship of two concerts a week on FM's in New York, Chicago, Los Angeles, San Francisco and Boston.

TWA's programs, *The World of Adventure in Music*, are 55-60 minutes long and all are built around definite musical themes. The commercials—whether delivered by Frank Waldecker, the airline's national host, or local announcers—are informal and relaxed. The advertising is specially designed for the music programs by TWA's agency, Foote, Cone & Belding, New York.

The decision to use FM soon paid off. In response to notices of the programs sent to regular customers, TWA has received literally hundreds of letters commenting favorably on the programs, although the carrier notes that no real sales results can be traced directly to its use of FM because of the airline's massive advertising in other media in the markets. But TWA has found the listener response deeply gratifying, especially since many laudatory letters also have come from listeners not on the mailing list.

Such a thumping success convinced TWA it had made the right program choice, and this year the airline has added an FM outlet in Los Angeles and AM's in New York and San Francisco.

## FM 1963—Campaign 2: Auto FM adds GE sales

The advertising efficacy of FM is steadily growing, and a good example of this new selling stature is the dynamic relationship between WLDM(FM) Detroit and Witbeck Household Appliances, Ferndale, Mich.,—a suburb of

Detroit.

A case in point: one week the General Electric dealership ran 10 half-minute spots a day in a special campaign to push GE portable garbage disposals. During the week the store sold 431 units to customers who had heard about the disposals on WLDM, A. V. Witbeck, owner of the store, reported. And, he said, 8% of these sales were made to automobile FM listeners.

Mr. Witbeck said he had never considered a possible FM car audience before, but it obviously "should be given consideration in our future planning."

The disposal campaign, though a spectacular example, did not exist in a vacuum. The Witbeck store had used WLDM continuously and exclusively for 14 years, and with notable success.

**Big GE Outlet** ■ A single-store operation, Witbeck claims the largest yearly volume of any single GE outlet in the state. Witbeck uses only 30-second spots featuring hard-sell copy with no institutional material. Mr. Witbeck spends about \$3,000 per month, and plans to continue through 1964 on the same basis. The store doesn't use an advertising agency—the station prepares all material and staff announcers read the spots.

Witbeck for the past few years has followed approximately the same advertising pattern: five spots a day except Sunday, 10 spots a day for special promotions. About every three months, Mr. Witbeck pulls his advertising for two or three weeks, a rest period he is firmly convinced adds sales power when the store goes on the air again.

A campaign launched last month also points up Witbeck's success with WLDM. The GE dealership put on a special promotion to push refrigerators and food freezers, the stock of which usually gathers dust during January. The result? Refrigerator sales were 50% higher than in any January in five years and freezers moved at a faster pace than during the entire first quarter of 1963.

## TV 1963—Campaign 1: Hudson builds its market

Along the Atlantic Coast Hudson Pulp & Paper Corp. has been a continuing user of spot television for several years and the use has been accompanied by a steady increase in sales and a solid growth in share of market for all the Hudson household paper products.

Through Grey Advertising, New York, Hudson's 1963 schedule took in about 22 stations covering the eastern seaboard from Boston to Miami with anywhere from 175 to 300 commercials per week during the various flights. For 1964 about eight more stations in as many markets will be added to the Hudson lineup.

The bulk (75%-85%) of Hudson's



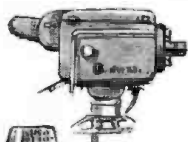


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Again with television (WKAQ-TV Telemundo) leadership was the keynote. The pioneer in this field in 1954, it is the unchallenged leader today. The most recent surveys show that the top ten programs are telecast over Channel 2, with two more WKAQ-TV programs among the "TOP FIFTEEN".



WKAQ is not only the most popular station on the island, but it also adds more evidence of the vision of El Mundo Enterprises. For forty years it has served the community with the best available programming and facilities. With its network affiliates, WORA, Mayaguez; WPRP, Ponce; and WABA, Aguadilla it saturates this lucrative market.

\* On a per capita basis, the Puerto Ricans are by far the best U.S. customers among major purchasers, to the tune of \$400 per person during 1962, as against second place Canada with \$211 per capita! In total volume sales, "little" Puerto Rico is the fifth best U.S. customer after such major customers, as Canada, Japan, the United Kingdom and West Germany.

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\$1.5-\$2 million ad budget has done into spot TV to push the "spongeability" of Hudson paper towels and the "showcase" containers for Hudson facial tissues.

For the most part Hudson buys weekly package plans, using a combination of day and evening spots to give what the agency feels is the "best reach-frequency mix for our products."

**Follows Pattern** ■ As a regional marketer Hudson finds the local spot schedules give it advertising coverage paralleling the distribution pattern. Corporate schedules are purchased and product commercials (facial tissues, towels, napkins) are alternated depending on the season or the advertising needs of the different products in different markets. Thus the weight of the advertising can easily be varied when a product has a seasonal sales pattern.

The product copy requirement usually demands a full minute and as a result Grey produces and schedules mostly



*Hudson emphasizes period design*

60-second commercials, using actors and actresses, some known, some unknown. Animation has not been tried.

Among the producers of Hudson spots have been Elliot, Unger & Elliot, MPO, TV Graphics and Televideo. The current flight of spots for Hudson's Decorator Showcase facial tissues was produced by VPI.

In '63 Hudson unveiled the Golden Showcase in which the printed matter on a box of facial tissues came off with the wrapper. The tissue box had a fleur de lis design.

**Authentic Periods** ■ For 1964 Hudson's showcase boxes highlight authentic pieces of period decor, such as Early American, traditional and contemporary. The spots in turn illustrate how the box designs are derived from the decors. In this series stop and go camera action is featured.

While product, package, distribution, price, advertising story, media selection and weight all affect sales, Hudson has found a corresponding increase in awareness of its brand in its spot TV markets.

## TV 1963—Campaign 2: Noisiest chips sell well

A fresh advertising approach to a familiar product, presented to the public via a saturation television campaign, has paid off handsomely for Laura Scudder's potato chips, according to Arthur A. Kattan, the firm's vice president and marketing manager.

About three years ago his company undertook a thorough study of snack foods marketing, its own and well as that of other companies, and found "some very ho-hum" marketing efforts," Mr. Kattan reports, "with Laura Scudder's being no exception. . . . Marketing programs were plagued by mediocrity and sameness. . . . Packaging was very similar; promotions offered by one company would eventually be offered by all; point-of-sale material was uninspired and all advertising talked of freshness and crispness in the same language. . . . Because of this sameness of effort, there seemed to be a lack of strong brand loyalty on the part of the consumer, which put all companies into a vulnerable position."

**Point Of Difference** ■ Sure that Laura Scudder's had the inherent advantages of a top quality product and a hard-hitting sales force, "our basic marketing objectives then became crystal clear—to achieve a point of difference, or more importantly a point of superiority, between Laura Scudder's and its competitors. Our research indicated that the prime factor in consumers' minds in the brand selection of potato chips was the question of freshness."

The problem was presented to Doyle Dane Bernbach, the Laura Scudder's agency, which was instructed to take the "point of difference" approach. The result was the "Noisiest Chips in the World" TV commercials, which were specifically designed to force consumers to take a stand about them. The spots were too powerful to be ignored; people either loved them or couldn't abide them; there was no middle-of-the-road attitude.

The first "Noisiest Chips in the World" commercials were broadcast in the fall of 1961. In less than a month they had achieved over 67% awareness in the area in which they were shown. Of those who knew of them, 93% were strongly in favor and 7% strongly disapproved, "almost to the extent of refusing ever to buy our product again," Mr. Kattan says. "We couldn't have been more delighted. We knew that with all of the hubbub we had created, we had achieved our objective."

**Many Varieties** ■ From then on, the entire campaign was built around the "noisiest chips" theme, which gave

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WAIL Atlanta  
WTOG Savannah

**ILLINOIS**  
WHBF Rock Island

**INDIANA**  
WISH Indianapolis

**KANSAS**  
KAKE Wichita

**LOUISIANA**  
KPLC Lake Charles  
KALB Alexandria

**MASSACHUSETTS**  
WBZ TV Boston

**MINNESOTA**  
WCCO Minneapolis

**NEW MEXICO**  
KGGM TV Albuquerque

**OHIO**  
WOUB Ohio State Univ.—Educational

**OREGON**  
KVAL Eugene  
KEZI Eugene

**PENNSYLVANIA**  
WHP TV Harrisburg  
WFIL Philadelphia  
WHYY Philadelphia — Educational  
WDAU Scranton

**TENNESSEE**  
WDCN Nashville

**TEXAS**  
KROD El Paso  
KOSA Odessa

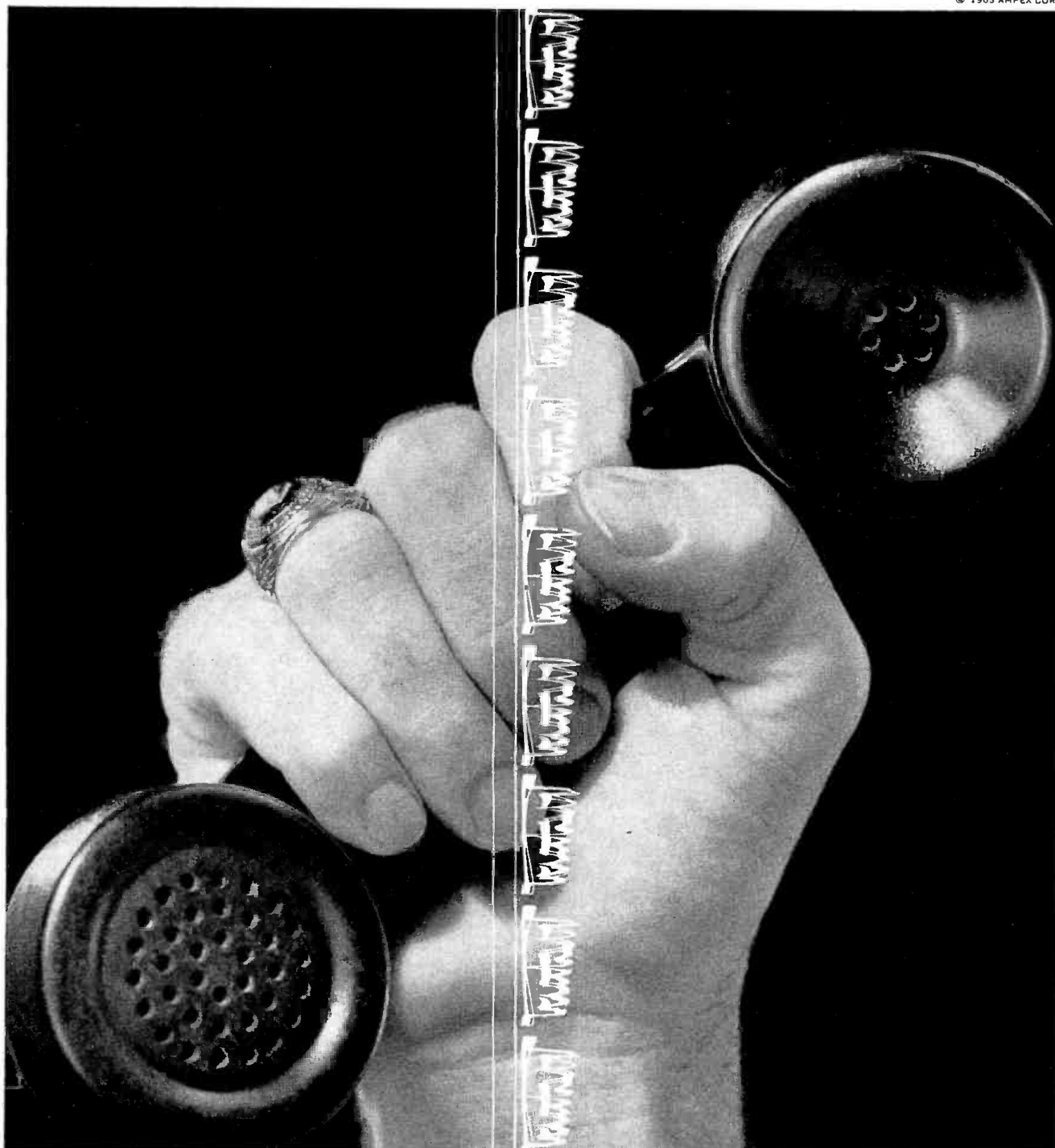
**UTAH**  
KUED Salt Lake City — Educational

(Because of space limitations this is only a partial list of the many VR-1100 installations)

**AMPEX CORPORATION**  
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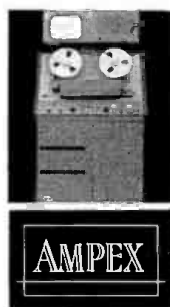




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\*TM Ampex Corp.



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## TESTING? NEW PRODUCTS TRY OUT RADIO-TV *continued*

scope for an almost limitless number of variations—freckle-faced kids, the grandma who literally brings the house down, the golfer whose magnificent putt goes astray because of the sound of crunching potato chips, the little boy who promises to give up ever so many other pleasures in exchange for noisily eating Laura Scudder's potato chips, and on and on and on.

The campaign was continued into 1962 and into 1963 and now into 1964, with no end in sight. Every available TV station in every TV market in the three states in which Laura Scudder's potato chips are available—California, Arizona and Nevada—was used. The advertising budget for this product alone was boosted to over \$500,000 a year in 1962 and this high level was maintained last year and will be this year, Mr. Kattan says.

Results: Laura Scudder's policy is not to divulge dollar sales statistics or even year-to-year percentage increases, but Mr. Kattan admits that "sales turned up dramatically after the campaign was on the air, with annual goals not only being reached but surpassed. Shares of market also increased dramatically."

Those were the results Laura Scudder's wanted and they are the reason the TV "Noisiest Potato Chips in the World" campaign is now well into its third year. But the company is not displeased that the commercials have been honored with awards from the New York Art Directors, the Advertising Writers Association of New York, the International Broadcasting Awards (two) and the American Film Festivals (three).

## TV 1963—Campaign 3: Awareness for Weldwood

In the fall of 1962 United States Plywood Corp., New York, decided to try TV to gain greater recognition for its Weldwood trade name, and further the use of its hardwood paneling.

In addition to Weldwood, the advertising program included promotion of Weldwood adhesives, Presto-Set, Contact cement and Epoxy glue.

Today network television, the only type the firm uses, is the biggest item in U. S. Plywood's advertising budget. More than twice as much is put in TV as in other media.

While plywood was a name common to do-it-yourselfers, Weldwood was not. But television has produced results in awareness and sales "far over any anticipated," according to John R. Thompson, ad manager for U. S. Plywood.

Through its agency, Kenyon & Eckhardt, New York, U. S. Plywood set out to tell of the advantages of real wood

paneling and the low cost of using such materials.

**Complete With Ribbon** ■ To illustrate this two name actors made a 60-second spot called the "box commercial." The spot appeared on several award-winning commercial lists because of its unusual effects. During the spot walls move into place forming a room and at the conclusion, the paneling forms a box with a gift ribbon.

Featuring veteran Melville Cooper and newcomer Charles Nelson Reilly the spot used a version of the split-screen technique to show how the wealthy man and the average man can both take advantage of Weldwood paneling.

Another special effect commercial was used in the fall of '63 in which a home is assembled in cutaway form on location in a Canadian forest. This commercial has also come in for its share of critical acclaim.

**Animation Too** ■ For the adhesive line, animation was primarily used. But the one exception, for Epoxy glue, is another standout. A young boy glues a stack of pots and pans on top of a stove and chins himself using the handle of the uppermost pan.

In all cases U. S. Plywood used 60-second material, sometimes backing a 20 and 40.

During the early part of its 1963 campaign U. S. Plywood went with *Sam Benedict* on NBC-TV and *Ron Cochran with the News* on ABC-TV. In the fall and the start of a new season, the firm went back to Ron Cochran and added the *Jerry Lewis Show*.

In the early months of 1964, U. S. Plywood is staying with ABC-TV again with Mr. Cochran, and adding *Wagon Train*.

U. S. Plywood took a hiatus last summer but found that its television advertising had done its job. The expected drop in awareness and sales of Weldwood just didn't happen.

## TV 1963—Campaign 4: Making women well-hatted

The Millinery Institute of America couldn't care less about which chapeau milady takes from the closet on a given morning. What it is concerned about, and has turned to a test TV campaign to help solve, is the lack of hats in the wardrobes of American women.

In its two-flight (fall and spring) program in Boston, Atlanta, Omaha and Syracuse, N. Y., the institute, through Baker & Byrne, New York, is attempting to determine if single-message concentration could reverse the long-range trend of decline in millinery sales.

It is the first time the industry has used a regular advertising program, al-



though it has had a long-established publicity and public relations program.

**\$100,000 Budget** ■ With a budget of more than \$100,000 for the test markets, the \$375 million industry is attempting to show the ease of changing a personality simply by adding a hat. Rather than sell particular looks or sales, the institute is trying to sell the "concept of wearing a hat."

The commercials produced in all lengths had one theme: "This is a girl named Eve." The male voice-over at the end tells the ladies, "You look different in a hat. Try one on."

Commercials of 60, 50, 20 seconds and ID's were produced, with the 50-second spot for store use with tag in nontest markets only. Weight was concentrated on 60's and prime 20's.

While full results of the fall flight are not available, sales reports from October-November suggest wide variance between markets where weather conditions were relatively similar in 1962 and 1963.

■ In Atlanta the reported sales difference with the control markets is plus 25%.

■ In Syracuse the sales difference was plus 4.8%.

**Proves Effective** ■ The indication is that where weather was seasonal, the TV effectiveness was quite apparent. Jack Byrne, executive vice president of the agency, noted that the showing of "a substantial increase in Atlanta of an industry that has been plagued with continuing decline is very significant."

Although the future of a Millinery Institute campaign on a larger scale is uncertain until final test results are in, it is possible a further test will be held in the fall to dig deeper into the possible adverse effect of the weather in certain markets last fall. Considering that and because of the short pre-Easter season this year, the spring program might not be put into effect.

One thing is definite, though, further steps will be taken to explore the power of television as a medium to reverse the trend away from millinery.

## TV 1963—Campaign 5: John Hancock turns to TV

The best market for life insurance is young marrieds, and in 1963 the John Hancock Mutual Life Insurance Co., Boston, aimed most of its television advertising at gaining their confidence. The plan was to reach 60% of the TV homes in markets where the firm has a main office, and the advertising theme was that John Hancock is "a modern, alert, sound financial organization" with agents expertly trained in service.

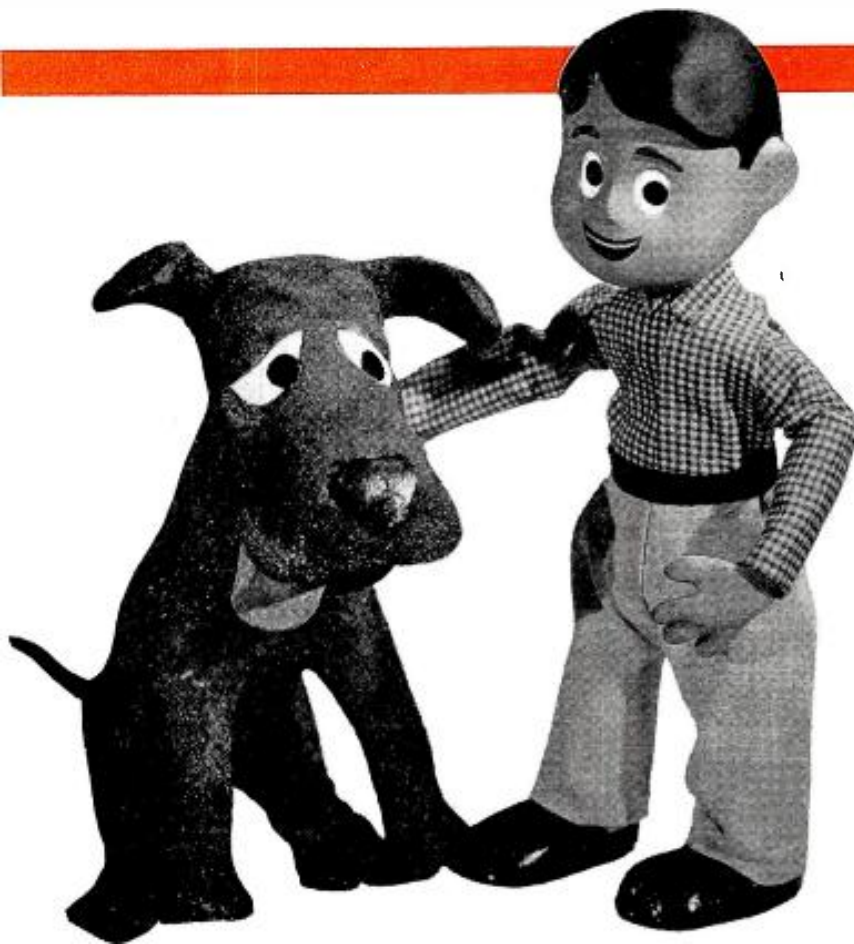
Using a TV advertising budget of \$1.5-1.75 million, John Hancock bought 10, 20 and 60-second spots in 102 markets. The insurance company's agency

# DAVEY AND GOLIATH

A TOTAL OF 39 WEEKS OF HIGHLY-RATED PROGRAMMING

**"WITHOUT DOUBT THE BEST IN ITS FIELD, THE HIGHEST RATED PROGRAM IN ITS TIME PERIOD IN NEW YORK MARKET."** *Tak Kako, WABC-TV*★★★**"CERTAINLY IS POPULAR."** *Kendall Smith, WTIC-TV, Hartford*★**"DESERVES A STANDING OVATION."** *Louis Lang, WIS-TV, Columbia, S. C.*★★**"BEST WE'VE EVER SEEN."** *Fred Noble, KRGV-TV, Weslaco, Texas*★★★★★**"GREAT!"** *Joe Hudgens, KRNT-TV, Des Moines*

A TELEVISION PRODUCTION OF THE LUTHERAN CHURCH IN AMERICA



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**THE NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE U.S.A.**

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## TESTING? NEW PRODUCTS TRY OUT RADIO-TV continued

is McCann-Erickson Inc., New York. Its campaign ran for 26 weeks, from April 22 to Oct. 19, and all its spots were scheduled between 6:30 and 11:15 p.m.

**TV Major Medium** ■ About 60% of John Hancock's advertising budget is set aside for television. Leavitt Howard, John Hancock's director of advertising, notes that "typically" the company's advertising expense is only 1-2% of its total sales expense. Because of this, he said, "we do not attempt to claim substantial and direct sales results." But, he noted, "The reaction to our current program by our agents has been in general very favorable. They like what we are doing now better than what we have done in the past."

In 1962 John Hancock did not use television, although in 1957 it co-sponsored five *Producer's Showcase* programs. Last year's spots featured Art Keegan playing the role of Scott Miller, a John Hancock insurance agent, with Jack McCarthy doing the announcing.

The company has changed its approach somewhat for this season. Mr. Keegan now plays an unnamed agent, and the spots contain dialogues between the agent and insurance prospects. The different commercials point up different areas of John Hancock coverage.

The Boston firm this year slightly expanded its advertising program and budget. It continues to use spot TV in major markets and has picked up a participating sponsorship one day each

week of the *Huntley-Brinkley Report* on NBC-TV. The 36 week sponsorship—from Jan. 3 to Sept. 1—allows John Hancock every week to run a 60-second commercial, a 30-second commercial and a 10-second introductory billboard. On alternate weeks the company runs only a 60-second commercial.

### TV 1963—Campaign 6: Savings and loan builds

A maximum response from a minimal investment was aimed for and achieved last year by a regional advertiser, Capitol Federal Savings and Loan Association of Topeka, Kan. The assets of the institution have risen from \$42 million to \$246 million since it started using TV in 1954, and \$30 million was added in 1963 alone. Capitol Federal last year garnered 48% of its new savings accounts through TV advertising, according to research covering 11 months.

Its 1963 TV campaign cost was \$32,000, \$31,200 for time and \$800 for production and art. Capitol Federal has no agency, doing all its copy, art and production work itself, with an occasional assist from one of the two stations it uses, WIBW-TV Topeka and KMBC-TV Kansas City, Mo.

**Build An Image** ■ Capitol Federal's commercials are two-pronged. First they stress the bank's image as the safe, solid institution geared for the common man. Then they concentrate on a hard sell of the firm's benefits, closing with

a suggestion to "do it now." The firm aims at the 35-and-older audience and a live personality delivers the pitch.

The commercials run 10, 20 and 60 seconds. WIBW-TV is Capitol Federal's bigger buy, with a weekly schedule of two 6 p.m. newscasts, two 10:15 p.m. weather shows, four 20-second spots and two 10-second ID's in prime time. KMBC-TV carries ten 20-second spots in prime time during the first 10 days of each month. This year Capitol Federal will keep its Topeka TV advertising at about last year's level, but plans a considerable expansion in Kansas City.

**Zabach To Lombardo** ■ Capitol Federal started in TV in 1954, buying the syndicated *Florian Zabach Show*, which a year later was replaced by another musical program, the *Guy Lombardo Show*. The firm continued with half-hour shows until 1962, when it moved toward its present lineup.

Television is a good buy, according to Capitol Federal, because of its enormous audience, its possibilities of combining the audio and visual sell and the prestige identification with a quality show possible. Capitol Federal also likes to be identified with its television personality and notes that it can pick its time segments to hit the audience groups it wants.

The emphases of its sales pitches are varied from spot to spot, but each commercial focuses on some combination of rate, safety, service, convenience, availability, size or strength. All Capitol Federal spots feature a live personality, closing location slides and hard sell copy.

## INTERNATIONAL

### MORE RULES FOR CANADA

Proposals would limit number of TV commercials, and make FM stations program separately from AM

Canada's Board of Broadcast Governors will hold public hearings on proposed new radio-TV regulations on March 10 at Ottawa.

Under the proposed rules, Canadian TV broadcasters may be faced with less commercial time to sell, while radio broadcasters with FM stations may have to program separately for an increasing number of hours each day.

The regulations also provide for 55% Canadian program content for all radio and television stations over 13 week periods, and a minimum of 40% Canadian program content during the hours of 6 p.m. to midnight.

FM stations will be limited to only six program breaks for commercials, station or program promotion announcements per hour, for a total of

10 minutes from 6 a.m. to midnight. FM stations will also be required to keep a log on the time and duration of each commercial announcement, the total commercial time of each sponsored program and the names of sponsors. FM stations must devote at least two hours daily to programming separate from an AM affiliate, and file with the BBG within 60 days of the end of the station's fiscal year a report showing how separate programming has been increased in the year and what has been done to promote greater use of Canadian talent. At least 25% of a station's time must be devoted to programs which fall in the categories of arts, letters and sciences, as defined in the regulations for AM stations.

TV stations will have to have 55%

Canadian program content in 13 week periods starting in mid-June. Special allowances are to be made for programs from other British Commonwealth countries and in the case of French-language stations for programs which come from French-language countries.

Details of the reduction in advertising time for TV stations have not yet been announced. Currently TV stations are allowed 20 commercials in an hour, for up to 16 minutes in time.

### Ted Bates Co. now has Italian subsidiary

Ted Bates & Co., New York, which has formed advertising affiliations with four foreign agencies in the past five years, last week announced the addition of a fifth agency to the Bates International Group—Ted Bates & Co. S.p.A., Milan, Italy.

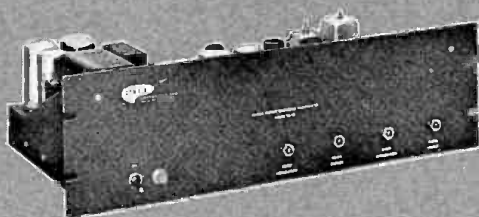
Ted Bates claims to be the fifth largest advertising agency in the world with billings of \$181.6 million in 1963.

The Italian agency opened formally

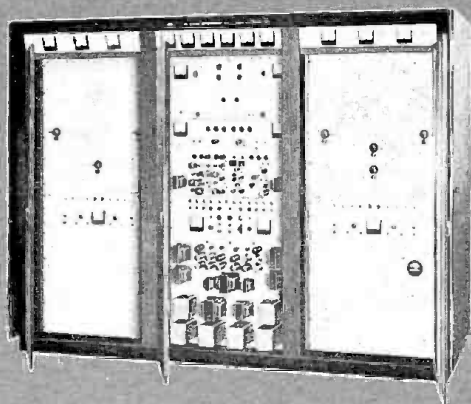


*Premium television equipment  
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the leading manufacturer of  
accessory equipment*

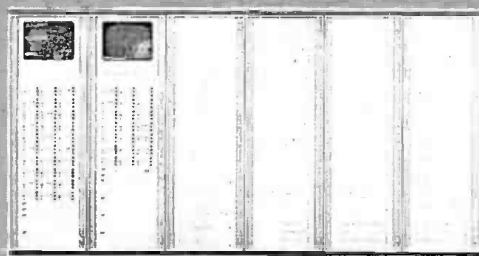
★ DYNAIR TX-1B  
CLOSED-CIRCUIT  
TELEVISION TRANSMITTER



★ DYNAIR TX-5000L  
BROADCAST  
TELEVISION TRANSMITTER



★ DYNAIR SOLID-STATE  
VIDEO SWITCHING SYSTEM  
(49 INPUTS—113 OUTPUTS)



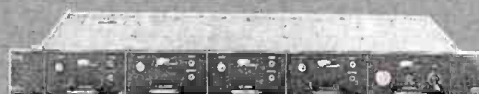
★ DYNAIR ST-1010A  
MODULAR SOLID-STATE  
STABILIZING AMPLIFIER



★ DYNAIR LDA-1070A  
MODULAR SOLID-STATE 12-MC  
LINE-DRIVING AMPLIFIER



★ DYNAIR DA-1060B  
MODULAR SOLID-STATE  
DISTRIBUTION AMPLIFIERS



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**BROADCAST TELEVISION TRANSMITTERS—**

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**TELEVISION SIGNAL PROCESSING EQUIPMENT—**

- Stabilizing Amplifiers
- Clampers
- AGC Amplifiers

**VIDEO TRANSMISSION EQUIPMENT—**

- Line-Driving Amplifiers
- Line-Terminating Equipment

**DISTRIBUTION AMPLIFIERS—**

- Video Amplifiers
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*For further information on our premium line of video equipment, please request our equipment catalog.*

**DYNAIR**

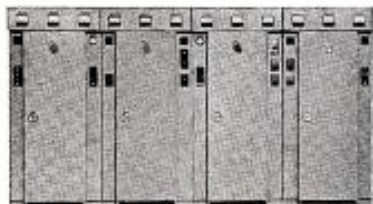
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The FAIRCHILD DYNALIZER uniquely solves these problems by automatically correcting the frequency response of an audio channel to compensate for hearing curves. The FAIRCHILD DYNALIZER provides full spectrum perception at all levels.

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**FAIRCHILD**

RECORDING EQUIPMENT CORPORATION  
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## USIA's function is 'news' not 'propaganda'

The U. S. Information Agency's basic role is as "a news function," not "propaganda in the ugly sense."

This is the view expressed by Carl T. Rowan, nominated by President Johnson to be USIA's new director, on ABC's *Issues and Answers* Feb. 2. Interviewed by Howard K. Smith, Mr. Rowan, an ex-newspaperman now serving as ambassador to Finland, said "I intend to have the agency tell the truth and put it in perspective."

Much the same view was advanced in the U. S. Advisory Commission of Information's 19th annual report to Congress, released a day later. Headed by J. Leonard Reinsch, executive director of WSB-AM-FM-TV Atlanta, the commission, which compiled the report before Edward R. Murrow resigned from the agency, also made a number of recommendations for improving the nation's propaganda outlet.

Mr. Rowan said that Voice of America news broadcasts have "to talk about some things that are unpalatable to American people."

He noted that in our propaganda war with the USSR "they are broadcasting about 1,337 hours per week as against our 800. The [Red] Chinese are putting out about 900 hours a week." This differential, Mr. Rowan explained, is in proportion to the respective information

budgets involved. The USSR's budget can only be guessed at, he said, "but we know it is at least \$250 million a year and some people think it is as high as \$2 billion a year. This is against \$134 million for our USIA."

The advisory commission's report stressed the need for "fuller understanding and support" of USIA in Congress, since there is "a seeming lack of rapport between the agency and some congressional leaders."

Among the continuing problems upon which the report fixed was the coordination of the agency's "complex and intricate operations." USIA, it suggested, might want to hire a career administrator.

The commission also reiterated a recommendation it made last year that the agency establish "outside committees" to review the contents of USIA's print and radio output. The report also claimed a need for a single USIA building in Washington instead of the 11 scattered buildings it now uses.

Others on the advisory committee were Sigurd S. Larmon, chairman of the board of Young & Rubicam, New York; M. S. Novik, New York radio-TV consultant; Clark R. Mollenhoff, Washington correspondent for the Cowles Publications, and John L. Seigenthaler, editor of the *Nashville Tennessean*.

last Saturday (Feb. 15) with a staff of 16 at Palazzo Belgiojoso, Piazza. It's directed by Marco Ciecerio. The first client will be Mobil Oil Italiana S.p.A.

In 1959 Bates formed Hobson, Bates and Partners Ltd., London, whose billings are now \$20.5 million. Spitzer, Mills & Bates was begun in 1961 in Montreal and Toronto and bills \$8 million.

A.F.P., Bates & Cie., Paris opened in 1963 and has annual billings of \$4 million.

Bate's Germany agency, Ted Bates Werbegesellschaft GmbH bills \$2 million. It was formed in the last quarter of 1962. A move of the German agency's offices to Lindenstrasse 15, Frankfurt was announced last week.

## Ampex in Japanese firm

Ampex Corp., Redwood City, Calif., has entered a joint venture agreement with Tokyo-Shibaura Electric Co. (Toshiba) of Japan to form a new company, Toshiba Ampex, K.K. (Toamco). The contract has to be approved by the boards of directors of the two companies and by the Japanese government, but an affirmative decision is expected

within six weeks. Toamco will manufacture Ampex Videotape television recorders and accessories, computer memory products and scientific instrumentation recorders for the Japanese market. Toshiba has annual sales of about \$700 million.

## BBC to share towers with ITA

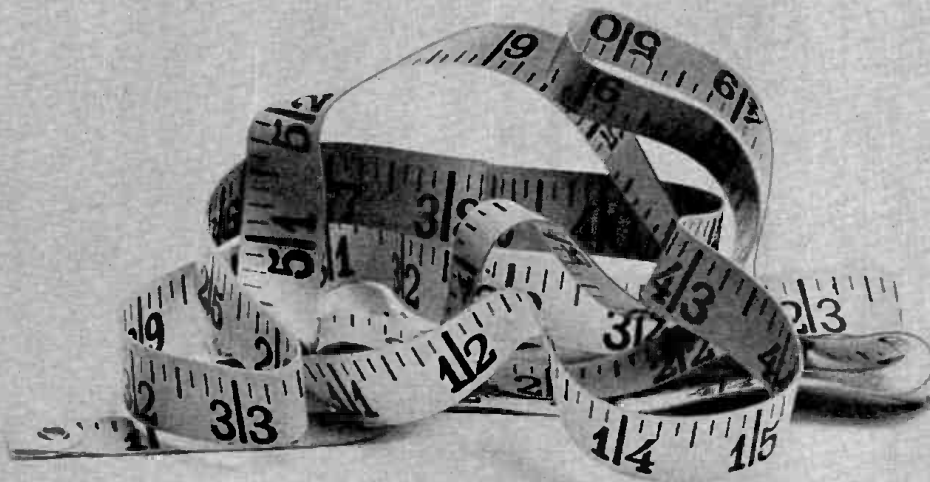
BBC and the Independent Television Authority are to share the \$2.1 million cost of three new television towers, two of which will be the tallest in Europe.

The two tallest, each 1,250 feet high, will be built at Emley Moor, Yorkshire, and at a site in East Lincolnshire. The other one, 1,100 feet, will be at Winter Hill, Lancashire. Each will consist of a steel tube nine feet in diameter with an elevator inside.

The main contractors are EMI Electronics Ltd. and the ITA which is in charge of the project. It is the largest single order signed by the authority.

The joint cost arrangement implements government policy of common BBC and ITA antennas.





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Anything—from suits to surveys—fits better when it's custom tailored. Standard-sized suits please a good many customers, but there are still those who need something special. And, it's the same with research. Available to every businessman are volumes of marketing research estimates which are invaluablely useful. Yet, there is always the executive who, at one time or another, can rightfully say, "Our problem is different. We need something special".

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DIVISION OF C-E-I-R INC.

# DATELINE: TV programming in Britain by Leslie T. Harris

## What's to be done about dwindling popularity of U. S. exports?

Perhaps it is the nearness of the Ides of March?

But there would appear to be faintly ominous portents for American television film producers in the etherized skies over Europe these winter nights. Signs which perhaps could significantly affect the sales of American programs abroad—at least for the first six months of 1964.

Whether these alarms are emblematic of changing tastes or philosophy is academic. They are present. And it would seem that American companies who derive up to 40% of their revenue from the foreign market would be well advised to interpret recent audience and political manifestations with care.

**Losing Ground** ■ American programs in Europe are losing the ratings battle. This is particularly true in England where a U. S.-made program has not made the Top 10 list this season. Nor is it related to the competitive aspects of the audience division between the BBC and the commercial contractors. Shows from the states have been losing ground on both networks. It can partly

be explained by the fact that few American programs are carried by the Independent Television Network—most contractors buy and schedule “imports” mindful of their local audience preferences and habits.

The fact remains that in recent months programs such as *The Defenders*, *Route 66*, *Naked City*, and *77 Sunset Strip* have been missing from the list in nearly all of the 14 areas polled. Only *Bonanza* and *The Beverly Hillbillies* have managed to make the count fairly consistently. Even so, neither appeared in the London breakdown for December, and no U. S. program was included among the 20 most popular network features.

This certainly has not been the pattern in recent years. For months *Wagon Train* dominated the ratings in No. 1 position. *Lucy*, *Gunsmoke* and *Rawhide* could always be counted on to attract a substantial share of the audience.

During a week in January in London's *Daily Mirror*, Clifford Davis, the television editor, stated: “Britain's 30 million viewers are nightly giving the thumbs down sign to American TV shows. They are happier watching British-made productions than expensive imports from Hollywood and New York.”

The popularity of local shows is understandable on the continent where dubbed dialogue, inability to identify with locale and characters, and what for want of a less libellous adjective might be charitably described as “capricious” scheduling, makes the viewing of American programs not only an exercise in patience but requires a lively imagination.

But in England, American television programs literally provided the sinews to build the program structure of commercial television. Therefore, it comes as a shock to discover that a rather pedestrian little program exercise in pub-crawling called *Stars and Garters*, can within three weeks top the best the U. S. has to offer. And that *Coronation Street*, a fog-shrouded, cockney-orientated version of an American “soap opera,” has for nearly two years been the undisputed No. 1 rating champ of British television.

Be that as it may, the portents—as we noted earlier—are clear. It now becomes a question of finding out—as the British say—“just what the position is.”

Can the change in popularity be caused by scheduling, competition, choice of programs, self-identification,

or a latent resurgence of national pride in the British product—or a combination of all five?

**Self-Identification** ■ With *Coronation Street*, it's obviously self-identification, at least among many viewers. But then, how do you explain *Maigret*? George Simenon's celebrated detective character is “tres tres” French. On the BBC where he has long been a reigning favorite, he is played by Rupert Davies. Mr. Davies is veddy, veddy English. Of course the supporting cast sound as though they were imported from South End, rather than the Fifth Arrondissement. Maybe that's the answer?

One thing is certain—the British are producing a wide variety of very good television programs. And they are breaking new ground. *TW3* in its early days was a remarkable departure from stereotyped programming. Its twilight problems came largely from inspirational fatigue. To no one's particular surprise it was discovered that the shock value of sex, religion and politics on British television was overrated.

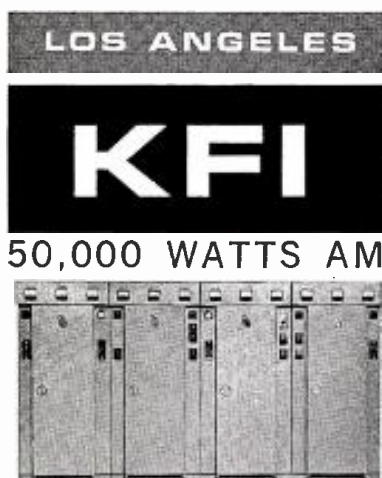
This—the sophistication of British television—is a factor American TV is often inclined to overlook. To an American living in England the amount of profanity and sex—both hetero and homo—seen and heard on British television sometimes seems indecent. But then the British consider Americans puritanical.

“Sophistication” is something to bear in mind when trying to explain why British programs have supplanted those from the U. S. in the affections of U.K. viewers.

Apart from the diminishing popularity of American programs there are still other indications that the sale of U. S. product in England in 1964 may require a considerably more imaginative approach than in the past.

There will certainly be more competition. And, not only among U. S. firms abroad, which now include a large number of independent producers. Since Associated Television of England first organized a major worldwide distribution complex—ITC—the BBC and three other contractors have formed their own sales affiliates.

**New Sellers** ■ This year Radiodiffusion Television Francaise, Televisione Italiana, Deutsches Fernseh Bayerischer Rundfunk and several other continental organizations are selling programs to other countries—including England. Canada's CBC has shown great enterprise in producing shows for the European market, and two Aus-



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*O. W. Mason*  
co-chief engineers

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tralian children's programs are at present being telecast in London.

In many instances reciprocal arrangements have been made for the exchange or co-financing of each other's programs. There is also the definite prospect of a coalition of the Commonwealth countries in joint program projects. European EBU member stations have also been active in joint production and exchange of programs: the Intel documentary project, for example.

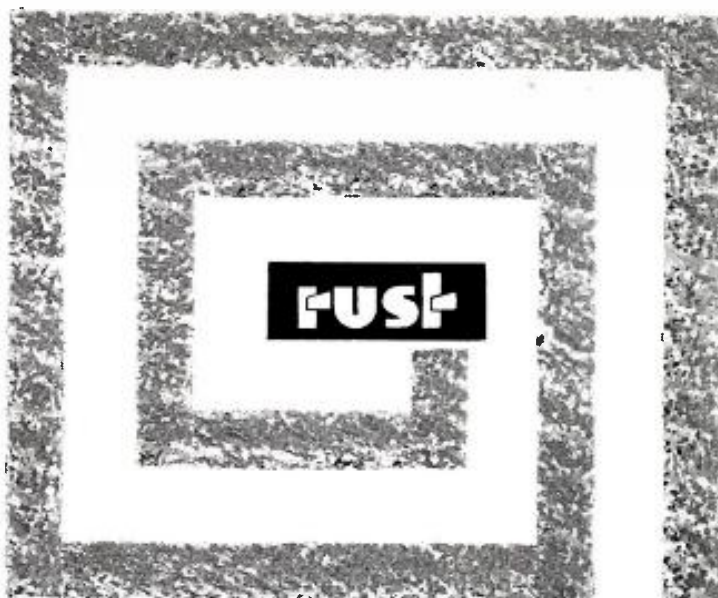
With a Commonwealth coalition it will undoubtedly be possible for either Canada or Australia to produce moderately budgeted film series without having to rely on the United States for end recoupment. Actually, under the new scale of quota fees agreed to by the contractors, it is now possible to break even on the costs of a television series produced in Great Britain. Tight control has to be kept on expenses, and worldwide sales must be handled directly by the contractors or through their own sales affiliate, but it can be done.

Not that British television producers aren't anxious to expose their product in America, but since the tightening up of the syndication market, they have accepted with a certain amount of equanimity the fact that U. S. foreign aid doesn't often include getting a co-production or co-financing deal with an American network. This conclusion has been reached with some bitterness. It may account to some extent for the singular lack of enthusiasm for the purchase of expensive American shows. There is no question that a more sympathetic approach to joint production ventures would drastically alter the British attitude toward the purchase and promotion of American programs—regardless of their popularity with the public.

**No Price Increase** ■ As it stands, it is doubtful if American producers may expect any increase for the time being in prices paid for their product in England.

There is also little reason to anticipate any relaxation of the present 14% American television film quota. Aside from previously mentioned factors, the political climate in the U.K. at present is not conducive to consideration of such a suggestion. While TV film and live production is going full blast, there is widespread unemployment in the motion picture industry, and the craft unions are looking to television to pick up the slack.

Any proposal to increase the quota would receive little encouragement from either the Conservative or Labor party. Since the BBC is not restricted by quota, the opening of its second channel in April will have no effect on any considerations. So far, other than the purchase of the *Danny Kaye Show*, the BBC has not given any indication



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Leslie T. Harris, currently engaged in short-term project for Schwerin Research Corp. in England, has spent the past five years as an American in the British TV industry. He has worked with Associated Television Ltd., one of the "big four" British program contractors, since 1959 when he left the U. S. and his post of vice president and general manager of CBS Films. Previously, Mr. Harris was associated with Bernard Schubert Inc., Colgate-Palmolive Co., NBC Radio, Benton & Bowles, CBS Radio and, in 1941, WQAM Miami.

that it intends to schedule many additional U. S. programs.

While the licenses of the commercial contractors have been extended by the Independent Television Authority, they are only for a three-year period and are subject to review should a second commercial channel be authorized—or, in effect, a trial period. It's not expected that the licensees then will wish to risk either public or official censure by initiating any action to increase the quota.

In France, where General De Gaulle has approved Secam color and not said "non" to the second network, there may be some activity next fall. Unfortunately, at the time the general was saying "oui," his government was cutting

the annual appropriation of the RTF in half. Understandably this has created some confusion and will delay the inauguration of the second French channel. Germany and Italy have also been having problems with their expansion timetables.

**Other Countries?** • Other European countries, though accounting for some revenue to American TV producers, cannot be expected to provide a great deal more—certainly not enough to compensate for any loss in England.

It is probable, though, that the setback will be of short duration. American sales organizations in England can definitely improve program acceptance by taking certain obvious steps. Just peddling the film is no longer enough.

A second commercial channel being authorized earlier than anticipated is a definite possibility. The commercial contractors will surely program very competitively against the BBC's second channel. Not that they expect it to affect the audience share a great deal. As the TAM [Television Audience Measurement] rating service has pointed out, the BBC is most likely to find that it is competing against itself—at least until there is a substantial switch to the 625-line standard of transmission.

These and other factors should keep American syndicators busy shuttling across the Atlantic this summer. But even before that, it is advisable to in-

doctrinate oneself thoroughly: Both the BBC and the British commercial contractors "know the score" today, their dependence on the U. S. for programs is not as acute as was in the past. They have other matters to discuss, and they're no longer shy in talking about them.

## Parliamentary hearings criticized by Bushnell

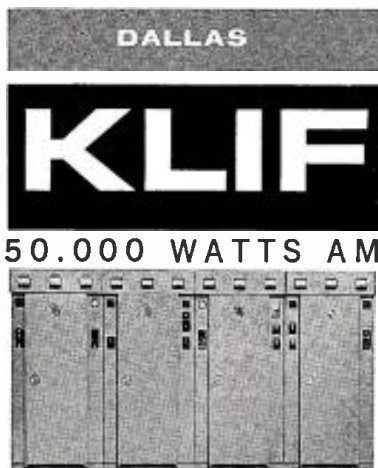
Canadian broadcasters, through the Canadian Association of Broadcasters and other organizations, should demand the fullest opportunity to express their views on what should be a right and proper course of action for members of Parliament to recommend regarding broadcasting. This view was expressed by Ernest Bushnell, president of CJOH-TV Ottawa, and a former vice-president of the government-owned Canadian Broadcasting Corp.

In a news letter to independent Canadian broadcasters, Mr. Bushnell said that parliamentary committees on broadcasting, have little value for the independent broadcaster.

Mr. Bushnell has been associated with 15 such committees and three royal commissions on broadcasting. The last parliamentary committee made its report in June 1961. There is now pressure in parliament for a new committee to investigate broadcasting.

Mr. Bushnell said that most committees examine the CBC. Independent broadcasters get a chance to present one brief and are questioned during part of one session. Questions, he pointed out, were asked by some committee members "who know less about broadcasting than the average seven-year-old child." Even the most competent CBC officials have at times been "badgered, bullied and bewildered by one or several parliamentarians" whose sole interest was to get on the record, he stated.

He felt another committee would be a waste of time except for the CBC and its supporters.



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vice president, director of engineering

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## Radio Free Europe opens new 250 kw transmitter

A five-minute broadcast from Los Angeles to the people of Hungary on Thursday (Feb. 13) was the inaugural program of a new 250 kw Radio Free Europe shortwave transmitter in Portugal. Crawford H. Greenewalt, national chairman of the Radio Free Europe Fund and also chairman of E. I. du Pont de Nemours & Co., made a one-minute talk, which was immediately translated by Stephen Bede, head of the Hungarian desk at RFE operating headquarters in Munich, Germany. Mr. Bede used the remainder of the five-minute broadcast to tell his Hungarian listeners that he and Mr. Greenewalt were in Los Angeles on behalf of the 1964 campaign to raise \$12.75 million for RFE.

Theodore C. Streibert, RFE president, said that the new transmitter is one of four, each with the same 250 kw power, that are being installed at an RFE antenna farm at Gloria, near Lisbon.

## Abroad in brief . . .

**Reps appointed** ■ CFPL London, Ont., has appointed Stephens & Towndrow Ltd., Toronto, and CKLM Montreal, Que., has appointed All-Canada Radio

& Television Ltd., as station representatives.

**Canadian radio buys** ■ Shulton of Canada Ltd., Toronto, has purchased 130 one-minute spot announcements on CBC network radio stations on three regular program series and on a selected spot basis. The account was placed through Wesley Associates Inc., New York. British Overseas Airways Corporation, Montreal, has signed thrice weekly sponsorship for one year of half-hour program on CFPL-FM London, Ont. The account was placed through Pemberton, Freeman, Mathes & Milne Ltd., Toronto.

**Ban relaxed** ■ BBC has relaxed its ban on records which jazz up classical music. They were automatically banned from BBC radio and television but now each record will be judged on its merits.

**More licensed sets** ■ Combined TV and radio users licenses in Britain and Northern Ireland increased last December by 11,848 bringing the total to 12,789,483.

**Jampro goes African** ■ Jampro Antenna Co. has announced that it will supply five television broadcasting antennas to the government of Uganda. The antennas, designed to serve CCIR channels 7, 8 and 10, are destined for

Mbale, Soroti, Lira, Masaka and Mbarara. Jampro said that it supplied the antenna for Uganda's first TV station in Kampala, which began operation last October. The country hopes to complete a network of six stations by next summer.

**London takeover** ■ Desilu Sales is closing its office in Munich, Germany, and concentrating all European sales efforts out of London, where Peter Marriott is in charge of Desilu sales in France, Portugal, Spain and the low countries as well as the United Kingdom. With the closing of the Munich office, Georg Von Block, who had headed that operation, has resigned.

## Papert, Koenig, Lois opens London office

Papert, Koenig, Lois Inc., New York, last week announced the March 1 opening of Papert, Koenig, Lois Ltd., London. The PKL subsidiary will be managed by Nigel Seely, formerly with the Slip Group Cos., London.

Approximately half the \$2.5 million billings at PKL Ltd. will come from John Player & Sons. Other PKL Ltd. accounts will be Granada Television Ltd. and Simplicity Patterns—both of which are handled in the U. S. by PKL.

### ANOTHER FILMLINE FIRST!

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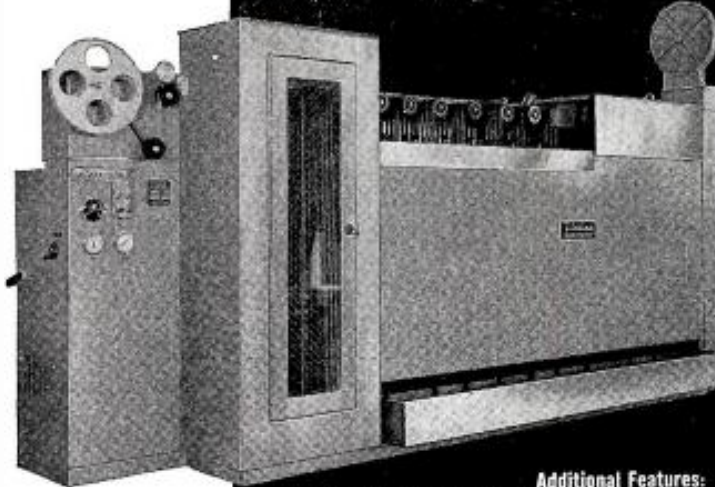
DEVELOPS 16MM FILM AT 2160 FT. PER HR.  
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POSITIVE FILM AT 3600 FT. PER HR.

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- **VARIABLE SPEED DRIVE**, development times from 1½ to 15 minutes.



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**Harry A. Johnson**, formerly VP of Compton Adv., Chicago, joins Earle Ludgin & Co., that city, as vice president and account supervisor.

**Perry Harten**, radio-TV group head, elected VP of Sullivan, Stauffer, Colwell & Bayles, New York.

**Paul Waddell**, VP of Smock, Debnam & Waddell, and **Harold F. Griswold**, VP of McCann-Erickson, both Los Angeles, elected to board of governors of Southern California council of American Association of Advertising Agencies. Mr. Waddell replaces **Norval LaVene** of Fuller & Smith & Ross, who is moving to Puerto Vallarta, Mexico; and Mr. Griswold replaces **Donald E. Jones** of MacManus, John & Adams, who moves to New York.

## BROADCAST ADVERTISING



Mr. Farrell

**Maury Farrell**, president and general manager of WATV Birmingham, Ala., resigns to join Smith Broadcasting Co. (WAAY-TV Huntsville, Ala.) as general sales manager. Mr. Farrell, former local sales manager of WBRC Birmingham, joined WATV in 1959. Previously he had been associated with WAPI Birmingham since 1937.

**Len Sable**, formerly account executive with WTMJ-AM-FM-TV Milwaukee, joins The Meeker Co., radio-TV sales representative organization, in Chicago as radio sales manager.

**Eugene H. Alnwick**, administrative manager of network sales, named Midwest sales manager of Mutual Broadcasting System, Chicago.

**Joseph S. Atha** elected to board of directors of Procter & Gamble Co., Cincinnati. Mr. Atha is board chairman of Folger Coffee Co., subsidiary formed by P&G to operate coffee business it acquired last November from J. A. Fol-

## Veteran broadcaster dies

**George Washington Norton Jr.**, 62, president of WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV (TV) Green Bay, Wis., died Feb.



Mr. Norton

13 of heart failure at hospital in St. Anns Bay, Jamaica, British West Indies. While vacationing there he was in automobile accident Feb. 10 and reportedly was recovering satisfactorily. Mr. Norton, an attorney, founded WAVE Inc. in 1933, was member of NAB board of directors for number of years and was one of the founders of Broadcast Music Inc. (BMI), broadcaster-owned music licensing organization. He also had served on policy subcommittee of NBC Affiliates committee. Prominent in civic affairs, Mr. Norton was brother-in-law of Senator Thruston B. Morton (R-Ky.). He is survived by his widow, a daughter and a son, George W. IV, VP of Norton Stations.

ger & Co. Prior to P&G's acquisition of company, Mr. Atha was board chairman of J. A. Folger & Co. and had served that firm at its Kansas City headquarters since 1918.

**R. Burt Gookin**, VP-finance and treasurer of H. J. Heinz Co. (57 Varieties food products), Pittsburgh, elected executive VP in charge of Heinz operations in U. S., succeeding **Frank T. Sherk**, 45-year veteran of Heinz organization, who has retired. In new position Mr. Gookin will serve as chief operating officer and chairman of management board in U. S., and will continue

as member of parent company's board of directors, executive committee and finance committee. **William D. Mewhort**, VP in charge of corporate planning since last October, named VP-finance and treasurer, succeeding Mr. Gookin. Previously, Mr. Mewhort was VP-finance for Star-Kist Foods Inc., a Heinz subsidiary.

**William L. Brian**, formerly executive VP of Farrington Business Machines Corp., New Bedford, Mass., rejoins Hilton Credit Corp., Los Angeles, as VP in charge of development and promotion. In 1958 Mr. Brian helped form HCC as VP in charge of sales.

**John T. Gelder Jr.**, former vice president and general manager of WCHS-TV Charleston, W. Va., appointed general sales manager of WTRF-TV Wheeling, W. Va.



Mr. Gelder

**Forest R. Miller**, member of client services staff of Hameroff & Smith Inc., Columbus, Ohio, advertising and public relations agency, promoted to radio-television director.

**Matthew J. Culligan**, president of Curtis Publishing Co., Philadelphia, and former executive VP and member of executive committee of NBC, New York, elected to board of directors of Chemway Corp. (manufacturer of drugs, [Lady Esther] cosmetics and household products), Wayne, N. J.

**Clifford R. Wilmot** appointed brand manager for Marlboro cigarettes at Philip Morris Inc., New York. Mr. Wilmot joined Philip Morris in 1959 as media manager and was promoted to assistant brand manager on Marlboro in July 1963. Previously, he was time-buyer at BBDO, New York.

**Lawrence Crane**, formerly advertising and sales promotion director of Hartfield Stores and Zody's Department Store in Los Angeles, appointed advertising director of Emenee Industries (toy and game manufacturer), New York. Previously, Mr. Crane was advertising director of Dejay Stores in New York City.



Mr. Crane

**Laird Koenig**, formerly with Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, joins McCann-Erickson, that city, as creative supervisor.

**Bert Neufeld**, formerly with Hegelmann & Bartolone and Grey Adv., joins Kenyon & Eckhardt, New York, as art director. Also joining K&E's New York

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office is **Joan Wagner**, senior copywriter on home furnishings division at R. H. Macy Co., that city.

**George J. Mrazek**, former partner in The Research Guild, named director of marketing for Sidney Clayton & Associates, Chicago advertising agency.



Mr. Farnham

**Richard E. Farnham**, since January 1963 account executive in Providence, R. I., sales office of WTEV(TV) New Bedford, Mass., promoted to WTEV(TV) advertising and sales promotion manager. Previously, Mr. Farnham served as New England manager for Peters, Griffin, Woodward; Eastern regional account executive for United Artists TV; account executive with NBC Spot Sales division in New York, and advertising and sales promotion manager of WBZ-TV Boston.

**James (Red) Edwards**, account executive at WCIV(TV) Charleston, S. C., promoted to local sales manager.

**William F. Reitman** joins sales staff of George P. Hollingbery Co., Los Angeles. He formerly was manager of The Bolling Co., that city.

**Robert L. Skinder**, art director for 10 years at Needham, Louis & Brorby, Chicago, promoted to art supervisor.

**Richard Jones**, art director, and **Michael Schneider**, group copy chief, at Sudler & Hennessey, New York-based advertising agency, elected VP's. **David Popofsky**, member of S&H's ac-

count service group, appointed assistant to president. **Paul Tosches**, manager of accounting department, named assistant treasurer. **Robert Siegler** joins S&H as account executive and **Stephen Korbet** joins agency's design staff as assistant art director.

**Charles Mayo** joins sales staff of WHLI-AM-FM Hempstead, N. Y. He formerly was in sales at Duane Jones Adv. and WLIB New York.

**Colette Jacobs**, formerly with Hixson & Jorgensen, Los Angeles, joins Los Angeles office of Doremus & Co., New York-based advertising agency, as executive for Crocker-Citizens National Bank account.



Mr. Bivans

**Jack Bivans**, account executive with local sales staff of WBBM-AM-FM Chicago, promoted to newly created post of national sales manager. Before joining CBS-owned WBBM, Mr. Bivans held sales posts at Adam Young Inc. and Lukas Film Productions. **Robert Ramoska**, formerly with WAAF Chicago, joins WBBM sales staff.

**William Pipher**, since 1958 Midwest sales manager in charge of radio for Edward Petry & Co., national radio-TV sales representative organization, in Chicago, joins WZZM-TV Grand Rapids, Mich., as general sales manager. Previously, Mr. Pipher was general sales manager of WTVH(TV) Peoria, Ill., for three years.



Mr. Pipher

**Eddie Chase** appointed sales manager of KSGV-FM West Covina, Calif. Branch office also has been established at 380 E. Green St., Pasadena, Calif.

**Lynn Hall**, formerly with The Meeker Co., New York, joins TV sales staff of The Katz Agency, national radio-TV sales representative organization, that city. He replaces **Churchill Miller**, who has been transferred to Katz's Chicago TV sales staff.

**Winford C. Peterson**, manager of retail marketing in Chicago sales region for American Oil Co., named assistant advertising manager in American's general sales office in that city.

**Betty Clements**, for three years Los Angeles manager of Marplan, international market research division of The Interpublic Group of Companies Inc., rejoins McCann-Erickson, Interpublic subsidiary, as general executive. Before joining Marplan, Miss Clements

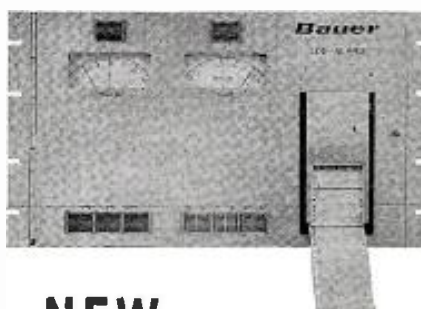
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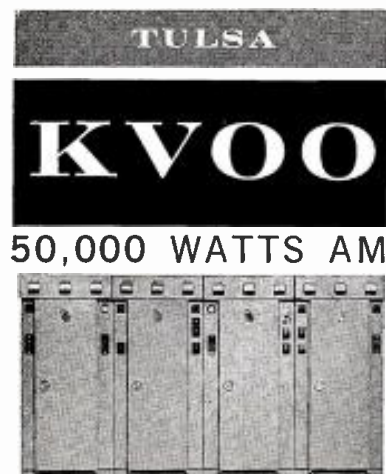
1663 Industrial Road, San Carlos, California  
Area Code 415 591-9466

### WBA re-elects Wallace

**Bruce Wallace** of WTMJ-AM-FM-TV Milwaukee, re-elected president of Wisconsin Broadcasters Association. All other officers were re-elected except **Bernie Strachota**, WRIT Milwaukee, who was elected to newly created post of VP-radio. Other officers are **Howard Dahl**, WKBH-WKBT(TV) La Crosse, VP-television; **Carl Kolata**, WTTN Watertown, secretary, and **Richard D. Dudley**, WSAU-AM-TV Wausau, treasurer. Directors are **Robert Bodden**, WSWW Platteville; **Glen Holznecht**, WJPG Green Bay; **Roger LeGrand**, WITI-TV Milwaukee, and **Tony Moe**, WKOW-AM-TV Madison.



Mr. Wallace



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"...over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

*John M. Bushnell*  
chief engineer

**Continental Electronics**

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something  
new for the  
weekend

## SATURDAY

10:30 P.M.—Battleline  
(1st Run)

11:00 P.M.—Newsline

11:15 P.M.—Adult Theater

## SUNDAY

10:00 P.M.—Stoney Burke

11:00 P.M.—Newsline

11:10 P.M.—ABC News Report

11:40 P.M.—Late Show

Wonderful Florida Tele Vision

**WFTV**

ORLANDO, FLORIDA  
FOR AVAILABILITIES CALL  
BTA-BLAIR TELEVISION ASSOCIATES

was research director of M-E's Los Angeles office. **Armond Fields**, Marplan VP, named research director of Marplan's Western division, with Los Angeles headquarters.



Mr. Johnson

**Bruce Johnson**, for nearly two years with Los Angeles office of AM Radio Sales, appointed Los Angeles manager of Metro Radio Sales, that city, division of Metromedia's Metropolitan Broadcasting. He replaces **Robert Jones**, who has been promoted to position of advertising director of Metromedia's Ice Capades. Previously, Mr. Johnson served for three years as manager of Los Angeles office of Peters, Griffin, Woodward, New York-based national radio-television sales representative organization.

**Arno A. Dennerlein** of Western Adv., joins Griswold-Eshelman Co., Chicago, as account executive.



Mr. Loughran

**Brian E. Loughran**, local sales manager of KXOA-AM-FM Sacramento, Calif., promoted to national sales manager, responsible for all national sales and merchandising. **John E. La Guardia Jr.**, formerly of KGMS Sacramento and with KXOA sales staff since May 1963, succeeds Mr. Loughran as local sales manager.

**Chris Eaton**, former radio-TV producer with Foote, Cone & Belding in London and Chicago, joins Doyle Dane Bernbach, New York, in same capacity.

**Donald W. Bertand**, sales manager of WEBC Duluth, Minn., named to newly created post of regional sales manager for WMT Cedar Rapids, Iowa, and WEBC, which is owned by WMT Inc.

## THE MEDIA

**Charles A. Henderson**, personal public relations consultant to Matthew J. Culligan, president and board chairman of Curtis Publishing Co., Philadelphia, and former NBC executive, re-joins NBC as director of corporate projects. Unit was organized early last year to plan and execute special NBC information projects of corporate nature. Reporting to Mr. Henderson will be **Leonard Traube**, who has been named administrator of corporate projects, and **H. Peter Moreau**, special news representative for unit. Mr. Henderson first joined NBC



Mr. Henderson

## Craven to Comsat?

**FTC Commissioner Sigurd Anderson** has resigned from agency effective March 1 to run for third term as governor of South Dakota. A Republican, he has been member of FTC since 1955.

Mr. Anderson's successor, as yet unnamed, will be second commissioner appointed by President Johnson. **John R. Reilly** was sworn in several weeks ago (BROADCASTING, Feb. 3).

Law stipulates that Mr. Anderson's replacement must be Republican or independent, as no more than three of five-man panel may be from one party. Democrats have their quota.

in 1952 as publicity representative for *Victory at Sea* television series. He resigned in 1960 while with NBC Radio's participating programs department in New York to join Matthew Culligan.

**Edward J. Frech**, former president and general manager of KOUT Lake Tahoe, Calif., appointed assistant general manager of WSTV-TV Steubenville, Ohio-Wheeling, W. Va. Previously, Mr. Frech was executive VP and general manager of KFRE-AM-FM-TV Fresno, Calif.



Mr. Frech

**Gene Stuart**, for past five years operations manager of WHOO-AM-FM Orlando, Fla., named general manager of WFFG Marathon, Fla., recently purchased by John T. Rutledge (BROADCASTING, Feb. 10). Mr. Rutledge is part owner of WHOO-AM-FM.

**Cullen K. (Cal) Zethmayr**, assistant general manager at WWSN Statesboro, Ga., appointed general manager of WOGA Sylvester, Ga.

**George Corwin**, station manager of WLOU Louisville, named general manager of WSID-AM-FM Baltimore.

**Norman Smith**, formerly of KGIL San Fernando, Calif., and KHJ-AM-FM Los Angeles, appointed general manager of KSGV-FM West Covina, Calif.

**W. O. Edholm**, general manager of KICU-TV (Fresno) Visalia, Calif., joins KONA-TV Honolulu in same capacity.

**Arthur Hull Hayes**, president of CBS Radio, appointed national radio chairman for Brotherhood Week (Feb. 16-23) sponsored by National Conference of Christians and Jews.



## PROGRAMMING

**Paul Lyday**, publicity-advertising director of National General Corp., resigns to join Walt Disney organization March 2 in New York as special assistant to Irving Ludwig, president of Buena Vista Distribution Co., which distributes Disney product.

**John E. Pearson** elected VP-television division of Walter Reade-Sterling, New York-based production company.



Mr. Conrad

New York.

**Goddard Lieberman**, president of Columbia Records division of CBS, New York, elected president of Records Industry Association of America.

**R. F. Cook**, formerly manager of manufacturing and engineering subsidiaries of RCA International division, appointed manager of RCA's record merchandising and manufacturing administration subsidiary companies. He

### Davenport to head SCBA

**John Y. Davenport**, WESC Greenville, elected president of South Carolina Broadcasters Association, succeeding **Cleatus Brazzell**, WELP Easley. Other SCBA officers elected are **Hub Terry**, WJOT Lake City, VP-radio; **Dick Laughridge**, WNOK-TV Columbia, VP-television, and **J. D. Saumenig** of Columbia, acting executive secretary and treasurer.

will coordinate with international liaison department of RCA Victor Record division in development of special marketing efforts and sales projects to promote sales of RCA Victor records by its foreign subsidiaries.

**James Stroock**, VP of Brooks-Van Horn Costume Co., named director of new New York office of Heyday Productions, Hollywood-based TV production firm.

**Ralph Nelson**, executive at General Artists Corp., and **Fred Engel**, motion picture producer and director, have formed Nelson-Engel Productions, Los Angeles, which will make motion pictures and function in TV field.

**Tyler McVey**, TV actor, re-elected

president of Los Angeles chapter of American Federation of Television & Radio Artists. Other officers are **John M. Kennedy**, first VP; **Ted De Corsia**, second VP; **Vincent Pelletier**, third VP; **Jud Conlon**, fourth VP; **Alice Backes**, recording secretary, and **Stanley Farrar**, treasurer. **Claude McCue** is chapter's executive secretary.

**Frank Capra** named chairman of negotiating committee for Directors Guild of America in upcoming collective bargaining with Association of Motion Picture Producers and Alliance of Television Film Producers for new contracts to replace those expiring April 30. **David Miller** and **John Rich** will serve as co-chairmen of DGA negotiating committee.

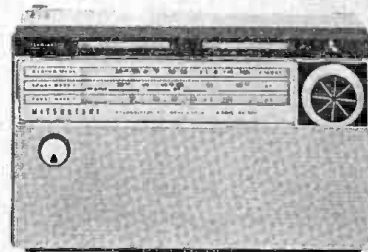
**Ron Sunshine**, formerly of WROV Roanoke, Va., joins WNAB Bridgeport, Conn., as program director.

**Gene Jones**, New England radio-TV personality, joins Trans Radio Productions, Boston, as consultant and musical director. Mr. Jones will handle production of singing commercials and musical tracks for radio, television and motion pictures.

**John P. Field**, since 1955 advertising and promotion manager of Coronet Films, joins Encyclopaedia Britannica Films, Wilmette, Ill., as director of mar-



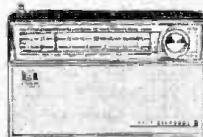
## Living Sound by Mitsubishi



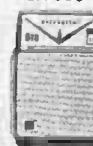
9X-242

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW<sup>1</sup> & SW<sup>2</sup>), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized short-wave reception and sensitivity, transistor-controlled illuminating lamps that act as a tuning indicator, plus a push-button controlled dial light.

FX-955



6X-515



**MITSUBISHI ELECTRIC CORPORATION**

Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO

keting services. **John T. Bobbitt**, director of research at EBF, named program director, new post.

**Frank D. Beaman**, newscaster and host of telephone interview program at WSOY-AM-FM Decatur, Ill., appointed program director. Mr. Beaman joined WSOY in October 1961 as newscaster.

**Jim Sanders** joins WAUX-AM-FM Waukesha, Wis., as program director. **David Dixon** of WKMI Kalamazoo, Mich., joins WAUX personality staff.

**Arnold Kane**, former writer-producer at Independent Television Corp. and since June 1963 staff producer at RKO General-owned WOR-TV New York, promoted to executive producer.

**Gary L. Portmess**, formerly of WTBO-AM-FM Cumberland, Md., joins WDAD Indiana, Pa., as producer-director and head of station's programing and production departments.

**Christopher F. Brady Jr.** named manager of business affairs for CBS Films, New York. Mr. Brady is member of New York Bar Association.

**Rod Cameron** has been signed by Medallion TV Enterprises, Hollywood, to star in *Star Route*, new country-western folk music television series. Executive producer is **John Ettlinger**, Medallion president, and **Click Weston** is producer-director.

**Bob Sherrill**, program director of WAYS Charlotte, N. C., joins WNBE-TV New Bern, N. C., as sports director.

**Dave Williams**, formerly of WTKO Ithaca, N. Y., joins WMBO-AM-FM Auburn, N. Y., as director of sports and air personality.

**Frank Chirkinian**, veteran CBS producer-director, has been granted leave to MCA TV to direct first closed-circuit telecast of Indianapolis Speedway 500-Mile race May 30.

**Peter Whorf** joins Daystar Productions, Hollywood, as director of company's new graphic design department. Mr. Whorf, who previously had de-

## ABC election assignments

ABC last week announced appointments of **Dan Garvey**, **Daryl Griffin** and **Paul Altmeyer** as regional coordinators of network's radio and TV election coverage this year. Mr. Garvey, who joined ABC News last November, will be responsible for election coverage in Far West; Mr. Griffin, who is assistant to director of ABC News, will handle Midwest, and Mr. Altmeyer, staff member of ABC News since last April, will handle East, South and Southwest. All three will report to **Arnold Snyder**, national manager of ABC News' election coverage unit and assistant ABC-TV manager of news assignments.

signed Daystar trade advertising on freelance basis, will now supervise all Daystar graphics including titles for television and feature films.

**Dorothy Bragg** appointed director of women's activities for KSGV-FM West Covina, Calif.

**Joe Mulvihill** joins WJAS-AM-FM Pittsburgh as host of station's *Saturday Night Dance Party* (10:30-1 a.m.).

**Bob Nelson** joins WTIC-AM-FM Hartford, Conn., as host of *Afternoon Edition* show (Monday-Friday, 3:05-6 p.m.), replacing **Art Johnson**, who has been named host of station's all-night program which started Feb. 10.

**Pat Smith** joins photography staff of WBT-AM-FM and WBT-TV Charlotte, N. C., replacing **Lawson Josey Jr.**, who resigns to enter military service.

**Jan Michael** joins WGMS-AM-FM Bethesda, Md.-Washington as host of *Classical Clock* morning show.

**Jim Hanlon** joins WPGC Morningside, Md., as air personality.

**Lorne Greene**, who co-stars as Ben Cartwright in NBC-TV's *Bonanza* se-

ries (Sundays, 9-10 p.m. EST), will receive Brotherhood Award Feb. 20 at Brotherhood testimonial dinner of Long Beach (Calif.) chapter of National Conference of Christians and Jews.

**Jack Jackson**, former program director at KBEA Mission, Kan., joins KUDL Fairway, Kan., as air personality.

**Judge Robert J. Burton**, president of Broadcast Music Inc., music licensing organization, New York, named chairman of radio-TV division of Legal Aid Society's 1964 campaign for funds.

## EQUIPMENT & ENGINEERING

**William B. Allen**, formerly with Hughes Aircraft Co. at Los Angeles, appointed manager of engineering for Ampex Corp.'s video and instrumentation division at Redwood City, Calif. He will be responsible for development of Ampex magnetic recording equipment for TV broadcasting, space exploration, defense, industry and medicine.



Mr. Allen

**Chester F. Koder** and **Lawrence Schwartz** join Eitel-McCullough Inc., electron power tube manufacturer, San Carlos, Calif., as microwave tube marketing specialists. Mr. Koder has been product manager of amplifier tubes for Sperry electronic tube division at Gainesville, Fla. Mr. Schwartz was sales engineer for Microwave Associates, Burlington, Mass.



Mr. McManus

**James R. McManus**, field engineer at Stainless Inc., North Wales, Pa., manufacturer of broadcast and communications towers and related equipment, promoted to sales engineer for company's microwave towers. Mr. McManus, who joined Stainless in 1961, will service Eastern and Southern states from company's North Wales headquarters.

**William L. Everitt**, dean of College of Engineering of University of Illinois, Urbana, elected board chairman of Commission on Engineering Education, Washington. Mr. Everitt succeeds **Dr. Paul F. Chenea** of Purdue University, Lafayette, Ind.

**John H. Tilley**, formerly of Bell Telephone Laboratories, appointed director of engineering for Reeves-Hoffman division of Dynamics Corp. of America, Carlisle, Pa.

**Robert D. Wick**, formerly manager of product sales for RCA semiconductor and materials division at Somerville,



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N. J., appointed manager of market relations in Washington for RCA's newly created electronic components and devices organization. Mr. Wick joined RCA at Camden, N. J., in 1941.

**John Severance** joins public relations staff of Raytheon Co., Lexington, Mass., as technical news manager.

## NEWS

**James A. McCulla** appointed West Coast manager for ABC Radio news. Mr. McCulla, formerly news writer for KABC-AM-FM Los Angeles, becomes news director of that station and will be responsible for ABC news from West Coast.

**Nelson Benton** and **Lew Wood** appointed CBS News correspondents, sharing responsibility for coverage of South, operating out of New Orleans bureau headquarters. **Jeff Gralnick**, reporter-assignment editor, promoted to Southern bureau manager, effective March 1. Mr. Benton had been Southern bureau manager. He joined CBS News in 1960. Mr. Wood has been field producer on CBS's *Eyewitness* series.

**Greg Guinan**, member of news staff of WGN-AM-TV Chicago for four years and for past several months assigned to WGN news desk at *Chicago Tribune*, promoted to newly formed news bureau

of WGN Inc. in Washington, effective Feb. 24. He is replaced at WGN's *Tribune* news desk by **Darrell Strong**, who also joined WGN news in early 1960.

**Joseph P. Keyes**, promotion manager for *TV Guide*, New York, named press information director of WABC-TV, that city. He replaces **Frank J. Little**, who has been appointed to new post of director of press information and promotion for ABC News in New York.

**Fred Remington**, since 1954 radio-TV editor of *Pittsburgh Press*, named editorial director of WTAE(TV)-WRYT-AM-FM Pittsburgh, effective Feb. 24.



Mr. Grider

**Don Grider**, former newsman at WIRE Indianapolis, appointed news director of WNDY, that city. WNDY, licensed to Radio One Five Hundred Inc., is new 5 kw daytimer on 1500 kc and is scheduled to begin broadcasting in early March. Tom Howard is general manager.

**David L. Jones**, staff announcer at WTVS(TV) Detroit, assumes added duties as news director of WLIN(FM) Lincoln Park, Mich.

**Chase W. Clements**, former news director of WIOD-AM-FM Toledo, Ohio, joins WOHO, that city, as news director, replacing **Doug Poling**, news director, who has entered military service.

**Mike Wilson**, former newsman at WKZO-AM-TV Kalamazoo, Mich., joins WAUX-AM-FM Waukesha, Wis., as director of news and public affairs.

**Webb Smalling**, member of news department of WLOS-TV Asheville, N. C., appointed director of station's newly established news bureau in Spartanburg, S. C., at 138 Nelson Street.

**Irv Drasnin** joins CBS News in Washington as producer. With network for three years, Mr. Drasnin was associate producer of *Calendar* and for past six months has been working in production on West Coast.

**Gary H. Schupp**, for three years news editor and assistant news director at WBZ-TV Boston, joins news department of WCAU-AM-FM Philadelphia as reporter-writer. He replaces **Bob Kimmel**, who joins WABC New York.

**Frank Neill** has rejoined publicity staff of 20th Century-Fox TV, New York, after 18-month absence spent in publicizing theatrical motion pictures.

**Mervin Field**, director of The California Poll, has been retained by KNXT(TV) Los Angeles to work with station's news department during 1964 national presidential election coverage. Mr. Field, whose California Poll data

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Plan 1	\$222.95	\$ 509.60
Plan 2	254.80	582.40
Plan 3	473.20	1081.60
Plan 4	509.60	1164.80
Plan 5	728.00	1674.00
Plan 6	764.40	1747.20

### List of Programs and Order No.

#### ORDER NO. PROGRAM NAME

RA-TT-1	Top Tunes Of The Day
RA-RB-2	R & B Music
RA-CW-3	C & W Music
RA-ST-4	Show Tunes *
RA-OG-5	Oldies but Goodies-teen
RA-JA-6	Jazz *
RA-LI-7	Laugh Line
RA-FM-8	Folk music *
RA-AM-9	Adult Music *
RA-SL-10	Spotlight Music *
RA-IN-16	International Music *
RA-OG-17	Oldies but Goodies-adult *
RA-PC-18	Pops Concerts Favorites *
RA-MA-19	Marches *
RA-WD-20	Waltzes *
RA-LR-21	Latin Rhythms *
RA-SA-22	Sing Along *
RA-FI-23	Music Of Faith & Inspiration *
RA-CA-24	Candlelight & Wine *
RA-CP-25	Hawaiian Paradise *
RA-HP-26	Cocktail Piano *
RA-ST-27	Songs At Twilight *

#### OPTIONS

RA-RH-12A	Record Hop With D.J. (4 hours)
RA-RH-12B	Record Hop Without D.J. (4 hours)
RA-DJ-13	Special D.J. (reads your spots only)
RA-IV-14	Interviews With Top Recording Artists—15 mins.
RA-IV-15	Interviews With Top Recording Artists—30 mins.

THE STATION IS THE PARTY THAT SETS UP ITS OWN MUSIC FORMAT, AND TIME PER PROGRAM

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## Picker elected UA Records president in revamp

**David V. Picker**, VP of parent United Artists Corp., New York, elected president of United Artists Records, that city, in reorganization announced last week. **Michael Stewart**, executive VP of United Artists music publishing firms, assumes added duties as executive VP of UA Records. **Si Mael**, VP, appointed general manager of UA Records and director of business affairs and will supervise day-to-day activities of organization. Also in reorganization, UA executives will add to their duties as departmental heads. **Lloyd Leipzig**, director of creative services, will supervise activities of publicity and advertising departments, serve as liaison to parent film company, and be responsible for artists' relations and creative talent



Mr. Stewart



Mr. Picker



Mr. Mael

on label's roster. **Joe Berger**, national sales manager, assumes complete control of sales of album product for UA and its subsidiary labels, while **Andy Miele** becomes responsible for singles for all labels. **Jack Gold**, director of artists and repertoire, will creatively supervise singles product, and **Leroy Holmes**, musical director, continues as chief album producer for UA. Foreign and legal departments continue under **Sidney Shemel**, with **Ron Nackman** in charge of all production.

ball league, appointed promotion and PR manager of WESH-TV Daytona Beach-Orlando, Fla. Previously, Mr. Brown was manager of WGGG Gainesville, Fla.

**Ed Aaronoff**, for past seven years director of advertising and publicity for MCA TV, New York, joins Ice Capades Inc., division of Metromedia, as manager of publicity department.

**Warren Weiner**, since 1961 promotion and publicity manager for City of Philadelphia, joins J. M. Korn & Son, Philadelphia advertising agency, as vice president and director of agency's newly formed public relations and communications branch. Previously, Mr. Weiner was news director of WRTA Altoona, Pa.



Mr. Weiner

**Raymond Fournival**, manager of public relations and advertising for Kaiser Gypsum Co., Oakland, Calif., joins American Can Co., New York, as corporate PR manager.

**Otto C. Junkermann**, promotion and merchandising manager of WFRV(TV) Green Bay, Wis., resigns, effective March 1, to establish his own art and photography business in that city.

**A. H. Plumlee**, traffic manager of KRLD-AM-FM-TV Dallas-Fort Worth, retired Feb. 7. He joined KRLD in 1929.

## INTERNATIONAL



Mr. Rogers

**David Rogers**, former news editor of CFCF Montreal and CHCH-TV Hamilton, Ont., and for past two years with Broadcast News Ltd., national news gathering service, Toronto, promoted to general news editor at Broadcast News.

**Edward J. Roth** appointed managing director of Tolvision Ltd., London, group which has been authorized by postmaster general to operate experimental pay TV system. Mr. Roth, an American, resigned late last year as deputy managing director of Associated Television Ltd., London (BROADCASTING, Dec. 23, 1963), with eight months yet to run on his contract. Previously Mr. Roth, former NBC-TV executive in New York, served for two years as director general of Telefis Eireann, the Irish television network.

**Dr. Samuel C. Curran**, principal of Royal College of Science and Technology, Glasgow, elected to board of directors of Scottish Television Ltd., that city. Other newly elected directors are Sir William Walker, chairman of Jute

now becomes exclusive feature of KNXT's *The Big News* and *Eleven O'Clock Report*, will analyze returns from key precincts and evaluate returns in both primary and general elections.

**Duren Check Jr.**, member of Nashville, Tenn., bureau of UPI, appointed manager of news agency's Knoxville bureau, replacing **B. Lowry Bowman**, who moves to UPI staff in Washington.

**Jerry Elliott**, news director of WPTF-AM-FM Raleigh, N. C., for past four years, joins news staff of WTVD(TV) Durham, N. C., today (Feb. 17).

**Richard S. Spangler**, announcer-newsman at KSET El Paso, Tex., joins news staff of KFWB Los Angeles.

**Art White**, veteran newsman who joined editorial staff of ABC in December 1963, appointed director of editorial staff of KABC Los Angeles.

## FANFARE

**Michael R. Sigelman**, formerly with Jaffe Naughton Rich Adv., Minneapolis, joins WGGY Minneapolis-St. Paul as promotion and community relations director. He assumes all merchandising, public relations and promotion duties for Storz-owned station.

**Harold O. Freeburg**, former personnel director of metropolitan Dade county, named personnel director of Wometco Enterprises (WTVJ(TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla., in addition to other business holdings), Miami. He succeeds **Robert F. Green**, personnel director for 16 years, who died Dec. 25.

**Kenneth H. Brown Jr.**, for past two years promotion and public relations director of Canadian professional foot-



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## ESMA elects Clare chief

Edward T. Clare, VP of Cohu Electronics, San Diego, Calif., elected president of Electronic Sales-Marketing Association, succeeding Joseph C. Groth Jr. of Hughes Aircraft Co., Culver City, Calif. Other new ESMA officers are Morton G. Scheraga, Analab Instrument Corp., Cedar Grove, N. J., first VP; Jack A. Wilcox, Beattie-Coleman Inc., Anaheim, Calif., second VP; James Bowen, Sorenson division of Raytheon Co., South Norwalk, Conn., third VP, and Jack F. Bisby, Airborne Instruments Laboratory, Deer Park, N. Y., secretary-treasurer.

Industries Ltd.; William McEwan Younger, chairman of Scottish and Newcastle Breweries, and Earl of Wemyss and March, chairman of Council of National Trust for Scotland.

Norman Roseen named London correspondent for Mutual Broadcasting System. Mr. Roseen formerly was news director at Mutual affiliate, WWCO Waterbury, Conn.

George M. Macdonald, former general manager of CKRM Regina, Sask., appointed general sales manager of CFGM Richmond Hill, Ont.

Dennis Conway, for past two years assistant north region advertising manager for ABC Television Ltd., London, named advertising manager for Midlands. He joined ABC in 1958.

P. Thurston Holland, for past six years assistant director responsible for TV production of BBC's north region programs, appointed director of broadcasting in Germany for British Forces

Broadcasting Services. Mr. Holland joined BBC in 1947 as assistant director of record programs.

Gordon Thomson, senior floor manager of Associated Television Ltd., London, joins Border Television Ltd., that city, as program director. Mr. Thomson joined ATV in 1957. Peter Francis, marketing controller of Border TV, elected to board of directors.

Sam Holman appointed program director of CKLG Vancouver, B. C.

Burns Stewart, news editor at CBOT (TV) Ottawa, and Pierre Gastonguay of Canadian Broadcasting Corp.'s French network, Montreal, leave on special assignment to Ghana in March to assist that government in establishing TV system. Harry Heywood and Harry Makin, both of CBWT(TV) Winnipeg, have been in Ghana since January.

## DEATHS

Frank Joseph Roehrenbeck, general manager for number of years of Loew's Inc.'s former WMGM (now WHN) New York and with Loew's organization for nearly 40 years, died Feb. 7 of heart attack at his Jersey City, N. J., home. He became manager of Loew's MGM Eastern studios in 1929, three years later was named production manager of Loew's Theater stage production units and in 1936 was appointed general manager of WMGM. With formation of four-man executive committee to manage WMGM in September 1954, Mr. Roehrenbeck became associate director in charge of station management. He retired in 1957 but came out of retirement two years ago to become assistant manager of Loew's Paradise Theater in New York City. Mr. Roehrenbeck had been secretary to Major Edward Bowes, radio entertainer, and assistant to L. K. Sidney, VP of Loew's Theaters.



Mr. Roehrenbeck

Irving B. Babcock, 72, former VP of General Motors Corp., Detroit, died Feb. 7 of heart attack at his home in Bloomfield Hills, Mich. Mr. Babcock left GM in 1944 to become president of Avco Corp., New York, and resigned that post in April 1948, but continued as director and consultant. He also was director of Crosley Broadcasting Co., Cincinnati.

Harold E. Daniels, 61, VP and advertising director of The Journal Co., publisher of Milwaukee Journal and licensee of WTMJ-AM-FM-TV Milwaukee, died Feb. 6 in that city. Mr. Daniels, who had recently announced plans to retire July 1, joined Journal organization in 1926. He was named advertis-

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## 'Novak' staff honored

Dean Jagger, who portrays role of Principal Albert Vane in MGM-TV series *Mr. Novak* (Tuesdays, 7:30-8:30 p.m. EST) on NBC-TV, awarded honorary life membership in National Association of Secondary School Principals. Also honored last week at association's 48th annual convention in Chicago were E. Jack Neuman, executive producer of series which stars James Franciscus and Mr. Jagger, and Robert E. Kintner, NBC president. Citation to Mr. Kintner, who was unable to be present, was accepted by Grant A. Tinker, NBC VP for TV network programs, West Coast.

## WATCH FOR PRINTERS' INK'S

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ing director in 1959.

**Oscar Cecil Wilson**, 61, consultant on TV film programing for Canadian Broadcasting Corp., Toronto, died Feb. 8 in that city. Mr. Wilson joined CBC in 1942, became manager of CBC film service and then manager of television programs on film.

**Frederic Lyman Horton**, 62, VP of Norman, Craig & Kummel, New York, died of heart ailment Feb. 9 at his New York City apartment. Before joining agency two years ago, he was director of sales for NBC Radio network, with which he had been associated for 16 years.

**Lee Pierson Loomis**, 79, board chairman of Lee Enterprises Inc., died Feb.



Mr. Horton

## Savage gets USIA post

**Edward J. Savage**, since 1960 press attache in Helsinki while Carl Rowan, new director-designate of U. S. Information Agency (BROADCASTING, Jan. 27), was ambassador to Finland, appointed director of USIA's public information office. Mr. Savage, who formerly served with USIA in Ceylon and Germany and was State Department news officer, succeeds **Lowell Bennett**, who has resigned and is expected to be appointed to overseas assignment.

11 at his home in Mason City, Iowa. Lee Enterprises owns group of Midwest and Rocky Mountain newspapers and broadcast stations KGLO-AM-TV Mason City; WTAD-AM-FM Quincy, Ill.; KHQA-TV Hannibal, Mo.; KEYC-TV Mankato,

Minn., and minority interest through interlocking ownership in WKBT-TV La Crosse, Wis., and KFAB-AM-FM Omaha.

## Samuel Chotzinoff,

74, virtuoso pianist, NBC music consultant and producer of NBC Opera Co., died Feb. 9 at New York hospital. Mr. Chotzinoff, who had been under treatment for anemia, began his career at age 14 when he started giving piano lessons on New York's East Side. He became associated with NBC in 1936 when he persuaded Arturo Toscanini to return to U. S. from Italy to conduct NBC symphony orchestra, which was being formed. In 1946 Mr. Chotzinoff became fulltime music executive at NBC and later was named general music director. With growth of TV he became producer of operas for network.



Mr. Chotzinoff

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Feb. 6 through Feb. 12 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*education—al. Ann.—announced.

### New TV stations

#### ACTIONS BY FCC

**Albion, Neb.**—Bi-States Co. Granted CP for new TV on VHF channel 8 (180-186 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1142 feet, above

ground 1134 feet. P. O. address 414 East Avenue, Holdrege, Neb. Estimated construction cost \$293,188; first year operating cost \$66,835; revenue \$140,000. Studio location south of Kearney, trans. location Albion. Geographic coordinates 41° 40' 54" north latitude, 97° 52' 38" west longitude. Type trans. GE TT-23-A, type ant. GE TY-52-B1. Legal counsel John P. Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington. Principals: F. Wayne Brewster (61.1%), C. E. Freas Jr. (13.9%), Willard F. Anderson (10%), Donald E. Brewster (11.1%), William S. Bivens (2.8%) and Willard F. Anderson (1.1%). Bi-States owns KRNy-AM-FM and KHFL-TV Kearney, Neb., and KHFL-TV Hayes Center, Neb.; proposed to operate new station as semi-satellite of KHOL-TV. Also see Superior, Neb., grant below. Commissioner Lee dissented. Action Feb. 5.

**Superior, Neb.**—Bi-States Co. Granted CP for new TV on VHF channel 4 (66-72 mc); ERP 25.1 kw vis., 12.6 kw aur. Ant. height above average terrain 1,107 feet, above ground 1,086 feet. P. O. address c/o F. Wayne Brewster, 414 East Avenue, Holdrege, Neb. Estimated construction cost \$305,333; first year operating cost \$66,835; revenue \$140,000. Studio location south of Kearney, trans. location Superior. Geographic coordinates 40° 05' 15" north latitude, 97° 55' 11" west longitude. Type trans. GE TT-40-A, type ant. GE TV-60-F. Legal counsel John P. Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington. Bi-

States is licensee of KHOL-TV Holdrege, and Superior station will be semi-satellite of KHOL-TV. Also see Albion, Neb., grant above. Commissioner Lee dissented. Action Feb. 5.

### Existing TV station

#### CALL LETTERS ASSIGNED

■ \*KCET(TV) Los Angeles—Community Television of Southern California.

### New AM stations

#### ACTIONS BY FCC

**Hendersonville, N. C.**—Mountaineer Corp. Granted CP for new AM on 1600 kc, 1 kw, D, DA, conditioned to precluding presunrise operation with daytime facilities pending final decision in Docket 14419. P. O. address Steve Morris, 305 Blythe Street, Hendersonville. Estimated construction cost \$16,785; first year operating cost \$38,000; revenue \$48,000. Principals: Steve Morris (37%), Alfred E. Perkins and Robert R. Livingston (each 28%) and Robert M. Redden (7%). Messrs. Perkins, Livingston and Redden are local businessmen; Mr. Morris is employe of WISE Asheville, N. C. Action Feb. 6.

**Travelers Rest, S. C.**—Piedmont Broadcasting Co. Granted CP for new AM on 1580 kc, D, 500 w, P.O. address William H. Kirby, 138 Keith Drive, Greenville, S. C. Estimated construction cost \$11,945; first year operating cost \$30,000; revenue \$42,000. Principals: William H. Kirby and John B. Burns (each 50%). Messrs. Burns and Kirby are local businessmen. Action Feb. 6.

#### APPLICATION

**Eleale, Hawaii**—American Islands Broadcasting Corp. 720 kc, 5 kw, unl. P. O. address William Lee Short, Box 64, Hanapepe, Kauai, Hawaii. Estimated construction cost \$29,157; first year operating cost \$30,000; revenue \$36,000. Principal: Richard P. Hobby (100%). Mr. Hobby is Anaheim, Calif., physician. Ann. Feb. 11.

### Existing AM stations

#### ACTIONS BY FCC

**WTTL Madisonville, Ky.**—Granted change of operation on 1310 kc from 500 w, D, to 500 w-N, 1 kw-LS, DA-N; conditions include precluding presunrise operation with daytime facilities pending final decision in Docket 14419. Action Feb. 12.

**WCHJ Brookhaven, Miss.**—Granted renewal of license for remainder of license period ending June 1, 1964. Action Feb. 12.

#### CALL LETTERS ASSIGNED

■ WPRV Wauchula, Fla.—Brush Broadcasting Co.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531





■ WKLU Brunswick, Ga.—Dixie Radio Inc.  
 ■ WKWB Plymouth, Ind.—Van Wert Broadcasting Co.  
 ■ WMRR Marshall, Mich.—Marshall Broadcasting Co.  
 ■ KLOL Lincoln, Neb.—Lancaster County Broadcasting Co. Changed from KNBE.  
 ■ KHIP Albuquerque, N. M.—KMF Broadcasters. Changed from KMNF.  
 ■ WIGS Gouverneur, N. Y.—Genkar Inc.  
 ■ WBRJ Marietta, Ohio—The Radiocasters.  
 ■ WPGM Danville, Pa.—Montrose Broadcasting Corp. Changed from WBDS.  
 ■ KLVI Beaumont, Tex.—Radio Beaumont Inc. Changed from KFDM.

#### APPLICATIONS

WDSK Cleveland, Miss.—CP to change from 1 kw DA-D to 1 kw nondirectional, make change in ant. system (remove one tower). Requests waiver of commission's AM freeze rules. Ann. Feb. 7.

WPHC Waverly, Tenn.—CP to change frequency from 1540 kc to 1110 kc and change power from 1 kw-500 w-CH to 1 kw, make change in ant. system (increase height). Ann. Feb. 7.

#### New FM stations

##### ACTIONS BY FCC

\*Santa Barbara, Calif.—University of California. Granted CP for new FM on 91.1 mc, channel 216, 5 w. Ant. height above average terrain 97 feet. P. O. address c/o Elmo R. Morgan, 641 University Hall, University of California, Berkeley, Calif. Estimated construction cost \$500; first year operating cost \$1,510. Principals: university regents. Action Feb. 12.

Denver—KIMN Broadcasting Co. Granted CP for new FM on 95.5 mc, channel 238, 35 kw. Ant. height above average terrain 660 feet. P. O. address 5350 W. 20th Avenue, Denver. Estimated construction cost \$29,085; first year operating cost \$12,000; revenue is undetermined. Principals: John C. Hunter, Robert Donner Jr. and Kenneth E. Palmer (each 30%) and J. Elliott Knoll (10%). KIMN Broadcasting owns KIMN Denver. Mr. Hunter is majority owner of WCMP Pine City, Minn. Action Feb. 12.

DeFuniak Springs, Fla.—Leonard Zepp. Granted CP for new FM on 103.1 mc, channel 276, 1.8 kw. Ant. height above average terrain 179 feet. P. O. address Box 387, DeFuniak Springs. Estimated construction cost \$4,975; first year operating cost \$6,000; revenue \$7,000. Mr. Zepp is also licensee of WZEP DeFuniak Springs. Action Feb. 12.

Jacksonville, Fla.—Rowland Broadcasting Inc. Granted CP for new FM on 99.1 mc, channel 256, 26.5 kw. Ant. height above average terrain 341 feet. P. O. address c/o WQIK, Jacksonville 2. Estimated construction cost \$17,065; first year operating cost \$7,860; revenue \$7,200. Rowland Broadcasting is licensee of WQIK. Action Feb. 12.

Marianna, Fla.—Chipola Corp. Granted CP for new FM on 100.9 mc, channel 265, 2.5 kw. Ant. height above average terrain 325.28 feet. P. O. address c/o Earl E. Manning Jr., Box 569, Marianna. Estimated construction cost \$18,127; first year operating cost \$9,000; revenue \$10,000. Chipola Corp. is licensee of WTOT Marianna. Action Feb. 12.

Elwood, Ind.—Heart of Hoosier Land Inc. Granted CP for new FM on 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 140 feet. P. O. address Box 194, Franklin, Ind. Estimated construction cost \$11,425; first year operating cost \$21,600; revenue \$30,000. Principals: Dallas D. Montgomery, Charles Banks and Howell B. Phillips (each 33⅓%). Mr. Phillips owns WIFN-FM Franklin; Mr. Banks is manager of WIFN-FM; Mr. Montgomery owns farm. Action Feb. 12.

State College, Pa.—Centre Broadcasters Inc. Granted CP for new FM on 103.1 mc, channel 276A, ERP 3 kw. Ant. height above average terrain 3 feet. P. O. address Glennland Building, State College. Estimated construction cost \$14,200; first year operating cost \$12,000; revenue \$12,000. Principals: W. K. Ulerich (38%), H. M. Himes (24%) and R. J. Kennard estate (38%), voted by Mr. Ulerich. Mr. Himes has interest in WMAJ State College; Mr. Ulerich has interest in WJCM Sebring, Fla. Action Feb. 5.

#### APPLICATIONS

Bay Minette, Ala.—Faulkner Radio Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 250 feet. P. O. address Box 426, Bay Minette. Estimated construction cost \$15,037; first year operating cost

### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 12

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,856	84	104	282
FM	1,117	38	125	259
TV	522 <sup>1</sup>	60	81	125

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 12

	VHF	UHF	TV
Commercial	477	95 <sup>2</sup>	572 <sup>1</sup>
Noncommercial	53	29	82

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31

	AM	FM	TV
Licensed (all on air)	3,856	1,117	522 <sup>1</sup>
CP's on air (new stations)	84	38	60
CP's not on air (new stations)	102	116	79
Total authorized stations	4,042	1,271	661
Applications for new stations (not in hearing)	178	236	63
Applications for new stations (in hearing)	105	20	60
Total applications for new stations	283	256	123
Applications for major changes (not in hearing)	208	62	44
Applications for major changes (in hearing)	43	2	7
Total applications for major changes	251	64	51
Licenses deleted	0	0	1
CP's deleted	1	0	0

<sup>1</sup> Does not include six licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

\$8,800; revenue \$9,600. Applicant is licensee of WBCA Bay Minette. Ann. Feb. 12.

Columbus, Ga.—WGBA Inc. 107.3 mc, channel 226, ERP 40 kw. Ant. height above average terrain 321 feet. P. O. address C. A. McClure, Box 1537, Columbus. Estimated construction cost \$6,000; first year operating cost \$8,000; revenue \$8,000. Principals: C. A. McClure (87.72%) and F. K. Brown (12.28%). Messrs. McClure and Brown have interest in WMGY Montgomery. Ann. Feb. 6.

Savannah, Ga.—WEAS Inc. 93.1 mc, channel 226, 100 kw. Ant. height above average terrain 199 feet. P. O. address 128 West Taylor Street, Savannah. Estimated construction cost \$27,044; first year operating cost \$15,700; revenue \$20,000. Applicant is licensee of WEAS Savannah. Ann. Feb. 12.

Kendallville, Ind.—Noble DeKalb Broadcasting Inc. 93.3 mc, channel 227, ERP 37 kw. Ant. height above average terrain 275 feet. P. O. address Box 47, Kendallville. Estimated construction cost \$50,614; first year operating cost \$24,000; revenue \$24,000. Applicant is licensee of WAWK Kendallville. Ann. Feb. 10.

Louisville, Ky.—Kentucky Central Broadcasting Inc. 106.9 mc, channel 295, 34.2 kw. Ant. height above average terrain 132 feet.

P. O. address c/o Ralph G. Worster, 120 East Main Street, Lexington, Ky. Estimated construction cost \$21,891; first year operating cost \$30,000; revenue \$30,000. Applicant is licensee of WINN Louisville. Ann. Feb. 11.

Somerset, Ky.—Southeastern Broadcasting Inc. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 214 feet. P. O. address Box 740, Somerset. Estimated construction cost \$11,223; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WSFC Somerset. Ann. Feb. 12.

Aberdeen, Washington—Hi-Fi Broadcasting Co. 104.7 mc, channel 284, 25.5 kw. Ant. height above average terrain 320 feet. P. O. address Dale Gunderson, 702 Reynvaan Drive, Aberdeen. Estimated construction cost \$23,983; first year operating cost \$23,200; revenue \$30,000. Principals: Dale Gunderson (18+%), John Walker, Reynold P. Heatlie, Frederick W. Berken, Thomas W. Berken, Robert L. Charette, John A. Earley, Hyla O'Connor, G. Ernest Stein, and John W. Schumacher (each 9+%). Mrs. O'Connor is housewife; Mr. Gunderson is employee of KXRO Aberdeen, Wash.; Berkens are physicians; Messrs. Schumacher and Charette are attorneys; others are local businessmen. Ann. Feb. 6.



## Existing FM stations

### ACTION BY FCC

WITN-FM Grifton, N. C.—Granted mod. of CP to change facilities from 98.5 mc; ERP 1.78 kw to 93.3 mc; ERP 100 kw (ant. height remaining at 1,310 feet). Waived Sect. 73.210 of rules to permit main studio to be located 2.6 miles southwest of Washington, N. C. Action Feb. 12.

### CALL LETTERS ASSIGNED

- KBRG(FM) San Francisco—Apollo Broadcasting System Inc. Changed from KBCO(FM).
- WSHU(FM) Fairfield, Conn.—Sacred Heart University Inc.
- WFTW-FM Fort Walton Beach, Fla.—Vacationland Broadcasting Inc.
- WXAX(FM) Elkhart, Ind.—Clarence C. Moore. Changed from WCMR-FM.
- WMRP-FM Flint, Mich.—Methodist Radio Parish Inc.
- KEVE-FM Golden Valley, Minn.—Minneapolis-St. Paul Radio Broadcasters. Changed from KADM(FM).
- WBCO-FM Bucyrus, Ohio—Brokensword Broadcasting Co.
- WILE-FM Cambridge, Ohio—Land O' Lakes Broadcasting Corp.
- KFLY-FM Corvallis, Ore.—Radio Broadcasters Inc.
- KFMA(FM) Salem, Ore.—Chris Seely.
- KWAM(FM) Memphis—KWAM Inc.
- KZFM(FM) San Antonio, Tex.—Harry Pennington Jr.

### APPLICATION

KNFM(FM) Midland, Tex.—CP to increase ERP from 4.8 kw to 50 kw, decrease ant. height above average terrain to 390 feet, increase TPO to 4.83 kw. Contingent on grant of assignment of license (see ownership changes, applications). Ann. Feb. 12.

## Ownership changes

### ACTIONS BY FCC

KKHI-AM-FM San Francisco—Granted renewal of licenses and assignment of licenses

from Patricia Atliss (95%) and Everett Kovler (5%), d/b as Atliss Broadcasting Inc., to Richard D. Buckley (80%), John B. Jaeger (10%), Richard D. Buckley Jr. and Harold B. Arkoff (each 5%), tr/as Buckley-Jaeger Broadcasting Corp. of California. Consideration \$750,000. Buckley-Jaeger interests include WHIM Providence, R. I.; WDRC-AM-FM Hartford, Conn., and KGIL San Fernando, Calif. Commissioners Bartley and Cox dissented. Action Feb. 12.

WFFG Marathon, Fla.—Granted assignment of license from Gilmore N. Nunn (33.33%), John W. Betts, Charles P. Clarke and James M. Finch Jr. (each 22.22%), d/b as Key Broadcasting Inc., to G. D. Kincaid (57.7%), Ken Hart, Frank G. Trimble (each 14.2%), Ralph G. Worster (9.4%) and John T. Rutledge (4.5%), tr/as WHOO Radio Inc. Consideration \$250,000. WHOO and parent company, Bluegrass Broadcasting Inc., own WHOO-AM-FM Orlando, Fla. and WVLK-AM-FM Lexington, WINN Louisville and WCMJ-AM-FM Ashland, all Kentucky. Commissioner Bartley dissented. Action Feb. 5.

WCOR Cornelia, Ga.—Granted relinquishment of positive control of licensee corporation, Habersham Broadcasting Co., by Hershel L. Webster (49% after transfer, 51% before) through sale of stock to Otis J. Bouwsma (2%). Consideration \$200. Mr. Bouwsma is attorney. Action Feb. 10.

WATS Sayre, Pa.—Granted license renewal and assignment of license from Thompson K. Cassel (100%) to Murrelle Printing Inc., tr/as WATS Inc.; Murrelle is owned by Harlan G. Murrelle (55%), Carleton W. Kent (25%), Allan P. Furman and Joseph H. Murrelle (each 10%). Consideration \$150,000. H. G. Murrelle is stockholder in WOSJ-FM Atlantic City, WOND Pleasantville, N. J., and WENY Elmira, N. Y.; must sever connection with WENY. Action Feb. 12.

WBAB Barnwell, S. C.—Granted transfer of control of licensee corporation, Radio WBAB Inc., from Virginia F. and J. A. Gallimore (each 30%) to Joseph B. and Gwen P. Wilder (together, 100% after transfer, 40% before). Consideration \$66,556. Action Feb. 6.

WIKI Chester, Va.—Granted assignment of CP from John Laurino (100%), tr/as Virginia Regional Broadcasters, to WIKI Radio Inc., wholly owned by Mr. Laurino. No financial consideration involved. Action Feb. 10.

### APPLICATIONS

WDIG Dothan, Ala.—Seeks assignment of license from Jess M. Swicegood (100%), tr/as Houston Broadcasters, to Houston Broadcasters Inc., owned by Mr. Swicegood (99.94%), Joseph A. Holloway and Reuben A. Walker (each .03%). Consideration \$20. Messrs. Holloway and Walker are officers of WDIG. Ann. Feb. 10.

WELB Elba, Ala.—Seeks assignment of license from James Dowdy and James Wilson (each 50%), d/b as Elba Broadcasting Company, to Ivy Jackson King Jr. and Francis D. King (each 50%), d/b as company of same name. Consideration \$30,000. Kings are Opp, Ala., businessmen. Ann. Feb. 7.

WLIQ Mobile, Ala.—Seeks transfer of control of licensee corporation, Jemcon Broadcasting Inc., from Frank Conwell (33.3%), E. W. Jemison (33.4%) and John J. Anderson (33.3%) to Thomas S. (50%) and Mr. and Mrs. L. S. Hartzog (each 25%). Consideration \$67,150. Hartzogs have controlling interest in Delta Advertising Agency Inc., Memphis, and other enterprises. Ann. Feb. 11.

KPBA Pine Bluff, Ark.—Seeks transfer of control of licensee corporation, Radio Pine Bluff Inc., from W. L. Kent (75%), Howard M. Peters (15%) and Robert N. Meador (10%) to Bruce Gresham and J. C. Noble (each 50%). Consideration \$27,500 and cancellation of debt. Messrs. Gresham and Noble are each 50% partners in WJPR Greenville, Miss. Ann. Feb. 12.

KBAK-TV Bakersfield, Calif.—Seeks transfer of control of licensee corporation, Bakersfield Broadcasting Co., from Reeves Broadcasting Corp. (100%) to HarrisScope Telecasting Corp. (100%), wholly owned subsidiary of HarrisScope Inc., owned by Irving B. (50%) and Burt I. Harris (16%) and Donald P. Nathanson (33%). HarrisScope Stations: KFBB-AM-TV Great Falls, Mont. (70%); KTWO-AM-TV Casper, Wyo. (60%); KLFM Long Beach (100%) and KKAR Pomona (33%), both California. Consideration \$914,600. Ann. Feb. 12.

KSAY San Francisco—Seeks assignment of

license from KSAY Broadcasting Co., owned by Wrathall family and Church of Jesus Christ of Latter Day Saints, to RMAC-S Corp., owned by Raymond T. McKenzie (100%). Consideration \$60,000. Mr. McKenzie is manager of and has application pending to buy KWIZ Santa Ana, Calif. Ann. Feb. 12.

WMMW Meriden, Conn.—Seeks transfer of control of licensee corporation, Meriden-Wallingford Radio Inc., from Arnold and Edna Hartley (each 9%), Allen E. Wolin (18%) and Sylvia P. and G. Sumner Collins (each 9%) to Hall Syndicate Inc. (46% before transfer, 100% after). Consideration to be determined at closing. Hall Inc., New York syndicated-newspaper-column enterprise 100% owned by Robert M. Hall, is simultaneously selling its minority interests in KATZ St. Louis and KCOR San Antonio, Texas, to Hartley group, which also has interest in these stations. Ann. Feb. 7.

WNSM Valparaiso-Niceville, Fla.—Seeks assignment of license from Bay Country Broadcasting Inc. to wholly owned subsidiary, Okaloosa Broadcasting Co. No financial consideration involved. Ann. Feb. 12.

WLRW(FM) Champaign, Ill.—Seeks assignment of license from L. Frank Stewart and Mervyn W. Ozier (each 50%), d/b as Modern Broadcasters, to Stewart Electronics, owned by L. Frank Stewart (100%). Consideration \$23,000. Ann. Feb. 7.

WIGO Indianapolis—Seeks transfer of control of licensee corporation, Capitol Broadcasting Corporation, from Luke Walton (51%) and Stokes Gresham Jr. (49%) to Sarkes Tarzian Inc. (100%). Consideration \$54,900 and assumption of \$112,876 in notes. Sarkes Tarzian Inc. is licensee of WTTT, WTTV-FM, WTTV(TV), all Bloomington, WPTH-FM Fort Wayne, WPTA-TV Roanoke and WFAM-TV Lafayette, all Indiana. Ann. Feb. 10.

WBEK Elk City, Okla.—Seeks assignment of license from Bob D. Garrison (100%), deceased, to Shirley L. Garrison (100%), executrix of estate of Mr. Garrison. No financial consideration involved. Ann. Feb. 12.

KTOW Sand Springs, Okla.—Seeks assignment of license from Forest G. Conley (100%) to Big Chief Broadcasting Company of Tulsa Inc., owned by L. M. Beasley and O. C. Thompson (each 37½%) and Bill Harper (25%). Consideration \$149,000. Messrs. Beasley and Thompson have interest in KLPR Oklahoma City; Mr. Harper has interest in KTCS Fort Smith. Ark. Ann. Feb. 7.

KGAY Salem and KGAL Lebanon, both Oregon—Seeks transfer of control of licensee corporation, Radio Wonderful Willamette-land Inc., from Harry Rubenstein (25%) and Lawrence Black (8½%) to Glen Stadler (86½% after transfer, 33½% before); other ownership remains same. Consideration \$17,500. Ann. Feb. 13.

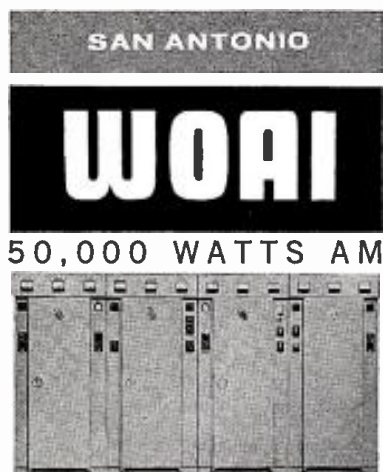
WCBG Chambersburg, Pa.—Seeks acquisition of negative control of licensee corporation, Reese Broadcasting Corp., by Norman E. Messner (25% before sale, 50% after) through purchase of stock from John Norris (25% before). Consideration \$21,000. Ann. Feb. 11.

KNFM(FM) Midland, Tex.—Seeks assignment of license from Rudolph M. Rubin Jr., James R. Favors and William R. Mettler (each 33½%), d/b as FM Associates, to Permian Broadcasters Inc., owned by Rudolph M. Rubin Jr., Michael Fitz-Gerald and Robert E. Good (each 33½%). Consideration \$6,000. Messrs. Fitz-Gerald and Good are local businessmen. Contingent on grant of application to change facilities (see existing FM, applications). Ann. Feb. 12.

KOVO Provo, Utah—Seeks relinquishment of positive control of licensee corporation, KOVO Inc., by Ashley L. Robinson (50% after sale, 75% before) through sale of stock to Glen C. Shaw (50% after, 25% before). Consideration \$5,000. Mr. Shaw is general manager of KOVO. Ann. Feb. 7.

WROV Roanoke, Va.—Seeks transfer of control of licensee corporation, WROV Broadcasters Inc., from Burton Levine (40%), Joseph Goodman (30%), Leon (10%) and Nidra Levin (10%) and Cy Blumenthal (10%) to WROV Radio Inc. (100%). Consideration \$814,000. WROV Radio Inc. is wholly owned by Buckeye Corporation, New York, which is controlled by Ernest V. (33½%) and George A. Horvath (33 1/3%) and Klari Erdoss (33½%) through ownership of Massachusetts Mohair Plush Inc., which owns (71.6%) of Buckeye.

WNAM Neenah-Menasha, Wis.—Seeks acquisition of positive control of licensee corporation, WNAM Inc., by James A. Mc-



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Kenna Jr. and Hudson Broadcasting Corp. (each 45%) and Don C. Wirth (10%) from S. N. Pickard (100% before transfer). Consideration \$450,000. Mr. McKenna, Washington attorney, owns 80% of Hudson Broadcasting. Mr. Wirth is manager of WNAM. Ann. Feb. 7.

**KATI Casper, Wyo.**—Seeks assignment of license from KATI Corp., owned by Patrick H. Meenan (100%), to Casper Family Radio Inc., same owner. No financial consideration involved. Ann. Feb. 3.

## Hearing cases

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of La Follette Broadcasting Inc. to increase daytime power of WLAJ La Follette, Tenn., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions. Action Feb. 10.

### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of James E. Walley to increase daytime power of KAOR Oroville, Calif., on 1340 kc from 250 w to 1 kw, continued operation with 250 w-N; made KCRA Sacramento, which filed opposing petition, KAHK Redding and Bay Shore Broadcasting Co., latter applicant for new station at Hayward, all California, parties to proceeding. Action Feb. 12.

**KBAB Indianola, Iowa**—Designated for hearing application to increase power on 1490 kc from 100 w, unl., to 250 w-N, 500 w-LS; made KRIB Mason City, which filed opposing petition, and KLEE Ottumwa parties to proceeding. Action Feb. 5.

**Pepino Broadcasters Inc. San Sebastian, P. R.**—Designated for hearing application for new AM on 1460 kc, 500 w, unl.; issues include Sect. 73.35(a) multiple ownership determination. Action Feb. 5.

■ By memorandum opinion and order, commission designated for hearing application of Spartan Radio Broadcasting Co. for new VHF TV translator on channel 9 at Asheville, N. C., to rebroadcast programs of Spartanburg, S. C., WSPA-TV (ch. 7). Al-

though WISE-TV (ch. 62) Asheville did not oppose application, commission believes that every effort must be made to protect areas such as Asheville which appear to offer heightened potential for UHF expansion. Commissioner Hyde dissented. Action Feb. 5.

**WBIE, Marietta Broadcasting Inc., Cobb County Broadcasting Co. Marietta, Ga.**—Designated for consolidated hearing applications of WBIE for change of facilities from 1050 kc, 500 w-D, to 1080 kc, 10 kw, DA, D, and Cobb for new AM on 1090 kc, 1 kw, D. Action Feb. 5.

**Springfield Television Broadcasting Corp., D. H. Overmyer Producers, Inc. all Toledo, Ohio**—Designated for consolidated hearing mutually exclusive applications for new TV's on channel 79. Any grant would be made subject to condition that commission may, without further proceedings, specify operation on such other commercial channel as may be assigned to Toledo, in lieu of channel 79, in rulemaking proceeding in Docket 14229. Action Feb. 5.

■ The commission designated for consolidated hearing mutually exclusive applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc. and WGBH Educational Foundation for new TV's on channel 44 in Boston. Any grant would be made subject to condition that commission may, without further proceedings, specify operation on such other commercial channel as may be assigned to Boston, in lieu of channel 44, in rulemaking proceeding in Docket 14229. Further ordered that hearing issue concerning requisite qualifications of United Artists Broadcasting in light of past conduct of parent corporation United Artists Corp. involving antitrust actions be heard at same time with similar issue in proceedings on applications for new TV's in Cleveland and Houston, with all parties to participate in presentation of evidence on issue before single examiner who will preside in all three proceedings. Action Feb. 5.

**WCNX Middletown, Conn.**—Designated for hearing application to increase power on 1150 kc, D, from 500 w to 1 kw; made WCOP Boston party to proceeding. Commissioners Bartley and Ford dissented. Action Feb. 5.

### OTHER ACTIONS

■ By memorandum opinion and order, commission (1) reaffirmed Feb. 14 and Feb. 21, 1962, grants to WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. locations, increase ant. heights and make other changes in WEAT-TV (ch. 12) and WPTV-TV (ch. 5), both West Palm Beach, Fla., and terminated hearing proceeding and (2) held Wometco Enterprises Inc. (WTVJ-TV) (ch. 4) Miami, in default for failure to participate further in hearing, and dismissed its 1961 petition to deny. Action Feb. 12.

### INITIAL DECISION

■ Commission gives notice that Nov. 6, 1963, initial decision which looked toward granting application of Arthur D. Smith Jr. to change facilities of WMTS Murfreesboro, Tenn., from 860 kc, 250 w-D, to 810 kc, 5 kw-D, conditioned that presunrise operation with daytime facilities is precluded pending

final decision in Docket 14419, became effective Feb. 7, 1964, pursuant to Sect. 1.276 of rules. Action Feb. 12.

■ By order, commission denied application by Kennett Broadcasting Corp. (KBOA), Kennett, Mo., for review of July 31, 1963, decision by Review Board which granted application of William M. Miller, tr/as Bootheel Broadcasting Co., for new AM on 1540 kc, 1 kw (250 w-CH), D, in Kennett. Action Feb. 12.

■ Commission scheduled following proceedings for oral argument on March 12: TV applications for new stations on channel 6 in Perrine-South Miami, Fla., of South Florida Amusement Inc., Publix Television Corp. and Coral Television Corp.; AM applications of Smackover Radio Inc., Smackover, Ark., and Magnolia Broadcasting Co. (KVMA), Magnolia, Ark.; and AM applications of Kent-Ravenna Broadcasting Co., Kent, Ohio; Joseph P. Wardlaw Jr., Canton, Ohio, and Portage County Broadcasting Corp., Kent-Ravenna, Ohio. (Rescheduled from Feb. 13.) Action Feb. 12.

**Plains Television Corp., Mattoon, Ill.**—Granted CP for new UHF TV translator station on channel 75 to rebroadcast programs of WICS (ch. 20) Springfield; conditions. Action Feb. 12.

■ By order, commission postponed, from March 12 until April 16, oral argument on proposed program statement for commercial TV broadcast application forms. Time for filing appearances and written comments was changed from March 2 to March 26. Action was taken in view of continuing discussions by joint committee representative of broadcasters, members of bar and commission. Action Feb. 12.

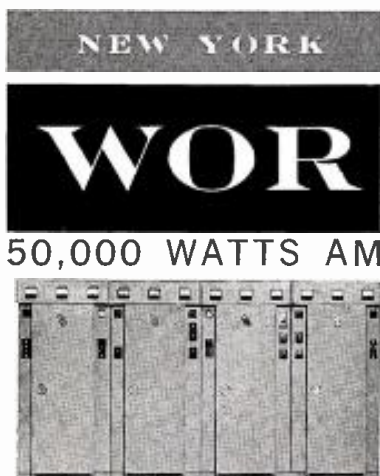
■ By order, commission granted petition by Mount Holly-Burlington Broadcasting Co. to extent of extending time to Feb. 12 to file opposition to petition by William S. Halpern and Louis N. Seltzer, d/b as Burlington Broadcasting Co., for reopening of record and rehearing in Burlington-Mount Holly, N. J., AM proceeding. Action Feb. 6.

■ By order, commission waived AM "freeze" rule and accepted for filing application by Iowa State University of Science and Technology for regular operation of WOI Ames, Iowa (640 kc, 1 kw), from 6 a.m. to 12 p.m., which it is now doing under SSA. On Oct. 24, 1963, commission waived provisions of Note 1 to Sect. 3.25 (now Sect. 73.25) of rules which theretofore had barred acceptance of WOI application. Action Feb. 5.

■ By memorandum opinion and order, commission (1) waived Sect. 1.571 of AM "freeze" rules and accepted for filing application of Plateau Broadcasting Inc. for change of facilities of KEOS Flagstaff, Ariz., from 1290 kc, 1 kw-D, to 690 kc, 500 w-N, 1 kw-LS, DA-N; and (2) denied request for waiver of Sect. 1.533 of rules which provides for filing of engineering data. Action Feb. 5.

**WRUL Scituate, Mass.**—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from March 1 to May 3, 1964. Action Feb. 5.

■ By letter notification, commission is permitting Eleven Ten Broadcasting Corp. to continue operating KRLA Pasadena,



## GOES CONTINENTAL

"... screen modulation gives us highest fidelity with less than 1% carrier shift... entire installation operates at half the cost of our old AM transmitters."

*Harvey H. Tilley*  
chief engineer

**Continental Electronics**

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title/position\* \_\_\_\_\_

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☐ Home \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_

zip code \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required



Calif., during remainder of February. Renewal of KRLA's license was denied March 15, 1962. Court decision of July 5, 1963, affirmed commission's action and station was given until Feb. 10 to wind up affairs. Meanwhile KRLA filed proposal that operation be assumed by Broadcast Foundation of California Inc. Action Feb. 5.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Members Berkemeyer, Nelson and Pincock adopted decision granting application of WBUX Broadcasting Co. to increase power of WBUX Doylestown, Pa., from 1 kw to 5 kw, with DA, continued operation on 1570 kc, D; conditions include precluding presunrise operation with daytime facilities pending final decision in Docket 14419. July 16, 1963, initial decision looked toward action Feb. 7.

■ By memorandum opinion and order in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R., granted petition by Broadcast Bureau to extent of enlarging issues to determine whether prior to Aug. 11, 1961, Raul Santiago Roman and Zaida Santos Rivera transferred interest and/or relinquished negative control of WMNT Manati, P. R., without receiving prior commission consent in contravention of Sect. 310(b) of Communications Act of 1934, as amended, and commission's rules and policies promulgated thereunder and, if so, facts and circumstances relating to such relinquishment. Board Member Nelson concurred. Action Feb. 7.

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Inc. for new AM's in Port Arthur, and Vidor, respectively, both Texas, (1) granted petition by KWEN to delete Issue No. 2 with respect to multiple ownership determination, but denied petition to enlarge issues, with stipulation that in event of grant of Woodland's application, conditional clause will be incorporated into CP limiting signal to be radiated by Woodland to 180 mv/m at one mile; and (2) denied Woodland's petition to delete Issue No. 3. Board Member Nelson concurred. Action Feb. 6.

■ Granted petition by Wide Water Broadcasting Inc. to extend time to Feb. 14 to file replies to exceptions to initial decision in proceeding on application for new AM in East Syracuse and that of Radio Voice of Central New York Inc., Syracuse, N. Y. Board Member Nelson not participating. Action Feb. 6.

### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on application of Pepino Broadcasters Inc. for new AM in San Sebastian, P. R.; scheduled prehearing conference for March 12 and hearing for April 2. Action Feb. 10.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on AM applications of Marietta Broadcasting Inc. (WBIE) and Cobb County Broadcasting Co., both Marietta, Georgia; scheduled prehearing conference for March 2 and hearing for April 6. Action Feb. 10.

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on AM application of Middlesex Broadcasting Co. (WCNX), Middletown, Conn.; scheduled prehearing conference for March 9 and hearing for March 30. Action Feb. 10.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of Charles L. Hamilton Sr. and Mildred B. Hamilton (KBAB), Indianola, Iowa; scheduled prehearing conference for March 2 and hearing for March 31. Action Feb. 10.

■ Ordered that Examiner Charles J. Frederick, in lieu of Herbert Sharfman, will serve as presiding officer in remand proceeding ordered by Review Board on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex.; scheduled prehearing conference for Feb. 14. Action Feb. 5.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Ultra-vision Broadcasting Co. and WEBR Inc. for new TV's on channel 29 in Buffalo, granted applicants' motion to continue Feb. 5 prehearing conference to Feb. 19. Action Feb. 4.

By Hearing Examiner Thomas H. Donahue

■ Formalized by order oral ruling made

on record in proceeding on application of Franklin Broadcasting Co. to transfer control of WLOD Pompano Beach, Fla., to William F. Johns Sr. and William F. Johns Jr., continuing date of hearing from Feb. 24 to April 6. Action Feb. 5.

■ Formalized by order oral ruling made on record in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, respectively, both Ohio, granting petition for leave to amend by Boardman to make certain changes in financial qualification section of application. Action Feb. 4.

By Hearing Examiner Sol Schildhouse

■ On basis of discussions at Feb. 7 hearing conference in proceeding on application of Lake Valley Broadcasters Inc., for new AM in Crystal Lake, Ill., scheduled certain procedural dates and further hearing for March 25. Action Feb. 7.

■ In proceeding on applications of United Artists Broadcasting Inc., Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV's on channel 65 in Cleveland, gave notice oral argument will be heard at outset of Feb. 12 prehearing conference on petitions for leave to amend applications of Cleveland Telecasting and Superior, with each of parties being limited to ten minutes for argument. Action Feb. 7.

■ Scheduled conference for Feb. 7 looking to reopening of record in proceeding on application of Lake Valley Broadcasters Inc. for new AM in Crystal Lake, Ill. Action Feb. 6.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Beamon Advertising Inc. to reopen record and for leave to amend application for new AM in Daingerfield, Tex., to show change of secretary-treasurer of applicant, and closed record. Action Feb. 7.

By Hearing Examiner Elizabeth C. Smith

■ In consolidated FM proceeding on applications of Floyd Byler, Charles H. Chamberlain and The Brown Publishing Co., Urbana, and Paul Dean Ford and J. T. Winchester, London, all Ohio, granted petition by Ford and Winchester for leave to amend application to reflect (1) increased construction costs resulting from Jan. 14 amendment of engineering proposal to specify higher ant., and (2) revised credit arrangement with

equipment manufacturer in connection with increased cost. Action Feb. 5.

### BROADCAST ACTIONS by Broadcast Bureau

#### Actions of Feb. 11

KLOO Corvallis, Ore.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WFEB Sylacauga, Ala.—Granted license covering increase in daytime power and installation of new trans., and specify type trans.

WRIG Wausau, Wis.—Granted CP to make changes in ant. system (increase height); condition.

WLLH Lowell, Mass.—Granted CP to move auxiliary trans. to main trans. site.

■ Granted licenses for following VHF TV translator stations: W03AA, Morgan County Television Translator Inc., Berkeley Springs and Great Cacapon, both West Virginia; K04CM, Nor-Sis TV Corp., Weed, Calif.; K07FF, Rosebud TV Inc., Burke and Gregory, both S. D.; K10ER, Valley T. V. Club Inc., King Springs, Galpin, Glasgow and Tampico, all Montana; K11GA, Valier Community Club, Valier, Mont.; K06CT, Quinn River Television Maintenance District, Orovala, Nev.; K10BQ, K08EA, K06DB, Raton Community TV Club, Raton, Springer and Maxwell, all New Mexico; K07DQ, K09DU, K11EA, K13DV, EZ-TV Inc., Marcell, Rural Area and Big Fork, Max, Squaw Lake and Rural Area, all Minnesota.

#### Actions of Feb. 10

KNDX-FM, Sunset Broadcasting Co., Cascade Broadcasting Co., Yakima, Wash.—Designated for consolidated hearing applications of Sunset Broadcasting Co. for change of facilities of KNDX-FM from 106.3 mc, 890 w, ant. height 125 feet to 107.3 mc, 31 kw, ant. height 150 feet; and that of Cascade Broadcasting Co. for new FM on 107.3 mc, 29.3 kw, ant. height 903 feet.

Great Northern Broadcasting System, Midwestern Broadcasting Co., both Traverse City, Mich.—Designated for consolidated hearing applications for new FM's on 101.9 mc—Great Northern with 100 kw, ant. height 483.75 feet, and Midwestern with 38.2 kw, ant. height 715 feet.

WEZY Cocoa, Fla.—Rescinded action of Jan. 31 which granted renewal of license.

■ Granted renewal of licenses for following

Continued on page 145

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# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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  - **DISPLAY ads** \$20.00 per inch—**STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES** advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
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- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO—Help Wanted

### Management

Iowa daytimer needs station manager with emphasis on sales & ideas. Must know all phases of small market radio. Good salary and future with a stock option. Box B-157, BROADCASTING.

Midwest—Man with proven sales ability ready to move up to station manager. Excellent opportunity with good operation. Box B-188, BROADCASTING.

Executive salesman:—Executive caliber 38-50 experienced selling intangibles, to represent the research organization that developed the most timely and needed idea in decades. You will contact the executive heads of Newspapers, radio stations and industry. Prove your ability and integrity and you will enjoy an earning potential seldom equaled. Only detailed resumes can be considered. Box B-179, BROADCASTING.

### Sales

Salesman who can do some announcing. Good opportunity for announcer wishing to break into sales. Network affiliate in single station market in Illinois. Box B-741, BROADCASTING.

Top salesman familiar with small market NBC affiliate in Arizona with liberal commissions and draw reply to Box B-106, BROADCASTING.

Rocky Mountain area, college town of 10,000, fulltime single market station needs good local salesman. Good sound, good image. Salary, plus commission, plus car allowance. Send resume, references, salary requirements to Box B-117, BROADCASTING.

Salesman wanted by suburban New York City station. Young swinger preferred. Must be familiar with agency pitches as well as normal retail selling. Liberal salary, incentive. Good account list. Your chance to be a hero and make money too. Resumes, etc., quickly, please, to Box B-189 BROADCASTING.

Two experienced salesmen, one can become sales manager. Excellent full time 1000 watt network station. Excellent market. Can easily earn \$7800 per year. W. Earl Dougherty, KXEO radio, Mexico, Missouri.

Suburban Springfield-Worcester, Massachusetts station desires sales person who in 90 days can be sales manager. WARE, Ware, Massachusetts.

Immediate opening for aggressive salesman, prefer top-40 experience. Sales management opportunity. Guarantee, commission. Rush resume. WBRD-AM-FM, Bradenton, Florida.

Need aggressive, hard-driving "closer." Account, market, and income potential excellent. Contact Lee Colee. WHEW, West Palm Beach, Fla.

Salesman—immediate opening in Pennsylvania's capital market. Base salary plus commission. Full company benefits. Send full resume and photo to: Mr. Jamie T. Rowley, Manager, Hershey Broadcasting Co. WHRY Radio, Box 1600, Elizabethtown, Pennsylvania.

## RADIO—Help Wanted

### Sales—(Cont'd)

Remember this ad? Step up. Graduate to 400,000 metro market. No. 1 for 5 years. No. 1 local and national sales. Call or write Dick Pyles, Commercial Sales Manager, radio station WLEE, Richmond, Virginia. Two have stepped up, we still need one more. Hurry!

WTIK, Durham, N. C. Box 1571, Serves Durham-Raleigh 5,000 watt independent music and news. Presently have only 1 salesman. Send details—photo, sales record, references immediately. Market in rapid growth.

Broadcasting Reps. Calling on agencies. Sell animated and live action filmed TV commercials, radio spots—institutional films. Network calibre—commission exceptional. Contact W. C. Palmer, 1949 Yank Court, Golden (Denver) Colorado.

Want more opportunity? Let us help you relocate. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

### Announcers

Major midwest market expanding daytime schedule through use of FM facility. Prefer 1st class ticket. Send complete resume to include photo, tape references and desired salary. Box B-188, BROADCASTING.

Need help? Top announcer in a midwest market will critique and return your tapes. \$7.50 each. Box B-194, BROADCASTING.

Announcer-dj, medium market station, middle of the road format. Start at \$75.00 and fringe benefits. Send tape. Box B-207, BROADCASTING.

California. \$9000 to start. First phone must. Background in metro good music station desirable. Top twenty market experience essential. Box B-208, BROADCASTING.

Announcer/engineer. Some engineering, primarily announcing. Must be good at both. Character and credit references required, and carefully checked. Congenial staff, modern facilities, no R&R. \$110.00 start. Tape, resume, photo, first letter. Will be returned. Box B-214, BROADCASTING.

Negro dj, Midwestern major market will expand present daytime schedule through use of FM facility. Prefer 1st class ticket. Send complete resume to include photo, tape references and desired salary. Box B-221, BROADCASTING.

Newsman-announcer wanted by news and community activities oriented station. Must be strong on reporting, writing, interviewing in exciting suburban New York City market. Must have ability to do general announcing. Tapes, if sent, must be picked up in person. Resumes, etc. quickly, please, to Box B-227, BROADCASTING.

Wanted for good music 5000 watt network full time station. Quality announcer, absolutely sober, totally dependable, first ticket desired but not vital. Do not reply unless above indications are fully met. Box B-230, BROADCASTING.

KFYR radio, Bismarck, North Dakota, needs an announcer for the night shift. Quality music and production. 1st ticket preferred, but others considered. Good working conditions and salary. Send tape and background to Jim Backlin, P. D.

## RADIO—Help Wanted

### Announcers—(Cont'd)

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Immediate opening for experienced announcers (2). Must furnish complete resume, tape, references, photo and salary expected to WHNC, Henderson, N. C.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Wanted: radio announcer for rock format prefer young man seeking permanent job and advancement with growing chain. Contact Hudson Miller, WKUL, Culman, Ala.

Announcer with first phone. Send tape, resume and photo. WKXY, Sarasota, Florida.

Creative, imaginative, inventive, describes non-rock modern format of new 5000 watter. Gutsy, friendly, convincing, describes voice of 2 announcers still needed. 1 with 1st phone. Tape and resume to Bill LaBorde, Program Director, WNDY, Indianapolis, Ind.

Md.: Resort area in growing county—announcing—sales with progressive station. Talent and ability more essential than experience. Send tape, picture and resume to WPTX, Lexington Park, Md.

Announcer with first class license excellent opportunity for man light on experience—ABC network. Write: Joe Leonard, WWIZ, 6th & Broadway, Lorain, Ohio.

Daytimer—Central Pennsylvania—has immediate opening—staff announcer. Send resume. Box 389, Williamsport, Penna.

Fabulous Mexico City. Needed good non-rock announcer—news, music and production. No cards or licenses necessary. Biggest English language operation Latin America. Send small roll tape, some music, news, etc. and letter to Penthouse, Calle Pennsylvania 143, Mexico 18, D. F. Must be single with good voice. Beautiful working conditions, good future.

Six-Hundred station contacts—one application. Write today for opportunities. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

### Technical

Rocky Mountain area, college town of 10,000 population, full timer, single market station needs experienced engineer capable of some announcing and sales. New equipment, good sound, good image. Resume, references, salary requirements to Box B-118, BROADCASTING.

Wanted immediately 1 of each: Audio, Video, maintenance & tape men. You must be a 1st class operator. Salary to match. N. Y. area. Box B-183, BROADCASTING.

Engineer: Capable chief wanted for Midwest station. \$650 per month for chief with some executive ability and good knowledge of both AM and FM and real ability and experience in audio. Personal interview necessary. Box B-204, BROADCASTING.

Montana—1 kw DA 2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Send all details first letter including picture and references. Box B-206, BROADCASTING.

Engineer experienced—all phases AM-FM operation needed by non-directional kilowatt station. Complete maintenance knowledge & personal interview essential. Send resume to WASA, Havre de Grace, Md.

All men, first-ticket, explore the opportunities available through Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417



## RADIO—Help Wanted

### Production—Programing, Others

One of Michigan's leading small-market stations wants a full staff to begin a brand-new daytime operation in Northern Indiana. These people must be experienced in small market operations, people who want a permanent position with a growing organization. If you have experience as a manager or sales manager, salesman, or announcer, send complete resume, photo and availability to Box B-90, BROADCASTING.

Wanted, experienced copy writer for progressive station, send sample copy and information to Box B-98, BROADCASTING.

Well qualified traffic & copy chief wanted by Chicagoland broadcaster. Experienced in small market operation. Congenial situation. Write complete information including salary requirements. Box B-162, BROADCASTING.

Program man: Answer this ad today if you want small town living but like big time operation. If you want to earn \$500 to \$600 per month and like the Midwest. If you are sober, without financial or marital problems and want permanency. Box B-203, BROADCASTING.

Research Director large network TV station in Midwestern market. Must have ability to interpret (NSI-ARB) data and incorporate into sales presentations. Promotional writing capabilities required. College grad. desired. Position immediately available. Salary open. Box B-224, BROADCASTING.

Need a real pro to administer and direct active traffic dept. for large mid-Western station, No. 1 in the market. Several years heavy traffic experience in large station required. Must have the ability to perform detailed duties. Salary commensurate with experience and abilities. Box B-225, BROADCASTING.

News editor, must be experienced or college trained, have good voice. Become a part of community. Well equipped news room—two-way mobile units, beeper phone, tape recorders, paid vacation, insurance. Good pay bases on individual. Box B-236, BROADCASTING.

Board talk man—Crackerjack board man able to maturely talk with his listeners, top sense of humor, news companion not a disc jockey job. Moderate resonant voice, top salary, Wash. D. C. market. Send tape replies to Frank Pipes, WAVA, 5232 Lee Highway, Arlington, Va.

Immediate opening for experienced radio copywriter, 5 day week, insurance benefits, pension plan. WBIG, Greensboro, N. C., W. H. Henry, Director of Sales.

Michigan independent seeking industrious newsman with ability to gather, write, air local news. . . . Complete resume references and example of writing ability . . . audition tape to Mr. Stapp, WJMS, Ironwood, Michigan.

New station accepting applications for all positions. Send complete resume, tape, references to Mr. Tom Anderson, General Manager, Radio Station WJRC, Box 914, Joliet, Illinois.

Negro oriented news director. Experience necessary—community interest dedicated newsman required. Airmail tape and resume to Eddie Castleberry, WVKO, Columbus, Ohio.

Secretary-Girl Friday for growing educational FM station. TV possibility. Broadcast station experience helpful, but not necessary. Contact Gene Koskey, Northern Illinois University, DeKalb, Illinois.

## RADIO—Situations Wanted

### Management

Young aggressive executive left comfortable corporation to assume managerial duties at run-down, unprofitable daytimer. Changed operation is now efficient, smooth, profitable in highly competitive medium-major market situation. Ready for bigger opportunity in executive capacity. Personal background includes sales, promotion, programming. Family man, college grad, active in community. Personal interview will confirm qualifications. Box B-30, BROADCASTING.

AM-FM seasoned pro-successful 16 years in dual role full change general manager/sales manager competitive metropolitan northeast. Want full charge general manager/sales manager slot in competitive metropolitan area requiring 24 hr. dedication for our mutual growth. 1st phone. Available now. Box B-145, BROADCASTING.

Dedicated experienced selling manager, desires to relocate in Arizona. More than doubled billings present location. First phone license. Box B-166, BROADCASTING.

University graduate in broadcasting, presently operations manager seeks position with opportunity for advancement. 29 with 10 years experience in all phases and with good civic record. Box B-171, BROADCASTING.

Available in 2 to 4 month. Family man-civic leader, aged 41. Ten years management experience. Strong on sales, community service and promotion—Have announcing ability and first ticket. Consider \$10,000.00 with opportunity to double. Present Atlantic station being sold. Consider anywhere. Box B-178, BROADCASTING.

Ready to manage small station, 37, experienced all phases, small station operation. Can work any deal with you. Box B-184, BROADCASTING.

Well qualified general manager. Small or medium market. Aggressive. Strong on sales, promotion, production. Civic minded. Twelve years in radio. Presently in southwest. Will consider all markets for management and sales management opportunities. Excellent references. Box B-195, BROADCASTING.

Seeking position as general manager, small market, Northeastern states preferred. 16 years sales, programming, administrative experience. Top notch references, personal interview, my expense. Currently employed in administrative sales position. Address replies to Box B-200, BROADCASTING.

Chains, absentees, professional salesman wants full management, small-medium market, salary not essential. Will tape percentage net or gross. Box B-209, BROADCASTING.

Attention station owners! 20 years experience as manager, sales manager, program director, staff, sports announcer. Thoroughly understand creating, writing, producing and selling programs and spot campaigns. Specialty is selling, but handle well every station job. Excellent references. Primarily interested small station South, Florida, Southwest, California. Available two weeks. Will phone or write details every inquiry. Phone 268-9062, Jacksonville, Florida or write Box B-211, BROADCASTING.

The best station manager is not one with a long list of jobs (where he didn't make good). My list is short because I did. Station, ad agency, network background, heavy sales experience, expert in production, film, administration, finance. Economical, energetic, conscientious executive. Man-size salary plus ultimate part-ownership incentive preferred. Relocate. Box B-229, BROADCASTING.

### Sales

Dedicated experienced selling manager, desires to relocate in Arizona. More than doubled billings present location. First phone license. Box B-167, BROADCASTING.

## RADIO—Situations Wanted

### Announcers

5 years experience, dj announcer. Mature voice, family man, desire East Coast. Box A-192, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box A-247, BROADCASTING.

Listen to my tape then judge for yourself. Experience and ability—all phases. Prefer sports, would like to work into TV later. Permanent position only. Box B-19, BROADCASTING.

Ohio stations: I have 6½ years experience and top references. Box B-33, BROADCASTING.

Tired of rat race, experienced all phases, major market, 2nd phone, married. Permanent medium, major. Box B-97, BROADCASTING.

Attention: Tennessee, Kentucky: announcer, dj, combo: cut all shows—4 years experience. Presently employed, but would like to relocate within 150 miles of Nashville, Tennessee. Personal interview preferred at my expense. Married, veteran, and reliable. Good references. Box B-116, BROADCASTING.

Now in top ten market—I came on, ratings went up—looking for major market music and talk—consider all night. Box B-124, BROADCASTING.

Experienced, proven top 40 dj desires good spot in major market. Presently employed top rate station big southern market where I pulled almost 70 in latest rating. Can furnish excellent recommendations and proof I can get the numbers. Box B-144, BROADCASTING.

DJ, tight board, strong news, sell commercials, young, will travel. Box B-155 BROADCASTING.

Top rated drive-home dj with 7 years experience major markets. Desire position with top notch station with future. Am dependable, efficient, can handle top 40 or middle of road formats equally well. Also experienced in news gathering, writing and reporting. Now with one of the top 40's in business. Available immediately. Box B-156, BROADCASTING.

Mature married announcer seeking radio or television. Eight years radio background, last year with Columbus, Ohio independent. Some programming experience. White, Age 33, Box B-165, BROADCASTING.

Network quality announcer and dj. 8 years experience. Now in large multiple midwest operation. 26, family man, above excellent references. College & radio school grad. Prefer major market with a bright progressive format. Box B-170, BROADCASTING.

Disc-jockey—young, aggressive, with the modern sound of the 60's. Runs tight board. Prefer Penna, New Jersey or Delaware. Box B-172, BROADCASTING.

Southwest area announcer 1st ticket, some experience desires position with small top 40 station and others. Bill Gibson, 512 PE 2-4938 or Box B-174, BROADCASTING.

Announcing school graduate have car—east or south. Will call you, Box 175, BROADCASTING.

Young, married progressive announcer, college, 3 years experience. Prefer news in the mid-west, will travel & relocate. Box B-176, BROADCASTING.

News caster experienced, mature sound. Family, bright dj, salesman, dependable, personable. Will settle. Box B-182, BROADCASTING.

The right personality for your top 40 format convincing commercials, authoritative news, draft deferred, will work hard for right station. Box B-186, BROADCASTING.

Sportscaster-dj, bright personality, versatile, professional attitude, not a floater, willing worker. Box B-187, BROADCASTING.

Versatile announcer—first phone, 28, white, sober, reliable, hard worker. Box B-191, BROADCASTING.

## RADIO—Situations Wanted

### Announcers—(Cont'd)

Top c&w dj desires change. Prefer Florida or Southern states. Can do sports. Currently top personality on advertised million listener station. All replies answered Box B-192, BROADCASTING.

Beginner, Broadcasting school graduate, young, talented, top 40, anywhere. Box B-202, BROADCASTING.

Capable announcer, experienced. Bright day delivery, brisk authoritative news. Immediately available. Box B-217, BROADCASTING.

DJ/announcer, experienced sound, tight board, personable, dependable, authoritative news, not a floater. Box B-218, BROADCASTING.

News, sports, reporter, writer, lousy California references. Box B-220, BROADCASTING.

Experienced, mature announcer for quality conscious station. Straight staff work or dj. Will happily go anywhere for a job with an honest, responsible employer, but prefer Ohio, Indiana or Kentucky. Box B-223, BROADCASTING.

Beginner, could be a winner. Negro, combo, third phone, looking for a home. Some local news experience. Box B-232, BROADCASTING.

Experienced personality deejay, desires Nashville of good Tennessee market. Format or c&w. Cary Lennon, 219-882-3309, Gary, Indiana.

Staff announcer, country dj, phone MA 3-0427, Joplin, Mo. room 226.

Talented jock with first phone and over 7 years experience available! Great production and copy too! Family man. 312-328-7650.

### Technical

Experienced first phone—College student—engineering—Ohio, Indiana, Michigan, Summer. Box B-180, BROADCASTING.

Experienced first phone engineer. With announcing experience. Capable & reliable. Box B-201, BROADCASTING.

Chief engineer, experienced in station maintenance and operation. No board work. Excellent references. Prefer North-South Carolina. Max Barnes, Radio Station WJNC, Jacksonville, N. C.

First phone wants to learn. Light announcing. Lee Bashaw, 1312 Belgrade, Orlando, Florida. GArden 4-6055.

Six years as chief—construction, operation, maintenance, AM-FM, directional antenna. Seeks permanent position as chief. Good references. Will relocate. Available March first. \$125 minimum. Dewey Trostel, Box 623, Prosser, Wash. Phone 984-2079.

### Production—Programing, Others

FM announcer-PD—Most of top staff in one man. Top continuity, commercial and news delivery—major market AM and FM experience. Experienced copy, know good music. And a 1st ticket! Available April; major markets only. Box B-107, BROADCASTING.

News director:—Top notch reporting and writing plus skilled broadcasting and department leadership can mean dollars for you in the potentially great news year of 1964. Editorials and feature material at your direction. Numerous awards include Sigma Delta Chi. Minimum \$850. Box B-181, BROADCASTING.

## RADIO—Situations Wanted

### Production—Programing, Others Continued

Experienced air, production and programming man with family desires new opportunity in major U.S. or Foreign market. Box B-193, BROADCASTING.

Program director with creativity and showmanship. Prefer top 40 operation. Specialize in production and promotions. Administrative ability. Presently pd, seeking bigger opportunity. Tape and resume on request. Box B-196, BROADCASTING.

Specialized audience programing of music, news, documentaries is my business. Box B-205, BROADCASTING.

Farm director wants more hay, will write, produce, and if you insist sell own program, experienced, air and field. Box B-210, BROADCASTING.

Seeking administrative duties. 10 years in radio. Experienced in news, sales, announcing, sports, civic-minded, strong on public relations. Box B-212, BROADCASTING.

Newsman—experienced, authoritative, literate delivery, copy, editing, interview and actuality work. Larger market, some opportunity for TV experience preferred. Box B-216, BROADCASTING.

Man (31) college grad. with some newspaper and public relations experience, seeks radio news editor post in Massachusetts. Training opportunity important. Salary \$115-125. Write Box B-219, BROADCASTING.

Experienced pd for adult programed station. Former network announcer. Prefer tri-state area, Ohio, Indiana or Kentucky. Box B-222, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Major east coast network station requires several TV experienced employees for April through October period. Good salaries and working conditions with potential for permanent employment. Must have 1st class FCC phone license. Reply to Box B-177, BROADCASTING.

Leading VHF Station in sizable mid-west looking for experienced television manager. Excellent opportunity for the right man. Salary commensurate with experience and ability. Write Box B-185, BROADCASTING. Enclosing resume and starting salary expected.

General manager for television station wanted soon. TV sales and operation experience helpful. Send resume and pay requirement to Box B-234, BROADCASTING.

### Sales

VHF station needs experienced time salesman immediately. Liberal draw against commission. Write Cy Newman, Sales Manager, WLTV, Bowling Green, Kentucky or phone Victor 2-9471.

Man for television time sales in branch office. Upstate Michigan group station. Write giving full details of training and experience. WWTW, Box 627, Cadillac, Mich.

### Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-85, BROADCASTING.

### Technical

TV control room engineer, first phone, audio & video switching plus VTR operation. Contact Don Ferguson, Chief engineer, KXTV, Sacramento, California.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

South Florida fullpower VHF needs video technicians. Experienced in VTR-STL and studio operation and maintenance. First class license required. If interested in full-time permanent employment, send resume, photo and salary to—Director of Engineering, WEAT-AM & TV, P.O. Box 70, West Palm Beach Florida.

### Production—Programing, Others

At least four years in the chair . . . required for versatile, creative, willing-to-work, mature college graduate. Thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box B-197, BROADCASTING.

Reporter-photographer for NBC station in top 100 competitive Midwest market. Will consider trained beginner or a radio newspaper reporter seeking TV experience. No air work. Box B-233, BROADCASTING.

Audience promotion man for No. 1 station in top Midwest market. This CBS affiliate spends big promotion dollars and is looking for a hard working 1st class writer able to create exceptional film and video tape spots. Salary open. Broadcast experience preferred. Send complete details and ad samples in 1st letter. Box B-198, BROADCASTING.

Aggressive copy writer, male or female, send complete resume and salary requirements—first letter—no phone calls—contact: Tom Miller, WNEM TV, 5700 Becker Rd., Saginaw, Michigan.

## TELEVISION—Situations Wanted

### Management

CPA, 34, seeks responsibility for bookkeeping, financial statements, taxes, budgets, etc. Will relocate. Box B-89, BROADCASTING.

Station manager—Need assistant? 14 years in TV as producer, director, traffic manager, operations manager, production manager. Presently network operations. Best references. Prefer Calif. Box B-163, BROADCASTING.

The best station manager is not one with a long list of jobs (where he didn't make good). My list is short because I did. Station, ad agency, network background, heavy sales experience, expert in production, film, administration, finance. Economical, energetic, conscientious executive. Man-size salary plus ultimate part-ownership incentive preferred. Relocate. Box B-228, BROADCASTING.

### Technical

Maintenance technician, three years experience in television and radio in installation, construction, operation, proofs and maintenance of all types of broadcasting equipment. Two years of college. Two young children. Available immediately. Contact James Tarvid, Dellwood, Wis. ED 9-4429.

### Production Programing & Others

First phone control room and production experience desires non-maintenance position. Box B-42, BROADCASTING.

Research and sale promotion manager. Young, experienced, creative. Presently with network O&O TV station. Box B-92, BROADCASTING.

Advertising/promotion mgr.—Want JWT-type promotion on a Peoria budget? Believe in a strong merchandising policy? Degree, related experience available for aggressive, medium market. Resume, samples, references available from Box B-120, BROADCASTING.



## TELEVISION—Situations Wanted

### Production—Programing, Others Continued

Commercial announcer-newsletter, college graduate, frustrated with dead-end routine at major TV—50 kw radio, seeks challenge and security of smaller operation. Best references. Box B-213, BROADCASTING.

Young experienced, RCA Institute graduate-top production man seeks position in major market. Qualifications and experience brochure upon request. Box B-164, BROADCASTING.

Top-rated TV news director looking for bigger market, bigger challenge. BA journalism degree, married, 25. Currently employed—no hurry. I know the value of unbiased, accurate reporting. All replies confidential. Box B-173, BROADCASTING.

## WANTED TO BUY

### Equipment

Need good 16mm film processor and zoom lens for Bolex 16mm camera. State price and condition first letter to KTVE, Box 791, El Dorado, Arkansas.

Used FM antenna with power gain of 10 or better. Used FM transmitter 5 kw. State lowest price, location and condition. Write Box B-169, BROADCASTING.

Illinois kilowatt wants to buy used Field intensity meter, or will rent for one year. Box B-215, BROADCASTING.

Good used audio oscillator, noise and distortion meter. WAFC, Box 1209, Staunton, Virginia.

Self supporting tower, 350-400 feet. Send details to Box B-226, BROADCASTING.

## FOR SALE

### Equipment

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Telephone 2-3527.

Magnecord 816 background tape deck, 18 months old. \$499.50. Electronics, Inc., 227 North Santa Fe, Salina, Kansas. Phone 913-TA7-7377. (Franchised Magnecord dealer).

Collins 737 5 kw FM transmitter, less tubes, crated, in storage, \$4750 firm, S. A. Cisler, WLVL, Louisville, Ky. 585-4789.

P-60 push button magnecord, new heads, perfect condition \$275.00; limiting amplifier, \$50.00. Box B-199, BROADCASTING.

## FOR SALE—Equipment Continued

For sale 5 kw RCA transmitter type No. RCA 5 DX. \$1,500.00 FOB San Juan. Completely operational. Contact Carpenter, radio station WUNO, Box Q, Hatorey, Puerto Rico.

250 ft. self-supporting galvanized tower. Excellent condition. Make offer. Eastside Broadcasting, 114 Cakeside, Seattle, Washington.

12 Browning used T-100 Multiplex tuners needing repair \$25.00 each f.o.b. Houston. Taft Broadcasting Company, 4808 San Felipe Road, Houston, Texas.

Complete RCA equipment for kilowatt station—Telephone Bernard Zucker, Waterbury, Conn. 203-756-4643—evenings 203-755-2947.

Browning Laboratories multiplex monitor. Model 509. Serial 001. Never in service, as new; recently re-calibrated. Crystal 97.3 mc. Best offer over \$900. Reply, Manager, WGH-FM, P.O.B. 98, Newport News, Virginia.

1. 200 ft. Guyed—insulated tower with Hughey Phillips lighting control-Flasher-photocell-model LC2074-H-P beacon-side lights. 2 Gates CB-11 16" turntables—completely reconditioned. 1 Gates Preamplifier. 1 Doolittle FD-1A frequency meter. 1 Gates limiter amplifier model 28C0. 1 Western Electric 250 W transmitter model 451A1. 1 Johnson weatherproof lighting choke. All operating condition. Make offer on any item. Drawer A, Tifton, Georgia.

RCA-BTF-3-B (3 kw) FM transmitter in Chicago area. May be inspected in operation. Excellent condition. Best offer over \$4,500 considered. Can be available in 90 days. Box B-237, BROADCASTING.

RCA 76B-2 console \$300, RCA 96AX limiter with power supply \$125, Collins 116F equalizer \$65, 3 Presto 10B turntables in Presto cabinets at \$65, Andrew type 49 antenna tuning unit \$125. All just removed from service. Old but perfectly maintained. Also Minitape, jack strips, RG20AU coax, 3/8 inch copper tubing coax, many other items. WEBQ, Augusta, Ga.

4-RCA type 74-B velocity mikes ("junior 44") with Cannon jacks. 3 at \$40 each, good condition, 4th at \$25, needs new ribbon. Each or all. KOWL, Box 100, Stateline, California. 95729

Minneapolis-Honeywell automatic logger for radio station remote transmitter logging, consisting of two units—a 15 point telemetering unit for the transmitter location and a 16 record strip chart recorder for the studio. Still created. Brand new. Never used. Half cost. For full details write Box B-235, BROADCASTING.

## BUSINESS OPPORTUNITY

15 years top ten market operator wishes to contact investors to purchase radio property. Investors to participate on a stock plus convertible debenture basis. Box B-93, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

## MISCELLANEOUS—(Cont'd)

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spaced with actualities, and the sounds of the news—Air Mail Special Delivery for weekend broadcasting. Top audience response—added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

One spot or complete programing, any style. Make your station sound like a network. Write your problems. Six Twenty Nine Productions, Pensacola.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 4-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin March 16, May 18 and July 20. Lab training and advanced electronics available after first phone course, to those who wish to continue. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

## INSTRUCTIONS—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

CAPCO Broadcast Instruction now releases taped course for beginning announcers to radio station owners for "in station" training for your own people. Announcing, production, news, Tapes plus manuals. Free brochure. Box 5053, Tulsa, Okla.

### RADIO—Help Wanted Management

#### STATION MANAGER NEW ORLEANS

Earn from \$15,000 to \$20,000 annually based on volume

The OK GROUP one of the oldest and most successful Negro programed station groups in the country, needs a highly capable experienced man to manage it's headquarters station, WBOK. We want a thoroughly experienced administrator and above all an aggressive sales manager capable of leading his sales staff by proven sales of his own.

You will be identified with an organization that has information, sales help, know how and knowledge of this Negro market to make your own ability highly effective. A real opportunity to work into group management as assistant to the general manager after proving yourself as a successful operator at WBOK. Write giving full details of past experience, salary record, sales record and education. Current manager leaving after 13 years to manage his own station. Write:

Stanley W. Ray  
505 Baronne St.  
New Orleans, La.

### MANAGER NEEDED

Manager, strong in sales, needed for midwest successful operation recently purchased. Located adjacent to metropolitan market with excellent living conditions for family. Please send full details in first letter. Decision will be made this month with allowances for severance of present connection.

Box B-238, BROADCASTING

### Help Wanted—Announcers

#### ARE YOU A TALKER?

50,000 watt Midwestern radio station looking for an outstanding disc-jockey to conduct a nighttime talk show. Must be adult, popular, literate and sharp. Reply immediately. State experience, qualifications, age and salary expected.

Box B-125, BROADCASTING

## Sales

### Sales Manager

Young, Successful, Aggressive sales manager wanted for position with unlimited opportunity. Contact George Redford, Rollins Outdoor Advertising, Inc., 2323 Broadway, San Antonio, Texas.

### RADIO—Help Wanted

#### Announcers

#### PROGRAM DIRECTOR

Young, vital man needed for medium-size midwest metropolitan market. Must be capable of continuing #1 Top 40 programing, overseeing news department, and dreaming up new promotions. Salary commensurate with ability. Send resume and tape.

Box A-7, BROADCASTING

### WANTED

Man on the way up who can announce, write copy and sell. 1st class ticket helpful. Opportunity to manage. Write only KMAR, Winnsboro, Louisiana.

#### MID-ATLANTIC TOP 40 METROPOLITAN STATION

Six years number one. Has featured evening jock position open. Rush tape, picture and resume to Roger Clark, WGH, Norfolk, Virginia.

### RADIO—Situations Wanted Management

#### Package Deal

Three Highly Qualified Men for GENERAL MANAGERS, SALES MANAGERS, PROGRAM MANAGER, 52 combined years of broadcasting experience and know-how, including Sales, Production, Sports, Announcing. Everything. Excellent performance records, highest references.

Box B-231, BROADCASTING

### TELEVISION—Help Wanted Announcers

#### TV ANNOUNCER

Are you a good announcer? Unaffected, on-the-air salesman! Send letter of application and audio audition tape with picture to: Ralph Webb, KWTX-TV, Waco, Texas.

## TELEVISION—Help Wanted—Technical

### Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

### MISCELLANEOUS

#### BIG WIGS WITH BANGS!!

for  
booming promotions  
loud contests  
explosive giveaways

excellent	quality
\$2.15 each	money orders
no	or
checks	cash

BIG WIGS BOX 77  
HARTFORD, CONN. 06112

### WANTED TO BUY—Stations

#### WANTED

##### Fulltime Radio Station

Financially qualified team of experienced Radio People desire to purchase control of medium size station with good potential. Prefer Coastal area, but all replies will be considered and in strictest confidence.

Box B-190, BROADCASTING

### FOR SALE—Stations

#### FULL TIME HIGH POWER

Florida Station. 1963 gross approx. \$200,000. Principals only; financially qualified to handle \$425,000 deal with 29% down. Box A-139, BROADCASTING

### CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

#### RADIO and TV STATIONS

in the eastern states and Florida

#### W. B. GRIMES & CO.

2000 Florida Avenue, N.W.  
Washington 9, D. C.  
DECatur 2-2311

#### CALIFORNIA REGIONAL POWERHOUSE

Fulltime 5 kw station with unusual coverage of one of the most delightful living areas on the west coast. Priced at about twice annual gross but well worth it considering the assured growth prospects of the region. The price is \$325,000 with half cash required.

Box B-153, BROADCASTING

### TOM CARR

Radio Sales and Consultant From: Ponte Verda Beach, Fla. To: Atlanta, Ga.—P. O. Box 66, Telephone CE 7-5383.



ing: KTSM-TV El Paso; WDCF Dade City and WMEL Pensacola, both Florida.

WGBB Freeport, N. Y.—Granted CP to change ant.-trans. location.

WWDC Washington—Granted CP to install alternate main trans. at main trans site.

WTID Newport News, Va.—Granted CP to change ant.-trans. location to Hampton, Va.

\*WBST(FM) Muncie, Ind.—Granted CP to change main studio and trans. location to Communications Center, campus, Muncie, and make changes in ant. system.

■ Granted licenses for following VHF TV translator stations: K13FK, Village of Elgin, Elgin, Neb.; W06AA, W10AA, W13AB, Windsor Area Jaycee's Inc., Windsor, Vt., and specify facilities for W06AA; K05CG, K09GA, K13FR, Texhoma TV Translators Inc., Guy-mon and Straight, both Oklahoma.

■ Granted CP's to install auxiliary trans. at main trans. site for following: WHAG Halfway, Md.; KUKA San Antonio, Tex.; KCAT Pine Bluff, Ark.; WAAB Worcester, Mass.; WMEX Boston.

#### Actions of Feb. 7

KIFW Sitka, Alaska—Granted renewal of license.

K77AW, K71AO, K81AF Wallowa, Ore.—Granted licenses covering installation of UHF TV translator signal boosters.

■ Granted licenses for following UHF TV translator stations: K74BZ, Citizens T. V. Inc., Milton-Freewater, Ore.; K74BX, Blue Mountain Television Association, Elgin, La-Grande and Baker, Ore.; K73BF, Washington County Television Dept., Frisco and Newcastle, Utah, and specify type trans.; K82AT, Tillamook T. V. Translators Inc., Tillamook, Ore.; K80BG, Cascade Engineering Co., Lakeport, Calif.; W72AB, Millers River Translators Inc., Athol, Mass.; K70CV, K77BG, North Tillamook T. V. Translator Inc., Rockaway, Ore. and vicinity.

■ Following were granted extensions of completion dates: WUPR Utuado, P. R., to April 30; KUDY Spokane, Wash., to April 30; KBLA Burbank, Calif., to June 19;

WJRC Joliet, Ill., to April 1; \*KCMA(FM) San Francisco, to April 15; \*KCSM(FM) San Mateo, Calif., to July 20; WKJB-FM Mayaguez, P. R., to Aug. 8; WBLK-FM Depew, N. Y., to May 1; WRYM-FM New Britain, Conn., to June 15; WCMS-FM Norfolk, Va., to May 1; WHHY-FM Montgomery, Ala., to April 15.

#### Actions of Feb. 6

WBSM-FM New Bedford, Mass.—Granted SCA on subcarrier frequency of 42 kc.

KFAC-FM Los Angeles—Granted mod. of SCA to add subcarrier frequency of 67 kc (now has SCA on subcarrier frequency of 21 kc).

WLSM Salem, Ind.—Granted CP to replace expired permit to increase power and install DA-D and new trans.

■ Granted licenses for following VHF TV translator stations: K07FW, Paisley T. V. Inc., Summer Lake, Ore.; K10EN, Willow Creek Chamber of Commerce, Willow Creek, Calif.; K07ES, Kanab Lions TV, Fredonia, Ariz.; K03BU, Hampton TV Assn. Inc., Hampton, Ore.; K09FZ, K11GD, Spokane Television Inc., Northeast and North Spokane, Wash.; K10DW, K12DG, Spearfish TV Association, Spearfish, S. D.; W05AD, W08AH, W08AM, WIIC Inc., Charleroi, Leechburg and Freeport, all Pennsylvania.

■ Following stations were granted extensions of completion dates as shown: WBYS Canton, Ill., to June 30; WTTF Tiffin, Ohio, to March 15; WENO (main trans.) Madison, Tenn., to April 7; KVEN Ventura, Calif., to March 26; \*WIPR-FM San Juan, P. R., to July 15; WTTP-FM Charleston, W. Va., to June 18.

Raton Community TV Club, Raton, Springer and Maxwell, all New Mexico—Granted CP for new VHF TV translator station on channel 6 to rebroadcast programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WMIC St. Helen, Mich.—Granted request to cancel license and delete call letters.

WIBM Jackson, Mich.—Granted request to cancel license covering operation of auxiliary trans.

KEWI Topeka, Kan.—Granted request to cancel license covering operation of auxiliary-alternate main trans.

KWVR Enterprise, Ore.—Granted authority to operate with SH of 6 a.m. to 6 p.m., weekdays, and 8 a.m. to 12 noon, Sundays, for period ending April 15.

■ Granted licenses for following VHF TV translator stations: K04DE, Douglas Entertainment Co., Douglas, Wyo.; K12CR, Alva T. V. Club, Alva, Wyo.; K07BZ, K13BJ, Upton TV Club, Upton, Wyo.; K03CB, K08DO, K13FS, Cokeville Television Corp., Cokeville Town and Smiths Fork, both Wyoming; K04DA, K04DB, K05CB, K05CC, K06DJ, K13FO, Shoshone River Power Inc., South Fork rural area of Shoshone River and North Fork rural area of Shoshone River, Rural Sunlight Basin area and Clarks Fork Canyon area and Rural Wood River area and Rural Upper Greybull River area, all Wyoming.

■ Following were granted extensions of completion dates as shown: WJBK (main trans.) Detroit, to June 24; KFML Denver, to May 29; WVEC (auxiliary trans.) Hampton, Va., to March 15; WBUY Lexington, N. C., to March 15; KYOK Houston, to May 17; KLOU Lake Charles, La., to March 23; \*WHOV(FM) Hampton, Va., to March 11; \*WVIS(FM) Terre Haute, Ind., to June 11; KRCS(FM) San Bernardino, Calif., to May 24; WRLM(FM) North Attleboro, Mass., to May 14; KPOL-FM (main trans.) Los Angeles, to March 18; WASH(FM) Washington, to March 15; WITN-FM Grifton, N. C. to June 30.

WAFS Amsterdam, N. Y.—Stayed Jan. 31 grant of renewal of license.

#### Action of Feb. 4

WTHI-FM Terre Haute, Ind.—Granted CP to move ant.-trans. location, delete remote control operation, install new trans. and new ant., decrease ERP to 950 w (horizontal and vertical) and increase ant. height to 420 feet.

#### Action of Jan. 20

WLOI-FM La Porte, Ind.—Granted mod. of CP to change transmission line, type ant., studio location and remote control point to studio location.

#### Fines

■ Commission notified Meyer Broadcasting Co. that it has incurred apparent liability of \$1,000 on evidence that KFYR-TV (ch. 5) Bismarck, N. D., conducted "rigged contest." Licensee has 30 days to contest or pay forfeiture. Action Feb. 5.

■ Commission notified Gordon Collins that he has incurred apparent liability of \$250 for willful or repeated violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over WDOC Prestonsburg, Ky., without identifying sponsor. Licensee has 30 days to contest or pay forfeiture. Action Feb. 5.

■ By memorandum opinion and order, commission denied request by Royal Broadcasting Co. for remission or mitigation of \$3,500 forfeiture ordered by commission on Nov. 20, 1963, for violation of rules by failing to have radiotelephone first-class operator in regular full-time employment at WVAR Richwood, W. Va. In considering responses by W. Courtney Evans, licensee's president and principal stockholder, commission found no cogent reason in his unsupported allegations for reducing amount of penalty. Action Feb. 5.

■ By memorandum opinion and order, commission ordered Melvyn E. Lucas and George W. Kristoff, d/b as Interstate Broadcasting Co., to forfeit \$500 to government for series of unauthorized assignments of licenses and transfers of control of KATT (FM) Woodland, Calif. This is reduction from \$2,500 specified in Sept. 18, 1963, notice of apparent liability. (At that time commission granted Interstate's application to cover unauthorized transfer to KATT Broadcasting Corp.) Action Feb. 5.

#### Rulemakings

##### PROPOSED

■ The commission invited comments to proposal to amend subpart D of part 74 of rules to provide for use of automatic, unattended mobile relay stations in remote pickup broadcast service, provided certain requirements are met. The changes would limit such operation to 450 mc band and preclude use of automatic mobile relay stations in tandem or at intermediate points in studio-trans. link or intercity relay system. Action Feb. 5.

■ The commission invites comments to notice of proposed rulemaking looking toward amending FM table of assignments to add channel 255 to Pascagoula, Miss., in addition to that city's present channel 285A, for which CP has been granted in Moss Point. Crest Broadcasting Inc. (WPMP), Pascagoula-Moss Point, petitioned for assignment and proposes to file application for requested channel. Action Feb. 5.

##### PETITIONS FOR RULEMAKING FILED

■ Electronic Industries Association, Washington—Requests amendment of rules to petition for 1 year extension of temporary radiation limitation for UHF television receivers. Received Jan. 3.

■ Robert A. Jones, La Grange, Ill.—Requests amendment of rules to make following changes in table of assignments: Hastings, Mich.: delete channel 261; Coldwater, Mich.: add channel 261. Received Jan. 27.

■ NAM Communications Committee, Los Angeles—Requests amendment of rules to permit land mobile services to share television channels 14 and 15 in Los Angeles standard metropolitan statistical area. Received Feb. 3.

■ Laird Broadcasting Inc., Waupaca, Wis.—Requests amendment of rules to make following changes in table of assignments: Waupaca, Wis.: add channel 293; Wisconsin Rapids, Wis.: delete 293; Menominee, Mich.: delete 292, add 296. Received Feb. 5.

#### Processing line

■ Commission, on motion of Plateau Broadcasting Inc., waived Sect. 1.571(c) of rules in order that application hereinafter described may be placed at top of processing line. Accordingly, notice is hereby given that on March 17, 1964, following application: KEOS Flagstaff, Ariz., Plateau Broadcasting Inc.—from 1290 kc, 1 kw-D, Class III, to 690 kc, 500 w, 1 kw-LS, DA-N, unli, Class II; will be considered as ready and available for processing. Adopted: Feb. 5.

■ Commission waived proviso of Note 1 to Sect. 3.25 (now 73.25) of rules and waived interim criteria to govern acceptance of standard broadcast applications in order that application listed below might be accepted for filing. Accordingly, notice is hereby given that on March 17, 1964, following application: WOI Ames Iowa, Iowa State University of Science and Technology—from SSA to operate additional hours from 6:00 a.m. to LS CST with 1 kw on 640 kc, to 640 kc, 1 kw (6:00 a.m. to LS CST); will be considered as ready and available for processing. Adopted: Feb. 5.

#### FOR SALE—Stations—(Cont'd)

##### UNUSUAL OPPORTUNITY

5KW/1KW AT JACKSON, MISSISSIPPI—METROPOLITAN POPULATION 225,000. IDEAL MARKET FOR COUNTRY & WESTERN OR TOP 40 OPERATION. EQUIPMENT, BUILDINGS EXCELLENT CONDITION. PRICED FOR QUICK CASH SALE.

JOHN MCLENDON—Box 197 JACKSON, MISS.—601-948-1617

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
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#### STATIONS FOR SALE

CALIFORNIA. Exclusive. Priced at \$150,000. Terms.

SOUTHWEST. Exclusive. \$10,000 down. SOUTHEAST. Daytime. \$15,000 down.

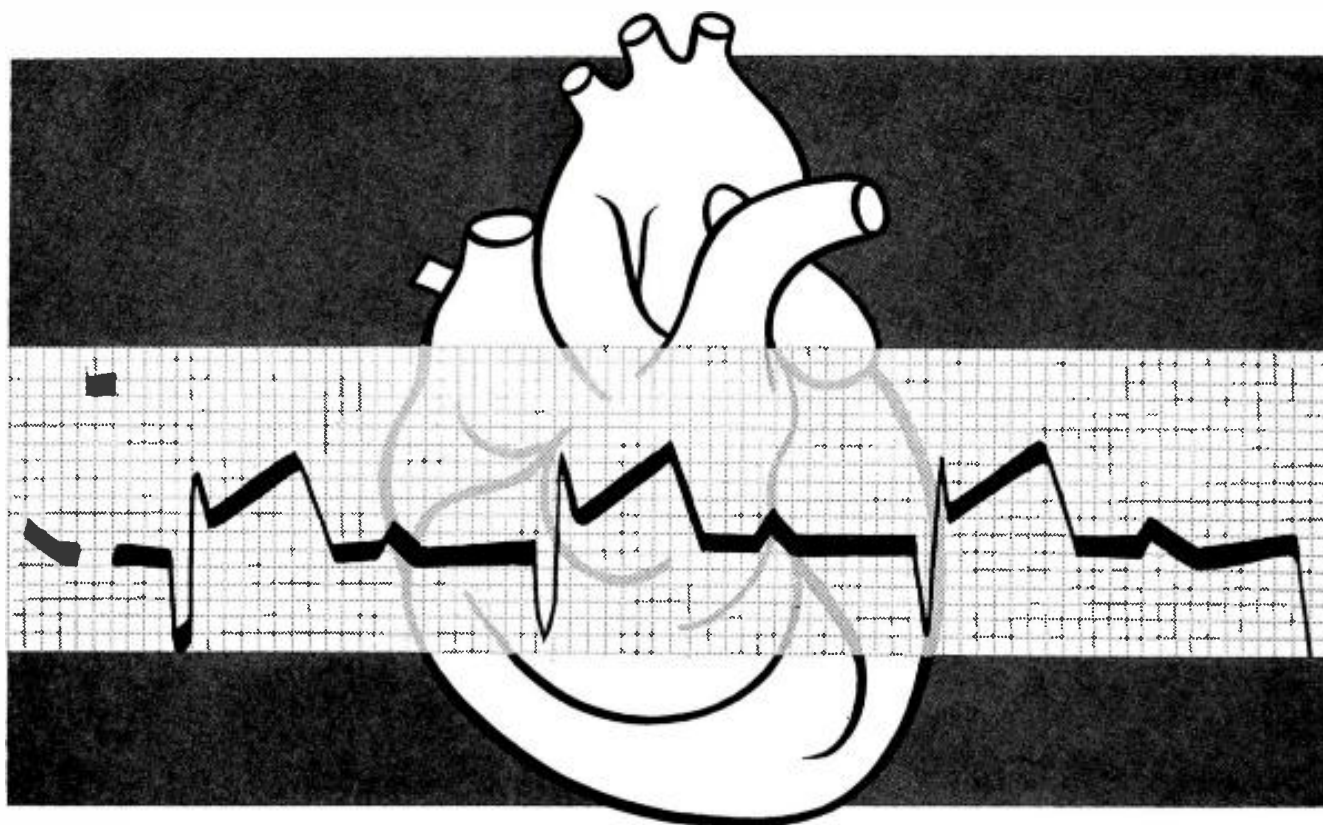
**JACK L. STOLL & ASSOCS.**  
6381 Hollywood Blvd.  
Los Angeles 28, California

N.Y.	single	daytime	\$125M	terms
Culf	medium	daytime	48M	10M
Ill.	medium	daytime	85M	29%
Fla.	metro	fulltime	240M	terms
N.E.	Top 50	daytime	400M	29%

buying and selling, check with

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# HEART ATTACK



*is only part of the problem*

America's Number 1 health enemy is a broad complex of heart and blood vessel diseases including stroke, high blood pressure, hardening of the arteries, rheumatic fever, inborn heart defects and congestive heart failure. These diseases claim one million lives each year.

Our best hope for solving this problem lies in the research, education and community services of the American Heart Association. These programs are saving thousands of hearts and lives.

Today, rheumatic fever can be prevented...high blood

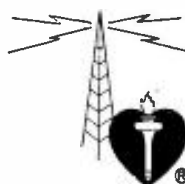
pressure controlled...inborn heart defects corrected through the miracles of heart surgery. Today, many victims of heart attack and stroke recover and return to work. Greater advances are sure to come with increased public support of the Heart Fund.

HERE'S WHERE OUR INDUSTRY COMES IN —

The public service use of the materials in the 1964 Radio and Television Heart Fund Kits will help the American Heart Association reach the people who support the Heart Fund's life-saving programs.

## HEART MONTH FEBRUARY 1-29

*Advertising Council: The 1964 Heart Fund Campaign has been accepted by the Advertising Council and is included in its January-February Bulletin as a project recommended to the broadcasting industry for support.*



All campaign broadcast materials available from: HEART COMMITTEE OF THE BROADCASTING INDUSTRY  
AMERICAN HEART ASSOCIATION, 44 EAST 23rd STREET, NEW YORK 10, N. Y.



Though a man of action and, at times, seemingly near a state of perpetual motion, Dan Seymour of J. Walter Thompson Co. has placed his feet solidly on the ground in the advertising business.

His role at JWT is quite clear. This month he rounds off a first year as chairman of the executive committee. In the agency's hierarchy, he ranks next to President Norman Strouse, and in the post, helps Mr. Strouse run the entire JWT operation.

From that known base, Mr. Seymour, who lives up to the "have accounts, must travel" definition of the advertising man, is usually off and running to an out-of-town client or to one of JWT's many branch offices. In between times, he keeps in touch by telephone. Less often, he may be at his desk. (Typically though, in a recent one-hour interview, Mr. Seymour did not sit at this desk once. He either stood while talking on the phone, paced the floor or momentarily occupied one of the six chairs at the conference table in his office).

**Urge To Act** ■ Hence, his role—expanded as it may be—is in character with a restless energy and urge for action that have typified Dan Seymour in the past. In business, he says, one doesn't (and shouldn't) "generalize or pontificate but act."

He says that "the actions of individuals and companies tell best what they stand for."

Dan Seymour, his associates say, listens and thinks but not so much so as to interfere with an uncanny ability to go right to the heart of a situation. In this way, he sums up the Seymour story by noting the formidable JWT television record that leaves no doubt that in Mr. Seymour's mind it "tells best" what he and his agency "stand for."

In some ways, the open book that was Mr. Seymour's career in the peak years of radio tends to have slightly distorted the image. In radio he was a top-notch announcer, a program narrator and important show producer, best known perhaps as the narrator in Aunt Jenny's 17-year reign on radio with her *Real Life Story* and for his talents with the long-running *We, the People*.

But that colorful portrait of Dan Seymour is chiefly of nostalgic interest. As an advertising man, he was the JWT force that helped propel the Thompson agency to a record estimated \$160 million in broadcast billing last year; \$145 million of the total in TV, making JWT TV's biggest agency.

During his years at Thompson, Mr. Seymour has been credited with heavily involving clients in TV, his imprint stamped in both the negotiation and selection of programs and time slots. From Mr. Seymour's viewpoint, there's been a continuity in his career from

## From radio-TV personality to agencyman

broadcast studio to top agency management.

His "business career" evolved "naturally." As a producer and in rubbing elbows with top advertisers in his radio days, the business of advertising already had assumed a greater share of his attention even before he answered JWT's call.

Mr. Seymour's interest was there at the start. It can be traced as far back

as to his years of (post-Amherst) study when he attended economics classes at Columbia in New York, and as he moved on in the broadcast field, his appetite was whetted.

Of JWT, he says, "I have a fascinating job. I'm so vitally involved in the business of the country and of the world."

Though near the board room and top command post, Dan Seymour still roots a good amount of his interest in TV. He notes that "it is nearly impossible for a major agency executive not to be active with TV." Although he's no longer running TV—William Hylan, formerly of CBS, is in charge of JWT's broadcast operations—he must continue to know what's going on, particularly because of the agency's large client investment in broadcast.

The subject of television and advertising serves to accentuate Mr. Seymour's ability to articulate, and also his smoking—he characteristically paces the floor with head slightly bent and steadily puffing at a cigarette (he's still a heavy smoker).

**A Need For TV** ■ Mr. Seymour reflects, "The advertising business needs the dynamism of the medium, and of course, as advertising people we want television to remain dynamic." But, he warns, "in TV there's danger of too much power getting into the hands of a few people, making broadcasting less of a free enterprise."

A big problem, he asserts, is the commercial "clutter" that he says "has come into the business, aggravated by the greed of so many of the local stations." He says, moreover, "Everybody in this business must have a deep concern on the inflationary aspects fostered by TV stations in increasing rates for the mere sake of increasing them."

In network programing, he comments, the public doesn't fully appreciate what the networks are doing in public affairs programing but the same networks haven't made a great deal of progress in entertainment fare: programs look "slicker" each year though there have been "no substantial changes." He wonders if the networks are "fulfilling their obligations."

As a critic, Mr. Seymour wears big spurs—few agencies, if any, have been as influential as JWT in bringing TV shows, which have been so productive for the agency's clients, to the networks.

Mr. Seymour's activities range wide. He likes to cook, garden, play gin rummy. He golfs in the seventies and still maintains his Cape Cod family "retreat." An avid reader, Mr. Seymour's reading at the time showed a listing of titles which reflected his varied interests—*The Venetian Affair* (mystery), *Dialogues of Alfred North Whitehead* (philosophy) and another nonfiction book on Latin America.

## WEEK'S PROFILE



Dan Seymour—chmn. of exec. comm., J. Walter Thompson Co., N. Y.; b. June 28, 1914, New York; Montclair Academy (N.J.), 1931; Amherst (drama major), 1935; WBZA Springfield, Mass.; WNAC Boston (Yankee Network), 1935-36; m. Louise Scharff, April 6, 1935; children—Nancy Louise (Morgan), 23; Judith Ann (Fowler), 25; Stephen Dana, 22; Kathie Joan, 13; five grandchildren; staff announcer, CBS Radio, 1935-38, associated with big band shows and his own "Young Man with a Band"; in 1940 with Gulf Oil and Lever Bros. programs on all networks (narrator, announcer 17 years on Aunt Jenny's "Real Life Story"); producer, "Now It Can Be Told" and "The Whisper Man" programs on MBS, starting in 1944; announcer-interviewer, "We, the People" (CBS and NBC), starting in 1940 in radio and first show to be simulcast in 1949 (he also became editor, supervisor and producer); announcer-producer, "Sing It Again" (CBS-TV); was on "Everywhere I Go" (CBS-TV), two afternoons weekly, starting in fall of 1952; VP in charge of programing and production, Y&R, 1951; radio-TV director, JWT, 1955; member, board of directors, 1958; member, executive committee, 1960; senior VP, 1961; chairman, executive committee, February 1963; clubs—board of advisers, Bedside Network Group; member, Economic Club of N. Y.; active with American Heart Association; TV chairman in 1960 of U. S. Olympics Committee at Squaw Valley.

## EDITORIALS

### Time to put the heat on

**T**HERE can no longer be any doubt that personal political motives are behind the otherwise inexplicable delay in congressional action to suspend the application of the political broadcasting law to this year's presidential and vice presidential candidates.

Both Senate and House long ago adopted suspension resolutions that differ so slightly they could be easily compromised. Until President Kennedy was assassinated, there was every indication that a compromise would be reached in plenty of time for the main campaign season. Since the death of Mr. Kennedy, who had promised to reappear in television debates, the suspension resolution—a necessary preliminary to appearances by leading candidates—has been in, well, suspension.

It is every candidate's right, of course, to decide for himself whether to confront his rival before the television camera's clear-seeking eye. It is no candidate's right, however, to maneuver the making or rejection of a law to fit his personal conditions.

Broadcasters ought now to revive their campaign for repeal of Section 315. As long as remnants of it are still on the books, it can be manipulated for personal purposes by politicians. The history of the section proves it has served the politician first and the people second, if at all.

### Perspective 1964 and beyond

**A**S is reported in detail beginning on page 75 of this issue, it is hard to find anyone who is bearish about the prospects of radio and television in 1964. Both services, if the prevailing opinions of experts are to be believed, are on their way to new records in business volume.

This, of course, is the overview of both media in their total composition. Not all elements within either are assured of sharing equally in whatever success the media as a whole enjoy. Indeed in the record of 1963 time sales, as compiled by BROADCASTING, there are indications that although there may be no reason for retrenchment, neither is there reason for everyone in radio and television to order up Rolls-Royces to be paid for out of future profits.

Radio in 1963, for example, made disappointing gains in national revenue. Network and national spot time sales together accounted for \$255.8 million, only a \$10 million gain over 1962. In the same year national television time sales exceeded \$1.1 billion, a \$66 million increase over 1962. Radio has nearly nine times the stations that television has, yet its national sales are less than a fourth of television's.

The comparative ranking of radio among the national media ought to arouse to cooperative action all those radio broadcasters who have procrastinated in lending their support to the general efforts to make national radio easier to buy and to develop meaningful information about radio's reach and impact on its audience.

In television there are also changes taking place. So far they constitute no threat to the general profitability of television broadcasting, but they do suggest that carrying deposits to the bank may at some time cease to be management's most useful function. For network-affiliated stations, which is to say all but 35 of the 572 commercial outlets on the air, the ratio of revenue from network compensation and from spot and local business shifted in 1963. While total network time sales were increasing by a respectable \$21.9 million, total network compensation to affiliates declined by \$2.8 million.

So far there is no evidence of general alarm among affiliates at the slight decline in network payments. The reason is, of course, that in 1963 spot and local revenues—espe-

cially spot—increased so much that the loss of network income was scarcely noticeable. It is altogether possible, however, that this was only the beginning of a trend toward diminishing proportions of network contributions to the total revenue of stations.

As has recently been reported, the networks that have invested heavily in big sports attractions for next season will reduce their compensation to stations for carrying those features and in exchange open more time for the stations to sell on their own. To the extent that arrangements of that kind spread, the networks will become more a program service and less a source of direct advertising revenue. As long as stations continue to find enough national spot buyers to take up the slack in network compensation, they will have little compulsion to resist the trend that now seems in the making. In the long run, however, they may wish to consider whether it would be tidier business to pay their networks for the important program services they supply just as they buy their news services from the wire services and their syndicated shows from program distributors. This would entail a basic change in network-affiliate relationships and in sales of national advertising.

### In the driver's seat

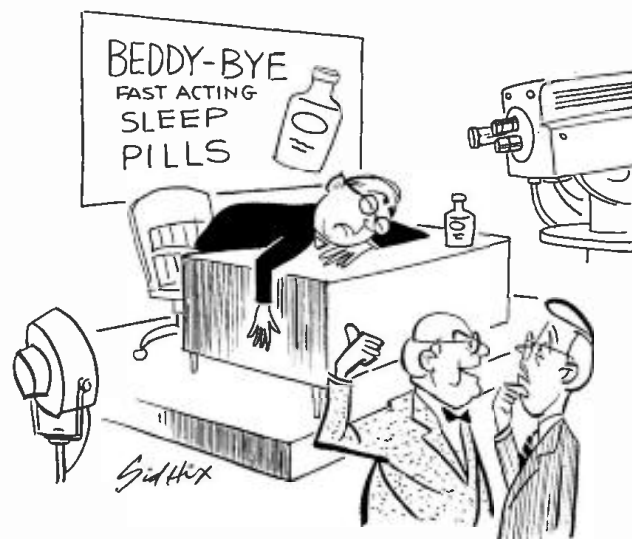
**W**E thought Avis, the car rental people, had a pretty good campaign going with their "We're only No. 2," thus cheerfully yielding first place to Hertz.

Now Avis is overreaching. In large-space ads in magazines and newspapers, Avis snidely proclaims it can't afford television commercials and gratuitously adds: "Aren't you glad?"

We wonder whether Avis buys magazine and newspaper space with hub caps.

Hertz, with 1963 sales of about \$194 million, did slightly more than five times the business Avis did. While Avis has been running print ads, Hertz has been investing in television. The No. 1 car renter spent \$1.1 million in network TV in the first 10 months of 1963 (the latest information available) and about \$400,000 in spot TV in the first nine months of last year.

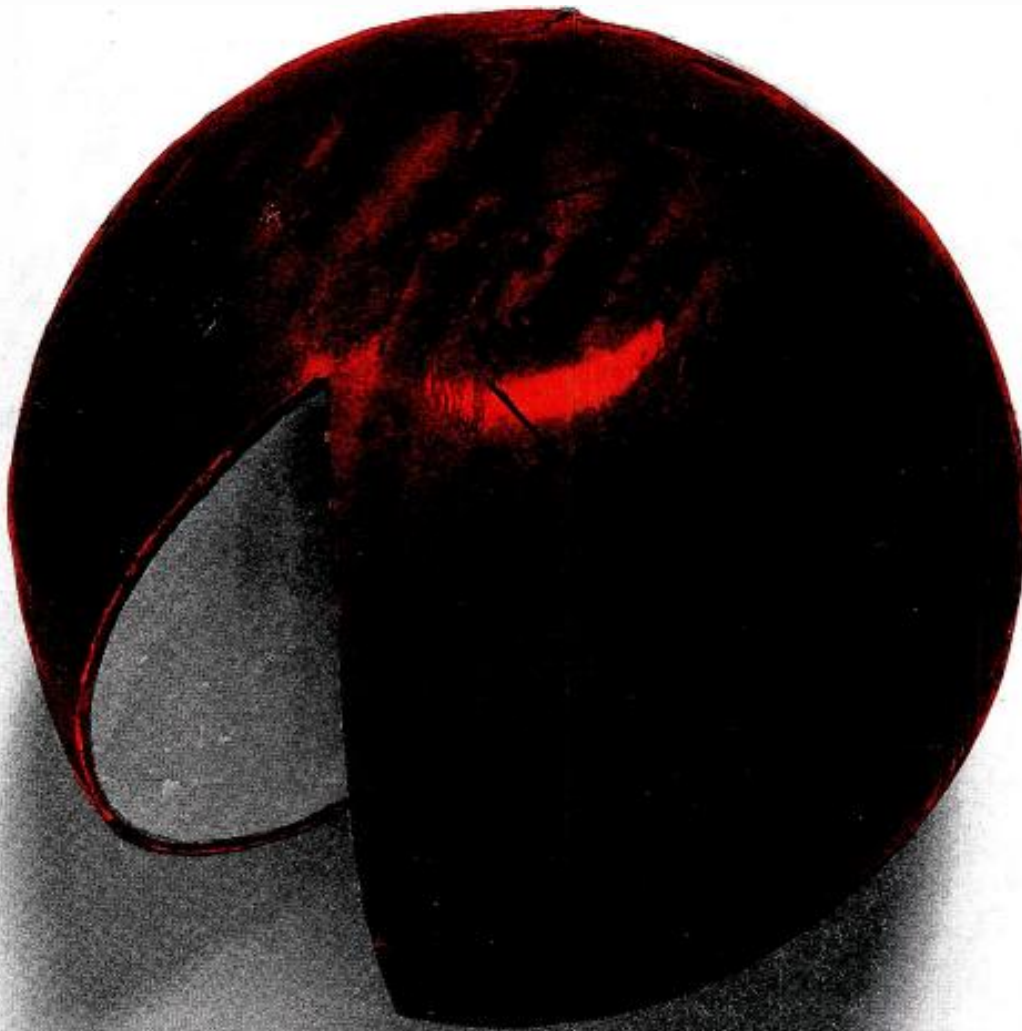
TV may be one good reason why Hertz is still in the driver's seat in the car rental business.



Drawn for BROADCASTING by Sid Hix  
"He takes a real pill every time . . . we don't take any chances with the FTC!"



**Pâté costs more than liverwurst.  
Bisque costs more than soup.  
Stroganoff costs more than stew.  
KPRC costs more than other Houston TV.  
Life is short.**



**KPRC OF HOUSTON**

Courtesy of Cheese of Holland

A  
Philosophy  
of  
RADIO  
REPRESENTATION  
that makes  
sense!

Our philosophy is to maintain  
a limited list of stations.

This enables us to provide these  
stations with a thorough, in-  
depth sales job, which consist-  
ently produces more revenue.

With a limited list, our men  
do intensive "creative selling"  
for our stations.

*Makes sense, doesn't it?*



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REPRESENTING RADIO AND TV STATIONS