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WTReffigies
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV DIRECTOR
(Focal Pointer)

NEW TOWER . . . 529,300 TV HOMES
Greater WTRF-TV Wheeling/Steubenville Industrial Ohio Valley . . .
A lively buying audience spending 5 1/3 Billion Dollars Annually . . .
Merchandising . . . Promotion . . . Rated Favorite!
WTRF-TV Wheeling!

# 24 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA
Scan Zoo Animals, Inc., Los Angeles, California

Represented Nationally by (RED EYED SET?) Write for your frameable
WTReffigies, our ad-world close-up series!

316,000 watts \( \frac{NB}{\text{network color}} \)

WHEELING 7, WEST VIRGINIA
The longer span of station structure measures its length in years of service along the foundation of community understanding and responsibility. Permeable walls with ready access full length above this foundation channel the daily flow of people and ideas. In Houston, DIMENSION: LENGTH is KTRK-TV.
Whatever your business language, WGAL-TV translates it into sales

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION  • Clair McCollough, Pres.
Representative: The MEEKER Company, Inc.
New York / Chicago / Los Angeles / San Francisco

Broadcasting, February 24, 1964
High cost of politics

Presidential election year off to expensive start for network television and radio news organizations. Current estimates expect total radio-TV network costs for coverage of GOP primary campaigns and election in New Hampshire alone to reach and probably exceed $6 per vote. Commitments of one network (NBC) reportedly have surpassed $2-per-expected-vote level already. Balloting is March 10. Expected turnout: 100,000 to 125,000 votes.

Sheridan for NCTA?

Is James B. Sheridan, chief of FCC's Broadcast Bureau, under consideration for paid presidency of National Community Television Association? No firm conclusion yet, but choice of Sheridan seems to be informed. He is a native of Detroit, Michigan, and has a strong background in broadcasting. He has been with FCC since 1941 and has served as administrative assistant to both Fred Ford and Newton Minow.

Mr. Sheridan became Broadcast Bureau chief last March, succeeding Kenneth A. Cox who moved to commission chief. He is economist by profession. He has been with FCC since 1941 and has served as administrative assistant to both Fred Ford and Newton Minow.

Hocus pocus

Is TV commercial currently on TV for Anacin "hypnotic" in its affect on viewers? FCC has received several inquiries about Anacin commercial which dramatizes "fast" action and has sought opinion of expert in hypnosis if commercial could have such effect on viewer.

Reinsch reconfirmed

Designation of J. Leonard Reinsch as executive director of Democratic National Convention and vice chairman of Democratic National Convention Committee became official last week as direct Johnson administration appointment. Mr. Reinsch, president of Cox Broadcasting Corp., had accepted to direct his third Democratic convention prior to assassination of President Kennedy and action last week was formalization of appointment by new administration.

Mr. Reinsch's chief aides are expected to be Betty Forsling, handling White House liaison, and Jack Christle, TV-radio director of Democratic Committee. As in past, Sam Brightman, vice chairman of Democratic Committee, will direct overall public.
PENNSYLVANIA POINTS AHEAD

THIS LANE FOR
ALLENTOWN
EASTON
BETHLEHEM &
WAEB

STRAIGHT AHEAD TO
READING
and
WRAW

BEAR RIGHT TO
YORK
HOME OF
WNOW

WHERE THE PENNSYLVANIA GROUP OF WILLIAM RUST STATIONS, INC.
ANNOUNCES THEIR NEW REPRESENTATIVE:
ADVERTISING TIME SALES, INC.
WEEK IN BRIEF

FCC approves Transcontinent sale but some members have trouble reconciling vote. Chairman issues concuring opinion, joined by Cox, which brings up question of changing multiple ownership rules. See ...

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Commission says KRLA has nothing to transfer since its license was not renewed. There goes possible solution to Pasadena station's problems. New applicants are given timetable for applying. See ...

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WTIC MEANS GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND

WTIC 50,000 watts
HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
HENRY HOPES FOR QUICK AM THAW
Tells state presidents freeze should end in May or June

Two-year freeze on AM applications hopefully will be lifted by May or June, FCC Chairman E. William Henry said Friday (Feb. 21) in surprise appearance before ninth annual conference of state broadcasting association presidents in Washington (see page 60).

FCC has had AM freeze in force since May 1962, under which all applications for new stations or major changes in existing stations are rejected. At that time, FCC began major study of AM allocations and Chairman Henry promised Friday that no restrictions based on economics will be placed on future grants.

“We are only trying to make what is left of AM spectrum available on the best possible basis,” he said.

Chairman requested opportunity to appear before state presidents in conference sponsored by NAB and answered questions for over one hour. He made these additional points:

- FCC will hold special meeting March 13 to consider its coming primer on fairness doctrine (Broadcasting, Feb. 17). Document will attempt to answer broadcasters’ questions on how they can comply with “fairness” requirement.
- Regulation of community antenna systems is “here to stay” and will get broader in future. FCC will protect local TV station “who gets to all the people” and is locally oriented. But FCC is not interested at this time in licensing CATV’s and requiring their total operations to be in public interest, he said.
- Local, live programing is “essence” of licensee’s service to public, chairman said, with “spot” programing not meeting his public interest obligations. FCC efforts in this area “have nothing to do with censorship,” he maintained, and promised that as long as he is chairman, agency will continue to show concern over lack of local programing.
- H. R. 8316, which would prohibit FCC from limiting number of commercials by rule, is “not a wise bill in any event,” he said. If bill, which will be debated on House floor this Wednesday (see page 44), becomes law FCC will continue to consider commercial time on case-by-case basis, the chairman continued.
- Daytime-only radio stations will be granted standardized operating hours year around in near future. “I hope we will have it [new rule on daytime operations] before Congress goes home this time,” he said.
- Chairman promised to present to full FCC request by state presidents that key FCC officials serve actual working “internship” at broadcast stations to help them better understand problems of station manager.

3-1 stock split planned by Time Inc.

Directors of Time Inc., parent of Time-Life Broadcast, have announced plan to split company’s stock three-for-one. Stockholders will vote on proposal at April 16 annual meeting.

Board declared quarterly dividend of 90 cents on shares at their present value, which compares to 75-cent dividend for 1963’s first quarter. Dividend will go to stockholders of record Feb. 28 on March 10.

Board also announced plan for company listing on New York Stock Exchange late in April.

Company has announced purchase of interest in British Telemeter Home Viewing. BTHV is conducting pay TV experiments using Paramount wired system in South London and community in north of England. Time’s interest in subscription TV company, which is capitalized at $280 million, is minority
dissemination of returns” in March 10 primary to be in “violation at least of ethical standards ... implicit in his functions.” ABC News had protested CBS plan to pay election officials to provide network with polling results night of primary (see page 82).

Governor King said he based his statement on attorney general’s ruling he requested after receiving complaints on plans to employ “town clerks, moderators and other election officials.”

Ruling, he said, was that moderators at polling places “are charged by law with publicly announcing the returns after tabulating the votes,” and thus he was requesting attorney general’s office “to prosecute any deviation from the provisions of this statute.” He said only “guideline of conduct” was “equal and fair treatment to all of the news media.”

CBS spokesmen said governor’s statement fits into network’s understanding, and that the election official would be expected to violate law. Returns, they said, will be given CBS only after results are announced publicly at polling places.

Reynolds to face smoking problems

R. J. Reynolds Tobacco Co., in annual report to stockholders, said all segments of tobacco industry face problems as result of U. S. surgeon general’s report on smoking and health. Chairman Bowman Gray and President A. H. Galloway told stockholders Reynolds would “face the problems realistically in a continuing effort to do what is best for the users of its products, for
WEEK'S HEADLINERS

Mr. Charrow  Mr. Kaufman

Needham, Louis & BroARY, Chicago, Friday announced election of four new members to agency's board of directors: Curtis Berrien, formerly senior VP and creative director of Lennen & Newell, who rejoins NL&B today (Monday) in new post of executive VP in charge of creative services; Paul E. Belknap, senior VP; Paul J. Schlesinger, VP, and John A. Willoughby, VP-managing director of NL&B of Canada Ltd. Messrs. Berrien, Belknap and Schlesinger also are named to NL&B's executive committee. Mr. Schlesinger has been appointed VP in charge of marketing services and research, media programming and merchandising departments will report to him. Mr. Belknap becomes chairman of newly formed business affairs committee. NL&B also announced that Harold Kaufman, VP-director of TV-radio production, becomes VP-director of broadcast design and production in charge of creative department's newly formed broadcast design and production unit. Mr. Kaufman will be assisted by Fred Charrow, formerly with Jack Tinker & Partners, Interpublic division, who becomes VP-associate director of broadcast design and production at NL&B.

For other personnel changes of the week see FATES & FORTUNES

its stockholders and its employees."

Company said it will continue to support research to help determine answers to health threat involved in smoking. Earlier this month, Reynolds announced record 1963 sales (up 2.8% over 1962) and earnings (up 6.5% to $3.13 per share).

Regimen case draws eye of Senate subcommittee

Regimen case in which Kastor, Hilton, Chealey, Clifford & Atherton, New York ad agency, has pleaded not guilty to criminal fraud charge involving former client, Drug Research Corp. (BROADCASTING, Feb. 3), has caught eye of Senate government subcommittee concerned that federal offices may not coordinate well and fast enough to protect public.

Thinking is that between Federal Trade Commission, Food & Drug Administration, Post Office's mail fraud section and Justice Department should have moved quicker. Case goes back to 1957. Subcommittee aim is better inter-agency coordination, but probe—headed by Senator Hubert H. Humphrey (D-Minn.)—will touch on Regimen as symptom of problem.

Drug industry and its regulators—plus advertising agencies—are looking toward October 1964, date after which many name drugs will not only have to prove they're safe, but that they do what their advertising claims.

Proposals on clutter expected in spring

NAB Code Authority can be expected to advance its new code amendment proposals to reduce TV clutter early this spring.

Stockton Heffrich, manager of authority's New York office, in presenting tentative timetable, also told college majors conference (see page 79) that proposals will represent industry effort to specifically cut down on billboards and credits in TV programs.

He reaffirmed that NAB amended code on integrated commercials (BROADCASTING, Feb. 3) after lengthy research, and not as result of Procter & Gamble's pronouncement it would ask for makegoods if P&G commercials were placed near piggybacks. Mr. Heffrich said, though he was aware of charges being made, "there was no collusion between NAB and P&G."

Dallas-based CATV firm gets new name, boss

Group of 14 community antenna television systems controlled by Charles A. Sammons of Dallas has taken on new name and new chief executive. National Trans-Video Inc., Dallas, now is corporate title for firm holding CATV systems with 35,000 subscribers in seven states and Canada. Byron D. Jarvis, engineer and former mobile home company executive, becomes president. National Trans-Video, Delaware corporation, has merged several of its CATV holdings into firm but remains essentially same operation under Mr. Sammons' ownership.

Sarnoff gets honorary degree

Brigadier General David Sarnoff, RCA board chairman, was to be awarded honorary Doctor of Humanities degree by Rollins College, Winter Park, Fla., this past weekend.

General Sarnoff, in speech at Rollins, urged that universal education in science be made part of curriculum in American schools.

C&W pioneer dies

Fred H. Walsh, 79-year-old former chairman of Cunningham & Walsh Inc., New York, died last week in that city's St. Vincent's hospital. In recent years he had not been active in the agency.

Mr. Walsh was a founder of Newell-Emmett Co. agency in 1919 and served as treasurer. Firm became C&W in 1950, with Mr. Walsh as president and treasurer. He became chairman in 1954.

Three consecutive 'Today' specials slated

NBC-TV, which last year telecast some half-dozen two-hour specials in Today show (7-9 a.m.), plans three such shows March 18, 19 and 20. Move follows trend toward specials as additional appeal to advertisers. Salute to Noel Coward last year had Pontiac as sponsor.

Taping session is set for today (Feb. 24) for March 18 show saluting Fred Allen with Jack Benny on film, and Allen's Alley favorites on camera.

March 20 special saluting songwriters Sammy Cahn and Jimmy van Heusen is already on tape, and March 19 program is to be worked out.

Procedure also permits Today show to travel—it'll be in Tucson, Ariz., for six days, starting March 23.
Television is the only efficient way to reach the 49-county North Florida/South Georgia regional market, and WJXT, Jacksonville is the only television station to blanket the total area.
HOW TO IDENTIFY A NETWORK

It's possible to identify one television network even while traveling around the world. Just look for the NBC News camera teams.

In the recent past, they've cruised the length of the Nile, visited the landmarks of Greece, tracked across Europe on the Orient Express, gone under the Berlin wall, and explored the inside of the Kremlin.

This last venture was unusual even for our enterprising voyagers. Russian television itself had never been permitted inside the Soviet sanctum. To see NBC color cameras trundling through the Spasski Gate to begin filming the television special, "The Kremlin," was an eye-opener for Muscovites.

The final product, of course, was an eye-opener for everyone. The stunningly beautiful, 60-minute "The Kremlin" was recognized instantly as a television classic.

Typical of its critical reception were such comments as: "A landmark in the medium's capability for enrichment..." (New York Times). "A superb program...perhaps the best film color ever seen...a kind of living history." (Washington Post). "A sublime and stupendous work of television art..." (United Press International). "An outstanding television feat." (Boston Traveler).

Which demonstrates that, although it's possible to identify NBC while traveling around the world, it can be even more exciting to do it right from your own living room.
THE KREMLIN

Originally broadcast May 21, 1963, 9:30-10:30 pm / Rebroadcast June 4, 1963, 7:30-8:30 pm, and Jan. 26, 1964, 10-11 pm.
DATEBOOK

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

• Indicates first or revised listing.


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


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


MARCH

• March 1—Producers Guild of America meeting honoring best-produced TV shows and theatrical motion pictures. 7:30 p.m., Beverly Hilton, Beverly Hills, Calif.

• March 1-3—Annual convention of the Continental Advertising Agency Network, Continental hotel, Los Angeles.

• April 19-25—Television Newsfilm Workshop, Center for Continuing Education, University of Oklahoma, Norman.

March 2-4—National conference on the Improvement of Teaching by Television and Radio. Co-sponsored by the National Association of Educational Broadcasters and the University of Missouri, the conference will stress quality of instruction through programs on the roles of teachers, administrators, and producers-directors; and also programs on the application of research, the use of graphics and devices, and the inter-institutional exchange of broadcast materials. Memorial Student Union, University of Missouri, Columbia.

March 3—Tenth annual meeting and dinner of New York State Broadcasters Association, Ten Eyck hotel, Albany.


• March 6—Detroit Adcraft Club meeting. LeRoy Collins, NAB president, to speak.


• March 9—National Electronics Marketing Symposium of Electronic Industries Association. Keynote speaker will be Dr. Thomas A. Staudt, chairman of Michigan State University’s Department of Marketing and Transportation Administration, on “Marketing Requirements in a Rapidly Changing Tech-
Don’t just sit there.

Do something!

The ABC Owned Television Stations do!

We provoke. We challenge. We arouse the people of the five great cities we serve. On the next two pages you’ll read how one of the ABC Owned Television Stations urged the viewing public in its city to do something for the common good.
How KABC-TV helped Los Angeles discover two hundred billion gallons of precious water

Water is the lifeline of the people of Southern California. Yet every day, one-half billion gallons of water are squandered.

The once ample Los Angeles River has dwindled to an inadequate trickle. Yet year after year responsible Los Angeles officials and residents show an almost reckless disregard for 200 billion gallons of precious water that could have secondary uses.

On June 10, 1963, Station KABC-TV started an editorial campaign to present the facts about this waste of water and the danger of a water shortage resulting from it. The urgent subject was aired twenty-one times. No other communications medium in Los Angeles took so strong an editorial position.

One of the most astonishing facts revealed by KABC-TV was that Los Angeles used its water only once while other
major cities use water four and even more times. The editorials pointed out that, even with minimum treatment, one-half of the wasted water could be reclaimed. Adequate research might provide for the re-use of as much as 90 per cent of the city's water supply.

**KABC-TV editorials get action**

Public reaction to KABC-TV's exposure of this shocking waste was immediate. Wrote United States Senator Thomas H. Kuchel:

"Your station is to be commended for bringing to the attention of its extensive audience the urgent need for vigorous action to conserve these precious resources."

As a direct result of the KABC-TV editorials, a whole series of conservation programs took shape. Extensive research was set in motion with the enthusiastic assistance of the U.S. Public Health Service. A pilot plant will soon blaze the way for an extensive water-saving program.

Station KABC-TV is proud of the part it has played in helping to conserve one of the most important resources the Los Angeles community possesses. It is just one example of how the ABC Owned Television Stations participate in helping to solve the problems of the people with whom they live and serve.
Sure we Broke A Few Records!

It happened three years ago, when KABC RADIO switched to a fresh and stimulating all-conversation format. The records of course were musical recordings (who needs them when you have a staff of live and gifted conversationalists?). The result was highly pleasing to our advertisers (and to us) because we now deliver just about the most important group of listener-customers in all Los Angeles (the ones who spend more because they have more to spend). Call the Katz Agency for full details.

KABC \[79\]
The Conversation Station of Los Angeles
AN ABC OWNED RADIO STATION

nological Industry.” Statler Hilton hotel, Washington, D. C.

March 9—Sixteenth annual Writers Awards dinner of Writers Guild of America, West, combining screen and television-radio awards. Christopher Knopf, president of TV-radio branch, and Allen Rivkin, president of screen branch, are co-chairmen. Beverly Hilton hotel, Beverly Hills, Calif.

March 9—Sixth annual broadcasting day of the University of Florida and Florida Association of Broadcasters. Among participants are Dan Rather, CBS News; Frederick W. Ford, FCC commissioner; Thomas H. Wall, partner in Dow, Lohnes & Albertson, Washington; Robert L. Heald, partner in Spearman & Robertson, Washington; Paul Taft, National Educational Television, New York; Jim Hulbert, NAB; Mark Olds, WINS New York; William McDaniel, NBC Radio, and Peter Hackes, NBC News. Student Service Center, University of Florida, Gainesville.

March 11-12—Annual meeting of Southeast Council of American Association of Advertising Agencies, Riviera motel, Atlanta.

• March 11-13—Meeting of executive board of Inter-American Association of Broadcasters, Columbus, Ohio.

• March 16-18—Public relations orientation seminar by the marketing division of American Management Association, LaSalle hotel, Chicago.

• March 16—New deadline for comments on FCC rulemakings to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was Feb. 24.


• March 20—Deadline for comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.


• March 23-26—International convention of Institute of Electrical and Electronics Engineers, New York Hilton and New York Coliseum. More than 1,000 exhibitors expected to display about $20 million worth of electrical and electronic equipment. Some 75,000 visitors from 40 countries anticipated.

• March 30—Deadline for reply comments on FCC rulemaking to authorize use of unattended, automatic mobile relay stations.

APRIL

April 1—Nebraska Broadcasters Association-Nebraska University Journalism School copywriter's clinic, Nebraska Center for Continuing Education, Lincoln.

April 2—Twenty-fifth annual White House News Photographers Association photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963, and Dec. 31, 1963. Color must have been made or appeared for first time between same dates. Each member may submit up to, and including, 15 prints for judging. Contest deadline was Jan. 31, 1964.

• April 3—New deadline for reply comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

• April 3—New deadline for reply comments on FCC rulemakings to authorize six UHF channels for airborne ETV in six Midwestern states.

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 5-8—West Coast meeting of Association of National Advertisers, Del Monte Lodge, Pebble Beach, Calif.

• April 6—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

April 6-9—Thirty-first annual National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and Trading Stamp Institute of America. More than 600 exhibitors are expected to participate. McCormick Place, Chicago.

What every representative knows

Ever since the beginning, most of us have admitted to each other "The ideal television list would be about ten or fifteen stations." As time passed, each of us in his own way discovered this to be true.

Why?

Because stations are not like peas in a pod. Each has its own distinctive character, policies, and features. Each has its own market and its own competition. Each has something good to sell.

But how many policies, features and markets can a representative and his staff really get to know? How many stations can he visit frequently enough? How many can he really sell? Ten, fifteen, twenty-five, forty-five or more? (Can you imagine really selling forty-five stations to a busy timebuyer?)

So despite the size of their lists, most representatives privately admit that a station is best sold and serviced on a list of only ten to fifteen stations.

This is why so many of our best operators and group owners have recently set up their own representation. They did so to get the thought, effort, interest and attention they know they deserved.

Our stations enjoy this kind of concentrated attention. As a strict policy we will never represent more than fifteen TV stations. Only in that way can we deliver those same fine qualities of representation to every one of our stations.

Is your station another on a long list? Do you feel your representative is giving you enough time, enough attention? Are you feeling a little lost in the crowd?

If so, let us show you the many advantages of our kind of concentration.

Paul H. Raymer Company, Inc.
Station Representatives Since 1932

New York
Chicago
Detroit
Atlanta
Dallas
San Francisco
Hollywood
Unwarranted action?

Editor: Re: revocation of WPFA and WMOZ station licenses by FCC (Broadcasting, Feb. 10). While I agree that forgery or falsification of the station program logs is indeed a serious offense, I feel such action by the FCC was not warranted in this case, as it appears that the FCC itself was partly responsible for the violation.

The delays in approval of renewals of said licenses in 1955 and 1958 for "overcommercialization"—an area in which the FCC has no statutory authority to act—would constitute a threat to Estes' business because of his success, or oversuccess. I believe the mental stress caused by these delays would tempt a person to forge the logs in order to avoid such stress. . . .

The FCC action in this case is but another indication that it is high time that somebody took the politics out of the commission and established an effective agency for the proper regulation of the broadcasting industry.—John H. Burgess, business manager, WKMK Blountstown, Fla.

A real Paisano

Editor: If the number of people who have written or called me about the Week's Profile (Broadcasting, Jan. 20) is any indication, I would certainly say that Broadcasting should be the number one publication in the industry. I have had wonderfully complimentary letters from all over the country. . . . I don't think I have ever had an interview or an article about me that was more accurately written or that pleased me more.—Gail Patrick Jackson, Paisano Productions, Hollywood.

Civic pride

Editor: It's a minor matter, but each time we in Houston read that an NBC special (Broadcasting, Feb. 3) has been purchased for Humble Oil & Refining Co. by McCann-Erickson, New York, we wonder what all those months of labor were for. The entire series of 26 hours was bought for Humble by McCann-Erickson, Houston.—Paul Haynie, account director, McCann-Erickson, Houston.

Paislated' call letters

Editor: In your Feb. 3 issue you have listed us as KPXE. Feb. 10 you tried again. We're listed as WPXE. The FCC addresses most of our mail to WPXE. . . . Let's set it straight! We're WPXE 'The Dixie Pixie' in Starke, Fla.

Our little 'Pixie,' who sits waving the rebel flag atop the W in WPXE in our letterheads and promotion, is very unhappy. In fact he thinks y'all are 'pixilated'.—George Goethberg, president, George Goethberg Radio Inc., WPXE, Starke, Fla.

The generous broadcasters

Editor: May I call to your attention the wonderful world of public service broadcasting that is so often forgotten in the welter of news concerning commercial broadcasting?

The National Tuberculosis Association conducts its yearly Christmas Seal campaign during the Christmas holidays. With the cooperation of the major television and radio networks as well as local stations throughout the country, literally millions of dollars worth of air time is yearly offered the association in its fight against tuberculosis and other respiratory diseases.

This past holiday season the networks not only graciously and generously assisted the Christmas Seal campaign, but with great understanding made up with extra time for the hiatus in all broadcasting caused by the tragic death of President Kennedy.

For those of us involved in the field of public health and welfare, the assistance granted by the networks can never be overestimated. I might add that assistance is offered with a courtesy and understanding that elevates the need and makes us involved, feel that we come not as suppliants, but as a segment of society that is understood and respected by the broadcasting fraternity.

I might include in this fraternity Broadcasting magazine that so graciously offered us a free page of advertising as well as other magazines in the industry.—Milton Robertson, director, radio-TV-film, National Tuberculosis Association, New York.

The selfish broadcasters

Editor: Commercial broadcasters often use the word "unrealistic" to describe action they should take when their monetary interests are in conflict with the public interest.

E. L. Jahnecke Jr., NBC vice president was reported (Broadcasting, Feb. 10) to have said that it would be "unrealistic to put restrictions on the broadcast advertising of tobacco companies so long as their ads can be carried . . . in the pages of magazines."

That is another popular fallacy: that broadcasters have no more responsibility to the public than do publishers, not licensed to operate "in the public interest."

Self-regulation continues to be something of which most commercial broadcasters are demonstrably incapable. So
This is the Bell System. One unified, nationwide organization with one purpose: to bring you the finest possible communications services of all kinds at the fairest possible prices.
far, we have heard of one (independent) TV station that will refuse eige-
retail advertising. And one national ma-
gazine. The networks and their affili-
ates continue to maintain the status quo, call action in the public interest
"unrealistic." . . . Elizabeth Livingston,
executive committee member, National
Association for Better Radio and Tele-
vision, Los Angeles.

Yearbook available

EDITOR: I will appreciate having an
order entered for the 1964 BROADCAST-
ING Yearbook. . . . As I have signified in
prior years, this directory is extremely
valuable in carrying on public rela-
tions activities for Senator Kuchel and
also is of major help in handling mis-
cellaneous problems brought to the sena-
tor’s attention by his constituents. We
make constant use of it as a reference
source.—Warren B. Francis, executive
secretary to Senator Thomas H. Kuchel (R-Calif.), Washington.

EDITOR: I want to congratulate you and
your staff on the publication of another
top rate Yearbook.

I also want to especially thank you
for including this year, for the first
time, a listing of FM stations by fre-
cuencies. This is a most welcome fea-
ture to the best Yearbook yet.—Will-
liam O. Barry, president, WFMB(FM)
Nashville.

(Rights of the 1964 Broadcasting Yearbook
are available, as long as the supply lasts, at $5 each.)

Righting the record

EDITOR: WE ARE MUCH IMPRESSED WITH
SCOPE OF STORY ON RESIDENT INTER-
EST IN RADIO LISTENING ("New Rums-
bles in Radio Ratings," Broadcasting,
Feb. 10). IT WAS GOOD REPORTING EX-
CEPT FOR TWO ERRORS. . . . YOU STATED
WE BEGAN RADIO LISTENING MEASURE-
MENT IN SEPTEMBER 1963. THE YEAR
SHOULD BE 1962.

WHERE YOU SAY OUR INTERVIEWERS
ATTEMPT TO DETERMINE EVERYTHING
THAT EACH MEMBER OF FAMILY HAS
HEARD, SEEN OR READ IN PAST 24 HOURS.
WE INTERVIEW ONLY ONE MEMBER OF
EACH HOUSEHOLD ONLY FOR WHAT THAT
MEMBER DID YESTERDAY. WE NEVER RE-
LEY ON HEARSAY EVIDENCE AT ANY TIME.
—Albert E. Sindingler, Sindingler &

Marla . . . hot Barbara

EDITOR: Under Week in Brief
(Broadcasting, Feb. 10), the capsule of
a story states "FCC stays California
CATV grant on request of Channel 12
TV permittee in Santa Barbara." Chan-
nel 12 is at Santa Maria, and the CATV
system, as the story says, is at Lompoc,
50 miles west of Santa Barbara city.
The area Cable TV of Santa Barbara

Broadcasting Publications Inc,

Executive and publication headquarters:
Broadcasting-Television Bldg., 1725 DeSales
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10022. Telephone: 212 Placa 3-3894.

Broadcasting Publications Inc.,
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Broadcasting-Television Advertising.*
was acquired in 1982. Broadcast Reporter
in 1923 and Television Broadcasting-
Television* was introduced in 1946.

*Registered U. S. Patent Office
Copyright 1964; Broadcasting Publications Inc.
Gregory Peck
Richard Basehart · Leo Genn
in John Huston's
Moby Dick
with Orson Welles

Here's the epic of hard-bitten Down Easters embattled on sea and land...the drama of a whaling captain who risks lives in his fanatic life-long search for a behemoth of the Deep.

Running time: 116 MINUTES

WRITE, WIRE OR PHONE

U.A.C. UNITED ARTISTS ASSOCIATED

a division of UNITED ARTISTS TELEVISION, INC.

555 Madison Avenue, New York 22, N.Y. • Area Code 212 • 688-4700
MONDAY MEMO

from WILLIAM R. BERGMANN, Farmers Insurance Group, Los Angeles

Larger part of budget to reach selective audience

At Farmers Insurance Group, we have found that the most effective advertising for us lies in a divided schedule of broadcast media and national magazines, with a heavy emphasis on radio and television.

To understand the logic of this choice it is necessary to understand the background and sales objectives of our company, the changes in the marketing problems of the insurance industry and the adjustments which broadcasting has made to meet the needs of advertisers like us.

When Farmers Insurance Group was founded in Los Angeles in 1928, it was dedicated to providing better insurance coverage and service for less money. The founders of the company were firm believers in a basic sales truth in the insurance industry—that sales are made by people; the conviction, you might say, that one good agent is worth 10,000 words in any medium. Since its founding, Farmers Insurance Group has been one of the few rate-conscious companies. We used lower rates—combined with good coverage and superior service—to establish ourselves as a major force in a highly competitive field.

Hit-or-Miss Advertising * It must be remembered that Farmers was organized as a company that sold auto insurance, and for many years we competed only with other auto insurance carriers. In those early days advertising was a hit-or-miss and now-and-then affair with all companies in the field.

Suddenly writers of auto insurance entered a semi-golden period. With the passage of various state financial responsibility laws every car owner was impressed with the importance of maintaining personal responsibility and car insurance came close to selling itself. In the buyer’s mind it merely became a question of which company gave him the coverage the law required at the most reasonable cost. The situation made heavy advertising unnecessary.

A New Order * Today the situation is completely different—for the insurance industry generally and for Farmers Insurance Group specifically. Although the bulk of our business is still in auto insurance, we now offer life insurance, homeowners insurance, business, farm and ranch insurance, even insurance for mobile homes and pleasure boats. We are now a group of six companies, each specializing in a separate insurance line, all sold under the aegis of Farmers. And, whereas auto insurance is, in a broad sense, bought, other lines of insurance must be sold.

Our first major advertising was limited to metropolitan newspapers, to meet local situations, and to the regional editions of national magazines, not only for the impact on the consumer but for its merchandising influence on our field force.

Farmers Insurance Group is not countrywide in its market. We move east from our California headquarters to Michigan and Indiana. We could not purchase national radio or television shows as many of our competitors did.

However, we did recognize the value of broadcast media. Working with our advertising agency, Honig-Cooper & Harrington, Los Angeles, we planned a radio schedule including ABC Radio West, with Frank Hemingway’s news-casts, and CBS-Pacific Network evening news with the late Frank Goss and, later, Hugh McCoy. On ABC Radio West we also sponsored sport shows with Hank Weaver and Sam Balter. Our television exposure was limited to special programs in the Los Angeles market and occasional spot buys.

Broadcast Preferred * Our current advertising schedule is the most ambitious and most costly in our history and it is weighted heavily in favor of broadcast. Because of the geographical confines of our market we cannot buy national shows. However, we have arrived at a broadcast schedule that fits our needs exactly. We have retained ABC Radio West with Frank Hemingway, broadcast throughout our marketing area at commuter driving times. We have purchased television in 19 key markets—news, sports and weather programs—and we plan to augment that schedule throughout the year with special shows of local interest.

We have learned that broadcast media enables us to select time that gives us the audience we want most to reach—something which is not possible with newspapers or magazines. We know that our best prospects are adult males over 25 years of age. Our use of Frank Hemingway on radio, and top news, sports and weather programs on television gives us an audience predominantly in the category we wish to reach. The wisdom of our selection of news shows was confirmed by the recent Roper poll (Broadcasting, Jan. 27), which established television as the No. 1 medium for news.

Because we have allocated the larger portion of our advertising budget to broadcasting, the nature of our commercial messages is very important. We feel that we and our advertising agency have provided the right kind of commercials for our purpose. The Frank Hemingway radio commercials are personalized. The television commercials make use of Ed Prentiss as our spokesman and dramatize the many lines of insurance we offer.

Competitive Equality * Ours is a product that is sold to a mass market. Filmed commercials let us tell our story most effectively. The selection of the right times and the right programs on television has let us select our audience with a minimum of waste. And the fact that we can buy top personalities and prime time periods in our markets, without national commitments has let us compete with the insurance companies that are able to buy and use programs with transcontinental coverage. Television and radio have made it possible for us to meet them as equals in every market of importance to us, and on our own terms.

Television has given us the best and most effective means of stating our case. And it provides the most valued and effective help to our agents in the field.

William R. Bergmann was appointed director of advertising and sales promotion for Farmers Insurance Group three years ago. For the five years prior to that, he had served as manager of sales promotion for the six-company, multiple-line insurance group. Mr. Bergmann has been associated with Farmers Insurance Group of Los Angeles for more than 23 years. During that time, Mr. Bergmann has been in safety engineering, claims adjusting and sales supervision for the company.
Quality ... by any measurement ... is on the record at WELI. The station that the adult, purchasing power audience in New Haven depends on ... The station that makes New Haven a better buy.

The Sound of New Haven WELI 960/5000 watts
WILCOX PUTS THEM ON...to find out what's new with Madame Nhu...whether Dick Gregory thinks he has a right to be uncivil...why Justice Douglas married his 23-year old secretary. In San Francisco, KCBS Radio listeners quiz the men and women who make the headlines on KCBS News Conference. Moderators Fred Wilcox, Fred Goerner, and their daily News Conference celebrity field phoned questions with wit and dexterity. This kind of two-way radio is aimed at adults, and it hits its mark by delivering quality response to advertisers. For proof, see our survey in depth.

GOERNER TAKES THEM OFF...for an all-afternoon excursion into everything that's new, interesting and significant. A man of boundless curiosity, Fred Goerner guides listeners through new worlds. KCBS Spectrum '74 is one-stop listening for armchair explorers. Goerner (with co-hosts Fred Wilcox, Helen Bentley) leads expeditions into the worlds of science, medicine, travel, history, fiction, fashion. These are the listeners: the higher income, higher spending, higher educated families in Northern California. Ask for details.

A CBS Owned Station represented by CBS Radio Spot Sales.
Metropolitan Broadcasting Television

"As you know, I steer clear of all forced testimonials and will not participate in any ad campaign for any property, unless I feel the program has been effective for our stations. In the case of THE DETECTIVES, I can say that it has been one of the cornerstones of our prime evening line-up. The program is certainly well produced and Robert Taylor is certainly a strong, attractive central character. The series has proven to be a valuable asset to our program schedules and one which we are pleased to telecast on our Metropolitan Broadcasting Television stations."

JACK LYNN
Vice President in charge of Programming

"In its second season of syndicated showings, 'The Detectives' continues to attract enthusiastic audiences on WTIC-TV. We rate the production qualities of sufficient stature to schedule 'The Detectives' during an evening time period of major viewing potential."

LEONARD J. PATRICELLI
Vice President and General Manager

WTIC-TV

"Three of the half-hours in our 7 P.M. strip Monday through Saturday each week come from Four Star. WAVY-TV is number one four out of six evenings. THE DETECTIVES made its expected contribution to this success, as it is number one in its time period. We have THE DETECTIVES scheduled at 7 P.M. on Monday each week. THE DETECTIVES is a good show—Robert Taylor has always commanded the attention he deserves—the story lines are good—and he is backed up by a professional cast. This is a combination which is hard to beat. For us it gives a balance in our evening program schedule. Our four-man Program Committee was unanimous in the selection of THE DETECTIVES. Typical of their individual comments is the expression that 'THE DETECTIVES is a good show—did you see it Monday evening?'"

J. GLEN TAYLOR
President and General Manager

THE DETECTIVES
HIGHLY PRAISED BY STATIONS AND SPONSORS

KRON TV has achieved an unusual identity within its community and the market through the conscientious concern for quality programming . . . I feel THE DETECTIVES has helped maintain that image and our adult share of the audience proves it with every episode."

ROBERT H. GLASSBURN
Program Manager

WAVY

"As you know we have enjoyed a very good return on our investment in the Detectives. Because of this we have decided to renew for another year. The association and image the Detectives has given us is the type of buyer we are most interested in reaching and were quite amazed at the rating in A.R.B. as it rated our program almost as much as the other two stations combined. We are sure the Detectives will do as well in this next 30 runs as it has done in the past for us."

BOB SISTTIE
General Manager

SUPERB RATINGS TOO!

FOUR STAR DISTRIBUTION CORP. • 600 FIFTH AVENUE • NEW YORK 20, N.Y. • LT 1-8530
HARTFORD, CONN. / TWO HALF HOUR DETECTIVES

BRIDGED INTO ONE HOUR FROM 10 TO 11 P.M. IS NO. 1 PROGRAM IN ITS TIME PERIOD. ITS RATING AND SHARE VIRTUALLY EQUAL THE TOTAL OF ALL ITS COMPETITION.

NOV. 1963 ARB/MON. 10:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTIC</td>
<td>DETECTIVES</td>
<td>26.0</td>
<td>48.0</td>
</tr>
<tr>
<td>WNHC</td>
<td>BREAKING POINT</td>
<td>15.0</td>
<td>28.0</td>
</tr>
<tr>
<td>WHCT</td>
<td>SUBSCRIPTION TV</td>
<td>1.0</td>
<td>2.0</td>
</tr>
<tr>
<td>WHNB</td>
<td>SING WITH MITCH</td>
<td>9.0</td>
<td>17.0</td>
</tr>
</tbody>
</table>

AND LOOK! NO LOSS OF AUDIENCE WHEN BRIDGED

NOV. 1963 ARB/MON. 10:30 P.M.

<table>
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<th>Station</th>
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<td>WTIC</td>
<td>DETECTIVES</td>
<td>24.0</td>
<td>48.0</td>
</tr>
<tr>
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<td>BREAKING POINT</td>
<td>15.0</td>
<td>30.0</td>
</tr>
<tr>
<td>WHCT</td>
<td>SUBSCRIPTION TV</td>
<td>1.0</td>
<td>2.0</td>
</tr>
<tr>
<td>WHNB</td>
<td>SING WITH MITCH</td>
<td>9.0</td>
<td>18.0</td>
</tr>
</tbody>
</table>

BEATS THESE NETWORK SHOWS ALL WEEK:
Bonanza, Patty Duke, Ben Casey, Sat. at Movies, Fugitive, Virginian, Suspense Theatre, Mon. Nite Movie, Wagon Train, Combat, Mr. Novak, Red Skelton, McHale's Navy, Greatest Show, Arrest and Trial, Eleventh Hour, Outer Limits, Flintstones, Rawhide, Donna Reed, My 3 Sons, Dr. Kildare, Hazel, Bob Hope, Twilight Zone, Lassie, Bill Dana, Disney's World, Grindl, plus many, many more.

SAN FRANCISCO / HALF HOUR DETECTIVES

A VIRTUAL TIE FOR FIRST PLACE AS IT INCREASES HOMES, RATINGS AND SHARE OVER PREVIOUS SHOW IN SAME TIME-SLOT ONE YEAR AGO.

THIS SEASON/NOV. 1963 ARB/THUR. 7:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRON</td>
<td>DETECTIVES</td>
<td>1608</td>
<td>12.5 28.0</td>
<td>6:30 RPT.</td>
<td>10.5 24.5</td>
</tr>
<tr>
<td>KTXU</td>
<td>YOU ASKED FOR IT</td>
<td>1388</td>
<td>11.0 24.0</td>
<td>QUICK DRAW</td>
<td>8.5 20.0</td>
</tr>
<tr>
<td>KPIX</td>
<td>RIFLEMAN</td>
<td>1710</td>
<td>13.0 29.0</td>
<td>CBS NEWS</td>
<td>16.0 37.5</td>
</tr>
<tr>
<td>KGO</td>
<td>GRIMSBY/COCHRAN</td>
<td>481</td>
<td>4.5 10.0</td>
<td>BIG SHOW/SPTS</td>
<td>4.5 11.0</td>
</tr>
</tbody>
</table>

LAST SEASON/NOV. 1962 ARB/THUR. 7:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRON</td>
<td>CALIFORNIANS</td>
<td>1020</td>
<td>8.0 18.0</td>
<td>HENNESSEY</td>
<td>8.0 22.5</td>
</tr>
<tr>
<td>KTXU</td>
<td>YOU ASKED FOR IT</td>
<td>1688</td>
<td>15.5 34.5</td>
<td>QUICK DRAW</td>
<td>9.0 25.5</td>
</tr>
<tr>
<td>KPIX</td>
<td>ACROSS 7 SEAS</td>
<td>1278</td>
<td>11.5 25.5</td>
<td>CBS NEWS/NEWS</td>
<td>10.5 30.0</td>
</tr>
<tr>
<td>KGO</td>
<td>NEWS 7/ABC NEWS 637</td>
<td>57.2</td>
<td>5.2 12.0</td>
<td>BIG SHOW</td>
<td>7.0 19.5</td>
</tr>
</tbody>
</table>

HOMES UP 57.6% • RATINGS UP 56.2% • SHARE UP 55.5%

CHARLESTON, S. C. / HALF HOUR DETECTIVES

BEATS ONE NETWORK SHOW IN DIRECT COMPETITION...PRACTICALLY TIES FOR 1ST PLACE IN NUMBER OF HOMES REACHED

NOV. 1963 ARB/THURS. 7:30 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCSC</td>
<td>DETECTIVES</td>
<td>253</td>
<td>21.0</td>
<td>34.0</td>
</tr>
<tr>
<td>WUSN</td>
<td>FLINTSTONES</td>
<td>276</td>
<td>32.0</td>
<td>51.0</td>
</tr>
<tr>
<td>WCIV</td>
<td>TEMPLE HOUSTON</td>
<td>63</td>
<td>9.0</td>
<td>15.0</td>
</tr>
</tbody>
</table>

BEATS THESE NETWORK SHOWS ALL WEEK:

PORTLAND, ORE. / HALF HOUR DETECTIVES

THE NO. 1 PROGRAM IN ITS TIME PERIOD IN TOTAL HOMES REACHED... FOR SECOND CONSECUTIVE MONTH.

OCT. 1963 ARB/SAT. 6:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>DETECTIVES</td>
<td>417</td>
<td>9.0</td>
<td>36.0</td>
</tr>
<tr>
<td>KATU</td>
<td>SURFSE 6</td>
<td>167</td>
<td>5.0</td>
<td>20.0</td>
</tr>
<tr>
<td>KOIN</td>
<td>MAN FROM COCHISE</td>
<td>372</td>
<td>5.0 20.0</td>
<td></td>
</tr>
<tr>
<td>KPTV</td>
<td>WIDE WORLD SPORTS</td>
<td>250</td>
<td>6.0 24.0</td>
<td></td>
</tr>
<tr>
<td>NOV. 1963 ARB/SAT. 6:00 P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
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<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>DETECTIVES</td>
<td>489</td>
<td>10.0</td>
<td>29.0</td>
</tr>
<tr>
<td>KATU</td>
<td>SURFSE 6</td>
<td>158</td>
<td>5.0</td>
<td>15.0</td>
</tr>
<tr>
<td>KOIN</td>
<td>M SQUAD</td>
<td>391</td>
<td>6.0</td>
<td>18.0</td>
</tr>
<tr>
<td>KPTV</td>
<td>WIDE WORLD SPORTS</td>
<td>480</td>
<td>13.0 38.0</td>
<td></td>
</tr>
</tbody>
</table>

NORFOLK, VA. / HALF HOUR DETECTIVES

NO. 1 SHOW IN HOMES, RATING AND SHARE 7 P.M. BEATS NEAREST COMPETITION (First Run Syndicated Show) BY ALMOST 40%

NOV. 1963 ARB/MON. 7:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAVY</td>
<td>THE DETECTIVES</td>
<td>413</td>
<td>14.0</td>
<td>40.5</td>
</tr>
<tr>
<td>WVAR</td>
<td>BATTLE LINE</td>
<td>356</td>
<td>10.0</td>
<td>29.5</td>
</tr>
<tr>
<td>WVEC</td>
<td>MAVERICK</td>
<td>242</td>
<td>10.5</td>
<td>30.0</td>
</tr>
</tbody>
</table>
NEW YORK CITY / HALF HOUR DETECTIVES

TOP RATED SHOW ALL WEEK ON ALL THREE INDEPENDENTS (7:30 to 11 P.M.) IN HOMES AND RATINGS

OCT. 1963 ARB/FRI. 10:00 P.M.

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW DETECTIVES</td>
<td>4353</td>
<td>9.0</td>
<td>14.0</td>
<td>BRONCO</td>
</tr>
<tr>
<td>WCBS Hitchcock</td>
<td>10756</td>
<td>21.0</td>
<td>33.0</td>
<td>TWILIGHT ZONE</td>
</tr>
<tr>
<td>WNBC Jack Paar</td>
<td>10160</td>
<td>19.0</td>
<td>30.0</td>
<td>HARRY'S GIRLS</td>
</tr>
<tr>
<td>WABC Fight/W. Girls</td>
<td>4448</td>
<td>9.0</td>
<td>14.0</td>
<td>FARMERS DAUGHTER</td>
</tr>
<tr>
<td>WOR Film Festival</td>
<td>1271</td>
<td>3.0</td>
<td>5.0</td>
<td>FILM FESTIVAL</td>
</tr>
<tr>
<td>WPIX Grand Jury</td>
<td>423</td>
<td>1.0</td>
<td>2.0</td>
<td>ALLIE SHERMAN</td>
</tr>
</tbody>
</table>

CONTINUES TO BUILD . . . NOW BEATS ONE NETWORK IN DIRECT COMPETITION

NOV. 1963 ARB/FRI. 10:00 P.M.

<table>
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<tr>
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<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNEW THE DETECTIVES</td>
<td>5727</td>
<td>12.0</td>
<td>18.0</td>
<td>BRONCO</td>
</tr>
<tr>
<td>WCBS Teen/Hitchcock</td>
<td>10796</td>
<td>20.0</td>
<td>29.0</td>
<td>TWILIGHT ZONE</td>
</tr>
<tr>
<td>WNBC Jack Paar/Hall of Fame</td>
<td>9494</td>
<td>18.0</td>
<td>26.0</td>
<td>HARRY'S GIRLS</td>
</tr>
<tr>
<td>WABC Fight of Week</td>
<td>5396</td>
<td>11.0</td>
<td>16.0</td>
<td>FARMERS DAUGHTER</td>
</tr>
<tr>
<td>WOR Film Festival</td>
<td>1994</td>
<td>4.0</td>
<td>6.0</td>
<td>FILM FESTIVAL</td>
</tr>
<tr>
<td>WPIX Jury/Groucho/Knowledge</td>
<td>1040</td>
<td>2.0</td>
<td>3.0</td>
<td>ALLIE SHERMAN</td>
</tr>
</tbody>
</table>

INCREASES ITS OWN RATINGS 33.3% AND HOMES 31.5% IN JUST ONE MONTH

CHICAGO, ILL. / ONE HOUR DETECTIVES

DOUBLES THE HOMES, RATINGS AND SHARE OF PREVIOUS SHOW IN SAME TIME-SLOT LAST SEASON.

THIS SEASON/NOV. 1963 ARB/MON. 9:00 P.M.

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN Detectives</td>
<td>1823</td>
<td>8.0</td>
<td>12.0</td>
<td>DRAGNET</td>
</tr>
<tr>
<td>WBBM E. Side W. Side</td>
<td>3528</td>
<td>17.0</td>
<td>25.5</td>
<td>ANDY GRIFFITH</td>
</tr>
<tr>
<td>WBNQ Sing With Mitch/Girls</td>
<td>4542</td>
<td>23.0</td>
<td>34.0</td>
<td>H'LYW'D &amp; STARS</td>
</tr>
<tr>
<td>WBKB Breaking Point</td>
<td>3924</td>
<td>18.5</td>
<td>27.5</td>
<td>WAGON TRAIN</td>
</tr>
</tbody>
</table>

LAST SEASON/NOV. 1962 ARB/MON. 9:00 P.M.

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Lead In</th>
<th>Rating Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN Herb Lyon</td>
<td>863</td>
<td>4.0</td>
<td>6.0</td>
<td>SURFSIDE 6</td>
</tr>
<tr>
<td>WBBM L. Young/Stump</td>
<td>3573</td>
<td>17.0</td>
<td>25.0</td>
<td>ANDY GRIFFITH</td>
</tr>
<tr>
<td>WBNQ Brink/Date Chi.</td>
<td>1928</td>
<td>9.0</td>
<td>13.0</td>
<td>PRICE RIGHT</td>
</tr>
<tr>
<td>WBKB Ben Casey</td>
<td>7835</td>
<td>37.0</td>
<td>54.5</td>
<td>STONEY BURKE</td>
</tr>
</tbody>
</table>

ALSO DOUBLES LEAD-IN RATING AND SHARE.
HOMES UP 111.2% • RATING UP 100% • SHARE UP 100%

SALT LAKE CITY / ONE HOUR DETECTIVES

ON SUNDAY AFTERNOON . . . DELIVERS 66.4% MORE HOMES, 38% MORE WOMEN AND 45.5% MORE MEN THAN NEAREST COMPETITION.

NOV. 1963 ARB/SUN. 3:00 P.M.

<table>
<thead>
<tr>
<th>Program</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Men (00)</th>
<th>Women (00)</th>
<th>Teen (00)</th>
<th>Children (00)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSL Detectives</td>
<td>243</td>
<td>6.0</td>
<td>36.0</td>
<td>160</td>
<td>145</td>
<td>87</td>
</tr>
<tr>
<td>KUTV Wild King/GE Bwil</td>
<td>146</td>
<td>6.5</td>
<td>33.3</td>
<td>82</td>
<td>105</td>
<td>26</td>
</tr>
<tr>
<td>KCPX AFLFB/Disc/Dir</td>
<td>125</td>
<td>5.2</td>
<td>29.3</td>
<td>110</td>
<td>46</td>
<td>16</td>
</tr>
</tbody>
</table>

THE HIGHEST RATED SHOW IN ITS TIME PERIOD

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530
A SUBSIDIARY OF FOUR STAR TELEVISION

NOTE: The 11 P.M. time period in Dallas is after the late news

"PROVEN-PROGRAMMING" FROM


dallas, texas / one hour detectives

INCREASES RATING, HOMES AND SHARE OVER PREVIOUS SHOW IN SAME TIME-SLOT LAST SEASON.

LAST SEASON/OCT. 1962 ARB/SUN. 11:00 P.M.

<table>
<thead>
<tr>
<th>Network</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFAA Chikmate/Hong Kong/Cr &amp; P</td>
<td>164</td>
<td>2.3</td>
<td>30.5</td>
</tr>
<tr>
<td>KRLD M Squad/Drgnt/Comedy</td>
<td>76</td>
<td>1.5</td>
<td>21.8</td>
</tr>
<tr>
<td>WBP Islanders</td>
<td>105</td>
<td>2.0</td>
<td>31.8</td>
</tr>
<tr>
<td>KTVT Starlight Thea.</td>
<td>62</td>
<td>1.0</td>
<td>16.0</td>
</tr>
</tbody>
</table>

THIS SEASON/OCT. 1963* ARB/SUN. 11:00 P.M.

<table>
<thead>
<tr>
<th>Network</th>
<th>Homes (00)</th>
<th>Rating Share</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFAA Detectives</td>
<td>240</td>
<td>3.5</td>
<td>47.0</td>
</tr>
<tr>
<td>KRLD Sun. Nite Movie</td>
<td>184</td>
<td>3.5</td>
<td>47.5</td>
</tr>
<tr>
<td>WBP 5 Star Thea/Abe Martin</td>
<td>60</td>
<td>-1.0</td>
<td>5.5</td>
</tr>
<tr>
<td>KTVT News/Wea. (15 min.)</td>
<td>26</td>
<td>-1.0</td>
<td></td>
</tr>
</tbody>
</table>

WITH THE DETECTIVES . . . RATINGS UP 52 % HOMES UP 46% • SHARE UP 54%

NOTE: The 11 P.M. time period in Dallas is after the late news

*No complete Dallas rating available for Nov. 1963

ratings and shares subject to the limitations as listed in the arm reports us
CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

John F. Dille, Jr., President

IN TV: WSJV-TV (26), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)
Transcontinental sale: last of its kind?

The FCC last week approved the largest transfer of broadcast properties in history—the sale of 11 radio and television stations of the Transcontinental Television Corp. to three purchasers for $38.5 million. But amid the ring of the cash register could be heard a warning that the time when such sales are possible may be drawing to an end and a time of tougher restrictions on multiple ownerships may be coming.

The vote on the transfer was 5-1. Commissioner Robert T. Bartley dissented to the order approving the transfer of the stations to Taft Broadcasting Co., Midwest Television Inc., and Time-Life Broadcasting Inc. But the warning came in a concurring statement from FCC Chairman E. William Henry, who made it clear he voted for approval only because he felt that present commission rules and policy left him no choice.

In the statement, in which Commissioner Kenneth A. Cox joined, the chairman expressed support for a six-year-old staff recommendation that the commission change its rules to prohibit common ownership of more than three television stations in the top 25 markets. He said this proposal “merits the most serious and prompt attention.”

He also said the commission should explore the idea that licensees acquiring multiple stations be required to demonstrate that their operation would provide benefits to the public that would “outweigh the loss of ownership diversity.”

Shades of Barrow — Although he didn’t specify whether he would apply the proposed new limit to UHF as well as VHF stations, the staff report from which the recommendation was taken specified VHF stations. The report (prepared under the direction of Dean Roscoe L. Barrow of the University of Cincinnati’s law school) also favored retaining the present maximum limit of seven television stations, provided no more than five are VHF’s.

The aspect of the Transcontinental transaction of most concern to Chairman Henry was the purchase by Taft of seven stations, including three television outlets (two VHF’s and one UHF), for $26,889,310. The purchase left Taft with its full complement of seven television stations. And, Chairman Henry said, “as a result, the share of national television revenues obtained and the percentage of the nation’s television homes reached by Taft increases substantially.”

He also said, however, that the revenues obtained and the homes reached are small in comparison to total national revenues and television homes, and “considerably smaller than the revenues obtained and the homes reached by some 10 or 12 other television licensees.” He also said that the stations involved are “widely dispersed geographically, with no concentration in any one state or region.”

Changes Sought — Considering all the criteria in the commission’s multiple ownership rules, Chairman Henry said, “the resulting concentration falls within limits which this commission has previously approved.” But, he added, “I believe that our multiple-ownership rules, as defined by the commission’s action and as circumscribed by our multiple-ownership rule, have not been adequate to achieve the purposes for which they were intended.”

He also said that the staff was instructed by the commission “several months ago” to study the multiple-ownership question to determine what changes, if any, should be made. The inquiry was originally undertaken in connection with the problem involving mutual funds and other financial institutions that technically violate the multiple-ownership rules when they purchase more than 1% of two or more large publicly owned station owners. The study was later broadened to include other aspects of the multiple-ownership rule.

Chairman Henry told Broadcasting he doesn’t know yet what the staff’s recommendations will be. But he said he is “for” the proposed new ceiling on television stations in top markets “unless something better is offered.”

Call for Action — Although the chairman has in the past endorsed the idea of diversity in ownership, he has never before taken so strong a stand publicly in favor of tightening up the multiple-ownership rules. And his statement appears to be the herald of an effort to modify those rules.

It takes on added significance in view of the unusual lengths to which the FCC went to get it before the public. Ordinarily the commission announces decisions in uncontested transfer cases in public notices. However, it announced the Transcontinental case in an order, which enabled the chairman to attach his statement to it.

On paper, at least, Chairman Henry has the support of three of the other six commissioners in his effort to invoke tighter control over multiple ownerships. Commissioner Cox has long felt that the rules should be tightened. Commissioner Bartley almost automatically votes to hold a hearing rather than

Seven groups over Henry’s top-market quota

If Chairman Henry’s proposal for a maximum limit of no more than three VHF television stations in the top 25 markets to the same single owner is ever enacted into law, seven of television’s top group owners would be over quota.

The following groups own four or more television stations in the top 25 markets (as defined in the “Top 100 Television Markets” to appear in the March issue of Television Magazine, out next week):

ABC—New York, Los Angeles, Chicago, Detroit, and San Francisco-Oakland.

CBS—New York, Los Angeles, Chicago, Philadelphia and St. Louis.


Metromedia—New York, Los Angeles, Washington, Kansas City, Mo., and Sacramento-Stockton (which it is selling).

RKO General—New York, Los Angeles, Boston-Manchester (N. H.), Detroit-Windsor and Hartford-New Haven-New Britain, Conn.

Storer—Detroit, Cleveland, Milwaukee and Atlanta.

Westinghouse—Boston-Manchester (N. H.), San Francisco-Oakland, Cleveland, Pittsburgh and Baltimore.
approve sales to multiple owners. And Commissioner Lee Loewing, who was in Geneva attending an international conference at the time of the vote on the Transcontinental sale, is the commissioner best known for advocating greater diversification of ownership.

Commissioner Loewing, in a speech last August, said that “the growing concentration of control of broadcasting stations and among all the mass media is cause for grave concern.” In the same speech, before the Association for Education in Journalism at the University of Nebraska, in Lincoln, he said the commission’s multiple ownership rule is “too liberal” and its application by the agency “too lax” multiple owners to divest of one or more stations. But, like the chairman, he said this would be no reason not to act. “Simply because the commission has allowed multiple owners to acquire more than three stations in top markets doesn’t mean we should continue to let it happen,” he said.

Eye for Trafficking • Chairman Henry, in his statement, also indicated he was concerned about Transcontinental’s role in the sale, and suggested that the corporation’s stockholders would not have an easy time if they attempted to re-enter the television field.

He noted that Transcontinental amassed its broadcasting holdings within the last six years and was selling them because the proposals of the buyers were attractive and the reputation of the buyers good.

“I can vote to approve such a transaction,” he said “only on the assumption that none of Transcontinent’s major stockholders plan to re-enter television within the foreseeable future.” If any of them should attempt to do so,” he added, “his intention to operate in the public interest, rather than traffic in licenses, should be subjected to the most searching and critical scrutiny.”

It’s understood that the commission, in voting approval of the transaction, overrode the recommendation of the staff, which favored setting the case for hearing. The staff reportedly felt that there were many ramifications of the record-breaking sale, including questions of trafficking and multiple ownership, that should be explored in a hearing.

With the FCC’s approval of the sale of the 11 Transcontinental properties, the largest sale transaction in the history of broadcasting is soon to be consummated.

Final transfers are scheduled to take place after a 30-day waiting period. This is the customary length of time for FCC orders to take effect, and the seller and buyers want to be certain no one is going to seek reconsideration of the FCC action. It also comes about 10 days before the March 31 date in the contracts which permit any of the parties to terminate the arrangements.

Basically, these are the changes:

Taft Broadcasting acquired TTC’s WGR-AM-FM-TV Buffalo, WQAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa., for $268,899,310 in cash subject to certain adjustments plus the assumption of certain TTC liabilities. These amounts to an estimated $6.9 million in current and long-term obligations plus contingent tax liabilities.

Taft already owns WKBW-AM-FM-TV Buffalo, WJW-AM-FM-TV Columbus, Ohio; WSCR-AM-FM-TV Birmingham, Ala.; and WKYT-TV Lexington, Ky.

It will thus have its maximum of seven TV stations, five VHF and two UHF (Scranton-Wilkes-Barre and Lexington).

Midwest Television Corp. (which is headed by August C. Meyer) will acquire KFMB-AM-FM-TV San Diego for $80,000,000. Midwest also owns WCBF-AM-FM-TV Champaign-Urbana, Ill., and WMBD-AM-FM-TV Peoria, both Illinois. Midwest will also pay, under certain conditions, up to $150,000 in tax liabilities.


Retaining ownership of the one TTC property not sold, WDKH-AM-FM Cleveland, is Northeastern Pennsylvania Broadcasting Inc., at present a TTC subsidiary currently owning the Scranton-Wilkes-Barre UHF station. The Cleveland stations are valued at $1.4 million. They were withheld from the sale in order to avoid the FCC’s three-year rule which requires a hearing where a station is transferred before it has been owned for three years, unless good cause is given.

Stockholders Approve • On the very same day that the FCC approved the transaction, the stockholders of TTC approved plans for liquidating the corporation at a meeting at its Buffalo headquarters.

Under the plan of liquidation, TTC stockholders are expected to receive $22 per share. Outstanding are 28,200 shares of Class A common and 1,788,452 shares of Class B common.

In the first distribution, TTC stockholders will receive $20 in cash and voting trust certificates valued at 29 cents in Northeastern Pennsylvania. TTC trustees will receive $1.20 per share and 51 cents in Northeastern subordinated debentures as a reserve against possible claims. The Northeast-
THE MAYOR DIGS ATLANTA! Mayor Ivan Allen, Jr. at White Columns with his "million dollar shovels"...each representing a million dollar construction project underway in Atlanta. Fourteen silver-plated shovels...fourteen varied million dollar projects coming to a growing Atlanta! Are you using the growth market?

WSB-TV
Channel 2 Atlanta
KRLA HAS NOTHING TO TRANSFER

FCC says a nonrenewed license can't be assigned

The FCC last week, in a 4-2 decision, turned thumbs down to a proposal by Donald R. Cooke to donate all stock of Eleven Ten Broadcasting Corp., the nonrenewed licensee of KRLA-Pasadena-Los Angeles, to the Broadcast Foundation of California Inc., a nonprofit organization.

The commission also invited applications for the KRLA frequency, 1110 kc, which the agency has ordered vacated by May 1.

The commission action was voted by Chairman E. William Henry, Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Rodd, Commissioners Kenneth A. Cox and Robert E. Lee dissented.

The commission's decision said that Mr. Cooke "has nothing to assign unless and until the commission renews its (Eleven Ten's) license." This philosophy was described as "our established policy" and according to the agency Mr. Cooke gave "no substantial reason for a deviation" from it.

The transfer agreement provided that Mr. Cooke give his sole ownership of Eleven Ten to Broadcast Foundation if that organization would agree to assume a $360,000 debt owed by Mr. Cooke to his brother Jack Cooke. The foundation would also have to accept a five-and-a-half-year, $90,000 lease, also by Jack Cooke, for the station's site and equipment (Broadcasting, Feb. 3). The foundation, if granted the KRLA facility, was to operate the station as a commercial venture, but donate its profits to education, with 80% of the first five years' income be given to an ETV station being constructed on channel 28 in Los Angeles.

What's Coming - The commission said that it "will consider immediately new applications proposing to utilize the frequency of the deleted facility." The agency added that if such applications are to be considered a hearing with competing proposals they "must be substantially complete and tendered for filing . . . by the close of business on March 31."

Prospective applicants were warned that their applications have to be in compliance with the technical requirements established under the interim rules when the commission ordered a "freeze" on AM applications in the spring of 1962. If an application fails to meet these standards a request for waiver is required "and a showing in support of such request for waiver," the commission said.

As of last week two parties had expressed a desire to apply for the KRLA facility—California Regional Broadcasting Corp. and a group of unidentified local residents (Broadcasting, Feb. 10). These are in addition to Broadcast Foundation.

The California Regional proposal said it would operate the station as an educational and cultural voice for the Pasadena area.

The undisclosed prospective applicant suggested that the commission approve an interim operation by applicants for the frequency, as a means of continuing local service. This party is represented by McKenna & Wilkinson, a Washington communications law firm.

Both parties opposed the transfer as a violation of commission authority.
162* television news directors, cameramen and reporters will devote this coming weekend to learning more about their trade.

When the RTNDA Newsfilm Standards Conference winds up on Sunday afternoon, twenty-six qualified practitioners of the craft of newsfilm production will have made presentations on their specialties, and those presentations will have been examined most critically. The proceedings will be recorded, later incorporated into a Manual of Newsfilm Standards. The industry is indebted to these newsmen who will teach—and the newsmen who will learn—one of the most important skills in broadcasting, local news reporting.

Eddie Barker, KRLD-TV
Bob Brennan, CBS-TV
Jack Bush, ABC-TV
Jim Byron, WBAP-TV
Dick Cheverton, WOOD-TV
Walter Dumbrow, CBS-TV
John Fletcher, ABC-TV
Vincent Gaito, ABC-TV
Houston Hall, WRCV-TV
Calvin Hotchkiss, Eastman Kodak
Dr. Harry Knop, DuPont
Richard Leacock
Carroll McGaughey, WSOC-TV

Fred Mooke, WTVJ-TV
Pat O'Connell, WIIC-TV
Bruce Palmer, KWTV
Ralph Paskman, CBS-TV
Tom Phillips, CBS-TV
Bob Rubin, CBS-TV
Phillip Scheffler, CBS-TV
Bob Shafer, WRCV-TV
Sam Sharkey, KING-TV
Marty Smith, Capital Film Labs.
Robin Still, NBC-TV
Pat Trese, NBC-TV
Bob Walker, WFAA-TV

*A few places remain. Call or write Miss Ordano, Conference coordinator Room 35-58, Time & Life Building, New York, N.Y. 10020, LL 6-4373.
PACKAGE PLAN NEXT FOR BASEBALL?

Although price for rights climbs to $13.5 million, owners see chance for even more if they bargain collectively for games

Major league baseball teams will get more in radio-TV rights in 1964 than they did in 1963. But the estimated $13,575,000 could be the signal of the end of an era, according to Broadcasting's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All Star game, the rights show a $575,000 increase over the adjusted rights estimate for 1963 to total $13.5 million.

The All Star game and World Series will add $3.5 million and 12 teams will split about $1.7 million in rights for CBS-TV and NBC-TV weekend games.

Although the individual rights showed an increase on the whole, the over-all picture for advertisers did not appear so bright. Sponsor billings are expected to remain near the $84 million recorded last season, but several stations were having difficulty finding buyers for parts of the games. In most cases this was a problem where teams did not finish high in the standings last year.

Major league ball clubs, which have been among the last sports bastions of rugged individualism, faced the realization this year that a united front might be more profitable. Several factors contributed to this thinking:

- Success of football in selling pack-

<table>
<thead>
<tr>
<th>Team</th>
<th>1964 Rights</th>
<th>1963 Rights</th>
<th>Television</th>
<th>Radio</th>
<th>Sponsors &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE</td>
<td>$750,000</td>
<td>$600,000</td>
<td>WJZ-TV (3)</td>
<td>WBAL (30)</td>
<td>National Brew (Doner) 1/3 radio-TV; 1/3 TV sold participating; 1/3 radio sold to regional and local sponsors.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>600,000</td>
<td>600,000</td>
<td>WHDH-TV (7)</td>
<td>WHDH (45)</td>
<td>General Cigar (Y&amp;R), Atlantic Refining (Ayer), Narragansett Brew (DCBS), all 1/3 radio-TV.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>900,000</td>
<td>850,000</td>
<td>WGN-TV (80)</td>
<td>WCFL (80)</td>
<td>Hamm Brew (C-M) 1/3 TV; R. J. Reynolds (Esty) 1/3 TV; Phillips Petroleum (JWT) 1/6 TV; Allstate Insurance (Burnett) all 1/4 TV; all 1/4 TV open. General Finance (PKC) 1/4 radio; Budweiser (D'Arcy) 1/4 radio; Rambler Dealers (Powell, Schoenbrod &amp; Hall) 1/6 radio; Gen. Cigar (Weiss) 1/5 radio.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>700,000</td>
<td>700,000</td>
<td>WJW-TV (40)</td>
<td>WERE (40)</td>
<td>Carling Brew (LFS) 1/4 TV, 1/8 radio; R. J. Reynolds (Esty) 1/4 TV, 1/8 TV open; Texaco (B&amp;B) 1/6 radio; Richman Clothes (LFS) 1/6 radio; Gen. Cigar (Y&amp;R) 1/6 radio; 1/4 radio open.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>650,000</td>
<td>625,000</td>
<td>WJRB-TV (6)</td>
<td>WJR (48)</td>
<td>Stroh Brew (Zimmer, Kelker &amp; Calvert), Marathon Oil (C-E), American Tobacco (BBDO), all 1/6 radio-TV.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>300,000</td>
<td>300,000*</td>
<td>........</td>
<td>........</td>
<td>(Radio and TV commitments contingent on status of ball club's franchise)</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>825,000</td>
<td>775,000</td>
<td>KTLA (TV)</td>
<td>KMPC (12)</td>
<td>Std Oil of Calif. (BBDO), Brown &amp; Williamson (Bates), both 1/6 radio-TV; Southern Calif. Chevrolet Dealers (Eisman, John &amp; Laws) 1/6 TV; J. A. Selger (C-E) 1/6 radio.</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>600,000</td>
<td>600,000</td>
<td>WTCN-TV (14)</td>
<td>WCCO (30)</td>
<td>Hamm Brew (C-M) 1/3 radio-TV; Twin City Federal (Pigden, Savage &amp; Lewis) 1/3 radio; 2/8 TV; Maxwell House (BBAM), Western Oil (John Forney), Blue Shield (Nick Coleman), Northern States Power (C-M), each 1/8 TV; Pure Oil (Burnett) 1/2 radio; General Mills (Knox Reeves) 1/8 radio.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>1,200,000</td>
<td>1,200,000</td>
<td>WPIX-TV (7)</td>
<td>WCBS (40)</td>
<td>Bellantine (Esty) 1/2, R. J. Reynolds 1/2, Humbles Oil in New York State (M-E) 1/6, Atlantic Refining outside state (Ayer) 1/6, all radio-TV.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>325,000</td>
<td>300,000</td>
<td>WTOP-TV</td>
<td>WTOP</td>
<td>Bellantine (Esty) 1/3 TV, 4/7 radio; R. J. Reynolds (Esty) 1/3 TV, Gen. Mills (Reeves) 1/7 TV; Allstate Insurance (Burnett) 1/8 TV; 3/8 TV open; 5/9 radio to local and regional sponsors.</td>
</tr>
</tbody>
</table>

A. L. TOTALS: $6,850,000 $6,550,000*
age plans, and the concerted effort now underway by broadcast conscious baseball men trying to form a baseball package.

- The decision of the Los Angeles Dodgers and San Francisco Giants to become partners, as well as performers, in a pay-television operation.

- Consideration on Capitol Hill of a bill that would alter the blanket exemptions baseball has enjoyed from the antitrust laws (see story page 76).
- The decision of the American Tobacco Co. to pull out of sports sponsorship.

Under the aegis of John E. Fetzer, Bob Reynolds, Judge Roy Hofheinz and Walter O’Malley, all connected with broadcasting as well as baseball, the major league teams have agreed to consider a package plan, which would probably get underway in 1965 (Broadcasting, Feb. 17, 3).

Although several package plans are under consideration, the one getting the most attention is a no-blackout national game on Monday night, proposed by Mr. Fetzer. Originally his plan called for $6.5 million to the teams for 26 Monday night games. However, he later said that the package could be worth about $10 million to the teams.

**Share and Share Alike** One of the major selling points of such a plan would be equal distribution of the rights money. Under current network agreements the home clubs sell the rights and keep all the money. The seven teams whose home games will be televised on NBC-TV’s Major League Baseball this summer will divide about $700,000 in rights.

The CBS-TV contract for the Game of the Week will bring about $1 million to the five teams whose home games will be shown.

On NBC-TV the home teams will be the Chicago White Sox, Cleveland Indians, Detroit Tigers and Minnesota Twins in the American League, and the Cincinnati Reds, Milwaukee Braves and Pittsburgh Pirates in the National League.

CBS-TV’s home teams will be the New York Yankees and Baltimore Orioles in the American League, and the Chicago Cubs, St. Louis Cardinals and Philadelphia Phillies in the National League.

Although present plans for the baseball package do not call for elimination of these nationally televised weekend games, there is feeling among baseball men that if the package goes through, visiting teams may eventually be included in the rights to the weekend games, and that these games may ultimately be sold in package form.

**Start Next Year** The Monday night package will probably begin in 1965, but it is not until 1966 when the Yankees’ contract with CBS-TV has

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National League

<table>
<thead>
<tr>
<th>Team</th>
<th>1964 Rights</th>
<th>1963 Rights</th>
<th>Television</th>
<th>Radio</th>
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</thead>
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<tr>
<td>CHICAGO</td>
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<td>$500,000</td>
<td>WGN-TV</td>
<td>WGN</td>
</tr>
<tr>
<td>CINCINNATI</td>
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<td>550,000</td>
<td>WLWT-TV (5)</td>
<td>WCKY  (80)</td>
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<td>HOUSTON</td>
<td>600,000</td>
<td>600,000</td>
<td>KTRK-TV (8)</td>
<td>KPRC (25)</td>
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<td>1,000,000</td>
<td>KTTV-TV (5)</td>
<td>KFI (9)</td>
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<td>MILWAUKEE</td>
<td>500,000</td>
<td>475,000</td>
<td>WTMJ-TV (4)</td>
<td>WEMP (62)</td>
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<td>NEW YORK</td>
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<td>1,000,000</td>
<td>WOR-TV (6)</td>
<td>WHN (12)</td>
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<tr>
<td>PHILADELPHIA</td>
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<td>650,000</td>
<td>WFIL-TV (4)</td>
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<td>PITTSBURGH</td>
<td>450,000</td>
<td>350,000</td>
<td>KDKA-TV (5)</td>
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<td>KSFO (16)</td>
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<td>ST. LOUIS</td>
<td>425,000</td>
<td>425,000</td>
<td>KSD-TV</td>
<td>KMOX (100)</td>
</tr>
</tbody>
</table>

**N. L. TOTALS** $6,725,000 $6,450,000

**MAJOR LEAGUE TOTALS** $13,575,000 $13,000,000

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BROADCASTING, February 24, 1964
PACKAGE PLAN NEXT FOR BASEBALL? continued

ended that full participation is expected.

There are two more reasons 1966 is looked on eagerly: the Dodgers and the Giants.

These two teams, stockholders in Subscription Television Inc., are in five-year exclusive agreements with STV (see page 42). However, the key years appear to be 1964 and 1965, when STV is scheduled to produce at least 20,000 subscribers in each city.

If the subscribers fail to materialize, there is feeling that the Dodgers and Giants will be happy to join the Monday night package. However, baseball men admit that if the West Coast teams make a go of their pay TV venture it could alter thinking of the national package by pulling out clubs in other populous areas and sending them down the pay TV path.

There are also reports that Dodger President Walter O'Malley is seeking to buy back the remainder of the 10-year rights contract which Union Oil purchased for $10 million in 1960.

Last week in Washington Warren Giles and Joe Cronin, presidents of the National and American leagues respectively, endorsed a bill which would give all major team sports the special anti-trust exemptions now enjoyed only by baseball. The last sports bill Congress enacted in 1961 gave professional sports the right to sell packages to radio and television (see page 76).

At last week's hearing before the Senate Antitrust and Monopoly Subcommittee, Senator Edward V. Long (D-Mo.) urged that Charles O. Finley, owner of the Kansas City Athletics, be subpoenaed.

The status of Mr. Finley and his Athletics has been another sore spot with baseball men, and it has left a question mark in radio-TV plans in Kansas City.

Question in Kansas City • Although no one knows what will happen, there appears to be a reluctance on the part of Kansas City stations to commit themselves to the Athletics' games, if the team stays there. WDAF-AM-TV, which last year had the rights, let its option for 1964 expire. If the team does remain, it's expected that the radio-TV rights for 1964 will be no more, and possibly less, than the estimated $300,000 the team got last year.

The decision last month of American Tobacco Co. to pull out of sports sponsorship (Broadcasting, Feb. 3) has thrown the selling situation into turmoil in several cities.

American Tobacco through BBDO, New York, had contracted for six teams: the Dodgers, Giants, Houston Colt .45's, Detroit Tigers, Boston Red Sox and St. Louis Cardinals.

In Los Angeles it was replaced by the Chevrolet Dealers of Southern California through Eisaman, Johns & Laws; in San Francisco by Hamm Brewing through Campbell-Mithun, and in Boston by General Cigar through Young & Rubicon.

In Houston the hunt is on for another sponsor, while in Detroit and St. Louis no one appears to be shaking the sponsor tree too hard for a replacement.

Although American Tobacco said it would honor its current contracts, it is hoping for other sponsors to step in and let it move rapidly toward its announced policy of withdrawal from sports.

Considering the size of its baseball buys—it had contracted for one-half or one-third of most teams—American's move so near the start of the season was a problem. Even in markets not directly affected by American's move, the impact of the decision was being felt.

Of the national sponsors sticking with baseball, R. J. Reynolds through Billiam Esty was again the biggest buyer. Reynolds has bought seven teams this year, down from last year's eight. (In 1963 Reynolds also purchased Kansas City.)

Brown and Williamson, through Ted Bates, also remained in the baseball picture with two teams.

With the exception of the two Los Angeles teams and Kansas City, every team in the majors has a beer sponsor, with 17 firms buying. Leading the list are Ballantine through Esty with three clubs, and Hamm Brewing through Campbell-Mithun with four.

General Mills for Wheaties through Knox Reeves became a major buyer this year with partial sponsorship of two teams, the CBS-TV and NBC-TV games, and sponsorship of pre or post game shows of four other teams.

CBS-TV reports its games are sold out and NBC-TV has sold one-quarter of its national sponsorships. Pee Wee Reese and Dizzy Dean will do the play-by-play for CBS-TV, and Joe Garagiola and another announcer to be named will handle the announcing for NBC-TV.

Sports Network Inc., New York, which arranges production for regional networks, said it has already prepared for more than 450 telecasts and 1,500 radio broadcasts.

AMERICAN LEAGUE

Baltimore Orioles • WJZ Baltimore will again broadcast the Oriole games to a 30-station network in Maryland, Delaware, Pennsylvania and Virginia. The Orioles this year begin a three-year contract with WJZ-TV and 52 games, including two exhibitions with the Los Angeles Dodgers, will be shown on a four-station TV network. Pre and post game shows on radio and TV will be aired locally only. Chuck Thompson and Frank Messer will do play-by-play on radio and TV.

Boston Red Sox • WHDH-AM-TV Boston will originate Red Sox games again this year. A seven-station New England TV network will carry 56 games, about half at home. On radio, 170 games, including eight exhibitions will be fed to 45 stations. Curt Gowdy, Ned Martin and Art Gleeson will report the games. Pre and post game shows will be seen and heard locally only. These include Dugout Interviews with Curt Gowdy and Warm-up Time with Don Gillis preceding the games, and Sports Extra with Bill Harrington as a post-game show on WHDH. For the TV games, Baseball Closeup with Curt Gowdy will precede each Sunday game and Wheaties Scoreboard with Johnny Most will follow each TV game.

Chicago White Sox • All the White Sox games will be broadcast by WCLF Chicago and a network of more than 80 stations covering 12 states. Bob Elson and Milo Hamilton will do the play-by-play. On WGN-TV Chicago, 64 White Sox games will be shown, 13 on the road. Of the 51 home games scheduled, 42 will be day games and will be colorcast for the fifth year. WON-TV and the White Sox are now operating under a new four-year contract which will run through 1967. Jack Brickhouse and Vince Lloyd will do the play-by-play on television.

Cleveland Indians • For the 15th year WERE Cleveland will broadcast the Indian games. This year's schedule of 174 games, including 12 preseason weekend games, will be fed to a network of about 40 stations in Ohio, New York, Pennsylvania and West Virginia. Jimmy Dudley and Harry Jones will do the games on radio. Although the Indians' TV outlet had not been signed as of last Thursday (Feb. 20), it is expected that WJW-TV will again air the games. The TV schedule calls for 51 games this year, the same as '63. Play-by-play will be handled by Bob Neal and Herb Score.

Detroit Tigers • Radio broadcasts of Tiger games have moved to WJR and WRJ Detroit. WJR will carry day games and WJR the night games. They will feed a 48-station network. On television WJBK-TV Detroit will feed 32 road games to an 8-station network. Ernie Harwell and former Tiger manager Bob Scheffing will handle the play-by-play.

Kansas City Athletics • With the status of the team's franchise and ownership
Baseball's great center fielder, S. F. Giant Willie Mays, displays his ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

SPORTS...

coverage that's exciting, unusual, live and direct. That's what viewers in the San Francisco-Oakland market expect (and receive) from KTVU. In 1964, KTVU will again exclusively televise the Giants-Dodgers Baseball games from Los Angeles. (For the fourth straight year.) Other live sports attractions include Seals Ice Hockey, the Lucky International Golf Tourney, Roller Derby and Wrestling. Plus the live coverage of national golf, swimming, tennis and basketball events. The Number 1 sports station in the San Francisco-Oakland market is

The Nation's LEADING Independent TV Station

KTVU

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.
Associated with: WSB-AM-FM-TV, Atlanta; WSOQ-AM-FM-TV, Charlotte; WHO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami
Here’s part 1 of Volume 9
Universal-Seven Arts’ “Films of the 50’s"

What’s in it?..
54 top motion pictures for top television programming

Fine feature film entertainment with the powerful audience appeal of today's top motion picture stars... stories... directors... including BEND OF THE RIVER, starring James Stewart, Arthur Kennedy, Julie Adams, Rock Hudson Bill Mauldin's UP FRONT, starring David Wayne and Tom Ewell MISSISSIPPI GAMBLER, starring Tyrone Power and Piper Laurie BENGAL BRIGADE, starring Rock Hudson and Ariane Dahl YANKEE PASHA, starring Jeff Chandler, Rhonda Fleming and Lee J. Cobb... and the hilarious ABBOTT & COSTELLO feature series.

They're all in Part One, just one of the four parts of the new Volume 9, which contains a total of 215 Universal Features from the Seven Arts' library of "Films of the 50's"

CONTACT YOUR NEAREST SEVEN ARTS OFFICE FOR MARKET AVAILABILITY

NEW YORK: 200 Park Avenue Yonkers 6-1717
CHICAGO: 4430 Edens, Lincolnwood, III. ORchard 4-5103
DALLAS: 5641 Charleston Drive Adams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8275
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.
still uncertain, there has been no concerted move by any station to lock up the ‘Athletics’ schedule. WOAF-AM-TV held the option for 1964, but has allowed the option to expire.

Los Angeles Angels • The Angels are keeping it all in the Gene Autry-Bob Reynolds family this year with KTLA (TV) and KMPC, both Los Angeles, covering the games. Mr. Reynolds is president of the Angels and Golden West Broadcasters. Golden West is licensee of KMPC and is seeking FCC approval of the purchase of KTLA. Mr. Autry is principal stockholder in the Angels and Golden West. Last year KGJ-TV concluded its three-year contract with the Angels.

KTLA will show 30 games, including 10 preseason games in color from Palm Springs, Calif., where the team trains. The 20 regular season games will be in black and white. Angels Warm-up and Angels Wrap-up will precede and follow the televised games. KMPC will originate 184 games, including 22 exhibition, for a 19-station network in California, Nevada and Arizona. Buddy Blattner and Don Wells will do play-by-play on radio and television with Steve Bailey also working on radio coverage.

A pregame Angels Warm-up and postgame Angels Report will be fed to the radio network for local sponsorship. A pre-game show on KMPC will feature the Angels manager, Bill Rigney.

Minnesota Twins • Under the first year of a three-year contract WTCN-TV Minneapolis-St. Paul will feed the Twins games to 14 stations in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Of the 50 games to be televised, 35 will be at night. Also under

### 68 national and regional advertisers buy major league baseball

In 1964 68 national or large regional advertisers will sponsor baseball, either buying a part of the game broadcasts or pre or post game programs. Many of these advertisers bought parts of games for several teams as well as programs before or after the games.

R. J. Reynolds held the largest number of team sponsorships by one company with parts of the White Sox, Indians, Yankees, Senators, Cubs, Braves and Phillies. The General Mills lineup includes parts of the games of the Twins and Senators, post or pre game shows for the Orioles, Red Sox, Angels, and Yankees. In addition General Mills is a sponsor of the CBS games and the NBC games.

Following is a list of the more important baseball sponsors:

**Sponsor & Agency**
**Team Sponsor**

- **Allstate Insurance (Burnett)**
  - Cubs
  - Senators
  - White Sox
  - *Yankees

- **American Tobacco (BBDO)**
  - Cardinals
  - Tigers

- **Anheuser-Busch (D’Arcy)**
  - (Gardner)
  - White Sox
  - Cardinals
  - *Giants

- **Armour & Co. (Y&R)**
  - Phillips
  - Pirates
  - Red Sox
  - Yankees

- **Atlantic Refining (Ayer)**
  - Phillips
  - Yankees
  - Senators

- **Ballantine (Esty)**
  - Phillies
  - Yankees
  - Senators

- **Bayuk Cigars (Wernsen & Schorr)**
  - Pirates
  - *Angels

- **Bonanza Airlines (Steibins)**
  - Bristol-Meyers (DCSS)

- **Brown & Williamson (Bates)**
  - Mets
  - Angels

- **Burger Brewing (Midland)**
  - Reds

- **Carling Brewing (L&S)**
  - Indians
  - *Dodgers

- **Carnation Co. (ENR&R)**
  - CBS games
  - *Yankees

- **Chase Manhattan Bank (Gates)**
  - Chevrolet Dealers of Southern Calif. (Eisman, Johns & Lawa)

- **Chrysler Corp. (Y&R)**
  - Colgate-Palmolive (Bates)
  - Del-Monte Foods (M-E)

- **Colgate-Palmolive (Bates)**
  - Falstaff Brewing (DFS)
  - Folger (C-E)

- **General Cigar (Y&R)**
  - (Weiss)

- **General Finance (PKG)**
  - General Mills (Reeves)

- **Gillette (Maxon)**
  - Hamm Brewing (C-M)

- **Gillette (Maxon)**
  - H. G. Heileman Brewing (M-E)
  - Hertz (NCA)

- **Hamm Brewing (C-M)**
  - Hills Bros. (Ayer)
  - House of H. P. Hood (K&H)
  - Household Finance (NL&B)

- **Hudepohl Brewing**
  - (Stockton, West & Burkhart)
  - Humble Oil (M-E)
  - Kraft Foods (UT)
  - Liberty Mutual (BBDO)
  - Liebmann Brewing (FCBAB)
  - Lincoln-Mercury (K&H)
  - P. Lorillard (Grey)

- **Indians**
  - Lucky Lager Brewing (BBDO)
  - Marathon Oil (C-E)
  - Maxell House (OB&M)
  - Melville Shoe Corp. (DOB)
  - Monroe Auto Equip.

- **Indians**
  - Narragansett Brewing (DCSS)
  - National Broadcasting (Doner)
  - Nationwide Insurance (OB&M)
  - Pabst Brewing (K&K)

- **Indians**
  - Pearl Brewing (Tracy-Locke)
  - Philip Morris (Burnett)
  - Phillips Petroleum (JW)

- **Indians**
  - Pittsburgh Brewing
  - (Kelchum, MacLeod & Grove)
  - Plymoutb Dealers (Ayer)

- **Indians**
  - Pure Oil (Burnett)
  - R. J. Reynolds (Esty)

- **Indians**
  - *Angels
  - *Dodgers
  - *Yankees

- **Indians**
  - *Red Sox
  - *Angels

- **Indians**
  - *Yankees
  - All-Star
  - World Series

- **Indians**
  - Red Sox
  - Indians
  - White Sox
  - White Sox

- **Indians**
  - Cardinals

- **Indians**
  - Twins
  - Senators
  - CBS games
  - NBC games

- **Indians**
  - *Orioles
  - *Red Sox
  - *Yankees

- **Indians**
  - *Angels
  - *Yankees

- **Indians**
  - Phillies
  - Pets

- **Indians**
  - Schick Razors (Compton)
  - Schlitz Brewing (Majestic)
  - Security First Natl Bank (Y&R)
  - Serta Mattress (Doner)
  - Shell Oil (OB&M)

- **Indians**
  - Siminon (DFS)
  - Std. Oil Calif. (BBDO)
  - Stewart-Warner (MacFarland, Aveyard)

- **Indians**
  - Stroh Brewing (Zimmer, Keller & Caivert)
  - Tasty Baking (Aiken-Kennett)
  - Texaco (B&B)

- **Indians**
  - *Red Sox
  - *Angels
  - *Yankees

- **Indians**
  - *Yankees
  - *Angels

- **Indians**
  - *Angels
  - *Dodge

- **Indians**
  - *Yankees

- **Indians**
  - *Angels

- **Indians**
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- **Indians**
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- **Indians**
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- **Indians**
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- **Indians**
  - CBS games

- **Indians**
  - CBS games

- **Indians**
  - CBS games
Tale of Four Cities

When Robert Gilbertson, Frank Dougherty, Richard Gardner and Byington Colvig, regional managers of Harrington, Righter & Parsons, Inc., first joined that organization, there was some confusion about who went to which city. The cities in random order: St. Louis, Hollywood, San Francisco and Chicago. Although each man knew where he had been assigned, he guessed wrong about the other three; no two erred in the same way.

For example, Dougherty thought Gilbertson was the Hollywood man; Gilbertson thought Colvig was assigned to San Francisco; Colvig thought Dougherty had been sent to Chicago. Gardner thought Gilbertson had the job that Colvig thought Gardner had, and so on.

It took several weeks before things got sorted out, but they've run smoothly ever since.

To which city was each man assigned? Where did Gardner think Dougherty was going? Address answers to: Puzzle #98, WMAL-TV.

* * *

If the people in your organization (e.g. Media Directors, Time Buyers) know where they're going, they'll investigate prime-time minute availabilities in WMAL-TV's 6 p.m.-to-7:30 p.m. Mon. thru Fri. slot. News 7 (6 to 7 p.m.) is followed by a sure-fire half-hour of comedy (Comedy Hour, 7 to 7:30 p.m.) for the whole family. Check Harrington, Righter & Parsons, Inc.—any city.

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014
Dwight D. Eisenhower will cover the 1964 Republican Convention for the American Broadcasting Company.

Beginning July 13, 1964, Dwight D. Eisenhower will honor the American Broadcasting Company—and inform the American people. During the Republican Convention in San Francisco and the ensuing campaign, General Eisenhower will serve as the political consultant for ABC News on television and radio. He will discuss trends and the activities of the convention, each day, in informal interviews and give the country the benefit of his unique experience and his knowledge. ABC News
a new three-year contract wcco Minneapolis, will originate 171 games, including nine exhibitions, for a 30-station, seven-state network which includes Montana and Nebraska. Ray Scott, Halsey Hall and Herb Carneal will do the play-by-play on radio and television, with Frank Buetel added to the radio staff.

**New York Yankees** • For the 13th successive year wpix(tv) New York will televise the Yankee games. Of the 130 games on wpix, about 50 will be seen on the seven-station TV network in New York and Pennsylvania. Wpix will teletack all home games, 45 away games and four preseason games. About four or five games will be in color. WCBS New York will originate Yankees games for a 40-station network. The 30 exhibition games will be on WCBS-FM, with 13 also on wcbs. A 15-minute pregame show with Pat Summerill is set for wcbs. On wpix Red Barber, Jerry Coleman and Roy Campanella will do pre and post game shows. Play-by-play on radio and television will be handled by Mel Allen, Phil Rizzuto and Messrs. Barber and Coleman.

**Washington Senators** • In the first year of a new three-year contract, wtob-am-tv again will carry the Senator games. WTob-tv has 33 games scheduled, the same as last year, with 22 of them on the road. Wtop will carry the 162-game league schedule plus four exhibitions. There is a possibility of forming a radio network this year. Dan Daniels and John MacLean will handle the play-by-play on radio and television.

**NATIONAL LEAGUE**

**Chicago Cubs** • Wnos-am-tv Chicago will cover the Cubs again in 1964. The home schedule of 81 day games will be in color for the fifth year. Wnos-tv will televise five road games in black and white. The full league schedule, plus four exhibition games, will be carried on Wnos. Jack Brickhouse and Vince Lloyd will do the television coverage, and Jack Quinlan and Lou Boudreau will report the games on radio.

**Cincinnati Reds** • Wcxy Cincinnati takes over the Reds broadcasts this year, originating 182 games, including 20 exhibitions, for about 80 stations in five states. WLWT(tv) Cincinnati will originate over 50 games to a five-station network in Ohio, West Virginia and Kentucky. All home games will be shown in color. Pre and post game shows on radio and TV will be local only. Waite Hoyt and Claude Sullivan will handle the games on radio and Ed Kennedy and Frank McCormick will handle the TV broadcasts.

**Houston Colt .45’s** • Ktrk-tv Houston will be key station for an eight-station network carrying 14 weekend road games of the Colts. On radio, kprc Houston will originate the Colt games for a 25-station lineup in Texas and Louisiana, with 12 stations getting all the games and 13 taking weekend games only. In addition a five-station Spanish-language network will carry Colts games to the border area. Gene Elston and Loel Passe will work the radio-TV play-by-play, with Rene Cardenas and Orlando Sanchez Diago covering for the Spanish-language stations.

**Los Angeles Dodgers** • Kpi Los Angeles will originate the Dodger games over a network of nine stations. There will be 190 broadcasts, including 28 preseason games. Kttv(tv) Los Angeles will televise the nine Dodger-Giant games to be played in San Francisco. Vin Scully and Jerry Doggett will handle radio-TV coverage. Pre and post-game shows on radio will be only on kpi. For the seventh consecutive season kwwk Los Angeles Spanish-language station will carry the Dodger games with the same sponsors as on the English-language coverage. Fats Garcia and Jaime Jarrin will cover the games for kwwk.

**Milwaukee Braves** • WTMJ-tv Milwaukee will televise 30 Brave games this year, an increase from last year's 26, and the 11 games shown in 1962. WTMJ-tv will originate for a four-station Wisconsin network. WEMP Milwaukee willoriginate the five games to 62-station network in Wisconsin, Illinois, Iowa, Minnesota and Michigan. The radio network last year had only 31 stations in two states. Merle Harmon will do the radio play-by-play and the TV announcer has not been set.

**New York Mets** • Of the 132 games wor-tv New York will televise, the 77 home games will be in color. About 55 games, mostly on weekends, will be taken by a six-station network in New York and Pennsylvania. WHN New York, which this year acquired the Mets on radio, will feed the 162 league games, plus 28 exhibitions, to a 12-station network. Ralph Kiner, Lindsey Nelson and Bob Murphy will do the radio and television play-by-play. Pre and post game shows on television are handled by Mr. Kiner. Mr. Murphy does a 10-minute pregame show on whn and Mr. Nelson has a seven-minute post-game radio show.

**Philadelphia Phillies** • The Phillies will teletack 56 games this season on a four-station Pennsylvania network. Wfat-tv Philadelphia will originate the games. A 24-station radio network, fed by wfat, will broadcast a total of 180 games. Byrum Saam, Richie Ashburn and Bill Campbell will do the radio-TV play-by-play.

**Pittsburgh Pirates** • Kdka-am-tv will carry the Pirate games again this sea-son. Kdka-tv will feed 33 road games to a five-station network. There are 26 stations in the radio network to which kdkk will feed 177 games, including 15 exhibitions. Bob Prince, Jim Woods and Claude Haring do the radio and television play-by-play.

**San Francisco Giants** • Ksfo San Francisco will originate broadcasts of the Giants full schedule, plus 12 spring training games, to a 16-station network that stretches to kou Honolulu. Pre-game and postgame shows go to the full network for local sponsorship. The telecasts over ktv(tv) Oakland-San Francisco include two preseason contests and the nine games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do play-by-play.

**St. Louis Cardinals** • Kmox and ksd-tv St. Louis will carry the Cardinal games again. Kmox will originate for the network games in 13 states for preseason and regulation league games. Ksd-tv will televise 22 weekend road games. Harry Caray and Jack Buck will do the play-by-play.

**Dodgers, Giants have agreements with STV**

Both the Los Angeles Dodgers and the San Francisco Giants have signed five-year agreements with Subscription Television Inc., effective March 30, giving exclusive TV rights to all their games this pay TV organization (see story on this page). However, both contracts provide for a continuation of the limited number of games broadcast on commercial television through the 1964 season. Specifically, the eight homes the Dodgers play with the Giants in San Francisco will be broadcast by kttv(tv) Los Angeles and the nine games the Giants play with the Dodgers in Los Angeles will be broadcast by ktv(tv) Oakland-San Francisco. Ktv will also broadcast two pre-season exhibition games of the Giants during their spring training period.

The STV contracts give the pay TV company exclusive rights to TV coverage of the games of the Giants and Dodgers within 50 miles of home plate in each city and first refusal for extended areas, roughly the northern half of California for the Giants games, the southern half of the state for the Dodgers games. STV has agreed to commence its service by July 1, with a minimum of 20,000 subscribers in each city, with penalties of up to $35,000 a month for the remainder of the season if this guarantee is not met. If STV has not met the minimum by the end of the 1964 season, it must pay each club an additional $100,000, with a similar sum to be levied for each month of the 1965 season that STV does not have at least 20,000 subscribers in each city.
Fearless Review

Not to be outdone by a well-known syndicated columnist, who reviewed his own recently published book with relish ("... in this reviewer's humble opinion the best book published this year"), we've decided to apply the technique to a radio station.

Boldly raising the question about Iowa ("Is it just a farm state?") , WMT answers resoundingly ("No!") and effectively ("Why, Iowa's annual personal income from non-agricultural activities tops farm income $3.2 billion to $2.8 billion.").

WMT's many-splendored wattage drives its 600 kc's over, under, around and through loam, limousine, tractor, factory and silo. The station's well-modulated voice carries news, weather reports, stock reports, time signals, interviews and music with singular verisimilitude, eliciting passionate attention from countless* listeners.

WMT is delight from sign-on to sign-off. Its pervasive signal fills the clean Iowa air with waves of character. And the commercials! Minutes pass like station breaks. Exhortation becomes unassailable logic, the merest suggestion a powerful command.

The conclusion is unescapable: No time buyer should be without at least a 13-week supply, renewable like a comforting prescription.

*Countless, but sampled and projected: 203,380 radio homes in 46 Iowa, 4 Wisconsin, 2 Illinois and 2 Minnesota counties (NCS '61 weekly coverage).
NETWORK TV DROPPED 8.2%

TvB estimates $9.5 million lost in JFK coverage

The television networks dropped approximately $9.5 million in gross time billings in the four-day coverage of President Kennedy's assassination that commenced the afternoon of Nov. 22, 1963.

This estimate was made unofficially by Television Bureau of Advertising researchers on the basis of network TV gross time billings released today (Feb. 24) for November and January-November 1963.

The billings figures reported a decrease from $73.2 million in November 1962, to $67.1 million last November, or a drop of 8.2%. The cut in November revenues also affected the gross billings total for the 11-month period in 1963—the total of $755.9 million was up 3.9%, a gain that would have been greater had November itself showed an increase.

Had commercial cancellations not occurred during the four-day assassination coverage period, TvB researchers estimated that the networks would have billed $76.6 million in November. In October 1963, the networks reported $76.8 million in gross time billings. The reported $67.1 million in November was down close to the monthly billing level during the summer of 1963 (see accompanying table).

On the basis of a $76.6 million prediction, the TV networks would have shown a boost of about 4.5% for November, instead of a decline.

The bureau noted that most advertisers have accepted the idea of 'make-goods' and that these billings will be reported [by TvB] as they occur. "Network TV gross time billings are compiled by Leading National Advertisers—Broadcast Advertisers Reports and released by TvB."

House to act on Rogers bill Wednesday

The author and chief supporter of HR 8316, a bill to block FCC rulemaking on commercials, said last week he thought there were enough votes to pass it in the House. Broadcasters, meanwhile, stepped up their campaign to ensure passage.

The bill is scheduled for three hours of debate Wednesday (Feb. 26) and a vote is expected (Broadcasting, Feb. 10). But presidents of state broadcasting associations, in Washington for their annual meeting (see page 60), took advantage of the trip to visit their congressional delegations on Capitol Hill and explain the merits of the legislation. Several reported they had been pledged 100% support.

Representative Walter Rogers (D-Tex.), who guided the bill through his Communications Subcommittee and its parent Commerce Committee late last year, said he expected efforts might be made to amend the bill on the House floor. "I imagine they'll try to amend it out of existence," he said.

The bill would prevent the FCC from regulating the length or frequency of commercials through rulemaking—a proposal the FCC abandoned early this year after the Commerce Committee approved the Rogers measure (Broadcasting, Jan. 20).

The FCC says it intends to utilize a case-by-case approach to overcommercialization—a procedure that won endorsement from several committee members who opposed rulemaking.

Some broadcasters, however, hope that even the case-by-case method can be sidetracked, perhaps through amendment of the Rogers bill on the floor.

Rep appointments...

- WTVO (TV) Rockford, Ill.: Blair Television, New York, as national representative.
- WFLN Philadelphia: George P. Hollinger Co., Chicago, as national representative.
- WOB Memphis: Bernard Howard and Co., New York, as national representative.
- KSYN Fresno, Calif.: George P. Hollinger Co., New York, as national representative.
- KJO Santa Clara, Calif., and KHJ Tucson, Ariz.: The Bolling Co., New York, as national representative.
- WEAQ Eau Claire, Wis.: The Paul H. Raymer Co., New York, as national representative.
- KASI Ames and KBIZ Ottumwa, both Iowa: Grant Webb & Co., New York, as national representative.

Schick buys 'Sergeants'

The Schick Safety Razor Co. has purchased half sponsorship of No Time for Sergeants, half-hour comedy series starting on ABC-TV in the fall. During its 52-week contract, placed through Compton Advertising, Los Angeles, Schick will advertise its stainless steel razor blades, double edge and the single edge injector blades, shaving creams and other products. Series, produced by Warner Bros., stars Sammy Jackson in the lead role which Andy Griffith portrayed on the stage and screen.
Based on ARB television estimates, subject to qualifications which CTS National Sales will supply on request.

Especially during Summer, when selling is a breeze for advertisers on the five CBS Owned television stations, thanks to the excellent cost-audience efficiency achieved via streamlined Summer plans. Like WCAU-TV’s “Summer Media Value Plan,” designed especially to help your Philadelphia sales rise with the thermometer. Last Summer, for example, one major soft drink advertiser enjoyed a refreshing 36% better cost-per-thousand on WCAU-TV than the same schedule would have earned in the Fall. And another high-riding sponsor got 20% more efficiency with his summertime buy on Philadelphia’s leading television station. Similarly, in New York, Chicago, Los Angeles and St. Louis, the CBS Owned television stations help combat soaring temperatures with tailor-made, low-cost selling plans. This Summer, play it cool. Call your CTS National Sales representative now.

Efficiency makes the difference!

© CBS TELEVISION STATIONS NATIONAL SALES
REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS
A "sudden death" policy in spot television buying was invoked by a $25 million customer last week in protest against the selling and servicing practices of some station representation firms.

Edward A. Grey, senior vice president in charge of TV programming and media for McCann-Erickson, said McCann will cancel its spot TV schedules whenever it can find better values on other stations—without asking the original stations whether they themselves can provide better positions.

Salesmen representing stations carrying McCann schedules for McCann clients, he pointed out, are expected to keep McCann buyers informed when better positions open up. If they don't do so, it will be assumed that they have nothing better to offer.

Reps Criticized - A review of the sales-and-service patterns of "a certain few station representative organizations," Mr. Grey said, "has revealed an increasing tendency toward servicing agencies by telephone, with a corresponding reduction in both the incidence of personal calls upon our buyers, as well as upon the rate of voluntary availability submissions. . . ."

". . . obviously, sales representative service only upon request, or by rote, cannot be condoned any longer in these days of increasing out-of-pocket advertising costs." His statement of policy, which he called "instant upgrading," brought instant reaction from reps and also from a number of other agencies.

There was general agreement that the "instant upgrading" or "sudden death" approach is by no means a new or untried way of doing business. Procter & Gamble, television's biggest user, and its agencies were cited as probably the technique's No. 1 practitioners, although several salesmen felt that P&G agencies usually seem to use it more in their buying for P&G than for other clients.

At most agencies, however, the consensus seemed to favor giving the salesman a chance—by request—to come in with something better before cancelling schedules already placed with him. At some agencies it was considered unthinkable not to do so.

Varied Opinion - Among reps, the first reaction ranged from a charge of "nitpicking" to the belief, expressed by a number of sales executives, that Mr. Grey's position was not unreasonable or was completely justified. There was no indication that they felt unable to live with it, although several pointed out that salesmen cannot be expected to hold valuable availabilities indefinitely if a client and his agency don't act promptly when the better positions are offered.

Mr. Grey outlined the McCann policy in a letter sent Wednesday to "every television sales representative organization." In it he restated the agency's basic spot TV buying policy and then enumerated the key procedures by which it will be implemented.

These procedures oblige McCann timebuyers to seek constantly to improve their clients' spot TV schedules, and to grant interviews to any salesman with availabilities to offer.

"In these days of spiraling advertising costs," Mr. Grey said, "it is our firm belief that this principle of 'instant upgrading' of our spot schedules is essential. In the interests of good media practices, we are certain that we can count on your cooperation in conveying to your sales personnel the importance of delivering to McCann-Erickson the best possible spot offers. In return, we pledge our complete cooperation in making buying decisions quickly and fairly."

Service Review - He "urgently" requested that a review of servicing practices be made by "those representatives who had assumed their obligations were completed when the schedule was purchased." He said, however, that "many leading station representative organizations, aware of this 'instant upgrading' policy, have continuously provided us with opportunities for schedule improvements."

Mr. Grey said that McCann has "always believed the key to our success in spot television is related to the skill and abilities of our timebuyers in improving and refining their spot schedules. These improvements are almost totally dependent upon the professional capabilities, rapport and attitudes of the sales personnel who call upon us."

He would like nothing better, he told Broadcasting, than to see McCann's media buying department—which includes 30 buyers—"crawling with salesmen" because "we can be no better than the salesmen who serve us."

He said McCann's "basic" television spot buying policy—which contains no explicit "sudden-death" provision—had been in effect for some time but that investigation had shown that too often buyers were seeing availability lists only when they were buying a specific schedule.

The "sudden death" feature is contained in the implementation procedures outlined in the letter. It provides that when a spot is found that is superior to one already being used for a McCann client, "cancellation of the less valuable spot will become automatic without request for improvement to the incumbent station, since it will be assumed that the incumbent station has no superior availabilities."

Short Notice - The standard contract form in use in spot buying and selling provides for cancellation on two weeks notice, and "instant upgrading" would be accomplished on that basis.

Other agencies tended to agree that at times, the selling and servicing practices of some reps were superficial and spasmodic, but most seemed disinclined to rate them poor enough to warrant extreme action. It was stressed repeatedly that quality varied not only from one firm to another but often from salesman to salesman within the same firm.

Reps themselves took much the same position. While some felt that any reputable firm or salesman never stopped selling, even after the sale was made, a number of others thought that in some cases servicing was not at all that it should be.

Lawrence Webb, managing director of the Station Representatives Association, took this position:

"I do not believe that Mr. Grey is being unreasonable in his request, but I do not believe his approach to the solution of the problem—if there is one—is the right approach. I would suggest
that he call all the representative firms
together and discuss the problems and
try to arrive at a solution, and not air
his grievances in the press. If SRA can
be of any help to him, all he needs to
do is call."

$39 Million Yearly  * McCann-Erickson
invests approximately $25 million a
year in spot television and around $14
million in spot radio. Last week's moves
related only to the spot TV business.

Among other leading spot TV agen-
cies the buying procedures vary in de-
tail.

One of the biggest agencies follows
a policy of requesting new availabilities
from an incumbent station's rep before
cancelling in favor of a "switch pitch"
from another rep. If the original sales-
man comes in with new availabilities as
good as or better than those offered by
the competing rep, the buyer usually
turns to the new positions on the sta-
tion that is already carrying the sched-
ule—provided that the salesman has a
plausible reason for not having offered
the improved positions earlier.

If he doesn't have a valid reason,
causing the buyer to suspect that he
offered the new spots only because his
existing schedule was at stake, the sales-
man may be told to "get lost."

Executives at this agency emphasized,
however, that generalizations are almost
impossible, that relationships with sales-
men are on a personal basis and that
some give "fabulous" service while
others are "lazy" or "sloppy," but that
they would not think of going as far as
McCann has gone in changing buying
practices.

Open Book  * A media head at an-
other major agency said it makes a prac-
tice of keeping its books open so
that any salesman can see what the
agency has bought, and thus can be in
a position to offer "better" positions.

But to depend exclusively on the sales-
man to volunteer improvements in their
own schedules, he said, could mean that
"you might wait for 40 years."

Another substantial spot-buying agen-
cy indicated that reps keep it well in-
formed on new availabilities but that
"we keep re-requesting anyway." An ex-
cutive here said that its biggest prob-
lem in upgrading schedules was in get-
ting the client's approval quickly enough
when better availabilities are offered—
a point frequently made by reps.

The media supervisor of another ma-
jor agency, however, said that his buy-
ers have followed a "sudden death"
policy for several years and have found
reps "very cooperative." He indicated
that "it's a two-way street"—that the
agency must always be on the alert to
find more suitable availabilities and that
the station and its rep must cooperate
by keeping the interests of "good cus-
tomers" in mind.

McCann's rules for buying spot TV

Here's text of McCann-Erickson's
"basic policy" on TV spot buying
and the key procedures for imple-
menting it as described last week by
Edward A. Grey, senior vice presi-
dent in charge of TV programming
and media (see story page 46). Text
comes from Mr. Grey's letter to sta-
tion representation firms.

Basic policy: "Immediate cancel-
lation upon two weeks notice of any
spot announcement currently being
aired by a McCann-Erickson client
which can be replaced by a spot rep-
resenting a greater value to the ad-
vertiser involved. This greater value
will be ascertained on the basis of
either improved efficiency, increased
audience reach or both. This policy
applies to both pre-empted as well as
non-preemptible spots."

Key procedures to be followed by
all McCann-Erickson offices in buy-
ing and servicing spot television:

1. Each timebuyer is vested with
the agency's total spot buying re-
sponsibilities for those clients as-
signed to him.

2. Each timebuyer is constantly
obligated to ferret out and acquire
spots that represent superior values
to those currently scheduled.

3. Each spot purchased by Mc-
Cann-Erickson for its clients will be
utilized only until such time as a
spot representing greater value can
be obtained.

4. Cancellations of the less valu-
table spot will become automatic with-
out request for improvement to the
incumbent station, since it will be
assumed that the incumbent station has
no superior availabilities.

5. Timebuyers will be obligated
to grant interviews to every sales per-
son who wants to submit availabil-
ities.

6. Each McCann-Erickson cli-
ent using spot television will receive
a monthly report of all schedule im-
provements and refinements accom-
plished during the previous 30 days."

The vice president and media direc-
tor of another large agency insisted
that "it's the agency that "sets the tone" in
obtaining the most satisfactory avail-
abilities. It was his belief that, by large,
reps provide commendable serv-
ience, but that the quality varies from one
representative organization to another.

Agency Problem  * "It is up to
the agency to demand the best schedules,"
he commented, "and it is their job to
evaluate availabilities constantly and
seek to upgrade schedules. If a station
doesn't cooperate, an agency can al-
ways cancel, but generally we don't
have to take this step. The trouble
sometimes lies with poorly organized
media departments or some lax time-
buyers."

A spokesman for another agency held
that a "sudden death" policy was "go-
ing too far." He said that TV salesmen
are of "high calibre" and most are do-
ing a good job. "We would never can-
cel a schedule without first informing
the rep," he said. "All in all, I would say
that the quality of the service the
rep performs is being handled quite
well."

Officials of another agency said they
request new availabilities from the first
station before moving on to the sec-
ond, following a policy of "giving every-
body an opportunity." The agency
doesn't deliberately solicit availabilities
from a station it hadn't intended to use
in the first place, nor would it go to the
extent McCann appears to, they
said. The agency follows the policy of
constantly trying to improve its sched-
ules, but in general it is satisfied with
the service it gets from reps.

One media director thought that "it
would be quite naive of an agency to
expect a station representative to keep
it informed whenever a better deal pre-
sents itself."

"In effect," he said, "this is really ask-
ing the representative to do the agency's
work. It's a matter of common business
sense that rather than do a re-selling
job for the agency, the representative is
going to go out and try to sell the more
attractive schedule to someone else.

"We consider it our own duty to keep
a look-out for better avail. If we find a
station with a better offer in a particu-
lar market, we go back to the original
station and tell them about it. If they
can improve on it, we'll stick with them.
Otherwise we'll transfer our business."

Bayuk, agency split

A seven-year client-agency relation-
ship between Bayuk Cigars Inc., and
W&S, will end June 30 because of policy dif-
fferences, according to David Wermen,
W&S president.

Bayuk became acquainted with W&S
in 1956 when Bayuk purchased Grab-
bsky Brothers, also a Philadelphia
cigar manufacturer, which was serviced
by the agency. A year later W&S took
over Bayuk's big Phillies brand and sub-
sequently the Webster and Ruskin
brands.
Milwaukee ad lab set for June start
WILL TEST EFFECTS OF NEWSPAPER AND TV ADS

Advertisers and their agencies, long-plagued in their efforts to determine the sales results of varied media mixes by a lack of rigorous control methods, last week heard Milwaukee described as a "market laboratory" for such experimentation.

Maxwell Ule, technical consultant to the Milwaukee Journal, who has separated the Journal's subscribers into control groups to test effects of advertising in that paper, described a method by which the Journal Co.'s WTMJ-TV Milwaukee, will be brought into the testing. He said it is likely that Milwaukee's other TV stations—two VHF and one UHF—would also join the program. Mr. Ule is former senior vice president for marketing and research at Kenyon & Eckhardt.

Fundamental to the media test is a method of achieving a control group which will not receive a particular commercial or series of commercials.

In the case of television this will be done with a small TV set attachment which will cut off both audio and video signals for the duration of a commercial on receiving an electric impulse from the transmitted signal.

98% Pure * Mr. Ule estimates that with inclusion of all TV stations in the market, in addition to the Journal, one can be 98% sure of who will, and who will not, be exposed to a particular advertising message.

Ad campaigns in Chicago, 90 miles distant, are thought to have little or no effect on the Milwaukee population.

For purposes of the "Milwaukee Advertising Laboratory," recipients of the Milwaukee Journal, which has an estimated 83% market penetration, have been divided into two demographically identical communities.

By turns, each of these can be used as an experimental segment, (those exposed to a campaign) or control segment (those cut off from the campaign).

Now, in addition to these segments, there will be two demographically similar groups with the electronic trippers on their TV sets, each group comprised of 750 television homes.

A basic experiment described by Mr. Ule would involve completely withdrawing ad messages for a product in market A in one or both of the major media, while doubling their exposure in market B, and checking the sales flow for the product over an extended period of time using a diary reporting method.

Long-Range Test * Mr. Ule emphasized that the system as presently conceived, is designed for "strategic" or long-range media mix testing.

The FCC has granted WTMJ-TV a 90-day period, now under way, in which to test the tripper device, provided there is no deterioration in the station's signal. Mr. Ule said this requirement could be met if only one of the 750-home samples is blacked out at a time, but that there is deterioration when both groups are cut off.

He indicated that the only thing holding up cooperation of the other stations in the market—WSBN-TV, WITI-TV and WUHF-TV—is red tape of minor legal questions.

Starting date for active testing by the Milwaukee Advertising Laboratory in the two media is tentatively set for June.

The Journal Co. hopes agencies will subscribe to the media testing service for three-year periods. Such a subscription costing $30,000 would entitle the agency to all data uncovered except that exclusively contracted for by a particular advertiser.

Included in the service would be a monthly report on sales flow correlated to media usage for 50 product categories and weekly reports for specific products for which the agency had specifically taken the service.

Ford, Philip Morris buy NFL TV games

CBS-TV's $28.2 million "gamble" for the two-year television rights to the National Football League games has paid off. The network last week announced that the Ford Division of Ford Motor Co. and Philip Morris Inc. and its American Safety Razor Co. subsidiary have signed two-year contracts for six and four minutes respectively of national sponsorship in each of the 23 NFL playing dates (CLOSED CIRCUIT, Feb. 17).

The remaining eight commercial minutes for each game are to be sold regionally, a task that as of late last week, a network official said, was "virtually completed." He said that about 10 or 11 regional sponsors, most of them holdovers from previous seasons, will join Ford and Philip Morris in presenting next year's games on television.

Unofficial estimates of how much CBS-TV is charging the advertisers to put their messages on the TV screen during NFL games indicate the network will recoup most of its two-year investment during the first year (CLOSED CIRCUIT, Feb. 10).

It was reported that commercial minutes will cost national advertisers $65,000 each, adding up to nearly $15 million each year for Ford and Philip Morris combined. Should similar rates apply to regional advertisers, the network can expect to receive nearly $27 million for the 1964 season and thus apply most of next year's revenues to the profit side of the books.
Now...a TV Tape Player!

A simple low-cost, high quality quadruplex machine for playback of all standard tapes...

In the same way you use projectors to "screen" film, you can use this low-cost "playback-only" machine for top quality "screening" of television tapes. For agencies and broadcasters it's a means for playback, editing, and previewing tape-recorded commercials and programs, or for putting them on-air. Completely compatible with all standard (quadruplex) recorders, the TR-3 assures professional broadcast quality. Fully transistorized for compactness and dependability. Standardized and modularized for ease of installation and simplicity of operation, all in one 22" x 22" x 66" unit. Has space for color modules. Can be converted to a recording unit. You can double the effectiveness of your present recorder by adding the TR-3 for playback use.

Use the TR-3 to play back tapes for viewing anywhere in the shop!

RCA Broadcast & Television Equipment, Building 15-5, Camden, N.J.
IT'S A MATTER OF INTERPRETATION

FTC, Nielsen at odds on consent decree compliance

A. C. Nielsen Co. is having trouble convincing the compliance staff of the Federal Trade Commission that its television audience research operations meet all the requirements of a Dec. 28, 1962, consent agreement.

In fact, none of the three major ratings firms which signed consent orders at the same time—Nielsen, American Research Bureau and The Pulse Inc.—have been ruled in compliance by the commission. However, to date the FTC staff has raised major questions only with Nielsen and ARB.

ARB reportedly has answered satisfactorily most of the questions of the FTC officials, and they have not yet delved deeply into the Pulse compliance report. The consent order with Pulse was amended last fall and this was given as the reason, along with the investigations of Nielsen and ARB, why Pulse's compliance has not been questioned.

Much correspondence has been exchanged between the trade commission and Nielsen, along with personal conferences, since May 9, 1963, when the agency raised a series of questions relative to Nielsen's compliance or lack of compliance with the order. Henry Rahmel, Nielsen executive vice president, replied at that time that the questions came "as a real surprise and disappointment. A. C. Nielsen Co. has made a good faith effort at compliance and . . . many of your criticisms appear to be based upon a misunderstanding of the facts and of the nature of the Nielsen reports and research."

FTC staff executives are known to be preparing another series of questions for Nielsen to answer in a "final effort" to bring Nielsen into what they consider compliance with the consent order. This communication, it is understood, will set a "deadline" for the completion of negotiations. If Nielsen is not found to be complying by the deadline, the FTC members will be asked to turn the case over to the Justice Department with a view toward the issuance of a civil contempt complaint (calling for a fine) against the research company.

Grounds of Dispute • Nielsen attorneys maintain that they have made and are making every effort to answer fully and completely the questions of the trade commission. Nielsen says the FTC staff objects to certain practices without stating why; that the agency is attempting to resurrect charges made in the original complaint but which were thrown out by the consent agreement, and that the FTC is seeking to legislate against matters not covered in the order. Nielsen also claims that most of the questions being asked already have been answered in the compliance report.

"Respondent believes that it has gone far beyond the minimum requirements of the order and has made its explanations and disclosures so complete and clear that the objectives of the commission have been fully satisfied," Mr. Rahmel said in reply to the May inquiry by Janet Saxon, attorney in the FTC's compliance division. In that seven-page letter, Miss Saxon raised over 35 FTC points of dispute with Nielsen.

The essential provision of the consent agreements prohibits the research firms from claiming that their ratings are "accurate" and requires them to state that they are "estimates" only. The order also contains two "catch-all" paragraphs, provisions of which now are causing a major dispute between Nielsen and the commission.

Last fall, the FTC asked Nielsen for a "written analysis" of all methods used in making audience surveys. Richard Flynn of Sidley, Austin, Burgess & Smith (Nielsen counsel) replied: "The preparation of such an analysis in the detail you apparently contemplate would take months, and your request seems to us to be quite unreasonable in view of.

Florida congressman finds support in California paper

A congressman last week questioned the television audience sample of the A. C. Nielsen Co., largest ratings firm in broadcasting, but neither the company nor the Broadcast Rating Council Inc. would comment publicly.

Representative Paul A. Rogers (D-Fla.) said in a House speech Tuesday (Feb. 18) it appears the Nielsen sample is weighted for rural taste while the national TV audience is more urban than the company sample would indicate (CLOSED CIRCUIT, Feb. 17).

The congressman, a member of the House Special Subcommittee on Investigations—the panel that probed ratings last year—offered a Los Angeles Times "Readers Panel" survey to show that something is amiss and suggested that "the advertising industry, which pays for the great bulk of the surveys, might take notice of the discrepancy . . . ."

Representative Rogers added, "This survey stands in complete contradiction to what TV ratings services are plying the advertisers and TV trade with for rather substantial sums of money. It might be of service to the TV industry to have similar polls run in the large metropolitan markets to see if the TV ratings are as poor as they turned out to be in Los Angeles. . . ."

According to the Times poll, compiled from 451 returned questionnaires said to have been sent to 711 members of its "Readers Panel," The Beverly Hillbillies (CBS-TV, Wednesday, 9:9:30 p.m. EST) was most frequently listed as the program "least liked" by Times readers. The program has consistently led Nielsen's list of popular programs for two seasons.

"Striking Differences" • Representative Rogers said the census bureau classifies the communities in which 70% of the U. S. population live as urban. "While not advocating that the Los Angeles survey is completely accurate, it says the striking differences of fact that it draws with Nielsen can only emphasize the question of the accuracy and reliability of the present systems of TV ratings."

Broadcasters who have seen the Times survey noted that the newspaper promotes itself as having an audience with exceptionally high income and high education levels. They also pointed out that the Times questionnaire sought opinions about program preferences and dislikes; it did not make any effort to measure what programs its panel members actually watched, nor did it explain how it authenticated answers.

A reporter who had seen the complete Times report furnished to the congressman found that all statistics were given in percentages, but there was no indication how many questionnaire were represented by each set of figures. Congressional investigators who probed broadcast ratings surveys last year criticized ratings reports that did not include complete information in this area.

Representative Rogers has told associates that he is aware that parts of the Times poll "may be shot down by broadcasters," but he is convinced nonetheless that the Nielsen sample is overweighted for rural tastes, and the Times survey is the first documentation that he has uncovered.
"Our glass is fresh blown daily"

Tom Garten and John Sinclair (left), welcome this opportunity to display another scintillating fact about Supermarket (formerly the Charleston-Huntington market). For Rainbow Art Glass (where WSAZ-TV General Manager and Charleston Manager pose today) is but one of many on their glassworks roster.

A multi-million-dollar roster on which you’ll not only find the names that made West Virginia famous in gift shops the country over but the names of such companies as Owens-Illinois, Pittsburgh Plate and Libbey-Owens-Ford, as well. And a roster that contributes a goodly portion of the four billion dollars reported annually to the Internal Revenue by two million Supermarketeers.

What do these solid citizens have to show for this staggering sum? 507,000 TV homes* (among other things) spread out over three-score-twelve counties in West Virginia, Ohio, Kentucky and Virginia.

Homes that are all within range of WSAZ-TV’s skyscraping TV tower. And, thus, within range of your commercials. Have your Katz Agency Man give you the facts on Supermarket and WSAZ-TV, a Goodwill Station and NBC primary. WSAZ-TV 3 Charleston-Huntington, West Virginia. *SRDS
the history of this proceeding.”

He pointed out that the FTC, prior to the consent order, was given “free access” to Nielsen records and personnel. And, he said, this “lengthy and burdensome investigation was followed by further extensive conferences.” He said the request is “tantamount to the opening of an entire new investigation.”

Neither this generalized request, nor statements as that by Mr. [Berry] Stanley [chief of the FTC compliance division] that Nielsen is violating the order in ways . . . which neither he nor you will disclose to the company, provides a basis upon which Nielsen can attempt to furnish information to you.

Mr. Flynn was complaining about Mr. Stanley’s interpretation of the so-called “catch-all paragraphs” and Mr. Stanley replied that, in his opinion, “these paragraphs of the order could cover many representations and practices not specifically enumerated in the complaint or the order to cease and desist.”

Mr. Flynn replied that if the provisions in question “are to be used as a trap for respondents, rather than a shield for the public, I suggest that the uselessness of the consent order procedure will soon be at an end.”

The FTC staff still has in its possession the compliance reports by all three of the research companies and nothing has been sent to the commission proper for action.

In addition, Nielsen signed a second consent order last fall with the FTC prohibiting it from engaging in alleged anticompetitive practices. A compliance report covering the terms of this agreement was submitted by Nielsen the last week of 1963 and that report has not been questioned by the FTC staff.

Future goal, not past profit should set budget

Advertising budgets should be set according to the advertiser’s profit and volume goals for the future, not on the basis of last year’s sales, Marion Harper Jr., president and chairman of the Interpublic Group of Companies Inc., told the National Association of Accountants at a meeting in Detroit last Thursday (Feb. 20).

He also protested the common practice of tying budgets to a 12-month calendar. “Advertising,” he said, “should be related to marketing objectives which often require two, three or five years for achievement. Advertising plans should extend over these longer periods, even though expenditures may be recorded on an annual basis,” the agency executive stated.

Mr. Harper cited the success of Procter & Gamble’s Tide as an example of benefits that an advertiser may gain by setting his budgets higher than “the industry average.” Tide’s advertising budget, he noted, was two-and-a-half times as large in relation to sales as the industry average, and catapulted Tide to a 25% share of the market in 18 months and 32% in two-and-a-half years, while the closest competitor had less than 15% of the market.

After its budget was cut back to “traditional” limits, he noted, Tide continued to hold its share of the market—and thus stands to gain another advantage:

“If Tide with one-third of the market spends the same proportion of its sales on advertising as brand X—which has less than 15% market-share—the consumer will encounter twice as much advertising for Tide as for brand X. The power of the initial success will therefore perpetuate itself through a continuing advantage.”

Rice Sausage Co. renews radio dramas

The growing interest by advertisers in radio dramas was underscored by an announcement last week that the R. B. Rice Sausage Co., Lee’s Summit, Mo., has renewed its schedule of sponsoring six-and-a-half hour of so programs weekly following an initial 13-week run on KMBC Kansas City, Mo.

Rice’s renewal of the programs, which are distributed by Irving Feld Ltd., New York, is an “till forbid basis.” Edward B. Vogege, vice presi-

Commercials in production...

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

Alexander Film Co., Colorado Springle.
Seven-Up Co., St. Louis; five 60’s for TV. Agency: J. Walter Thompson. Art Lunn, agency producer.
Carling Brewing, Cleveland (Black Label beer); two 60’s for TV. Agency: Lang, Fisher and Stashower, Cleveland. Wayne Schakel, agency producer.
Pat Milk Co., St. Louis (Sago diet food); two 60’s for TV. Agency: Gardner Advertising, St. Louis. Dale Kirschoff, agency producer.
Automobile Club of Michigan, Detroit (service); one 60, one 20 for TV. Agency: Stockwell & Marcuse, Detroit. James Lewis, agency producer.
Jefferson Productions, 1 Julian Price Place, Charlotte, N. C.
Ever have the feeling you're being watched? We do.
Night and day. Television's biggest
average nighttime audiences have been
keeping an eye on us for
nine straight years—the biggest
average daytime audiences for six.
And seeing is believing.
CBS Television Network®

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, 7am-6pm, Monday-Friday, and 6-11pm, seven nights)
dent of Galvin/Farris/Sanford Advertising, Kansas City, and account executive on Rice, said the company decided to renew the dramas on KMB for two reasons: "there was sufficient comment" from listeners. "The first 13 weeks established product identification with the programs and the station," he remarked, and "having established our audience, we want to sell them sausages."

The Feld dramas consist of 52 half hours each of Captain Horatio Hornblower, Adventures of the Scarlet Pimpernel, and Lives of Harry Lime; 39 half hours each of Theatre Royale and The Black Museum; 26 half hours of Queen's Men and 104 half hours of Secrets of Scotland Yard. The six-and-a-half hours on KMB occupied the 3:30-4 p.m. and 7-10 p.m. Sunday periods and repeat presentations from 12:30-1 a.m. six times a week.

Business briefly...

Thomas J. Lipton Inc., Hoboken, N. J., through Sullivan, Stauffer, Colwell & Bayles, New York, and the Scott Paper Co., Philadelphia, through J. Walter Thompson, New York, have purchased full sponsorship of Once Upon A Mattress, a 90-minute special to be presented June 3 on CBS-TV. The special adaptation of the off-Broadway musical comedy will star Carol Burnett.

NBC-TV reported last week that daytime sales for the week ending Feb. 3 totaled more than $1 million. The network also announced new sponsorships of seven companies: The Dow Chemical Co., through N. W. Ayer & Son, Philadelphia; Ex-Lax Inc., through Grey Advertising, New York; Lever Bros., through Ogilvy, Benson & Mather, New York; Bissell Inc., through Ayer; Helene Curtis Industries, through Altman, Stroller, Chalk, New York; P. Lorillard Co., through Grey, and E. I. duPont de Nemours Co., through Ayer.

The Reynolds Metals Co., Richmond, Va., through Lennen & Newell, New York, has purchased sponsorship of Breakthrough: Medicine—Shape of the Future, a one-hour special to be telecast March 29 (10-11 p.m. EST) on NBC-TV.

Eli-Jah Plumbigware, Pittsburgh, through Fuller & Smith & Ross, that city, has purchased sponsorship in "The Home Show," which will be broadcast by NBC Radio for five minutes on Saturdays (10:55 a.m. and 3:40 p.m. EST) and Sundays (3:10 p.m. EST) as part of Monitor. Three segments of the program, the first one March 7, will star Arlene Francis.

Kinney Shoes, New York, through Frank B. Sawdon Inc., that city, plans to launch a campaign featuring one-minute radio commercials on local stations throughout the nation. The commercials, produced by Griffon Productions, New York, will first be broadcast in Los Angeles, San Francisco, Indianapolis, Washington and Tulsa, Okla.

Kentucky Club Tobaccos, a subsidiary of Mail Pouch Tobacco Co., Wheeling, W. Va., through Warwick & Legler, New York, has signed a 39-week sponsorship agreement for Speaking of Sports, on ABC Radio. The purchase—representing one of Kentucky Club's major promotions of 1964—goes into effect today (Feb. 24).

Libby, McNeil & Libby, Chicago, through J. Walter Thompson, New York, and Timex Watches, New York, through Warwick & Legler, that city, have purchased full sponsorship of NBC-TV's coverage of the 16th annual Emmy awards—scheduled for May 25 (10-11:30 p.m. EDT). The presentation by the National Academy of Television Arts and Sciences will originate in Hollywood and New York.

The Chap Stick Co., Lynchburg, Va., through Gumbinner-North, New York, has renewed and expanded its sponsorship in NBC-TV's Today show. The order, to run through March 19 will include commercials for Chap Stick and Chap-Ans.

Colgate-Palmolive buys TV show on 25 stations

In its first multi-market purchase of a syndicated program, the Colgate-Palmolive Co. last week began sponsorship of the celebrity game program, Stump The Stars, in prime evening time on 25 stations throughout the country. The series of half-hour Stump The Stars programs is being produced by Mike Stoyke Enterprises, Hollywood, for full sponsorship by Colgate-Palmolive's Ajax products. The agency is Norman, Craig & Kummel, New York.

The program, which is taped and transferred to film for telecast, was presented on CBS-TV from September 1962 to September 1963.

TvB to assist retailers in commercial production

The Television Bureau of Advertising last week reported a new function of its recently formed retail television production service—assistance in commercial production techniques for retailer advertising departments.

Louis M. Sirota, director of TvB's retail sales division said TvB is prepared to answer the how-to-do-it questions of retailers, presently using television or those who have signed for future campaigns.

TvB's present drive to raise retailer interest in local television was further advanced last week by Howard Abrahams, vice president for local sales, who spoke to department store base-

agency advertising managers in Houston. Abrahams advised the use of TV to compete with "upstairs" ad managers.

Mr. Abrahams told the group "If your upstairs ad manager is hiding behind his paper curtain, my advice to you is to let him. In print you can't outspend him. But in television you can out-promote him."

Newport cigarettes cancels spot TV

The first substantial cut-back in television advertising by a cigarette company was revealed last week when reports circulated that P. Lorillard & Co. had canceled spot TV schedules for Newport cigarettes on a nationwide basis.

There was no confirmation of the cancellation by Lennen & Newell, agency for Lorillard, but several leading representative organizations acknowledged they had received cancellation instructions. The best available estimate was that Newport TV spot flights were being telecast or were planned in upward of 30 leading markets. Some schedules on the air were cut short and others were canceled in advance of the planned starting dates.

Though complete information could not be obtained, it was learned that the action had been taken because of declining Newport sales and a decision by the advertiser to devise a new copy approach.

Agency appointments...

• Frito-Lay, snack products, names Young & Rubicam, Los Angeles, to handle advertising for nine states west of the Rockies. Company's eastern zone is served by Y&R, New York.

• Wurzburger Hofbrau Beer, product of Original Beer Importing & Distributing Co., New York, names Redmond & Marcus, that city.

• Hoover Co., North Canton, Ohio, vacuum cleaner maker and one of the three original clients of Leo Burnett Co., Chicago, since 1935, has named Griswold-Eshleman Co., Cleveland, as national agency. Hoover plans to market new washer-dryer soon and Burnett already has Maytag as client. Total Hoover billing is about $2.5 million, chiefly in print media, although some TV has been used.

• Salada Foods Inc., Woburn, Mass., names Carl Ally Inc., New York, to handle advertising for Salada Iced Tea Mix. The account, which will use radio and TV, was formerly at Hoag and Provandie, Boston.
SHAKEMASTER

The man in the relaxed position is working. Working hard. He’s an engineer operating a velocity pickup or “prober” to measure and analyze the chassis shake and bending characteristics produced in the laboratory by a special shake rig. With this equipment, he can simulate the roughest, bumpiest washboard road you’ll ever travel. He can compress years of jouncing into just a few hours and repeat the experiment under identical conditions time and time again. It’s only one of the exhaustive tests designed to make your General Motors car a better riding, more comfortable car.

This engineer’s job is something special—simple to state, difficult to do: improve existing products and develop new ones. He and thousands of GM engineers and trained technicians are aiming for this goal every day of the year.

How does he do it? It’s not easy. He designs, builds, tests—examines, evaluates, improves. He’s a doer if there ever was one. The end result of his work is the satisfaction which General Motors products bring to their owners.

All told, there are 19,850 engineers and scientists at General Motors. Five hundred colleges and universities are represented, extending from the east coast to the west coast and most states in between.

The engineer is another fine member of the General Motors family—a family which includes not only employees, but suppliers, shareholders and dealers as well. These people are the basic reason for the success and progress of GM.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You
A bigger cut for network affiliates?

CBS-TV STATIONS START WORK ON PLAN TO UPGRADE COMPENSATION

Armed with an economic study that reportedly indicates a growing imbalance between the fortunes of CBS-TV and its affiliated stations, a special committee of the network's affiliates is preparing recommendations for changes in the rates of station compensation.

The study, made by Dr. Harold Barnett of Washington University in St. Louis, was presented at an off-the-record meeting of the special affiliates committee in Chicago last week. Although details of the study remained secret, it was learned that Dr. Barnett had made an exhaustive analysis of network expenses, revenues and profits and had demonstrated a relationship between rising network income and declining payments to affiliated stations.

The meeting of the special CBS-TV affiliates committee took place last Wednesday, two days after Broadcasting had reported that total compensation received by all television network affiliates had declined in 1963 while total network time sales were increasing.

The Broadcasting report, in the Feb. 17 issue, was based on the magazine's annual survey of time sales. In 1963, according to Broadcasting's estimates, total network compensation to stations fell $2.8 million below compensation for 1962 while total network time sales rose $21.9 million.

A confirmation of the trend toward declining network payments came last week in an annual report issued by the Storer Broadcasting Company, operator of five television stations that are variously affiliated with all three TV networks. Storer reported a 1963 increase in revenues and profits "despite a noticeable decrease in revenues from the television networks" (see story page 90).

Ducking at the Drake - The seven-member CBS-TV affiliates study committee agreed to withhold all comment on its meeting at Chicago's Drake hotel last Wednesday, but one member was reported to have said that Dr. Barnett's report was "astonishing" in its detailed revelations of network bookkeeping and especially in its analysis of network allocations of expenses.

The study committee will submit its recommendations to the board of the CBS Television Affiliates Association which will meet in conjunction with the National Association of Broadcasters convention in Chicago April 5-8. It will be up to the affiliates' board to decide whether to lay the issue before the annual meeting of all CBS-TV affiliates that is scheduled for next May 5-6 at the Hilton hotel in New York. The scheduling of the annual meeting was announced last week by James T. Aubrey Jr., CBS-TV president.

So far as is publicly known, only the CBS-TV affiliates have embarked upon anything approaching an organized study of network compensation, although affiliates of other networks also suffered losses in network revenue last year. According to reliable sources, the subject of compensation was not discussed during a meeting last week of the NBC-TV affiliates board of dele-
"SAKYAMUNI AS AN ASCETIC" is an exquisite lacquered wooden statuette from the Chinese Yuan Dynasty (1280-1368 A.D.). The attitude suggests a hidden knowledge of vast secrets, and about the whole figure is an air strongly reminiscent of the Gothic.

in a class by itself

Masterpiece — exceptional skill, far-reaching values. This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

BROADCASTING, February 24, 1964
ETV told: know—and don't knock—your friends

FCC Commissioner Frederick W. Ford had some advice last week for educational broadcasters who join in general criticism of commercial television: be "constructive." For the commercial operators are educational broadcasting's "good friends" and do more for it than other media, he said.

Commissioner Ford, speaking before the Philadelphia Branch of American Women in Radio and Television, in Philadelphia, on "Commercial and Educational Television Co-exist," also noted that commercial operators helped bring ETV into existence, and is providing some of its sustenance.

Commissioner Ford said the huge audience potential from which educational broadcasting is drawing its share was developed, and is being maintained, by commercial television. "It could not be assumed that educational programs would hold that audience for its programs in competition with other attractions to which the public devotes its leisure time," he said.

He also noted that commercial broadcasters, including the three networks, have "contributed millions of dollars and encouragement to educational broadcasting."

Commissioner Ford said commercial and educational systems are "complimentary," adding, "they need each other and the public needs them both."

"Certainly up to this time, in order to exist at all, educational television has had to co-exist," he said. "I suspect that this situation will continue for the foreseeable future."

"I would therefore, urge all educators to keep criticism of their good friends—the commercial television system—constructive when other mass media which do not contribute to your cause in such a practical way are having a field day of criticism at the expense of the commercial television system."

"In this way, I am sure you will be aided in growing into an indispensable part of the warp and woof of American life, and thrive in this friendly but critical co-existence—all in furtherance of the public interest, convenience and necessity."

anti-CATV group makes future plans

The Television Accessory Manufacturers Institute (TAME) took another step toward formal organization at a meeting in Chicago Thursday (Feb. 20) as part of its efforts to block the growth of community antenna television in areas where the group considers cable systems unnecessary (BroadcAsting, Jan. 27).

The Chicago meeting, attended by 16 representatives of the television antenna manufacturing field, resulted in a unanimous decision to retain as Washington legal counsel the communication law firm of Cotolone & Fanelli. The group also voted to retain Nelson Stern Advertising, Cleveland, as national advertising agency.

No formal by-laws or permanent officers have been selected, but this may be accomplished at a meeting April 16 in Washington. Acting chairman of TAME is Morton Leslie, sales manager of JFD Electronics Corp., Brooklyn.

Much of last week's discussion centered on the group's progress in Georgia. TAME has almost completed a statewide mail campaign to advise all electronics distributors, dealers, legislators, city officials and others of the formation of a Georgia committee for TAME, headed by Felix Camp, southeastern regional manager for Alliance Corp., manufacturer of antenna rotating devices. The Georgia committee's address is P. O. Box 700, East Point, Ga., an Atlanta suburb.

It also was decided last week to organize in about 10 days a similar committee to combat the CATV systems being proposed in Florida by Meredith Publishing Co. and Jerrold Corp. The Florida committee temporarily will be headed by Mr. Leslie and by Paul Wilson of S&A Electronics, Toledo, Ohio.

Station service offered

To meet "an acute shortage of trained sales personnel" in broadcasting Richard L. Chalmers and Edwin H. Schweitzer have formed a new sales development firm, Planned Broadcast Service Inc. Mr. Chalmers, president, formerly was with the Radio Advertising Bureau. Mr. Schweitzer, secretary-treasurer, has been with Connecticut stations including WFCN New London and WEJ New Haven.

Planned Broadcast Service will offer "a complete service involving regional representation and planned sales development sessions with broadcast salesmen to selected stations." Offices are at 4 Howes Avenue, Stamford, Conn.

NAB directors explain Collins vote

Some members of the radio board of the National Association of Broadcasters have reorganized their "constituents" explaining their roles in the NAB board meetings January 27-31 in Sarasota, Fla. (Broadcasting, Feb. 3).

It was during these meetings that the board voted 25-18 against a resolution by Harold Essex, WJAS Winston-Salem, N. C., that the contract of NAB President LeRoy Collins be terminated. The contract has two years to run.

Mr. Essex, representing NAB radio members from the fourth district (Carolinas and Virginia), wrote these stations to explain his reasons for proposing that the president's contract be negotiated. He said that prior to the meeting, a survey of the district favored a termination of the contract by 4-1. "Governor Collins had, without question, become quite a controversial figure," Mr. Essex said. "This had resulted in a very difficult split in our organization at a time when unity was sorely needed.

"After many weeks of going through this most unpleasant situation... I came to the conclusion that the time had come to put the Collins matter out on the table in an effort to resolve it once and for all." Mr. Essex said that the "air has been cleared and the board and the governor now have a better understanding of the situation that existed." The result, he said, will be a more harmonious organization with less bickering.

"Roy Collins is a capable and courageous man," Mr. Essex said. "He can make us a great president and I now have high hope that he will."

Brown views • Carleton Brown, WTVL Waterville, Me., and District 1 (New England) director, said in a letter to NAB members in that district that he voted in favor of the proposal because "a healthy majority" of New England broadcasters approved his leadership of the NAB.

Noting the controversy surrounding President Collins's public statements prior to the board meeting, Mr. Brown said that "it is no wonder that a wide difference in views precipitated a lengthy
“It’s there in hours and costs me less

...that’s why I specify Greyhound Package Express!”

When you’ve got to get a shipment, and you’ve got to get it FAST...specify Greyhound Package Express. Your order travels aboard a regular Greyhound bus, on fast, frequent schedules.

With Greyhound Package Express, your inventory is as large as the warehouse that ships it. You get what you need when you need it—quickly, easily, economically. Greyhound Package Express rolls 365 days a year, twenty-four hours a day, week-ends and holidays. Convenient C.O.D., Collect, Prepaid or special charge account service, too.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-B, 140 S. Dearborn St., Chicago 3, Ill.

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**It’s there in hours...and costs you less**

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<tr>
<th>Route</th>
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*Other low rates up to 100 lbs.

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One of a series of messages depicting another growing service of The Greyhound Corporation.
It's still the same old problem

STATE PRESIDENTS DISCUSS HOW TO COMBAT GOVERNMENT CONTROL

Eighty radio and television executives from 46 states and Puerto Rico gathered in Washington last week for the ninth annual conference of state association presidents, sponsored by the National Association of Broadcasters.

Following the pattern for most broadcaster meetings of recent years, the question of how best to combat the threat of government control of the industry dominated the conference sessions last Thursday and Friday (Feb. 20-21) in the Shoreham hotel.

The government encroachment issue was uppermost in the featured luncheon address by Representative Catherine May (R-Wash.) and during a panel on the national outlook with five NAB executives answering questions from the floor.

Representative May, an on-the-air broadcast personality before she entered politics over a decade ago, told the state presidents that radio and television about "where the freedom went" and that the voice of business is a "splintered voice" in the fight against a threatened government takeover of free enterprise. The finish of the constant struggle is coming "faster than you think," she said, in stressing the importance for broadcasters to give "renewed interest" to the campaign.

Representative May said that if the lines of communication between the people and elected officials are kept free, then the American system of government will survive. She said that when evils are discovered in broadcasting, or any other industry, an "embarrassed and indignant public is too often

John Coyle, KVIL Dallas and District 13 director, in a report to Texas NAB members said "while opinion was in favor of getting Governor Collins in line, only a minority were in favor of outright dismissal." He said problems with the NAB president "have been the result of his contract being too broad and a lack of understanding. This enabled him to gain a slim majority of the board."

If the NAB president is to continue in his job, Mr. Coyle said, "he must get more in line with members sentiments... His judgment will decide his future." The Texas director did not disclose in his letter how he voted at the board meeting.
ready to be persuaded that government intervention is the sole approach for dealing with abuses and evils and malpractices.

"And there lies the fertile, fallow ground in which the dedicated liberals plant their seeds, with high hopes of harvesting another good crop of programs by government and more federal rules and regulations. And there lies another million jobs for federal employees to do the weeding and watering."

She said there have been many times that she felt concern for broadcasting when it either did not deserve criticism or, because of its own political ineptitude, created a situation that aroused its critics. "Because there is glamour, immediacy and close personal contact in what you are doing and selling, you often are the victims of catalytic reaction from the people—and you often return the compliment in spades," she said.

Representative May urged broadcasters to re-evaluate the important role the industry plays in America and to inform the public "where America is headed. The chips are down," she said, "and we who believe in the private enterprise system face the greatest challenge we've ever had. . . . My office door is open to help."

Radio Year - NAB President LeRoy Collins opened the conference with praise for state associations, the NAB and broadcasting in general for its greatest year ever in 1963 and said that "1964 will be a real radio year." Radio, he said, has a potential not yet realized and the medium will "be brought to the forefront in the public's mind."

The four radio program clinics planned by the NAB (BROADCASTING, Feb. 3) are "extremely important." Two of the clinics, with dates and sites still to be selected, will be for small-market stations and two for large-market outlets. He asked for the active participation of the state associations in helping to plan these clinics.

NAB, President Collins said, "has achieved a sound status of maturity" and state associations have shown a "great, growing strength and interest" evidenced by expanding budgets and service to the public. The NAB radio and TV codes have been strengthened with "new spirit and new determination to make these codes more meaningful than they have been in the past," he said.

William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of the NAB combined boards, said the national association is recognizing more and more the necessity of the "grass roots approach" of communicating. Both he and President Collins stressed the new and closer working cooperation between the NAB and the individual state associations through the office of Al King, NAB director of state liaison.

An added starter to the program, Mr. Quarton said the grass roots approach of contacting legislators has been very effective in forestalling punitive action in Congress. The NAB's 50 state legislative committees have been very effective in this area, he said.

Educational Approach - Dr. John Pennybacker, Louisiana State University and executive secretary of that state's broadcasters, asked each state association to support the Association for Professional Broadcast Education. He asked that all states establish a committee to work with the APBE to improve broadcast curricula at universities. By working together at the state level, broadcasters and educators can help greatly in eliminating the mutual suspicion that exists and in preparing students for careers in radio-TV, he said.

Robert Redding, executive director of the Committee for Time Uniformity, urged individual state associations to support the crusade for a nationwide uniform daylight savings time. He discussed the present crazy-quilt local regulations covering daylight savings time and said there is no organized opposition to the drive for a nationwide system.

Ralph Renick, vice president of WTVJ (Tv) Miami and chairman of the National Broadcast Editorial Conference, discussed plans for the 1964 conference. It will be help in Arden House, Columbia University, New York, July 6-8 and registration will be limited to 120, he said. The discussions will delve into the psychology of influencing public opinion. NBEC co-sponsors include Columbia, NAB and the Radio-TV News Directors Association. The first annual conference in 1963 was sponsored by the Georgia Association of Broadcasters and the University of Georgia.

At the Friday session, open to all subjects, Louis Wolfson, executive vice president of WTVJ (Tv) Miami and a member of the Florida House of Representatives, proposed an NAB-coordinated National Information-Exchange
Committee on State Legislation Affecting the Broadcasting Industry. Mr. King of the NAB staff would oversee the committee with one member appointed from each state to keep track of his legislature.

All bills affecting the industry would be channeled to the NAB and Mr. King, in turn, would disseminate information to all states. "This program would be an intelligence-gathering and reporting function solely, rather than a political action," Mr. Wilson said. "Political action would be up to each association as a result of the information," with each state having the benefit of the experiences of other associations.

Mr. King, who has headed the NAB state liaison office since its formation last fall, was in charge of arrangements for the conference. The advisory committee included Samuel Aldoerffer, WJW Columbus and president of the Pennsylvania Association of Broadcasters; Tom Cart, WBAL-AM-TV Baltimore and president of the Maryland-D. C.-Delaware association; Joseph F. Dougherty, WPRO-TV Providence and president of the Idaho Association of Broadcasters; and Horace Fitzpatrick, WLS-AM-TV Roanoke and president of the Virginia Association of Broadcasters. The committee members moderated various sessions of the conference.

NAB executives who participated in the panel discussion on the national outlook were Vincent Wasilewski, executive vice president; Howard Bell, code authority director; Paul Comstock, vice president for government relations; Douglas Anello, general counsel, and William Carlisle, vice president for station services.

NAB CONVENTION TO BE BIGGEST YET

TV session will explore future of programing

Final plans were being completed last week by committees and staff executives of the National Association of Broadcasters for the annual NAB convention April 5-8 in Chicago's Conrad Hilton hotel. The 1964 meeting promises to be the largest ever both in attendance and exhibits of new engineering equipment.

Agendas for the joint radio and television sessions were completed late last month at the NAB board meetings (BROADCASTING, Feb. 3) and last week.

Final touches were being put on the separate radio and television sessions, FM Day and the annual engineering conference which runs in conjunction with the convention.

Highlight of the TV-only sessions will be an April 7 morning conference to explore the future of TV programing, its nature and sources. Separate radio-TV meetings also will be held the morning of April 8 with combined meetings all day Monday and the annual FCC panel the closing afternoon. As is customary, no convention sessions are planned the afternoon of the 7th to permit delegates to visit the exhibits and hospitality suites.

An important adjunct of the convention again will be the TV Film Exhibit in the nearby Pick Congress hotel where leading film syndicators will exhibit their wares.

Clair McCollough, Steinman Stations, will moderate the TV programing panel. Other participants include Michael Dann, CBS-TV vice president for programing; Richard Pack, Group W vice president; Hubbell Robinson, Hubbell Robinson Productions; W. Robert Rich, vice president, Seven Arts Associated Corp.; Joseph Levine, Embassy Pictures Corp.; and Jules Power, ABC-TV executive producer.

Glenn Marshall Jr., WJXT-TV Jacksonville, Fla., and convention co-chairman, has urged station managers to bring their program executives to Chicago for this session. "We think this feature will be a notable one," he said.

The second TV-only session will feature presentations by the Television Bu-
We salute Peoples Drug Stores and their President, George Burrus. Each year, Peoples serves people—by supplying well over 5 million prescriptions and more than a hundred million other needed items. And each year, for the past 15, they have asked WWDC Radio to speak for them—through news broadcasts—to talk about the products and services they offer. We are proud to have been a part of the kind of effort which has grown from one store to 225, and serves over 125 million customers annually. Our thanks to Peoples and its agency, Kal, Ehrlich & Merrick Advertising, for the privilege of playing an important part in this growth. Peoples sells to people—and WWDC is “the station that keeps people in mind.”

Represented nationally by Blair Radio

WWDC RADIO WASHINGTON, D.C.
High court refuses review of TV cases

The U. S. Supreme Court last week refused to review two TV cases. In effect, the court's ruling made final the FCC's decision to move channel 2 from Springfield, Ill., to St. Louis, and also affirmed the order of a lower court that the FCC hold oral argument on the Orlando, Fla., channel 9 case.

Both cases had been returned once before by the Supreme Court when allegations were made before a congressional subcommittee that there had been off-the-record talks with FCC commissioners.

Sangamon Valley Television Corp., a one-time applicant for channel 2 in Springfield, and the state of Illinois sought the review in the channel 2 case. They were opposed by the FCC and KTVI (TV) St. Louis, operating on channel 2 there.

The FCC in 1957 originally made the channel move and approved the use of the VHF channel by KTVI, then operating on channel 36. This was appealed by Sangamon, which lost in the appeals court. The U. S. Supreme Court returned the cases after it had been informed of the ex parte charges made before Representative Oren Harris (D-Ark.) and his Legislative Oversight Committee. The FCC last year affirmed its original decision to move channel 2 and this was upheld by the U. S. Court of Appeals in Washington in a 2-1 decision.

In the channel 9 case, WORZ Orlando, one of the original applicants for that channel, appealed from an FCC decision last July finding that principals of the winning WLOF-TV had not been aware of conversations between an attorney and the late Commissioner Richard A. Mack during the original comparative hearing in 1957.

WORZ appealed this decision and the D. C. appeals court ordered the commission to hold another oral argument to take into account allegations of the ex parte conduct.

This oral argument is scheduled to be heard by the FCC March 2.

WDOT license is renewed

The FCC last week, in a more benevolent mood, decided against holding a hearing on the renewal application of WDOT Burlington, Vt. It granted the renewal and the proposed sale of the station to Hunter Broadcasting Inc.

The commission, several weeks ago, was reportedly considering holding a hearing on the renewal application because of the apparently careless manner in which it was prepared. It was said to contain many inaccuracies. The commission appeared concerned that
Simultaneously with the activation of its new tower, WNAC-TV, Channel 7 - at high noon, Sunday, February 23rd - began operating with maximum power at maximum height. Significantly, with its substantial increase in service coverage, Channel 7 will provide Grade A contour service to an expanded area that encompasses Greater Boston, Providence and Worcester. Now, with so many additional television homes able to look in on WNAC-TV's local and ABC Network programming, it'll pay you to take a good look, too. For WNAC-TV's increased coverage story, buttonhole your nearest RKO-General representative and learn why Mrs. Frank Casey in Usquepaug, Rhode Island, and Mrs. Joseph Casey in Charlton Depot, Massachusetts, can follow Dr. Ben Casey's neuro-surgical procedures via Channel 7 as readily as Harry B. Casey who lives practically within the shadow of our new tower in Newton.
the licensee, had failed to maintain effective control (CLOSED CIRCUIT, Feb. 3). The owners were then Fortune and Anthony Pope, who also own whom New York.

The commission’s approval concluded a $110,000 sale of wdro to William A. Hunter (34%) John Hunter Jr. (20%) and others as Hunter Broadcasting.

Media notes...

Grants - Two scholarship grants of $500 each will be given in 1964 by the Broadcasting Executives Club of New England to graduate students attending accredited New England colleges and engaged in a communications course. The scholarships, according to BEC President John F. Crohan, will be given in the names of the late Harold E. Fellows, former president of the National Association of Broadcasters, and the late Nona Kirby, founder of the BEC and for number of years head of her own station representative firm, who died Jan. 20.

Nashville hall - The Country Music Association board of directors, Nashville, plans to build a country music Hall of Fame and museum and has appointed Robert J. Burton, president of Broadcast Music Inc., and chairman of the copyright committee of the American

Did you see it on TV?

The question of whether the shooting of Lee Harvey Oswald was seen on television by prospective jurors has become a significant element in the murder trial of Jack Ruby now in its first stages in Dallas.

When one of the jurors said he had seen the shooting on TV, Melvin Belli, chief Ruby defense counsel, immediately asked the court to subpoena the venireman as a defense witness. The request was denied.

As of Thursday (Feb. 20), more than two dozen citizens had been examined to sit on the jury and only one had been chosen.

can Patent Law Association, to head a fund-raising drive. The names of those contributing $10,000 or more will be put on a bronze plaque in the building.

Changing hands

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

KIXL-AM-FM Dallas: Sold by Lee Segall to Robert S. Strauss and Theodore H. Strauss for a reported close to $1 million including a 10-year consultancy contract. Robert S. Strauss is an attorney and Theodore H. Strauss is president of Susan Crane Packaging (greeting cards and gift wrapping). Theodore H. Strauss was commercial manager of KIXL in the late 1940’s. KIXL is a 1 kw daytimer on 1040 kc. KIXL-FM operates on 104.5 mc with 100 kw.


WJL Jacksonville, Ill.: Sold by Donald E. Udey to Everett G. Wenrick and associates for $70,000. Mr. Wenrick has interests in KBOE Oskaloosa, Iowa, and KTTT Columbus, Neb. WJL is a 1 kw daytimer on 1550 kc. Broker: 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 97.}

WGR-AM-FM-TV Buffalo: WDAF-AM-FM-TV Kansas City, Mo.; WNBP-AM-FM-TX Stantion-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego, and KERO-AM Bakersfield, Calif.: Sold by Transcontinental Television Corp. to Taft Broadcasting Co. (Buffalo, Kansas City and Scranton-Wilkes-Barre), Midwest Television Inc. (San Diego) and Time-Life (Bakersfield) for total of 38.5 million (see page 27).

KTOK Oklahoma City: Sold by Wendell Mayes to William D. Schueler, James M. Stewart, Paul E. Taft and estate of F. Kirk Johnson for $625,000 plus $25,000 consultancy fee for two years. Buyers own KJEM Oklahoma City and are selling it (see below). Mr. Taft has an interest in KDA-AM-FM Houston. Mr. Mayes retains KBWB Brownwood, KXOL Fort Worth, EKRR Midland, and 50% of KSNT Snyder and WACO Waco, all Texas. KTOK is fulltime on 1000 kc with 5 kw.

KJEM-AM-FM Oklahoma City: Sold by William D. Schueler to group (see above) to group of local businessmen, with Globe Life and Accident Insurance Co. as major stockholder and including Eddie Coontz, KJEM personality, for $315,000. J. Leland Gourley, minor stockholder, controls KHEN Henryetta, Okla. KJEM is daytime only on 800 kc with 250 kw. KJEM-FM is on 102.7 mc with 2.9 kw.

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66 (THE MEDIA)
Competitors argue Miami ch. 10 case

BROADCAST BUREAU BACKS INITIAL DECISION

WLWB-TV Miami says the hearing examiner who recommended denial of its license renewal application erred in “ignoring” the station’s operation record.

Examiner H. Gifford Irion, in an initial decision issued in December, recommended that Miami channel 10 be awarded to South Florida Television Corp., one of three companies competing with WLWB-TV for the facility (Broadcasting, Dec. 30, 1963).

The Broadcast Bureau said it supports “fully” the examiner’s decision.

The question of whether performance should be considered in the hearing stems from the unusual background of the case. It grew out of one of the ex parte proceedings that were generated by congressional investigations in the late 1950’s. L. B. Wilson, licensee of WCKY Cincinnati, was given a four-month license to operate on channel 10 in 1960, after three other applicants were disqualified for improper activities. WLWB-TV has been on the air since 1961.

Examiner Irion, early in the comparative hearing, held that WLWB-TV’s performance showing should be restricted to the first four months of the station’s operation. However, in his initial decision, he said that although the operation had “commendable aspects,” the station doesn’t gain any “advantage” from that record.

Examiner’s Reasons • He said that four months was “too brief” a time to serve as a basis for judgment. He also said that it is “ordinary prudence” for a station faced with a comparative hearing “to present a program service of the highest order.”

WLWB-TV, in its exceptions to the initial decision, said the examiner’s decision to “ignore” the station’s operations ruled out “the most reliable evidence” as to what might be expected of the station’s performance in the future. It also said that, on the basis of the examiner’s reasoning, the programming proposals of the three other applicants should be ignored since it would be “ordinary prudence” for them to propose service of “the highest order.”

WLWB-TV also said a renewal application should not be denied unless the applicant “should fare so badly in comparison with interested newcomers that there would be compelling (or at least sound) reasons to prefer those untested promises over a proven record.”

The examiner, in his decision, said South Florida’s combination of broadcast experience and civic participation earned it preference over WLWB-TV and the two other applicants for the channel, Miami Television Corp. and Civic Television Inc. He ranked Miami second, WLWB-TV third and Civic fourth.

WLWB-TV’s three opponents agreed with the examiner’s conclusion that the licensee’s operations in Cincinnati and Miami do not provide any basis for awarding a preference to WLWB-TV. The three had objected to WLWB-TV being accorded status as a renewal applicant in view of the circumstances under which it was awarded the license.

Prime Target • William M. MacDonald Jr., organizer and 80% owner of South Florida was a prime target of Miami and Civic in their criticism of the initial decision. Mr. MacDonald has no broadcast experience but has wide business interests, including real estate development and the Tropical Park race track in Miami.

Civic TV said that in choosing South Florida, the examiner preferred an applicant dominated by a “race track operator, sportsman, financial entrepreneur and promoter . . . to an applicant (Civic) which is dominated by 12 of the most active and successful business leaders of the Miami area . . . .”

Miami TV said the “most significant defect” in the South Florida proposal is that it’s a “one-man applicant”—that is, Mr. MacDonald. Miami, asserting that Mr. MacDonald has no broadcast experience and operates his business activities through subordinates, said there is “no telling” what South Florida’s future would be under Mr. MacDonald’s control.

WCKT(TV) Concerned • Meanwhile, the question of whether WLWB-TV’s performance record should be considered by the commission has prompted WCKT(TV) Miami to seek permission to enter the Channel 10 case. The station is licensed to Sunbeam TV Corp.

Like WLWB-TV, WCKT, which is now operating on channel 7, was given a four-month license after other applicants for the facility were found to have engaged in ex parte activities. It is now in a comparative hearing, with Community Broadcast Corp. of Miami opposing its application for renewal.

Examiner Thomas Donahue has ruled that WCKT could make a showing on its performance for a full year.

Because of the conflict between this ruling and Examiner Irion’s, WCKT said, the question might be decided in a case in which it was not a party. Therefore, it asked either that it be allowed to argue the question in the channel 10 case, or that the commission delay a decision in that proceeding until it has heard oral argument and given consideration in the channel 7 case.

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GULF COAST—Well equipped radio station grossing $250,000 annually and showing good profit. Priced at $425,000. Contact—DeWitt “Judge” Landis in our Dallas office!
Acme Film Laboratories serves all America through Air Express
A BLUEPRINT FOR CATV REGULATION?

Commission must make policy decisions, and do it soon

Pressure to make basic policy decisions concerning community antenna systems is continuing to build up within the FCC. This was evident in the reaction of some commissioners and staff members to the application of the Cox Broadcasting interests for microwave relay systems that would bring WGN-TV Chicago and several Ohio stations to proposed CATV's in Ohio.

The proposed microwave system, which would involve construction of 11 stations, is comparable to others that are already operating in that section of the country. However, some staff members saw in the application the possibility of a microwave system linking Chicago and New York and serving CATV's along the way.

They base this conjecture on the fact that Cox interests have had on file since November an application for a microwave system to feed signals of two New York independents, WOR-TV, and WPX-TV, and Philadelphia's educational station WHYY-TV, to CATV's in Chambersburg and Tyrone, both Pennsylvania.

And they assume a link-up will be made between the two systems. There has been published speculation that this will be done. However, some 250 miles separates Tiffin, Ohio, the easternmost point of the Chicago system, and Tyrone, Pa., the western end of the New York leg, and no applications for connecting them are filed with the commission.

"Parallel" Applications * Cox officials declined to comment on the speculation, except to say that the applications that are on file "speak for themselves." They also stressed that their applications do no more than "parallel" a number that have already been approved by the commission.

They mentioned the New York-Penn Microwave, which relays signals from New York City stations to Olean, N. Y., which is some 300 miles to the west.

Nevertheless, commission officials who have watched CATV develop into one of the largest problems confronting the commission insist that the Cox proposal is further indication that the commission is going to have to make some hard decisions on CATV regulation.

CATV operators say their systems provide service to viewers that they otherwise wouldn't receive. They also maintain they can aid stations by carrying them on their cable and, thus, giving them extended coverage.

Some commission staff members, however, are concerned about the impact of sprawling CATV systems on the table of allocations, which is designed to assure local service.

They also see CATV's as posing a special problem for UHF stations. They feel the problem these stations have in obtaining network affiliations is compounded by CATV's that bring into their markets network shows from distant stations.

There is also the problem of multiple-ownership rules. Some staff people feel that large broadcasters entering the CATV field amass "the equivalent" of more than the maximum number of TV stations allowed under the rules.

The Cox Broadcasting Co. has five properties, including four TV's—KTVU (TV) Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; W5OC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami. It also owns CATV's in Lewiston, Lock Haven and Tyrone, all Pennsylvania, and Aberdeen, Wash., and has controlling interest in a CATV franchise in Athens, Ala., and an application for a franchise in Dayton.

Dayton Puzzler * Dayton poses a number of problems for the Cox interests. That is one of the cities where the commission rejected a proposed short-spaced VHF drop-in in order to provide a climate for UHF growth. Some commissioners feel that permitting a CATV to operate there would frustrate the commission's aim. The UHF station there was recently acquired by Springfield TV Broadcasting Co. That company owns three other UHF stations, WWLF-TV Springfield, WALP-TV Greenfield, WWOR-TV Worcester, all Massachusetts.

The fact that Cox owns WHIO-TV in Dayton is another complicating factor. The commission is concerned about common ownership of CATV's and stations in the same market, although it has permitted such ownerships in at least two markets.

Dayton Mayor Frank R. Somers and City Commissioner Robert C. Schell conferred with the commission last week on the Cox application for a CATV franchise. The city government is concerned about the possible impact of the cable system on the UHF station. But it also feels there is a considerable demand on the part of Dayton residents for a system. The commission, reportedly, provided background information on commission actions and policies relating to the problem—but didn't attempt to offer any advice.

The proposed Chicago-Ohio system would bring WGN-TV signals to Lima, Dayton, Findlay, Fostoria and Tiffin, Ohio. WHIO-TV Dayton and WOSU-TV (educational), WLVC-TV and WTVN-
Ottumwa still anti-CATV

For the second time in as many months, citizens of Ottumwa, Iowa, have turned down a bid for a community antenna franchise. In a referendum Feb. 18, the application of Ottumwa Cable TV Co. was denied by a vote of 4,184 against and 661 in favor. Ottumwa Cable is headed by broker H. W. Cassill, Chicago, Ill., an associate of Blackburn & Co.

Previously Ottumwa citizens voted against an application by Iowa Cable Television Co. for a CATV license, also by a 7-1 margin (Broadcasting, Jan. 13). Three years ago a bid by Jerrold Electronics Corp. was turned down by 10-1 margin.

On March 24, Ottumwa votes again, this time on a bid by KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa.

KCOY-TV notes that another one of the communities, Lompoc, has already granted a franchise to H&B American Corp. If the San Luis Obispo audience is "artificially fractionalized" because of the competition from the seven Los Angeles stations, KCOY-TV maintains, its loss of audience "will be immediate and irreparable."

The holder of the San Luis Obispo CATV franchise is John C. Cohan, who owns KSBW-TV Salinas-Monterey and the semisatellite KSBY-TV in San Luis Obispo. KCOY-TV contends this raises a "serious public service question as to whether . . . the owner of the competing semisatellite CATV system would seek to improve and provide a truly local television station to that community."

Some indication as to the commission's thinking on the CATV problems confronting it is expected in the next two weeks. The commission is scheduled to act by then on KCOY-TV's petition for reconsideration of the microwave grant to H&B American.

FCC grants extension for CATV comments

The FCC has granted an extension of the deadline for comments on its rulemaking to govern community antenna systems from Feb. 24 to March 16. Replies are now due April 6.

The extension was requested by the newly formed National Association of Microwave Common Carriers Inc. (Broadcasting, Feb. 17). The association, however, had asked that the deadline be delayed until April 8.

The rulemakings, as proposed, would indirectly govern CATV by conditioning grants in microwave common carrier services. A microwave service grant would be made only if the CATV to be served agreed not to duplicate local television stations for a 15-day before and after period and agreed to carry local station signals if requested.

California CATV system sold for $2.2 million

The purchase of a 4,000-subscriber CATV system in Palm Desert, Calif., by the David D. Palmer interests for $2.2 million has been reported. The system, a 28-mile chain, serves Cathedral City, Coachella, El Dorado Palms, Indian Wells, Indio, La Quinta and Palm City as well as Palm Desert.

The Palmer group owns WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, both Iowa. This is its first cable company purchase.

The CATV sale was handled by Daniels & Associates.

Autry gets majority interest in Calif. CATV

Golden West Broadcasters, headed by Gene Autry, has acquired 65% of the common stock of Cable TV of Santa Barbara, Calif., at a price of $585,000.

Transfer of the community antenna TV system is subject to approval of the FCC and the California Commissioner of Corporations.

GWB's bid for control of the Santa Barbara CATV system was made early...
Teleprompter plans to emphasize CATV

Teleprompter Corp., New York, intends to concentrate on the ownership and operation of community antenna TV systems, microwave relay facilities, closed-circuit TV and live industrial meetings equipment and services and continue providing all television and audio-visual support for the Ordnance Guided Missile School at Huntsville, Ala., stockholders have been told by Irving B. Kahn, chairman and president.

Announcing that the sale of three divisions to Defiance Industries Inc. (Broadcasting, Nov. 18, 1963) has been consummated, Mr. Kahn said the corporation expects to realize about $2 million from the sale, half in cash and negotiable notes and the balance from inventories and accounts receivable as they are used or collected by the new owners. Notes amounting to $650,000 are already in hand, Mr. Kahn said.

The three divisions, all located at Cherry Hill, N. J., are the Weathers Division (high fidelity components), Conley Cartridge Division (automatic tape cartridges) and the Audio-Visual Division (equipment and systems manufacture and installation). H. J. Schlafly Jr., a director and vice president of Teleprompter, has been given a one-year leave of absence to run the Cherry Hill facilities for the new owners, Mr. Kahn reported.

He also reported that Teleprompter's CATV division (13 cable companies) has increased its subscribers in 1963 by 5,818, a jump of 21.7%. Two systems, Elmira, N. Y., and Johnstown, Pa., increased their customers by 43.9% and 41.5% respectively, Mr. Kahn noted. Elmira now has 10,100 and Johnstown 8,248 subscribers, Mr. Kahn said, ranking them among the 10 largest in the country. Last year, Teleprompter sold its Houghton, Mich., CATV system to the Chicago Tribune for $375,000, with the corporation realizing more than $100,000 before taxes, according to Mr. Kahn (Broadcasting, June 17, 1963).

NCTA and FCC resume their negotiations

Community antenna operators and the FCC—who two weeks ago seemed close to agreement on proposed legislation for regulation of CATV—have sent their staff lawyers back to the negotiating table.

One major issue, whether restrictions...
on the commission's rulemaking authority should be permanent or temporary, remained the chief obstacle, it was learned.

The National Community Television Association board of directors spent almost its entire meeting in Dallas, Feb. 15-16, discussing the legislative proposal after receiving word that the FCC had refused to budge on the rulemaking issue ('Broadcasting,' Feb. 17). Fred Stevenson, NCTA chairman, said the FCC "has been exhibiting a very fine spirit with us and we appreciate it," but there was no question the board was disappointed with the commission's position.

However, Mr. Stevenson said, the FCC-NCTA negotiations were "close enough" that he alerted his board to remain on stand-by notice to meet this week or next in the event staff workers reached agreement.

The NCTA contends that if the FCC obtains authority to regulate all CATV systems, then it should agree to approach the question of economic injury to television stations on a case-by-case basis, not by rulemaking. The FCC believes, though, that any restriction on its rulemaking authority should be temporary. A three-to-five-year restriction on a rulemaking is being discussed.

The NCTA board has put off selection of a president. It accepted a report from its selection committee but deferred action until its next meeting. Mr. Stevenson said the board thought the association faced "no emergency" without a president and that its Washington staff was working efficiently. "No one seems to be excited about getting a man," he said.

NBC-TV affiliates board has meeting

NBC-TV's plans in future programming, sports and coverage of political events this year took precedence last week over other matters discussed at a meeting of NBC executives with the affiliates' board of delegates.

Among the highlights of the quarterly meeting held at Coral Harbour in Nassau:

- An endorsement by the board of NBC-TV's plans presented for the new 1964-65 season. The programming was said to have followed closely the outline of shows presented earlier this month ('Broadcasting,' Feb. 3 et seq. Also see story on network programming, page 85).
- A tentative summer lineup of daytime programs was presented which is expected to delay the schedule to affiliates for their attention (see page 85).
- Carl Lindemann Jr., vice president, sports, reported on NBC-TV's "sports surge," especially the network's contracts with the National Collegiate Athletic Association and the American Football League (for five years). His presentation got an enthusiastic reception, it was reported.

Meanwhile, it was disclosed that the general convention of all NBC affiliates, radio and TV, which was originally scheduled for last December but postponed after the Kennedy assassination, was rescheduled for June 1-3, at the Beverly Hilton hotel in Los Angeles.

At the Nassau meeting, Robert W. Sarnoff, board chairman, and Robert E. Kintner, president of NBC, summarized the network's position and objectives in general terms.

William R. McAndrew, executive vice president in charge of NBC's news division, and Julian Goodman, vice president, NBC News, previewed plans for the forthcoming political campaign, conventions and election coverage. They pledged NBC's intention to play a dominating role in political coverage as they said the network has in recent years.

A. Louis Read, WDSU-AM-FM-TV New Orleans, and chairman of the NBC affiliates board, spoke for the 10-man group in commending the network, saying in part that NBC "long first in news, has now become first in sports and gives every promise of becoming first in entertainment programming with its new schedule for next season."

Mr. Read said the affiliates were "tremendously impressed" with NBC's financial commitments made to "assure its leadership" in the news-sports-entertainment fields.

ABC-TV o&os to meet

The general managers of the five ABC-owned TV stations will meet March 2-4 in New York to discuss "forthcoming programs and projects" for the year, Theodore F. Shaker, president of the ABC-owned TV stations division, announced last week.

Reports will also be made on programming, promotion sales and local community service of each of the stations.

The stations are WABC-TV New York, WXYZ-TV Detroit, WBKB(TV) Chicago, KABC-TV Los Angeles and KGO-TV San Francisco.

N.Y. ch. 14 proposal criticized by AMST

The proposal by the Educational Broadcasting Corp., New York, to allocate UHF channel 14 to that city was given sharp technical criticism last week by the Association of Maximum Service Telecasters, wwow-tv (ch. 14) Worcester, Mass., and others.

The EBC requests the commission to waive the minimum mileage separation requirement to allow the transmitter of the proposed channel 14 New York station to be located within 152.5 miles of the transmitter of wwow-tv. Commission rules have established the minimum separation for channel 14 facilities at 155 miles (Broadcasting, Jan. 20). EBC would use the channel for an educational outlet-New York's third.

AMST said that it didn't object to an additional ETV station. But the commission should not, under any conditions, alter the minimum mileage separation requirement. This separation standard is of the essence of sound engi-
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And its time in your market, too. One of America's top radio personalities with a long history of west coast sales successes, Doug Pledger has a track record that puts him up with the all-time leaders in radio salesmanship.

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neering, the association said.

WWOR-TV held to the same position and suggested that before it short-space a channel 14 allocation the FCC should see channels 25 or 31 activated—both of which are reserved for educational use in New York.

The Spanish International Television Co., an applicant for a UHF station in Paterson, N. J., told the commission that it backed allocation of channel 14 to the New York area, but that it should be left open for commercial applicants as well as educational.

FCC denies NABET plea

The continued opposition of the National Association of Broadcast Engineers and Technicians to the sale of WROK-AM-FM Rockford, Ill., by Rockford Broadcasters Inc. to WROK Inc., gained a further set-back last week as the FCC denied a union request that approval of the purchase be reconsidered.

NABET has opposed the transaction from the start, claiming that WROK Inc. had refused to honor collective bargaining agreements the union had with Rockford Broadcasters. The commission has been of a different mind, stating that one of the factors in approving the sale was WROK Inc.'s willingness to negotiate with the union (Broadcasting Oct. 28, 1963).

VOA contest to determine audience's music tastes

Stations in a quandary over how to determine the program tastes of their listeners can sympathize with the Voice of America, U. S. Information Agency's radio arm. VOA's audience is global, and its problems in plumbing program preferences are commensurate.

To find out its audience's taste in music, VOA starting April 1 is conducting an essay contest, offering as prizes long-playing albums donated by American firms. Approximately 200 albums have already been contributed.

Announcements of the contest will be run for a week over the English-language Breakfast Show, a taped program aired during local breakfast times in Europe, the Near East, South America and Africa. Entrants must explain in 150 words or less why they prefer a particular kind of American music—jazz, folk, popular or serious. Judging will be on originality and sincerity, not English fluency. The show is in English, which for most listeners is a second language.

Winners of the contest will be announced on the Breakfast Show June 1. Record companies which have donated albums include Kapp, Capitol, RCA-Victor, ABC-Paramount (Ampar), Epic, MGM-Verve and Pacific Jazz.

Drumbeats...

Cookie caper = Wkaw Buffalo marked the Chinese New Year by giving away Chinese fortune cookies. Each cookie contains slogans, some of which are worth prizes totaling $10,000 in value. The promotion continues through March 28.

Brighter side = Kory Alice, Tex., has begun a series of daily newscasts devoted entirely to "good" news. "The kory Good News," aired at 11 a.m. Monday through Friday, is a supplement to the station's regular news broadcasts.

BPA extension = The Broadcasters Promotion Association last week extended for one month the deadline for its third annual On-The-Air awards competition.

For a winner

A flower by any other name might have done as well, but it is an orchid that Ruth Jones, supervisor in charge of network and stations relations for J. Walter Thompson Co., New York, is pinning on Robert M. Lambe, president of WTAR-TV (Hampton-Newport News-Portsmouth) Norfolk, Va.

The occasion: WTAR-TV's position as the No. 1 affiliate of the CBS-TV network (based upon the ARB November 1963 survey of prime time viewing in the 50 top markets).

New deadline will be March 15. Separate awards will be given in both radio and TV. For information: BPA, 215 East 49th Street, New York.

Market information = A new booklet, entitled "Hawaii Market Data," is being produced by the Hawaiian Association of Broadcasters. It lists population and temperature figures, personal income, age and population make up, and how the dollars are spent.

In black and white = Celebrating its 15th anniversary last week KOB-TV Albuquerque, N. M., for one day presented all of its personnel, from cowboy show host to newscaster, in white tie and tails. According to KOB-TV, operations began with the second television transmitter manufactured in the United States and its power was provided by generators at the site. At that time there were 10 television receivers in the area and six of those belonged to KOB-TV.

Weekend in Hawaii = Shirley Weiner, timebuyer for Wermen & Schorr, Philadelphia agency, has bettered more than 1,000 other timebuyers in a TV contest, and she's heading for Hawaii. Miss Weiner was the winner of a recent contest run by KGMB-TV Honolulu. Contestants were asked to estimate the number of TV homes reached by a film package carried on the station. Her estimate was closest, and she plans this spring to enjoy the prize—an all-expense paid trip to Hawaii.

Anyone for lunch? = Kgas Los Angeles has begun broadcasting area school lunch menus as a program feature between 6 and 9 a.m. daily, allowing parents to avoid duplication in planning evening meals.

Speaking frankly...

Television has been given the job of introducing to Southern California "Big Frank, the Man from Morrell," a 7'3" former basketball star of the University of Southern California who is the new living trademark of the Midwest packing company. The full Southern California advertising appropriation of approximately $150,000 will be spent for 60-second live and animated TV spots to promote Morrell meats, especially frankfurters, according to Maurice Vaughn, account executive at Anderson-McConnell, Los Angeles, in charge of Morrell advertising in Southern California.

I heard the book

"Read any good radio lately?" asks a promotional brochure produced by WERE Cleveland. The brochure contains a 20 day collection of articles about were activities, programs and personalities gleaned from local and national publications. Each item is accompanied by a full-page cartoon.
Now... a new EASTMAN Sound Recording Tape!

LISTEN... New “R”-type Binder Assures Long-Term Sound Clarity...

AT LAST, a much superior binder—one that provides a super-smooth, tough, homogeneous oxide layer which dramatically suppresses tape noise and intermodulation distortion! You'll notice this in the new sound clarity.

At the same time, extremely abrasion-resistant, it prevents oxide build-up on the recording head, assures long-term excellence of performance.

Equally important are outstanding magnetic characteristics which make possible two superlative tapes of widely different performance characteristics: a superb low-noise, high-output tape and an extra low print-through tape.

STRONGER: DUROL support material, a specially prepared form of cellulose triacetate, is a good 40% stronger. When it breaks... it breaks clean.

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Ask for EASTMAN Tapes at leading electronic supply houses: Type A303, a superior low-print tape with output comparable to a fine general-purpose tape... also Type A304, a high-output tape with low print-through.

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For fast threading and extra convenience—the unique, handy, Thread-Easy Reel with indexing scale and built-in splicing jig.
SOLUTION TO BLACKOUTS?
Not yet, but FCC and Senate committee promises to give the problem more study—at a later date

Neither the FCC nor the Senate Antitrust and Monopoly Subcommittee came up with a solution to television blackouts for sports contests last week, but both promised they would give the matter another try—later.

The FCC announced it was taking no action on a complaint by WPSN-TV Paducah, Ky., but added that there is "an undoubted public interest in insuring that the broadcast of sports events should be available to those persons desiring to view and hear them." The commission said it would comment further on the problem when it files a report with a House panel on pending legislation intended to remedy the Paducah situation.

Earlier in the week the Senate subcommittee considered the issue while taking testimony on a bill that would exempt professional team sports from certain provisions of the antitrust laws. The presidents of the major baseball leagues—whose teams already are exempt under a court ruling—and executives representing other sports testified on the antitrust measure and the subcommittee seemed inclined to take up the blackout question separately. Senator Philip A. Hart (D-Mich), chairman, said the blackout issue more aptly concerned Public Law 86-31, a 1961 measure that permits professional leagues to package their games for radio-TV sale.

But that didn't stop the question from coming up.

Stubblefield View = Representative Frank A. Stubblefield (D-Ky.), who has championed WPSN-TV's complaint since last year, had already urged the subcommittee to impose legal restrictions on the 75-mile radius in which professional teams normally require television blackouts of home games. The congressman said last week that if the National Football League can black out Paducah, it can black out the entire country "and the next thing you know you'll have to go to a theater to see a football game."

WPSN-TV, informed Thursday (Feb. 20) that the commission would not act on its complaint, indicated that it probably would not press the issue further. The station, an NBC-TV affiliate, has contended that CBS-TV should have

A fast trip to the canvas can be as profitable

When Sonny Liston meets Cassius Clay tomorrow night in Miami, ABC Radio will be reporting its sixth consecutive heavyweight championship fight. None of these fights have gone past the sixth round.

After the last two abbreviated one-round matches between Liston and Floyd Patterson there have been questions about a network—more specifically about a sponsor—who would risk support of another possibly brief encounter.

An economic examination of this reasoning suggests a quick re-evaluation. When Liston first fought Patterson in 1962, ABC Radio obtained the rights from Graff, Reiner & Smith for about $325,000. This was the highest price paid by ABC for any of the last six matches.

A punch in the first round of that bout knocked Floyd Patterson down for the count. It also knocked down the price to ABC for the next fight (negotiated with Sports Vision Inc.) to about $175,000.

The number of theaters accepting the fights for closed-circuit teletcasts, at the same time, dwindled from approximately 260 to 147.

When Liston repeated his one-round performance with Patterson in the summer of 1963 he was unwittingly driving the negotiable radio price for his next fight down still further.

Intercontinental Promotions Inc., Philadelphia, of which Liston and the Nilon brothers are principals, sold the rights to ABC Radio for Tuesday's fight for $115,000. NBC Radio reportedly wouldn't go over $100,000. CBS Radio decided not to bid.

How does ABC pad out a fight that ends after 2½ minutes? It's compensating its affiliates at a regular hourly rate for the scheduled 15-round bout. The network says it has over 400 stations lined up for the event. Although the fight is booked to stations as an hour of time ABC guarantees each of four sponsors only one commercial announcements each.

After a prefight special the sound switches to ringside about 20 minutes before the fight. Within that 20-minute period each sponsor gets a full-minute announcement. Between-round commercials, of 45 seconds in length, are rotated between the four sponsors for the fight's duration. Should the fight end prematurely, each advertiser is guaranteed a total of at least three commercial minutes.

Extending the program's length is a matter of replaying the knockout round, interviews with the fighters, critical comment from other fighters at ringside and dressing room reporting.

ABC's sellout of the fight, announced last week with final quarter sponsorship bought for Wildroot hair preparation by Colgate-Palmolive and interest expressed by still others, would indicate that the advertisers are happy to consider three announcements, their rightful due, and anything beyond that, by dint of a longer fight, a bonus.

The network's point of view expressed by its President Robert Paulley: "These fights provide us with more promotional value for the network than any other method you can think of and don't kid yourself, we're not losing money at this game." He acknowledges that the first interest in carrying the championship fights is network promotion, but he adds, "let the others sit back in their dream-world and think we're losing money. That suits us just fine. Where else
made St. Louis Cardinal home games available for broadcast on its facilities in Paducah, located 115 air miles from St. Louis and outside the normal 75-mile blackout area. The station requested the games from CBS-TV because the network blacks out KFVS-TV Cape Girardeau, Mo., a CBS affiliate serving the Paducah area.

However, as Pete Rozelle, NFL commissioner, explained to the subcommittee last week, the Cardinals found that the KFVS-TV signal serves many suburban St. Louis TV homes as well as Paducah (thus the blackout), but WPSD-TV's signal also can be received in the St. Louis suburbs. Suffering a decline in attendance, St. Louis ordered the blackout including both stations, Mr. Rozelle said. This was correct procedure under NFL rules, he added. However, he said the NFL would survey CBS markets to find whether signal penetration affects attendance elsewhere.

Joe Foss, president of the American Football League, was not questioned by the subcommittee about blackouts of his league's games, but explained in an interview that when the San Diego Chargers play at home, KABC-TV Los Angeles offers other AFL games than the San Diego contest because 23% of the TV homes in the San Diego market can receive Los Angeles signals.

No Need of Legislation - Mr. Foss said legislation on blackouts would be unnecessary because the teams can work out situations that come up, but that whatever was done ought to be as an amendment to PL 86-31. That legislation made possible the high saleability of professional sports television has enjoyed in the past three years (see page 32).

The subcommittee was reluctant to tackle the blackout matter in the midst of the antitrust hearing, but still another TV question was thrown in. Each subcommittee member received a wire from the legislative and TV committee of the National Collegiate Athletic Association protesting ABC's plan to negotiate for the sale of rights to five NFL 1964 games not included in a 1964-65 season package purchased for $28.2 million by CBS-TV last month (Broadcasting, Jan. 27). The association says the plan violates the intent of the 1961 law which protects college games from competition with professional contests on either Friday nights or Saturday afternoons. The NCAA lined up with the National Federation of State High School Athletic Associations which says football on TV Friday nights will hurt high school attendance.

George T. Gareff, commissioner of the nine-team United Football League, testified that "if CBS-TV goes for piggyback football on Sundays, it will destroy about three of our clubs which play on Sunday night." The network is considering offering football doubleheaders in some cities.

The commissioners of three professional football leagues seeking protection from antitrust laws found television blackouts of home games tossed into a hearing conducted by Senator Philip A. Hart (D-Mich.) last week. Huddled with the senator (!) are Joe Foss, American Football League; George T. Gareff, United Football League, and Pete Rozelle, National Football League.

PGA says opposition to demands is fading

The Professional Golfers Association last week reported some progress in its drive to obtain available negotiating rights to golf tournaments (Broadcasting, Feb. 10).

Martin Carmichael, who is negotiating for the PGA with various tournament promoters, said that the handful of sponsors he has talked with so far have at least agreed to continue the discussions.

Mr. Carmichael said most tournament backers have entered discussions under an impression the golfers want all the TV money for themselves. Their opposition has dwindled once they are aware of the details. These details, he said, amount to PGA willingness to divide TV revenues on an individual basis, provided it's understood the PGA would negotiate with networks and advertisers.

No firm agreements have been reported, The Buick Division of General Motors, which had considered sponsoring the final two days of the Annual Buick Open on ABC-TV in June, has postponed a final decision, reportedly until it has an idea how other promoters will react to the PGA proposals.

The seven-year-old tournament had been telecast on NBC-TV.
AT LAST, ACTION ON SECTION 315

House and Senate confer to iron out differences

It took almost five months to do it, but last week the House of Representatives agreed to disagree with the Senate about a temporary suspension of Section 315.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, got a green light from the House Tuesday (Feb. 18) and called on the Senate to formally discuss HJR 247, a resolution that would suspend equal time requirements for the presidential and vice presidential campaigns this fall. The House and Senate have passed slightly different versions of the resolution and plan to hold a conference Thursday (Feb. 27).

The resolution was recommended last year as a means of helping the major political parties hold down campaign costs by permitting the broadcasting networks to present the major presidential and vice presidential candidates in joint appearances without becoming involved in equal time demands from minority party and fringe candidates.

Broadcasters and the Republican party have been urging the White House and Representative Harris to complete action on the resolution in their joint hope that the President would then engage his Republican opponent in some kind of joint broadcast appearance, although not necessarily in the format of the 1960 Great Debates. President Johnson has not publicly committed himself to such a confrontation although President Kennedy had.

The differences in the two versions are not seen as substantial obstacles to passage of a suspension measure. The House-approved version limited the suspension to 75 days before the general election but by the time the Senate completed action on it, the Democrats and Republicans had completed plans for their national conventions. Since the Democrats would convene last—Aug. 24—the Senate decided that only a 60-day suspension would be necessary (Broadcasting, Oct. 7, 1963). The Senate also considered it unnecessary for the FCC to require certain extensive reports from broadcasters on the 1964 suspension.

Democratic sources said last week that they still had no word from the White House whether—or how often—President Johnson might choose to meet his GOP opponent. It has been thought for some time, however, that this decision should not bear on passage of the suspension resolution.

Conferences named by the House are all members of the Commerce Commit-tee and its Communications Subcommittee: Representatives Harris, Walter Rogers (D-Tex.), John E. Moss (D-Calif.), Dan Rostenkowski (D-Ill.), Horace R. Kornegay (D-N.C.), John B. Bennett (R-Mich.), J. Arthur Younger (R-Calif.), Glenn Cunningham (R-Neb.) and James T. Broyhill (R-N.C.).

Senate conferences named Thursday (Feb. 20): Senators Warren G. Magnuson (D-Wash.), Commerce Committee chairman; A. S. Mike Monroney (D-Okla.); Strom Thurmond (D-S.C.), Hugh Scott (R-Pa.) and Winston L. Prouty (R-Vt.).

UHF station asks rule on program refusal

A Milwaukee UHF television station last week asked the FCC to institute a rulemaking that would make available to independent UHF stations network programing that is not carried by a competing VHF affiliate.

The petition, filed by WUHF (TV) (ch. 18), would amend the commission's rules governing network affiliations with the following insertion: "If a program or program series, commercial or non-commercial, is offered by a network to its affiliate in any given market and market is not provided by the affiliate within 72 hours, the network shall, giving appropriate notice of the fact, exhaust clearance possibilities in the community by offering such programs or program series on equitable and nondiscriminatory terms and conditions to all other operating stations in the community."

The suggested proposed rulemaking would also alter the references to "broadcast" stations to explicitly define them as "television" stations. WUHF said that the present rules are outdated, carries over from the rules originally adopted to govern radio network contracts.

The station feels the amendment would "impose positive responsibility upon the national networks to offer to other stations in the area . . . programs not taken by their own affiliates" and clearly establish a time limit on first refusal rights.

WUHF said it believes the commission's present rules to be "outmoded and highly inadequate to meet the needs for development of an all-channel, national, fully competitive television system." This is due, the station said, in the main to an unrevised adoption of radio regulations.

"Audience Parity" * The Milwaukee UHF said that its proposal would not assure affiliations for UHF stations, but it would create a "greater programing parity and incentive for an orderly development of new UHF stations"—particularly in one or two station markets where a third network is at a disadvantage, "in most cases." Network programing for UHF stations has been on the commission's agenda for some time. The agency's staff is presently busy drafting a proposed rulemaking, but progress has been cautious (Broadcasting, Feb. 10).

AFTRA negotiations bog down in Los Angeles

Wage negotiations between the Los Angeles local of the American Federation of Television and Radio Artists and three of that city's TV stations—KTTV, KTLA and KCOP—have been broken off and the union membership will be asked to give strike authorization to their representatives in the bargaining sessions at a meeting called for Tuesday evening (Feb. 25) at the Hollywood Knickerbocker hotel.

Claude McCue, executive secretary of the AFTRA local, said that the strike, if it comes, will be caused by a deadlock over wages for a total of only 10 men—seven fulltime staff announcers and three parttime announcers. After several months of negotiations over wages and in-shift fees, talks were halted when the union rejected a "final" management proposal for a 2½% increase. AFTRA is seeking increases ranging from 8% to 25%, like those recently negotiated with the network stations in Los Angeles.

Reporting that AFTRA has signed a contract with KHJ-TV Los Angeles "under conditions far more favorable than those at KTTV, KTLA and KCOP," Mr. McCue said that if the dispute with these three stations were settled on AFTRA's terms, it "would mean only $1,500 per man per year." The independent stations, he said, had previously agreed to a new code for free-lance TV announcers, granting increases averaging 10% and added vacation benefits.

ABC-TV daytime changes

ABC-TV will introduce a new game show on weekdays March 30 and at the same time begin its daytime programming on Monday-Friday at 10:30 a.m., a half-hour earlier than before.

Get the Message, a Goodson-Todman production featuring celebrities and audience participation, goes into the 11-11:30 a.m. slot, with The Price Is Right moving back a half hour to 10:30 a.m. The network will drop Seven Keys after its Feb. 27 telecast to make room for Get The Message.
Garden plans own fight network

Regular weekly boxing bouts on television may not be discontinued after all when ABC-TV drops them Sept 11. Madison Square Garden in New York last week announced it will form its own television network and plans to telescast its first fight Sept 14. Future fights will be telescast either on Monday or Friday evenings, depending on the consensus of stations that sign to carry the bouts.

Of the scheduled 32 bouts, 26 will be held at the Garden, with the remainder slated in other cities by independent promoters. The Garden said that at least six of the fights would be championship bouts.

Ned Irish, president of Madison Square Garden, said that Gillette, which now co-sponsors the fights on ABC-TV, has agreed to enter into a similar arrangement with the Garden when the "network" is established.

Lester M. Malitz, former sponsor representative for a Wednesday night fight program, will solicit stations throughout the country for the network.

Pauley cites potential for radio drama shows

Robert R. Pauley, president of ABC Radio, said last week that there is a great untapped market for radio programming—particularly in the area of nighttime dramatic shows.

Mr. Pauley, speaking before a meeting of journalism students in New York, said the main reason why this programming potential is not being realized is a general lack of skilled radio writers who are able to adjust their style to a modern theme. Mr. Pauley told the conference—sponsored by the International Radio and Television Society—that ABC Radio is considering the possibilities of new dramatic presentations, and he added: "Broadcasters have, for the most part, written off the nighttime drama program, but we think the audience is there."

Mr. Pauley joined several other broadcasters at the conference in saying radio provides excellent career opportunities for students, and he said the need for writing creativity is on the rise.

Another speaker on Mr. Pauley's panel, Earl Mullin, vice president in charge of stations for ABC Radio, said that free enterprise is a necessity for the effective operation of broadcasting facilities in the United States. Mr. Mullins noted that the present high caliber of network presentations would not be possible without the "profit system."

The free enterprise system was also discussed by luncheon speaker Thomas
S. Murphy, executive vice president of Capital Cities Broadcasting Corp. Mr. Murphy said a card survey of the students present indicated that the consensus was that free enterprise was vital to the future of broadcasting. He also advised that, despite the benefits of the profit system, the major goal of the broadcaster should be service, not financial gain.

Other topics and panels at the conference were: "Radio Station Operation" with Daniel P. Weinig, vice president and general manager of WPAT New York; Don W. Burden, president of Star Stations; Stephen Labunski, vice president and general manager of WMCA New York; Ken Cooper, president and general manager of WICC Bridgeport, Conn.; "Television Station Operation" with John E. McArdle, vice president and general manager of WNEW-TV New York; Marian Jackson, media research manager at WNEW-TV; John Sias, vice president and director of Metro-TV Sales, New York; Bernard Zeidman, commercial manager of WNEW-TV; "Television Network Operations" with discussion by Julius Barnathan, vice president and general manager of ABC-TV; Robert Northshield, general manager NBC News; Russell Stoneham, director of live programming for CBS-TV.

Fox TV's syndication plans for 1964

INCLUDE NEW DOCUMENTARY SERIES AND RE-ISSUES

Twentieth Century-Fox Television Inc. will implement a syndication policy in 1964 of releasing some first-run presentations and some reruns programs of recurring interest, Alan Silverbach, director of syndication sales for the company, revealed last week.

Fox TV will place on the market within two weeks a half-hour documentary series, Day to Remember. The program will focus on "great historical turning points," such as the day Paris fell, the day King Edward gave up his throne, the day the stock market crashed and the day President Truman fired General MacArthur. It is being produced by Fox in association with the Company of the Documentary, headed by Marvin Wald and Jesse Sandler. Mr. Silverbach reported that Fox is negotiating initially for a national spot sale on this 26-episode series.

The company also intends to accelerate its activities in one-hour special programs, similar to the Anatomy of Crime program produced last year. Its first effort for 1964 is The War to End All Wars, a one-hour panorama of World War I, which will be released shortly. The company's newsreel arm, Fox Movietone, will produce the various specials during the year.

Fox TV soon will re-issue Crusade In Europe, a 26-episode half-hour series based on General Eisenhower's book. It originally was carried on ABC-TV and was later offered for syndication. The series was withdrawn from the market about four years ago, but Mr. Silverbach notes "the time seems to be ripe for re-issue." Four large stations have bought the series in advance of its official release date.

In a similar move, Fox will re-issue a package of 21 "Charlie Chan" pre-1948 features, which have not been offered to TV for the past five years. Mr. Silverbach is convinced that "certain popular features can be re-played to substantial audiences, particularly if they have been off the air for some years."

In addition, Fox will continue to sell its off-network series including Dobie Gillis, Follow The Sun, But Stop and various packages of post-'48 features. All of the features have had network exposure and some have been in syndication.

Official Films to offer new half-hour TV show

Official Films Inc. will offer for sale during the 1964-65 season a half-hour activity series, Survival, depicting stories of persons involved in history-making events, it was announced last week by Seymour Reed, OF president. The series is being offered initially for network sale.

The series will include newsreel footage of such dramatic episodes as the collision of the "Andrea Doria" and the "Stockholm," the Rikers Island plane crash, the Connecticut flood of 1955 and Hiroshima. New films of the survivors, as they now appear, will be part of the series. Survival is produced for Official by Sherman Grinberg Productions. Actor James Whitmore will be the narrator.

CBS-TV reviews 'Workshop'

CBS-TV announced last week that network officials will review all episodes of Repertoire Workshop, the half-hour programs being produced and aired by the five CBS owned stations.

CBS-TV also said it would refer specific talent to the stations for possible use on Workshop programs. The network said both moves were being undertaken for the purpose of providing a wider forum for unknown talent.

THE 1964-65 SEASON

CBS, ABC make more changes in program plans

CBS-TV was the major network newsmaker last week as the TV program decision makers continued to fill in schedules for the 1964-65 season.

While CBS-TV moves topped the news, ABC-TV maneuvered on its proposed Friday night schedule. ABC was in negotiation last week for motion pictures on Friday when NFL games would fill five of the nights in the fall.

CBS-TV, which already had decided to drop the Garry Moore Show (Tuesdays, 10-11 p.m.) from its 1964-65 lineup allegedly because of declining ratings, found out last week it also had lost Garry Moore himself.

Mr. Moore told the network he had decided against continuing as the moderator of the I've Got a Secret TV program and on his daily CBS Radio program. He said both programs would only occupy about eight hours of his time each week and that after meeting such a demanding schedule at the network for the past 15 years, "such an unchallenging cut-back would drive me out of my mind."

Mr. Moore is under exclusive contract to CBS-TV until 1974. He reportedly receives more than $100,000 a year from his contract, whether he works or not. He did not challenge the network's decision to drop his hour program, "which they had a perfect right to do." But he said he had "no choice" other than to drop his other two shows when CBS-TV refused to release him from his contract so he could try and make a deal with the other networks.

Mr. Moore owns 50% of I've Got a Secret (Monday, 8-8:30 p.m.) and said he understood the program will continue next fall at CBS-TV if the network is able to find another moderator for the program.

As for his own plans, he said he would finish out his commitments for the present season and then, about June, get into his sailboat and go up to Maine for a few months and "get to know myself again."

Sullivan's Plans: A previous announcement that CBS-TV's Ed Sullivan Show would be expanded to 90 minutes on Sunday in April was canceled upon the advice of Mr. Sullivan's physician who said he should not undertake the additional work. The move will leave the network with 30 minutes to fill (9-9:30 p.m.) when the Judy Garland Show leaves the alphabet at March 29.

Other cancellations at CBS-TV will be Allen Funt's Tell it to the Camera, after the March 25 telecast. The half-hour will be filled (Wednesdays, 8:30-9 p.m.) with a drama series titled Suspense that was filmed three years ago.
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but never released. CBS-TV also apparently has decided not to go ahead with its Tarzan series next fall, thus opening up the Friday 8:30-9:30 p.m. slot.

CBS signed Bob Newhart as the second star of The Entertainers, a new one-hour revue that already has Carol Burnett scheduled to appear three out of every four weeks.

Jackie Gleason's program (Saturday, 7:30-8:30 p.m.) will originate next season from Miami Beach Auditorium. And CBS-TV said it tentatively has scheduled a new series titled The Munsters for the Thursday, 7:30-8 p.m. spot, next season. The situation comedy will star Fred Gwynne and Al Lewis, who starred in Car 54 Where Are You? on NBC-TV. The series will be produced by Kyro-Vue Productions.

Bob Hope's Chrysler Theater on NBC-TV appears set for the Friday 8:30-9:30 p.m. spot next season. Chrysler again agreed to sponsor the series fully. The program will follow this season's format, when Mr. Hope introduced dramatic programs and occasionally starred in comedy shows.

ABC-TV's latest program addition was The Addams Family, a comedy series based on the seven famous cartoon characters created by Charles Addams for the New Yorker magazine 30 years ago. The network did not announce a time spot for the half-hour program.

Gillette Move: The feature film possibility on ABC-TV reportedly was initiated by Gillette, through Maxon, which this season is a sponsor in the Friday fights that are destined to be dropped.

The motion pictures involved were the Sam Goldwyn feature backlog or a group of United Artists' post-1950 films. The Goldwyn backlog contains about 50 pictures but the deal—if consumated—reportedly would involve less than half of that number. Approximately 25-30 pictures would be offered by UA. The UA films, it was said, would be priced in the $250,000-300,000 range for each, the Goldwyn films slightly higher.

The Goldwyn package was described in this way by one familiar with it: of the 50, half at present must be struck off as unsuitable for network because of either the subject matter or outdated "costume." Of the possible 24 pictures being considered 18 are said to be "among the finest made" and 12 "good." Among the better known titles are "Wuthering Heights, "Best Years of our Lives," three Danny Kaye features ("Hans Christian Andersen," "Up in Arms" and "The Secret Life of Walter Mitty"), "Hurricane," "The Westerner," "Little Foxes," "Cowboy and the Lady" and "Guys and Dolls."

ABC attacks 'favoritism' in New Hampshire primary

ABC News last week attacked what it said was "favoritism" being accorded CBS in the New Hampshire presidencial primary. That ballotting will take place on March 10 and CBS will pay local election workers in the state about $20 each to telephone results to CBS election headquarters in Manchester. CBS also will urge the officials to telephone reports through the day on the number of voters and their apparent mood.

These practices, ABC protested, make for "a serious infringement on the...
The trouble with these tubes:

they last too long.

Frankly we're overstocked with the tubes you see above. And we've only ourselves to blame: they last too long. But that's the trouble with designing tubes for long life and superior performance. The chart below will give you specifications on these tubes. And now's the time to order. Now. We hate an untidy stock room. Eitel-McCullough, Inc., San Carlos, Calif. Subsidiaries: National Electronics, Geneva, Ill.; Eitel-McCullough, S.A., Geneva, Switz.
National General Corp. will inaugurate its Theatre Color-Vision closed-circuit TV theater network in mid-March with a two-hour show starring the Beatles, Eugene V. Klein, National General president, announced Tuesday (Feb. 18).

Mr. Klein inserted the announcement in his report to stockholders at their annual meeting, held Tuesday morning at NGC's Fox Wilshire Theater in Beverly Hills, Calif.

Discussing NGC's subsidiary corporation, Theatre Color-Vision, he noted that General Electric Co. now has on the production line the Talaria color projectors with which the theaters that will make up the "nation's first permanent closed-circuit entertainment network" will be equipped.

"The first of these projectors should be delivered early this summer," he stated.

But Mr. Klein commented that when NGC could get "the hottest attraction in the Western World today," there was no point delaying the theater-network inaugural until summer. So, the debut will go on next month in black-and-white on the screens of theaters in about 100 key cities coast to coast, with a minimum of 500,000 seats. The program will be given four times, two matinees on Saturday and two on Sunday, "sometime in March but not Easter," he said. He said the details had not all been worked out, but the program would include pickups from various points around the country and that some of each of the four performances will be live pickups and some segments of the first show will be tapped for delayed showing on the other three. The admission price will be $2 or $2.50, Mr. Klein said, adding that the Beatles merchandise—records, wigs, sweatshirts and the like—will be on sale in the theater lobbies.

Mid-March is notoriously a poor-business time for theaters, the NGC president stated, with many empty seats, which he expects to be completely filled by Beatles fans the weekend of the closed-circuit theater telecast. "We'll crock 'em," he asserted, hailing the event as a show business milestone, the first use of theater television for anything other than championship fights. "It means that an entirely new dimension is being added to the industry and National General is fashioning it—living up to our promise to dominate this exciting new medium."

The Theater Color-Vision facilities will be the finest in the nation, Mr. Klein stated, including equipment from other manufacturers as well as the GE Talaria color projectors, but, he noted, "It is an inescapable right of all news media to have equal access to election returns the minute they become available at the local ward or precinct," ABC said it made the statement "in the interest of fair and equal access of all news media to public news and information."

CBS noted its arrangement was not violating the law and cited an announcement to that effect by Assistant Attorney General Alexander J. Kalinski.

NBC-TV films scene in U.S. Senate chamber

NBC-TV claimed a television first last week when it gained permission to take TV film cameras inside the U. S. Senate Chamber to work on a one-hour color special about the United States Capitol.

NBC News producer Lou Hazam received permission to film the Senate chamber when the Senate wasn't in session. Authorization was granted by Senator Everett B. Jordan (D-N.C.). House Speaker John W. McCormack (D-Mass.), also granted Mr. Hazam permission to film scenes in the House.

Other locations in the Capitol building that will be seen on television for the first time are the marble room in the Senate, the Senate lobby and the formal office of the Vice President.

NBC-TV will teletcast the program, which does not yet have a title, sometime next fall. Mr. Hazam said he plans to illustrate the Capitol as a "symbol of our democratic government and as a national art treasure."
able fact that the success of closed-circuit entertainment depends upon the broad public acceptance of programming presented," so "we are concentrating heavily on programming at the present time." In addition to the recent appointment of William Perry, formerly with KTVU-TV Oakland-San Francisco, as director of sports programming for Theat Color-Vision, the company has closed-circuit exclusives with the Metropolitan Opera, Carnegie Hall and various Broadway producers, with Gower Champion, Dimitri Tiomkin and others as consultants.

Reporting a strong uptrend in National General operating profits and net worth during the past year and continuing into 1964, Mr. Klein noted that theater operations and real estate activities were the major contributors to last year's earnings. Diversification, started last year, contributed only modestly, but it shows up much more strongly in the first quarter of fiscal 1964.

Videocraft International expands activities

PRODUCING NETWORK TV SPECIALS, MOTION PICTURES

Videocraft International Ltd., New York, which began as a commercial producer 10 years ago and subsequently moved into the program syndication area, is expanding in 1964 into the production of network TV specials and motion pictures.

Its first venture into network specials was the Return to Oz, one-hour animated color program sponsored by General Electric on NBC-TV on Feb. 9. Arthur Rankin Jr., president of Videocraft, disclosed in an interview last week that the company now is preparing another one-hour animated color special, Rudolph The Red Nosed Reindeer, which General Electric will sponsor on NBC-TV during the Christmas season. Each special has a production budget of approximately $500,000.

"We are hopeful of working out arrangements for several more one-hour color specials for GE through its agency, Maxon Inc.," Mr. Rankin reported. "They, too, will be of the classic fantasy type."

The specials, like the syndicated programs Videocraft produced in the past, are made in the company's "Animagic" technique, which Mr. Rankin calls "dimensional animation." Currently in syndication are 130 five-minute segments of The New Adventures of Pinocchio, telecast in 60 domestic markets and Tales of the Wizard of Oz, carried in 40 markets in the U. S. Both series have had extensive overseas sales. Syndication is handled via Storer Program Sales Inc.

"Our considerable experience over the years in producing for the TV family audience led us into our first motion picture project," Mr. Rankin observed. "We are in the process of completing an animated feature, 'Willy McBean and His Magic Machine,' which will be placed into theatrical distribution by Christmas. We also have begun production on another animated feature, 'The Enchanted World of Hans Christian Anderson,' which we hope to release next year."

The co-producer with Mr. Rankin of the network TV specials is Jules Bass, a vice president of Videocraft. The director is Larry Roemer, also a vice president of the company.

"We're busy right now on Rudolph," Mr. Rankin commented. "We'll probably wind up by October. Johnny Marks, who wrote the famed song which has sold more than 40 million recordings, is composing seven new songs for the television special."

RKO General makes plans for election coverage

RKO General Broadcasting last week announced plans for its most comprehensive coverage of election-year news, including the signing of the noted political analyst Samuel Lubell as its exclusive broadcaster for election news programs.

RKO will provide its 12 radio and TV stations with regular reports of the primaries, conventions, campaigns and election night results as well as eight special programs dealing with the elections.

Mr. Lubell, who has accurately predicted the results of every presidential and off-year election since 1952, will begin RKO's special coverage with a report March 9 concerning the probabilities of what will happen the next day when the nation's first primary is held in New Hampshire.

The courtroom lock gets bigger in L. A.

Los Angeles news cameras were pushed farther away from the federal courtrooms in that city last week. Some weeks earlier, the TV cameramen and still photographers, along with radio reporters carrying microphones and tape recorders, were ordered to stay away not only from the courtrooms, which had long been barred to them, but from
ABC-TV acquires new GE ‘film center’

ABC-TV and General Electric announced last week that the network has purchased a GE “universal film center” which will make ABC-TV the first network to use GE’s fourvidicon camera system for color and monochrome transmission.

The film center received its first air test in April 1963, for the telecast by ABC of The Vatican. The new transistorized film camera chan-

nel, developed by GE in cooperation with ABC engineers, uses a “coloring book” principle.

As employed, the fourth tube produces the black-and-white picture and the three vidicons “paint in” the color information.

ABC said the system, employing the new cameras, is expected to be in operation by April 26 when daylight saving time begins.

For your tower requirements check ROHN SYSTEMS

A complete tower erection service that has these special advantages:

✓ DEPENDABILITY
✓ RELIABILITY
✓ COMPLETE ENGINEERING
✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America’s foremost tower erection service.

ROHN SYSTEMS, INC.
6710 W. Flask Road
Pearl, Illinois

86 (PROGRAMING)

CBS-TV, WLW get top Freedom awards

Principal radio-TV awards of The Freedom Foundation, Valley Forge, Pa., the special encased George Washington honor medals, were presented last week to CBS-TV for “The Secret,” a program in its Great Adventure series, and to WLW Cincinnati for its series Government Under Law.


Marine credit dropped

A Marine Corps “legend” in the credit crawl was dropped for last Saturday’s (Feb. 22) episode of The Lieutenant on NBC-TV. The show, which was to be aired in its regular, 7:30-8:30 p.m. period, depicted an animosity based on prejudice between a Negro and a white marine.

The episode, “To Set It Right,” was assured station clearances, an NBC spokesman said last week, and the lack of Marine Corps credit was not deemed extraordinary by the network.

It was said the dropping of the credit line was minor and did not necessarily indicate a lack of “clearance” by the Marine Corps, which acts on the series in an advisory capacity.

CBS-TV’s New York Philharmonic Young People’s Concerts, begun in 1957-58, has been renewed on the network for two more years. CBS reported last week it had reached an agreement with the New York Philharmonic whereby four concerts originating in Philharmonic Hall would be telecast in each of the next two seasons. Leonard Bernstein will continue as conductor.

Listener probe = WIND Chicago Tuesday (Feb. 25) will air the first of a two-part program series dealing with a $1 million bond issue for new sewers in suburban Elmhurst, and incorporating a questionnaire sent to all home-owners...
of the suburb. City officials will be featured. The second show March 10 will include tabulation of the listener replies. Similar listener-involvement format has been used recently by WBBM-TV Chicago.

New radio show = Robert O. Lewis will co-produce and star in Breakfast with a Bachelor, a radio interview program that will be distributed by Sound Creations Inc., New York.

THE CASE FOR COLOR
TvQ study shows color set owners prefer tint shows

Color television set owners' preference for color programs is pointed up in a TvQ study made public last week by Home Testing Institute.

It showed that all of 14 color programs in the study had substantially higher "familiarity" scores among color-set viewers than among black-and-white set viewers, and that 12 of the 14 had scores that were from 14% to 79% higher in the color-set homes.

The TvQ score, as computed by the Home Testing Institute's TvQ division, is the percentage of people "familiar" with a program who also say it is one of their favorites.

The 14 color programs had an average TvQ score of 41 among color-set viewers—37% higher than in monochrome homes. The 41 average also was 78% higher than the average TvQ given by color-set viewers to the black-and-white programs competing with these color shows.

Among noncolor viewers, the black-and-white competition got an average TvQ score about 21% higher than among color viewers.

The study was based on TvQ data compiled during the period from October 1961 to April 1962 and included all programs regularly scheduled in color at that time. A similar study of programs occasionally presented in color produced similar results, TvQ officials reported.

In the color vs. monochrome TvQ scoring, the biggest lead was racked up by the Dinah Shore Show. Its TvQ was 79% higher among color viewers than among monochrome viewers. The only color shows that scored higher in black-and-white reception were The Bob Newhart Show (19 score in black-and-white, 15 in color) and Bullwinkle (20 vs. 15).

TvQ officials acknowledged that the sample of color-set families drawn for the study was a little heavier than the national averages in terms of big-city residence, upper-income levels and higher education—and that many of the color programs in the study tended to have special appeal for these groups.

Proposals on programing form due soon

COMMITTEE SPLITS ANALYSIS; MBA FILES CRITICISM

A committee representing the communications bar, the National Association of Broadcasters and the FCC reported "substantial progress" last week in its effort to simplify and clarify the FCC's proposed program reporting form for television stations.

Communications attorney Frank Fletcher, spokesman for the group, said the committee hopes to have an initial draft of a proposed revision of the form ready for its meeting March 10.

The redrafting is being done by subcommittees which have been assigned various sections of the document. Mr. Fletcher said the subgroups reported at a meeting last week that there are numerous areas that "need clarifying."

Mr. Fletcher said the committee will concentrate first on the form's use in connection with applications for renewal. Attention will be paid later to its use in applications for change in frequency and for major alterations of existing facilities.

TOUR EUROPE WITH HUGH DOWNS
Spain, Greece, Italy, Switzerland, France. April 13-29

The scenic highlights of Europe's great capitals—from market places to royal palaces—are yours to enjoy on this new TWA Jet Ambassadors Tour. Mr. Downs will jet with you to romantic Spain, sun-drenched Greece, historic Italy, invigorating Switzerland and noble France. It's the right way and the right time to meet the real Europe. Price: $1095 from New York, including air fares, hotels, sightseeing, tips and taxes, most meals. For complete details, mail coupon.

BROADCASTING, February 24, 1964
he said.
The FCC has postponed its oral proceeding on the proposed TV form in light of the work being done by the committee. The new date is April 16 (BROADCASTING, Feb. 17). The committee was established three weeks ago.

Sighing Sighs - The Minnesota Broadcasters Association last week told the commission that the proposed TV form is too cumbersome and involved. The MBA believes that the proposed reporting form is inconsistent with the Communications Act, which states that the commission will not ask information from an applicant unless that information has a direct bearing on the party.

"The commission's path," the MBA said, "is one which leads the licensee under an arch of eyebrows, over a bridge of broadcasters' sighs, and past multitudinous stop signs which never turn green to a land of lack-lustre television."
The association also said the agency has been operating for a number of years from a negative position in broadcast regulation. The commission has acted only after complaints and the proposed form continues this attitude, the MBA charged, "by deprecating 'complimentary references from local citizens' ... and by leading off with a requirement that complaints be tabulated."

The association wanted to know how much weight the commission would give to a complaint received by a station which didn't show the late President Kennedy's casket open. The association said if the commission gives any weight, "we are ashamed; if it doesn't, then why ask for such information?"
The association also attacked the commission know-your-community suggestions as being potentially destructive of a station's smooth operation. "We believe it is possible to measure a pulse without ramming a fist into the heart valves," it added. The MBA believes that if the commission were to ask of a station what it does for the public interest, that would be enough.

GAC acquires London agency

General Artists Corp., New York talent agency and television program packager, last week announced its acquisition of the London talent agency, John Redway and Associates.
The merger with Redway had been in the offing for some time and GAC indicated earlier that such a deal was close to consummation (BROADCASTING, Feb. 17).

EQUIPMENT & ENGINEERING

The L.A. phone bill STV expects to pay

Taking a major step toward actual operation of its proposed closed circuit pay TV service in the Los Angeles area, Subscription Television Inc. has signed a $679,400 contract with Pacific Telephone & Telegraph Co. to provide STV with facilities in a western segment of Los Angeles adjoining the seaside community of Santa Monica, where STV is reported to have a similar contract with General Telephone Co.

The new contract, which requires approval of the California Public Utilities Commission, calls for PT&T to run cables from the Hollywood STV studios at 1313 North Vine Street to what is known as the Palms and Pico-Wilshire districts of Los Angeles, an area containing some 15,000 occupied dwellings, according to an estimate made by Carleton Block, an economist of the Los Angeles city planning department. The area is bounded by La Cienega Boulevard on the east, Pico Boulevard on the north, Overland Avenue and National Boulevard on the southwest and Exposition and Venice Boulevards on the south.

If the agreement is approved by the state utilities commission, STV will deposit $679,400 as a termination charge with PT&T, with one one-hundred-and-twentieth of that sum returnable after each full month of service.

In addition, STV will have a monthly bill of $22,800 for the cable service. There will also be termination charges of $52 for each connection between the cable and the home of a subscriber, plus a monthly service charge of 50 cents per connection. PT&T's services end with providing the "drop" between cable and a connecting block; STV will be responsible for installing its program selector on the sets of subscribers.

Broken down the PT&T charges include:

<table>
<thead>
<tr>
<th>Common equipment at the STV studio and PT&amp;T Hollywood central office</th>
<th>$ 2,900</th>
<th>$ 63,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly charge</td>
<td>Termi-</td>
<td>Cable</td>
</tr>
<tr>
<td>Feeder channels</td>
<td>nation</td>
<td>charge</td>
</tr>
<tr>
<td>Distribution channels for three TV and two audio programs and interrogation signals</td>
<td>$12,800</td>
<td>$427,900</td>
</tr>
</tbody>
</table>

If the service is discontinued in part or interrupted for part of the time or only partial service is provided during the construction period, the full service charge will be replaced by the following charges per quarter-mile of cable:

<table>
<thead>
<tr>
<th>Monthly charge</th>
<th>Termi-</th>
<th>Cable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeder channels</td>
<td>nation</td>
<td>charge</td>
</tr>
<tr>
<td>Distribution channels</td>
<td>$89</td>
<td>$2,400</td>
</tr>
<tr>
<td>57</td>
<td>1,900</td>
<td></td>
</tr>
</tbody>
</table>

STV proposes to provide program service of a type that is generally noncompetitive with that offered by commercial TV stations, according to Sylvester L. (Pat) Weaver, former president and board chairman of NBC, who is head of this pay TV organization. In an address to the Advertising Club of Los Angeles earlier this month, Mr. Weaver predicted that the majority of those who tune in STV's programs at-a-price will come from people who would not normally be watching the free programs of the regular TV stations (BROADCASTING, Feb. 10).

However, STV does have plans to provide for one type of program that might attract many regular TV watchers away from the programs they might otherwise have watched —big league baseball. Contracts with the Los Angeles Dodgers and the San Francisco Giants give STV the exclusive rights to cover the games of each club and to transmit play-by-play color TV coverage by closed circuit to subscribers in the home city area of each club (see page 32 for more complete details).

STV has a target starting date of next July 1 for its service in both cities. Therefore, further contracts with PT&T for transmission facilities in other areas may be expected to be signed as soon as this initial agreement has received utilities commission approval. Officials of General Telephone Co., which serves STV's home territory of Santa Monica, Calif., last week were meeting with representatives of Communications Workers of America in an effort to end a strike of 7,500 CWA members against GTC that had been going on more than 125 days.

February 24, 1964
WNAC-TV Boston makes changeover

WNAC-TV Boston was scheduled to switch over yesterday (Sunday) to utilization of a new 1,069-foot triangular tower and a new transmitter hook-up of two 25 kw RCA transmitters working in tandem. The station claims that the tower is the highest self-supporting rig in the East and that the RCA dual transmitter is the first in the nation.

Special ceremonies were held yesterday, with a dinner for more than 250 advertising agency presidents and their wives, the station said. WNAC-TV also said that it and its radio outlet, WNAC, were to simulcast a special dedicatory program, featuring stars from ABC-TV (with which the channel 7 station is affiliated) and Massachusetts political figures.

WNAC-TV, licensed to RKO General, operates with 316 kw visual, and 158 kw aural power.

3M develops 'stop-motion' TV tape

A new video tape that enables a technician to stop a recorded TV picture instantly and continue to show a single frame up to 10 minutes without picture degradation, has been developed by Minnesota Mining & Manufacturing Co., St. Paul.

Called "stop-motion," the new tape—Scotch Brand #388—offers higher resolution and longer tape life, according to 3M, due to new low-noise oxide and high temperature binder formulation.

Particular use for the new product will be in medical, dental and educational closed circuit TV fields where a TV picture must be stopped and held for proper demonstration. Stop-motion controls have become standard equipment in closed-circuit video-tape recorders.

New low-price RCA TV set

RCA last week presented its lowest priced television set since 1958, unveiling a model with suggested retail price of $112.88 at a special distributor meeting in Chicago.

The 16-inch black-and-white portable set was shown with other RCA home instruments to be included in the company's annual spring sale.

In 1957-58 RCA introduced an eight-inch personal model for $99.95.

ETV station buys gear

K&M Electronics Co.—a St. Louis Park, Minn., division of Miratel Electronics Inc., New Brighton, Minn.—has contracted to provide and install all equipment for the new educational TV station on channel 8 in Duluth, Minn.

The contract calls for a payment of $223,000. The new outlet is to be completed by July 1, equipped with videotape recorders and a film system. The station will use the wdsm-tv Duluth studios and cameras for live programs.

Technical topics...

Expansion • Technicolor Corp. has purchased 36,000 square feet of property and buildings adjacent to the company's picture plant in Hollywood for an undisclosed sum. Melvin H. Jacobs, Technicolor president, said that the new property will be used chiefly for the enlargement of the engineering department preparing for Technicolor's entry into the TV processing field.

Franchises let • Blonder-Tongue Laboratories, Newark, has announced new franchises for four firms that will represent B-T's closed-circuit television line. The firms, all installers of audio and electronic products, are: Allbright Electronics, Maitland, Fla.; United Leasing, Elkhart, Ind.; Sound & Communications, Jackson, Miss.; and Norcon Electronics, Brooklyn, N.Y. The new distributors will carry all Blonder-Tongue CCTV equipment.
Financial Reports

Revenues, earnings, set record at Storer

Storer Broadcasting Co. has reported record high operating revenues and profits for the year 1963 with net operating earnings of $6,258,777, up 15% over the 1962 figure.

George B. Storer Jr., president, noted that the 1963 operating revenues and profits increased despite a noticeable decrease in revenues from the television networks. He attributed increases to greater emphasis on local program quality and sales and a stronger selling effort by the company owned Storer Television Sales Inc.

The fourth quarter showed net earnings of $2,002,000, up 8% over the same period in 1962. Fourth quarter earnings were reduced substantially, Mr. Storer said, through lost income and additional expense involved in covering the events surrounding the assassination of President Kennedy.

Dividends paid in 1963 amounted to $1.80 per share on common stock and 50 cents a share on Class B common. Total dividends on both classes amounted to $2,651,183. Storer has 1,232,760 shares of common and 772,440 shares of Class B common outstanding.

12 months ended Dec. 31, 1963:

<table>
<thead>
<tr>
<th></th>
<th>1963</th>
<th>1962</th>
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</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$2.80</td>
<td>$2.61</td>
</tr>
<tr>
<td>Gross operating revenue</td>
<td>40,042,775</td>
<td>37,086,198</td>
</tr>
<tr>
<td>Net profit</td>
<td>6,001,192**</td>
<td>6,303,328***</td>
</tr>
<tr>
<td>**Based on average of 2,145,270 shares outstanding during 1963.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>***Includes nonrecurring gain of $911,460 from sale of WWVA-AM-FM Wheeling, W. Va.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>**Includes nonrecurring loss of $257,585 from sale of Miami Beach Sun.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Financial notes...

AB-PT dividend = American Broadcasting-Paramount Theaters has announced a regular quarterly dividend of 25 cents a share on outstanding common stock. The dividend is payable on March 14 to stockholders of record Feb. 24.

Four Star sales up = Four Star Distribution Corp., New York, reported sales for the first six months of fiscal year ended last Dec. 31 were 21.4% over those of the comparable period last year. For the fiscal year ended June 30, 1963, Four Star Distribution achieved sales of slightly more than $5 million, an official said.

New record firm = Recording Industries Corp., a new record firm with executive offices in New York and Nashville, is being established with $1 million initial capital. Joe Cisda, president and chief executive officer of RIC, reported last week that 200,000 shares in the new company have been issued to 600 stockholders in 10 states. Underwriter of the transaction was Tennessee Securities Inc., Nashville.

International

Europe studies color standards

London conference weighs U.S., French, German methods

Electronic experts from 20 countries have met in London to try and establish standards for color TV for Europe.

A subcommittee of Study Group 11 (television) of the International Radio Consultative Committee (CCIR) started meeting Feb. 15 and is due to recess Feb. 24 (today). Three systems are under consideration.

The National Television Systems Committee standard of the U. S.; the French SECAM system, and the German PAL system.

The NTSC standards, developed by a special industry committee and adopted by the FCC in 1953, standardizes a three-color luminescence signal and two color signals. The luminescence signal is capable of being received on black-and-white receivers in monochrome; the three signals are separated for color reception by a shadow mask cathode ray tube at the color receiver. Color sets can also receive black-and-white broadcasts through this system.

The SECAM method was developed several years ago by Compagnie Francaise de Television. It generates red, blue and green components in a fashion similar to the method used in the NTSC system, with the luminescence signal and the two-color signals derived in the same way. The two-color signals are, however, transmitted consecutively during alternate line periods, hence sequential avec memoire.

The PAL system was developed by the Telefunken Co. in West Germany. It is a variant of both the NTSC and the SECAM systems, with the color signals transmitted simultaneously by amplitude modulation of a subcarrier, but one of them is reversed between alternate lines, hence phase alternation line.

First Step = If the subcommittee agrees on a single system for color, it will submit its findings to the full Study Group 11, scheduled to meet next year in Vienna. Final adoption of the European color system will come when the CCIR plenary session meets in 1966 in France.

Edward W. Allen, chief engineer of the FCC, is the U. S. delegate on the subcommittee.

TV advertising expected to cost more in Britain

A London advertising agency, Mather and Crowther Ltd., predicts that United Kingdom television advertising will cost more as a result of the new television act which goes into effect July 31. This forecast is made in Television Advertising: '64 and After, a report issued to M&C clients.

The report sees the following future situation:

- The larger TV companies face an increase in operational costs. To offset this they are likely to increase rates to the point where advertisers won't benefit from the abolition of the 11% time sales tax.

- No significant change in the commercial network structure is expected until 1967 when a second network may start. At that time there may be funda-
NBC gets Latin American rights to Olympics

NBC International has won the rights to provide exclusive television coverage of the 1964 Olympic Games at Tokyo to all of Latin America.

NBC International agreed to provide about 20 hours of tape and film coverage to Latin-American television stations.

In picture, Joseph M. Klein (l), president of NBC International, and Ichiro Matsui, managing director of the international broadcasting service of Japan Broadcasting Corp. (NHK), sign the contracts.

The 1964 summer Olympics will take place in October due to the excessive heat in that country during the normal summer months.

Pirate TV station planned off Holland

Another commercial broadcasting project in Europe, using a base in international waters, has announced plans for its operations. This time there's a difference—it's a television station aimed at challenging Holland's noncommercial network, Nederlandse Televisie Stichting.

A TV transmitter and other equipment has been set up in secret on an artificial island in the North Sea four-and-a-half miles outside Dutch territorial waters off Noordwijk am Zee. From this location programs can be beamed over Holland's flat terrain to the country's main population centers, Amsterdam, Rotterdam, and the Hague.

The project owned by Reclame Exploitatie Maatschappij NV has been financed by Dutch businessmen.

The station is scheduled to go on the air July 1.

Senate committee passes Geneva radio treaty

The Senate Foreign Relations Committee last week unanimously recommended that the Senate ratify a radio allocations treaty drawn at a 70-nation conference in Geneva last fall.

The State Department has said the treaty "is in the interests of furthering United States leadership in space" and would "provide frequency allocations quite adequate to support the space program here in the U. S. and abroad for many years to come."

Joseph McConnell, former NBC president who headed the U. S. delegation, had urged the committee that it speed the treaty toward confirmation "as quickly as possible."

'Kingdom', 'Wizard' sales

NBC International last week announced the sale of Wild Kingdom television series to six foreign countries and Watch Mr. Wizard to 11 markets. Wild Kingdom was sold in Wales, Australia, Japan, Rhodesia, Syria and Saudi Arabia for a total of 65 hours. A total of 247 hours of Watch Mr. Wizard was sold in Ireland, Malta, Western, Eastern and Federal Nigeria.

BBG to ask questions on license renewals

As part of the license renewal process of 63 independent AM and FM stations, 10 independent television stations and most Canadian Broadcasting Corp. stations, the Board of Broadcast Governors has summoned two AM and two FM stations to appear at its public hearings at Ottawa starting March 10.

AUTOLOG

like having an extra pair of hands

AM, FM or TV — or all three. Accurate parameter logging in complete accord with FCC rules. A proven record in the nation's largest stations. Write:

corporation of america
195 Massachusetts Avenue
Cambridge, Mass.

GEL FM STEREO TRANSMITTERS
RUST REMOTE CONTROL AUTOLOG

Rust Corporation of America
195 Massachusetts Avenue
Cambridge, Mass.

Please send additional information about Rust AUTOLOG to:

Name

Station

City

State

Send additional information about:

☐ Rust-GEL FM Stereo Transmitters

☐ Rust Remote Control Equipment

BROADCASTING, February 24, 1964
CFCF-FM Montreal, CKCR-FM Kitchener, Ont., CFMB Fredericton, N. B., and CJMT Chicoutimi, Que., will answer the BBG’s questions.

Seven other FM’s have been given an opportunity to be heard by the BBG for license renewal. These are CKDA-FM Edmonton, Alberta; CKWS-FM Kingston, Ont., and CBC-FM Toronto.

The BBG will also hear applications for CKCR Kitchener, Ont., to leave the CBC radio network; for CKBG Bagotville, Que., Department of National Defense station, to join CFCF Montreal, for some programs.

CJFF Riviere-du-Loup, Que., has asked for a power increase on 1400 kc from 5 to 10 kw daytime, retaining 250 w at night. CKXK Amherst, N. S., wants to boost power from 250 w on 1400 kc to 1 kw on 900 kc. CKNS-FM wants a power increase from 250 w to 5.76 kw on 96.1 mc.

Psychological survey for Britain’s TV viewers

Associated Television, one of Great Britain’s major TV companies, is sponsoring a psychological survey of over 3,000 viewers in the first six months of 1964. Viewers, chosen at random, will be asked to watch specified programs and then undergo psychological probing in depth about their reactions.

Some questions will explore their attitudes to sexual behavior in TV drama. They will be asked, for example, if they think wives should be shown with lovers and whether they like a television hero to be shown with a mistress.

The survey, which is being conducted by Schwerin Research Corp., is the first in-depth TV survey in Britain. Lew Grade, managing director of Associated Television, said that in the past ATV had been satisfied with counting heads. Now they want to know what goes on inside those heads.

It’s no longer sufficient to know that a series is successful. They want to know what makes a program a success.

Colin Golby, managing director of Schwerin Research Corp., said that its object is to discover why certain programs have a greater appeal than others. The survey is an experiment into the psychological reaction of the TV audience. The purpose is to find out not only whether people like a program, but why they like it and what they dislike about it.

FATES & FORTUNES

James Russell, senior account executive at Grey Adv., New York, and former advertising manager for Grand Union Co. and Chock Full O’ Nuts Corp., joins Marketplan Inc., Newark, N. J., as VP-account supervisor and director of radio-TV.

John Cassanetti, member of administrative staff of Avery-Knodel, station representative, appointed TV salesman in firm’s New York office. Marlene Lesica, former A-K sales assistant, named director of company’s new TV contract department, also in New York.


Mr. Russell

Mr. Muller

Mr. Young

Brick Muller named president of new agency created by merger of Brick Muller & Associates and Draper/Swarengen & Co., both Memphis. David Swarengen becomes executive VP, and James Draper becomes VP-treasurer.

John T. Hartigan, VP and partner of Automotive Radio Group, Detroit, rejoins Keystone Broadcasting System, Chicago, after two-year absence, as VP in sales department. Since leaving Keystone, Mr. Hartigan also served as media supervisor of Compton Adv., Chicago.

Robert Young Jr., named corporate VP-marketing for Cologne-Palmolive Co., New York. He was VP-general manager of company’s household products division.

Dr. Francis Paone named associate director of market research for C-P domestic group. He was with Pet Milk Co. as director of commercial research.

Cy DeCosse, Robert Preston, Robert Rydholm and Cy Schelly named VP’s of Campbell-Mithun, Minneapolis. Mr. DeCosse is TV creative producer; Mr. Preston, manager of creative TV; Mr. Rydholm, account director, and Mr. Schelly, creative executive.


James Killins, VP at Geyer, Morey, Ballard, named creative supervisor of copy, art and production for Rambler account group at agency’s Detroit office. He has been associate creative director in Detroit since 1962.

Charles P. Dwyer, sales manager of ABC-TV International, New York, named assistant general sales manager of KJL-TV Los Angeles.

BMI elects eight VP’s

Board of Directors of Broadcast Music Inc., at Palm Springs, Calif., winter meeting, elected eight new vice presidents, all from within ranks of company and averaging 15 years each with BMI. Newly elected: Justin Bradshaw, VP, broadcaster relations; George Gabriel, VP, nonbroadcast licensing; Robert J. Higgins, VP, general services and secretary; Richard L. Kirk, VP, California; Edward J. Molinelli, VP finance and treasurer; Frances Preston, VP Nashville; Russell Sanjek, VP public relations and Theodora Zavin, VP, publisher administration.
Jay L. Schiller, previously director of media research at Lennen & Newell, New York, joins Home Testing Institute, market research firm, Manhasset, N. Y., as assistant director of research.

Gordon Hunter named VP-art at C. N. Sneed Adv., Roanoke, Va. Succeeding Mr. Hunter as secretary is H. T. McKendree, account executive.


Charles Schiess named VP-assistant treasurer of Sullivan, Stauffer, Colwell & Bayles, New York. Robert Kahl and Donald Pike named SSC&B VP's. Mr. Pike is associate creative director. Mr. Kahl is marketing group supervisor.

David Clarke named radio-TV director of Nolan, Keeler & Stites, Cincinnati. James Hogan becomes director of consumer marketing, and Edward Hull director of industrial marketing.

Richard Ferrelli named VP-creative director and Charles Maloney, VP-account supervisor, at Lynn Baker Adv., New York. Mr. Maloney joined Baker in 1961 as account executive. Mr. Ferrelli has been with agency since 1960.

Alexander Anderson and Maxwell Arnold named associate creative directors at Guild, Bascon & Bonfigli, New York. Mr. Anderson, G&B VP for 10 years, is member of board of directors. Mr. Arnold, VP since 1957, was copy director prior to promotion.

Harold Christiansen, former business manager of Metromedia-owned WTTG (tv) Washington and since September 1962 with organization's then newly acquired Kansas City facility, KMBC-AM-FM-TV, returns to WTTG in same capacity.

S. F. Murphy joins Mort Bassett & Co., station representative, as midwest manager in Chicago.

W. B. Stewart-Bullock joins Kudner Agency in New York as copy supervisor. He was with Benton & Bowles in that city.

George J. Shaver Jr. and Leonard G. Blumenschine Jr. named VP's of Dancer-Fitzgerald-Sample, New York. Mr. Shaver is account executive. Mr. Blumenschine is copy supervisor.

Robert Reagan joins broadcast de-

New management firm

Rex Sparger, formerly West Coast general manager of Sindlinger & Co. and previously chief of investigations for House Subcommittee on Investigations, and Gene McCabe, for past five years VP and general manager of Bill Burrud Enterprises, have formed Sparger & McCabe broadcast management firm. Sparger & McCabe offices are at 6515 Sunset Blvd., Los Angeles; telephone: Hollywood 6-7275. Firm will be active in TV production and as station consultants in research and audience and program promotion.

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Alexander Anderson and Maxwell Arnold named associate creative directors at Guild, Bascon & Bonfigli, New York. Mr. Anderson, G&B VP for 10 years, is member of board of directors. Mr. Arnold, VP since 1957, was copy director prior to promotion.

Harold Christiansen, former business manager of Metromedia-owned WTTG (tv) Washington and since September 1962 with organization's then newly acquired Kansas City facility, KMBC-AM-FM-TV, returns to WTTG in same capacity.

S. F. Murphy joins Mort Bassett & Co., station representative, as midwest manager in Chicago.

W. B. Stewart-Bullock joins Kudner Agency in New York as copy supervisor. He was with Benton & Bowles in that city.

George J. Shaver Jr. and Leonard G. Blumenschine Jr. named VP's of Dancer-Fitzgerald-Sample, New York. Mr. Shaver is account executive. Mr. Blumenschine is copy supervisor.

Robert Reagan joins broadcast de-

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 EAST 59TH STREET NEW YORK, N. Y.

ELDORADO 5-0405

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BROADCASTING, February 24, 1964
New York, as account executive. He was with Ben Sackheim Inc., that city, in same capacity.

Charles Brown named director of market research for S. C. Johnson & Son, Racine, Wis. He was with Orange State University, Fullerton, Calif.

David Fackler joins Foote, Cone & Belding, New York, as account executive.


Allen Tallman joins staff of Advertising Unlimited, Chicago.

Bernard Nolan, assistant business manager of WJZ-TV Baltimore, joins WINS New York as business manager. Both are Westinghouse Broadcasting Co. stations.

Macey I. (Mike) Schaffer, previously advertising, promotion and PR director of WLSW-TV Miami, forms his own advertising and promotion agency, Macey I. Schaffer Organization, at 844 S.E. Miami Avenue Road, Miami. Telephone: 374-5708.

Donald L. Phinney joins sales staff of WBRN-TV Buffalo. Stewart M. Levy joins WBRN-FM as sales representative.

Roger DeBard, formerly with International Harvester Co., joins were Cleveland as account executive.

Charles R. Teaman, senior research analyst at Colgate-Palmolive since 1961 and before that with A.C. Nielsen Co., joins MacManus, John & Adams, Chicago, as research director.

Martin Bussell appointed national sales manager of KITE Terrell Hills, Tex. Mr. Bussell joined KITE with Trigg-Vaughn acquisition of Terrell

Fame committee selected

The Broadcast Pioneers last week announced the committee for its 1964 Hall of Fame award, which will be presented April 7 in Chicago during the NAB Convention. Robert Coe, VP, ABC-TV, has been named committee chairman. Carl E. Lee, executive VP and general manager at WKZO (TV) Kalamazoo, Mich., and Paul Mowrey, broadcasting consultant, are the other two committee members.

The purpose of the award is to honor those who have helped contribute to the development of broadcasting. Persons nominated must have been deceased at least two years prior to the presentation.

Hills property last March.

Bill Dahlsten named manager of Chicago branch of Grant Webb & Co., radio-TV sales representative firm. He formerly was general manager of WLPO La Salle, Ill., and KAWA Waco, Tex.

Downey Hewey named sales and promotion manager of WSVG Decatur, Ill.


Ronald C. Davis, formerly with Los Angeles offices of J. Walter Thompson Co. and The Katz Agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Tom B. Hawkins, program director of KCR, Los Angeles, Negro-programmed outlet, elected president of Los Angeles chapter of National Association of Market Developers, organization devoted to improve advertising and public relations programs directed to Negro market. Other chapter officers are William W. Williams, Falstaff Brewing Co., first VP; Willard Savoy, marketing and PR consultant, second VP; Louis R. Johnson, Johnson Publishing Co., secretary; Kathleen Tave, Garnatone Co., treasurer, and Benjamin R. Graves, Falstaff Brewing Co., financial secretary.

Bruce Johnson, formerly with AM Radio Sales and Peters, Griffin, Woodward in Los Angeles, named manager of Metro Radio Sales, that city, division of Metropolitan Broadcasting.

THE MEDIA

Chester Miller named VP of WVPO Stroudsburg, Pa. He is general manager and treasurer of station.

Dan B. Speare, general manager of KGEE Bakersfield, Calif., elected VP.

Gertrude Hoffsten named station manager of KSLE St. Louis, replacing Marguerite Fleming, who is leaving station.

Frank Macaulay named corporate creative director for copy at Metromedia, New York. He had been with Crowell-Collier Publishing Co.

PROGRAMING

Dwight L. Case, general manager of Peter Frank Organization since last October and previously general manager of KSDO San Diego and KBUX Phoenix, Ariz., promoted to executive VP and managing director of Morton J. Wagner Companies, which has taken over most of PFO activities (Broadcasting, Feb. 10).

Arthur Wiener named executive sports producer of KTVH-TV Oakland-San Francisco. He also continues as director of traffic and sales service.

Jim Taber, previously with WABB Mobile, Ala., joins WSCN Birmingham, Ala., as program director.

Donald Buck named TV production manager in charge of Empire State Bldg. facilities and personnel of WOR-TV New York. He has been won production supervisor.

Rowan hearing scheduled

The Senate Foreign Relations Committee has scheduled a public hearing for Tuesday (Feb. 25) on the nomination of Carl Rowan to be director of the U. S. Information Agency. President Johnson named Mr. Rowan, former ambassador to Finland, to replace Edward R. Murrow who has resigned.
**Warren Wooden** and Bill Boling join announcing staff of WJZ-TV Baltimore. Mr. Wooden was program director for WBBR Bradenton, Fla.

Marvin Perry, Jr., program and film director of KTBS-TV Shreveport, La.-Texarkana, Tex. Mickey Hooten named production director. Mr. Perry has been film director. Mr. Hooten was news director.

Chris Economaki, auto racing authority, signed by radio-TV division of Triangle Publications, Philadelphia, as commentator for number of radio-TV programs in this field being produced and syndicated by Triangle.

Hubert Salisbury joins Fraser Productions, San Francisco, as manager of cinematography department. Roy Nolan named manager of firm's editing department. Betty Griswold joins Fraser as traffic manager. She was with W. A. Palmer Films there.

**NEWS**

Thomas Velotta, vice president, administration, ABC News, has resigned, effective Feb. 29. Mr. Velotta, with ABC 22 years, will announce future plans shortly. Among achievements at ABC was supervision of network's coverage of conventions and elections in 1956 when it won Peabody and Sidney awards.

Maurie Wayne named director of news and public affairs for KTBS-TV Shreveport, La.-Texarkana, Tex. He had been news director of stations since 1955.

Jim Westover, former newsman at KDKA-AM-FM Pittsburgh, joins WBIR Boston, effective March 1, as newsman and host of new evening discussion program.

David Parker, formerly with KDZA Pittsburgh, joins WJAS-AM-FM same city as reporter-editor.

Dan Akens resigns as news editor at WGST Atlanta to become news director of WAAY-TV Huntsville, Ala.

Bill Rees named night news editor for wowo Fort Wayne, Ind. He replaces Dan Blackburn who moves to WBBM Chicago.

Bill Shadel, professor at University of Washington School of Communications, assumes added duties at KOMO-TV Seattle as news analyst and reporter of national and international news.

Bill Whitten, recently released from Army, named news director for WJAS Savannah, Ga.

Jim Lehman assigned as newsmen to cover Hampton-Newport News peninsula for WTR-AM-TV Norfolk-Newport News, Va. Al Knight assigned to cover Richmond area. John Ennis assigned to cover military news in Norfolk-Newport News area for WTR-AM-TV.

Al Brenick, formerly with KVO Pittsburgh, named news director of WVP Hartford, Conn.

Harry McCarthy named associate producer of Ron Cochran with the News, replacing Ev Aspinwall who moves to Chicago as Midwest bureau chief for ABC News.

**INTERNATIONAL**

Patrick Petrino named manager of sales for ABC International, New York. He had been account executive there since 1960.

Gordon G. Rothrock, director in charge of client service of Burnet, Nicholson & Partners, London agency controlled by Leo Burnett Co., appointed managing director to succeed F. A. Nicholson who is leaving firm. Mr. Rothrock earlier was with Burnett in Chicago.

Alfred L. Bonomolo, account executive in Weed & Co.'s Canadian division, elected VP in charge of Canadian sales. Mr. Bonomolo joined firm in 1963. He was formerly senior media buyer for Canada at Dancer-Fitzgerald-Sample.

Perry Jones, adviser and producer of religious programs for ABC Television Ltd., London, joins Independent Television Authority, that city, in newly created post of supervisor of religious programs. Fank Copplestone appointed head of ITA's program services, also new post. Mr. Copplestone becomes authority's principal officer concerned with program supervision, under Bernard Sendall, deputy director in charge of all ITA program services.

Gordon Cornell, Gerald Goodhart, Tom O'Leary and John Parrish appointed associate directors of Young & Rubicam Ltd., London. Messrs. Cornell, O'Leary and Parrish were account supervisors. Mr. Goodhart is research department manager.

A. H. Begg appointed managing director of Thomson Television (International) Ltd., London, company that manages radio-TV activities of Thomson group outside of Britain. Mr. Begg has been chief executive of overseas operations of Thomson.

Eric M. Clayson, chairman and joint managing director of Birmingham Post and Mail Ltd., elected to board of directors.
rectors of Associated Television Ltd.,
London.

Niall Sheridan appointed assistant to
director general of Irish radio and TV,
with headquarters in Dublin. He for-
merly served as organization’s public
relations director.

W. L. Crittenden, formerly sales
manager of CJCH-TV Lethbridge, Alta.,
appointed regional sales manager of
CJCH-TV Hamilton, Ont.

Gerry Altman, regional sales manager
of CHQM Vancouver, B. C., named gen-
eral sales manager of station, succeed-
ing John Grant, who has moved to
Quality Broadcast Sales, Toronto, sta-
tion representative firm.

Richard Bourne, announcer of CHAB
Moose Jaw, Sask., appointed promotion
director.

Dr. Kenneth Sparks joins research
division of U. S. Information Agency,
Washington. He had worked at WHEN-
tv Syracuse and WHLD Niagara Falls,
N. Y.

John Plakias named Washington rep-
resentative, international finance and
marketing for international division of
RCA. He joined division in 1962 as
manager of financial operations in New
York.

EQUIPMENT & ENGINEERING

R. J. McGeehan

named president and
chief executive of En-
tron Inc., Silver
Spring, Md. He suc-
ceds J. L. Lahey, re-
signed. Mr. McGee-
han was executive VP.
Entron manufactures
broadcast and com-
munity antenna equipment.

Clyde Rockwood named general
manager of semiconductor division of
Raytheon Co., Lexington, Mass. He

succeeds Kenneth Lord who has been
named to new post of VP-commercial
for company.

S. Champion Titus resigns as man-
ger of advertising and sales promotion
at Ampex Corp., Redwood City, Calif.,
to join Tar Gard Co., San Francisco,
as director of marketing.

E. A. Holmes resigns as VP-semicon-
ductor division of Hoffman Electronic
Corp. to become western region man-
ger of RCA’s defense electronic prod-
ucts, with headquarters at Los Angeles.

George Jensen named sales manager
in electronic products division of Corning
Glass Works, Raleigh, N. C. Joe
Cumminskey succeeds Mr. Jensen as
division salesman in San Francisco.

William Smith named technical su-
ervisor of wowo Ft. Wayne, Ind.

FANFARE

Jim Munro named
PR director of Group
W-owned KYW-TV
Cleveland. He had
been with Group W’s
PR staff in New York.

Russell Birdwell

has opened offices at
9250 Wilshire Blvd.,
Beverly Hills, Calif.,
for PR publicity services to TV and
motion picture personalities, programs
and pictures. His New York office will
concentrate on industrial and commer-
cial PR work.

Joseph Kutchin named VP of
Harshé-Rotman & Druck, PR firm,
Chicago. He was group supervisor. Ed-
mund Smason named group supervisor
there. Robert Will promoted from
group supervisor to VP in firm’s Los
Angeles office.

Bill Chesson, sports director at WSTV
Steubenville, Ohio, promoted to direc-
tor of promotion-publicity.

Timmi Pierce named manager of
promotion and publicity for WRC-AM-
FM Washington. She was assistant
to director of information at WTOP-AM-FM
there.

ALLIED FIELDS

Harvey Herbst, station manager of
KLRN(TV) (educational ch. 9) San An-
tonio, Tex., named associate director
of radio-TV at University of Texas, Aus-
tin.

DEATHS

George Ellsworth Harris, 72, asso-
ciate of Gotham-Vladimir Adv., New
York, died Feb. 16 at his home in
Montclair, N. J. He joined agency in
1955.

David Curran Andrews, 30, an-
nouncer at KFRC San Francisco, died
in Marin General Hospital, San Rafael,
Calif., Feb. 15. He had been in coma
since Jan. 13, when he suffered cerebral
hemorrhage. Mr. Andrews was son of
actor Dana Andrews, president of
Screen Actors Guild.

Vincent Essig, 47, news editor and
master of ceremonies of Polka Jambo-
ree at WTAQ La Grange, Ill., died Feb.
10 of heart attack. In radio 20 years,
Mr. Essig had been with WTAQ for 11
years. Earlier he was with WSPAR Ports-
mouth, Va., and WKAN Kankakee, Ill.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Feb. 13 through Feb. 19 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing station locations, service areas, technical data, ERP, policies, 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. LAT—latitude. LON—longitude. aural—auroral. vis—visual. kw—kilowatts. w—watts. hertz. s—steradians. m/c—mile(s)/cent(ral) kilometer(s). NS—local/surnal. mod—modification. trans.—transmitter. ama—authorized. ter—terrestrial. kilocycles. SCA—subdivisional communications authorization. SSA—special secondary service authorization. SH—specified hours. edu—education. Ann.—announced.

New TV stations

APPLICATIONS
San Francisco: KNTV [TV] (ch. 4) broadcast San Francisco UHF channel 26 (542-548 mc); ERP 635 kw vis., 335 kw aur. Ant. height above average terrain 419 feet; above ground 418 feet. P. O. address: 335 Great American Way, Fremont, Calif. Estimated construction cost $468,374; first year operating cost $54,000; revenue $53,400. Principal: General Electric Corp. Estimated construction to be completed 1967. Action Feb. 4.

Catonsville, Md.: CATON TV Broadcasting Co. channel 37 (578-584 mc); ERP 280 kw vis., 99 kw aur. Ant. height above average terrain 163 feet; above ground 177 feet. P. O. address: c/o John W. Gilbert, 1484 North East 153rd Street, North Miami 61, Fla. Estimated construction cost $338,545; first year operating cost $200,000; revenue $225,000. Studio and trans. locations both Clearwater. Geographic coordinates 27° 57' 45" N. 82° 52' 15" W. Estimated channel 37. Ant. typ.: TCA TTU-12, type ant.: C-EL CB 174. Action Feb. 6.


New AM stations

APPLICATIONS
Catonville, Md.—CATON TV Broadcasting Co. channel 37 (578-584 mc); ERP 280 kw vis., 99 kw aur. Ant. height above average terrain 163 feet; above ground 177 feet. P. O. address: c/o John W. Gilbert, 1484 North East 153rd Street, North Miami 61, Fla. Estimated construction cost $338,545; first year operating cost $200,000; revenue $225,000. Studio and trans. locations both Clearwater. Geographic coordinates 27° 57' 45" N. 82° 52' 15" W. Estimated channel 37. Ant. typ.: TCA TTU-12, type ant.: C-EL CB 174. Action Feb. 6.


EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • N.J 7-4242
Washington—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
West Coast—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, February 24, 1964

FOR THE RECORD


Lebanon, Pa.—Cedar Broadcasters. 940 kc, 1 kw, D. P. O. address c/o Ehrgood & Ehrgood, Farmers Trust Building, Lebanon. Estimated construction $60,000; first year operating cost $8,000; revenue $10,000. Principals: Jack Hewitt (33.33%), Thomas A. Ehrgood (33.33%) and Clifford A. Minnich (33.33%). Mr. Ehrgood is attorney and Pennsylvania State senator; Mr. Hewitt is vice-president and Mr. Minnich is local businessman. Ann. Feb. 19.

Lebanon, Pa.—Lebanon Valley Broadcasting Co. channel 38, first year operating cost $46,432; first year operating cost $54,000; revenue $46,432. Principals: Walter L. Hartz and D. Robert Buch (each 33.33%). Mr. Hartz is Lebanon attorney; Mr. Buch is Orlands, Pa. business men, respectively. Ann. Feb. 19.

Lebanon, Pa.—Lebanon Valley Radio. 940 kc, 1 kw, daytime. P. O. address Arthur K. Greiner, Box 303, Shippensburg, Pa. Estimated construction cost $19,900; first year operating cost $60,000; revenue $56,000. Principals: Joe Zimmerman, Mr. Greiner, Mr. W. Winter, Mr. W. Rockaw, Robert L. M. Lesher (each 20%). Mr. Winter has interest in WSHP Shippenburg, Pa., others are local businesses.

Lebanon, Pa.—Wilson-Nelson H. Hibbs. 940 kc, 1 kw, daytime. P. O. address 21 East Lois Drive, Williamsburg, N. J. Estimated construction cost $32,000; first year operating cost $80,000; revenue $80,000. Principals: Nedin (100%). Action Feb. 18.


Existing AM stations

APPLICATIONS
WSLC Clermont, Fla.—Granted change in operation from uni. time to 24 hours day, 1 kw, 1 wheat, 1 mean field strength. Action Feb. 8.

WCRW Enfield, Ill.—Granted increased power. Action Feb. 9.

Gold Beach, Ore.— Radio Broadcasters. 1260 kc, 1 kw, daytime. P. O. address Box 68, Corvallis, Ore. Estimated construction cost $20,000; first year operating cost $20,000; revenue $33,000. Principals: James L. Hatchens (56%) and Ceecee C. Hatchens (56%). Mr. Hatchens is president and 50% owner of KFLY Corvallis, Ore. Mr.
and Russell G. Salter (41.9%); Mr. Salter and W. M. Wheeler, South Beloit, WKKD-AM-FM Aurora, WIXN Dixon, all Illinois. Sweeney and Bingham have interest in WIXN. Action Feb. 14.

Ottawa, Ill.—Thomas R. Hill, Granted CP for new FM on 98.3 mc, channel 225, 2 kw. P.O. address Box 701, Ottawa (North Bluff). Hill is owner and operator. First year operating cost $21,000; revenue $24,000. President is Thomas A. Hill; Mr. Hill is local businessmen. Action Feb. 11.

Alma, Mich.—WFYC Inc. Granted CP for new FM on 98.3 mc, channel 225. Alma. Estimated construction cost $32,674; first year operating cost $3,500; revenue $4,000. Coastal Broadcasting is licensee of WLYT. Action Feb. 12.

Coastal City, Calif.—Radio Bryan Inc. Granted CP for new FM on 98.3 mc, channel 225. P.O. address Box 375, coastal city. Bryan is owner and operator. First year operating cost $8,000; revenue $10,000. Principals: John H. Hicks Jr., president; Jack A. Pearse, Sr., vice president of Pearis Broadcasting Inc., (50%). Messrs. Hicks and Pearis have interest in the Radio Bryan College Station, both Texas, and KPEF Lafayette, La. Action Feb. 11.

APPLICATIONS

Chicago—Franklin Illinois 83.3 mc, channel 207.42 kw. Ant. height above average terrain 117 feet. P.O. address Box 1573, Chicago. Franklin is owner and operator. First year operating cost $45,000; revenue $60,000. Principal: Board of trustees. Ann. Feb. 19.

Fort Wayne, Ind.—P.O. address Box 401, Fort Wayne, Ind. Estimated construction cost $35,000; first year operating cost $5,000; revenue $7,500. Principal: Pearls Inc., owner and operator. Action Feb. 14.

APPLICATIONS

KTVU(TV) Oakland, Calif.—Seeks transfer of control of licensee corporation. San Francisco-Oakland Television Inc. from Miami Valley Broadcasting Corp. (100%) to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Springfield Newspapers Inc. (10.2%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.65%) and others. Also see WOAC-FM(TV) Atlanta and WSOAC-FM(TV) Charlotte, N. C. (below). Action Feb. 17.

KFLJ(FM) Santa Ana, Calif.—Seeks assignment of license from A. J. Bumb, trustee in bankruptcy, to George W. Smith (100%). Consideration $6,100. Mr. Smith owns Adams' radio paging service (KIME-438) and other local interests. Ann. Feb. 17.

WOAC-FM Miami and WHOA-FM-AM Dayton, Ohio—Seeks transfer of control of licensee corporation, Miami Valley Broadcasting Corp., from Dayton Newspapers Inc. et al., (100%), to Cox Broadcasting Corp. (100%). Consideration: transfer of stock. Transaction involves reorganization of Cox broadcasting properties. Cox Broadcasting is owned by Atlanta Newspapers Inc. (45%), Springfield Newspapers Inc. (10.2%), Robert H. Moody (1.65%), Raymond Sadler (1.28%), Ernest L. Adams (1.65%) and others. Also see WOAC-FM(TV) Atlanta and WSOAC-FM(TV) Charlotte, N. C. (below). Action Feb. 17.

WBTV(TV) Charlotte, N. C.—Seeks transfer of control of licensee corporation, CBS Broadcasting Inc., from Giles E. Miller (17.1% before transfer, 37.3% after), GENCO Inc. (2%), Radio Station Corp. (1.5%) and others to Betty Jane Miller, Betty Jane Miller (17.1% before transfer, 37.3% after), Betty Jane Miller (17.1% before transfer, 37.3% after) and others to Giles E. and Betty Jane Miller as a family group, through purchase of stock from Mercantile National Bank. also see KPCN Grand Prairie, Tex., below. Action Feb. 17.

KPCN Grand Prairie, Tex.—Seeks transfer of controlling interest in licensee corporation, KGMS Amarillo Inc., from Giles E. and Betty Jane Miller (each 17.1% before transfer, 37.3% after), to Betty Jane Miller (17.1% before transfer, 37.3% after), and Betty Jane Miller (17.1% before transfer, 37.3% after) and others to Giles E. and Betty Jane Miller as a family group, through purchase of stock from Mercantile National Bank. Consideration

BROADCASTING, February 24, 1964

98 (FOR THE RECORD)
**SUMMARY OF COMMERCIAL BROADCASTING**
Complied by BROADCASTING, Feb. 19

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>CP's</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
<th>CP's for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,856</td>
<td>84</td>
<td>104</td>
<td>288</td>
<td>222</td>
</tr>
<tr>
<td>FM</td>
<td>1,117</td>
<td>38</td>
<td>130</td>
<td>257</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>522*</td>
<td>60</td>
<td>81</td>
<td>129</td>
<td></td>
</tr>
</tbody>
</table>

**OPERATING TELEVISION STATIONS**
Complied by BROADCASTING, Feb. 19

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>477</td>
<td>95*</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>53</td>
<td>29</td>
</tr>
</tbody>
</table>

**COMMERCIAL BOXSCORE**
Compiled by FCC, Jan. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,856</td>
<td>1,117</td>
<td>522*</td>
</tr>
</tbody>
</table>

| 84 | 38 | 60 |
| 102 | 115 | 79 |
| 4,642 | 1,271 | 661 |
| 178 | 236 | 63 |
| 105 | 20 | 50 |
| 283 | 256 | 123 |
| 44 | 2 | 7 |
| 43 | 64 | 51 |
| 0 | 0 | 1 |

1 Does not include six licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.


**REVIEW BOARD**

- **KBR(FM) Kermit, Tex.**-Seeks assignment of lot to Kermit Public Radio Inc., owned by Homer V. (95%), and Ruth Brinson (5%), and Durwood Haddox (5%), to Kermit Broadcasting Co., owned by Gerald H. Sanders, Ted H. Taylor and Jim H. Speck (each 33%). Consideration $97,500. Mr. Sanders owns KZZN Littlefield, Tex.: Mr. Taylor has interest in Taylor Radio & Television Co., Fort Worth, Tex.; Mr. Speck is owner of American Television Co., Dallas. Ann. Feb. 17.

- **KVR(FM) Tacoma, Wash.**-Seeks assignment of license from Thomas Wilmet Read (100%) to Tacoma Broadcasters Inc., owned by William H. Balmer (33.3%), Robert J. Wolf (33.3%), Lee W. Petrie (20%) and Robert W. Bannister (3.3%). Consideration $20,000. Tacoma Broadcasters Inc. is licensee of KRTAC Tacoma, Wash. Ann. Feb. 17.

**Hearing cases**

- **INITIAL DECISIONS**
  1. Hearing Examiner Herbert Sharrman issued initial decision looking toward granting application to change antenna system and increase antenna height of KXZK-AM, Panama City, Fla. Action Feb. 17.
  2. Hearing Examiner Herbert Sharrman issued initial decision looking toward granting application to change antenna system and increase antenna height of KAMC-AM, Panama City, Fla. Action Feb. 17.
  3. Hearing Examiner Herbert Sharrman issued initial decision looking toward granting application to change antenna system and increase antenna height of KXZK-FM, Panama City, Fla. Action Feb. 17.
  4. Hearing Examiner Herbert Sharrman issued initial decision looking toward granting application to change antenna system and increase antenna height of WJTR-AM, Panama City, Fla. Action Feb. 17.

**Other actions**

- **By order, commission denied leave to file and dismissed related petition by William H. Balmer and Louis N. Seitz, Jr., as Burlington Broadcasting Co., for reopening of initial decision in Rochester, N. Y. TV channel 13 proceeding. Action Feb. 19.**

**NOTES**

- **BROADCASTING, February 24, 1964**
**BROADCASTING**, February 24, 1964

**AM application of Pinellas Radio Co., Pinellas Park, Fla. Action Feb. 17.**

- In proceeding on application of Frankline Radio Co. for transfer of control of WLOD Pompano Beach, Fla., to William F. Johnston, Jr., granted petition and waived Sec. 1.594 of rules insofar as denial of applications for hearing to be broadcast over WLOD during week immediately following release of designation order and notice of hearing to be published for two weeks immediately following release of designation order Feb. 4.

- Grant petition by Ultravision Broadcasting Co. of Kansas City, Mo., to correct and file applications for new TV channel 28 in Buffalo. Action Feb. 14.

- In proceeding on application of Frankline Radio Co. for transfer of control of WLOD Pompano Beach, Fla., to William F. Johnston, Jr., granted petition and waived Sec. 1.594 of rules insofar as denial of applications for hearing to be broadcast over WLOD during week immediately following release of designation order and notice of hearing to be published for two weeks immediately following release of designation order Feb. 4.

**AMs in Lubbock, Tex., scheduled certain procedural dates and hearing for May 11. Action Feb. 16.**


**By Hearing Examiner Millard F. French.**

- In proceeding on applications of Welles- burg TV Inc. and People's Community Television Inc. for new VHF TV translator station to be located in destination Wellersburg, Pa., and LeValle, Md., respectively (1) granted Wellelsburg's petition to reopen record, accept exhibit 2, and close record, and (2) granted Broadcast Bureau's request to amend proposed findings and conclusions. Action Feb. 18.

**By Hearing Examiner Walter W. Guenther.**

- In proceeding on application of Northland Radio Corp. (KWRE), Rochester, Minn., granted joint petition by Northland Radio Corp. and Northland Broadcasting Co. for new FM's in Vineland, N. J., to proceed to hearing and grant applications following joint prehearing conference scheduled for Feb. 20. Action Feb. 18.

**By Hearing Examiner Inadore A. Honig.**

- In proceeding on applications of Community Broadcasting Service Inc. and Morton Hendrickson and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., to proceed to hearing and grant applications following joint prehearing conference scheduled for Feb. 20. Action Feb. 18.

**By Hearing Examiner Chester F. Naumowicz Jr.**

- In proceeding on applications of Edina Corp. and Tedesco Inc., for new AM's in Edina and Bloomington, respectively, both Minn., granted petition by Edina Corp. for leave to amend application to accomplish reduction in authorized and issued capital stock. Action Feb. 17.

**By Hearing Examiner David L. Krauschaar.**


**By Hearing Examiner Sol Schildhause.**


**By Hearing Examiner Herbert Sharfman.**

- In consolidated AM proceeding on applications of Coastal Broadcasters Inc., and Colchester Broadcasting Corp., Herndon, and Prince William Broadcasting Corp. (WPBW), Manassas, Va., granted joint motion by Prince William Broadcasting Corp. to correct vol. 7 of transcript of hearing. Action Feb. 11.

**By Office of Opinions and Review.**


**BROADCAST ACTIONS by Broadcast Bureau.**


**Continued on page 107**
CLASSIFIED ADVERTISEMENT

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word. $2.00 minimum • HELP WANTED 25¢ per word—$2.20 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENT
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 Delaware St., N.W., Washington, D. C. 20036.
- All replies are subject to forwarding without our guarantee of their accuracy. All typewritten ads or replies to be sent as full replies to Box B-259, BROADCASTING.

RADIO—Help Wanted

Management

Working manager—Sales, news, engineer. Investment opportunity. Floyd Jeter, Durango, Colorado.

Sales

Large East Coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING.

Detroit. Experienced top salesman, capable of management. Good salary plus with top station. Must have sales experience. Please write fully. Box B-262, BROADCASTING.

WTDK, Durham, N. C. Box 1571, Serves Durham with 100,000 watt independent radio and news. Presently have 1 salesman. Send details—photo, sales record, reference. Immediately. Market in rapid growth.

Two experienced salesmen, one can become sales manager. Excellent full time 1000 watt network market. Excellent market, can easily earn $7800 per year. W. Earl Dougherty, KXXE radio, Mexico, Missouri.

Suburban Springfield-Worcester, Massachusetts station desires sales person who in 90 days can make $7800 as sales manager. WARE, Ware, Massachusetts.


Annoncers

California. $8000 to start. First phone must. Background in metro good music station desired. Radio experience essential. Box B-208, BROADCASTING.

Newsmen—annoncer wanted by news and community activities oriented station. Must be experienced in writing, interviewing in exciting suburban New York City market. Salary to do general announcing. Tapes, if sent, must be picked up in person, resumes, etc. quickly, please. To Box B-297, BROADCASTING.

Personality dj modern format Virginia. Send tape, picture, resume and all details 1st letter. All tapes returned. Box B-258, BROADCASTING.

Announcer—with 1st phone—prefer some new experience. Family man ready to settle for a posting in a successful station. Send resume and tape. Box B-253, BROADCASTING.

Expanding major market 50 kw, modern sound, top ratings, auditioning exceptional deejay and news talent. Proven success and creative drive a must. Send us your first letter, and enclose an air check tape and snapshot. If you can deliver big ratings in one of North America's most competitive markets, we can pay the money in return. Box B-293, BROADCASTING.

We need a good announcer who can also write copy and do some production work. Good writer, quick thinker and an attorney in southeastern North Carolina fulltime station. Box B-279, BROADCASTING.

Make the right impression with a professionally written resume, don't delay. Send for free data sheet and more info. Box B-288, BROADCASTING.

RADIO—Help Wanted

Announcers—(Cont'd)

News and middle-of-the-road dj with first phone maintenance. Monthly starting salary $600. Large Midwest market. Send resume, tape to Box B-230, BROADCASTING.

Experienced staff announcer for good music kilowatt near Chicago. Excellent starting salary, many extra benefits for mature man who can gather, write and deliver news, newsman for music presentations. We have shows. Send tape, complete resume, telephone number, Box B-299, BROADCASTING.

Announcer or newsmen with 1st phone. Midwest regional in aggressive college town. Experience required. Box B-251, BROADCASTING.

1st phone announcer—basic duty as afternoon and early FM newsmen. Gather, write and air, trick some production. Top salary for right man. Call Jim Jee, Manager for appointments, KHMO, Hannibal, Missouri, AC-1-3451.

Permanent job for top notch announcer. Would like to pay $500 to $600 per month commuting expenses, if you qualify. Send complete resume to Box B-259, BROADCASTING.

Announcer 1st phone man needed immediately. Apply in person or phone 319-332-3550, Manager, KWVY, Waverly, Iowa.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Top forty announcer-annoncer engineer-annoncer-producer-annoncer copywriter. Contact Manager WAPX, Montgomery, Alabama.

Announcer for rock station in good steady market. Opportunity for exposure. Expanding conditions. Good pay and working conditions. Contact Stan Morris, WARE, P.O. Box 511, Springfield, Missouri.

WEAW-AM-FM Evanston, Ill. (Chicago suburb), seeking experienced announcer-engineer, with first phone ticket, UN 4-7000.

Announcer. Live announcer-pentality, top operation. WHSL, Wilmington, N. C.


Announcer with first phone. Send tape, resume and photo. WKXY, Sarasota, Florida.

Outstanding personality wanted for afternoon traffic slot on southeastern Midwest middle-of-the-road music station. No top 40 hotshots and no fixed fringe benefits including major medical and life insurance. Send tape and full particulars to J. Maxim Ryder, WQQA, Moline, Ill.

Technical

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-264, 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. Send resume and short bio to Mike, KDQX, Butte. Good pay bases on individual. Box B-236, BROADCASTING.


Need experienced first phone engineer. Light announcing, Light maintenance. Send audition tape and information. WSBY, Rutland, Vermont.

Production—Programming

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, news or sales manager, or an announcer, send complete resume, photo and availability to Box B-90, BROADCASTING.

Program man: Answer this ad today if you want small town living but like big time operations. If you want to earn $500 to $600 per month and like the Midwest. If you are sober, without political or personal problems and want permanency. Box B-203, BROADCASTING.

RADIO—Help Wanted

Technical—(Cont'd)

Asst. Chief engineer. Central California. No announcing. Must be capable and interested in maintaining all technical equipment to provide best possible sound. Send full resume and salary requirements first letter. Box B-254, BROADCASTING.

Permanent spot for competent 1st class engineer to install and maintain brand new full staff, 100 kw AM-FM station. N. J. Box B-372, BROADCASTING.

Fulltime AM-FM station in Southeast needs experienced engineer who can do a little announcing. Starting position. $900 weekly. If interested send resume and photograph to Box B-291, BROADCASTING.

Large Mid-Atlantic station dominant in its area has opening for Chief Engineer. Applicant should be thoroughly experienced in AM, FM and multiplex. If you are mature, dependable chief, this is the job you've been waiting for. Excellent salary if you qualify. Send complete details and references with the first letter. Box B-335, BROADCASTING.

Engineer experienced—all phases AM-FM operation needed by non-directional kilowatt station. Complete maintenance knowledge & experience and interview essential. Send resume to WASA, Havre De Grace, Md.

Real opportunity for qualified engineer to become chief at important Midwest AM station. Excellent salary with fringe benefits including medical and life insurance. Write or call J. Maxim Ryder, WQQA, Moline, Ill.


Announcing position with growing company. Seek sales manager or Announcer. Send resume and picture to Box B-291, BROADCASTING.
RADIO—Help Wanted

Production—Programming, Others—Continued

Young aggressive, ambitious program director: Do you know an man? Can you gimmick up a station with audience? Sales—promotion? Can you produce selling spots using musicians, news, sales man, and sound techniques? Can you increase station ratings with one hand and build sales with another? If you can, then you’re our man! You’ll start as assistant program director in our headquarters station of a group of stations and if you do a good job you’ll take over as group program director and travel the circuit. We don’t want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your own achievements. We have the stations and the major markets to prove your talent. Salary is open with a solid beginning. So are your abilities to produce the ratings. Our station group programs to the Negro audience but we don’t require a P.D. with Negro experience but rather one with ideas and imagination. Send detailed resume including past earnings record. Box B-300, BROADCASTING.

Board talk man—Crackerjack board man able to work with his listeners, top sense of humor, news companion not a disc jockey job. Moderate resonant voice, top sales, market a C market. Replies to Frank Pipes, WAVA, 5222 Lee Highway, Arlington, Va.

Immediate opening for experienced radio copywriter, 5 week day, insurance benefits, pension plan. WBIG, Greensboro, N. C., W. H. Henry, Director of Sales.

New station accepting applications for all positions. Send complete resume, tape, reference to Mr. Tom Anderson, General Manager, Radio Station WHJG, Box 914, Joliet, Illinois.

RADIO—Situations Wanted

Management

AM-FM seasoned pro-successful 18 years in dual role full charge 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-291, BROADCASTING.

26, desire managerial post in small Southeast market. 7 years experience as number 2 man. First select. Limited announcing. Box B-256, BROADCASTING.

Operations manager—For top market outlet. Programming-engineering specialist with in-depth knowledge. Matt Hart, 37, knows all major markets, 60 kw major. Box B-344, BROADCASTING.

Ambitious radio exec., experienced all phases broadcasting, seeks lucrative, challenging position in management. Finest references. Box B-275, BROADCASTING.

General manager wanted by all-around radioman. Completely experienced especially sales. Box B-281, BROADCASTING.

Hustler-type general manager. Thrives on competition, but need free hand within identifiable policy to meet it. Proven track record in numbers and revenue. Know FCC rules and regulations. Matures. Four children, 37. Know all formats, national sales. No rushing, growth opportunity in Southland. Seeking produce at management. Box B-289, BROADCASTING.

10 years experience, serving as program, news, sales manager as well as station manager. Young, aggressive, public relations the best. Mid-Atlantic market. Box B-304, BROADCASTING.


RADIO—Situations Wanted

Sales

Sales-management. All around general manager, small-medium competitive market. Available for permanent position as manager or sales manager. Top references. Box B-246, BROADCASTING.

Announcers

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

Beginner, Broadcasting school graduate, young, talented, top 40, anywhere. Box B-302, BROADCASTING.

Excellent opportunity for station seeking adult style news-announcer. Experienced announcer. Box B-242, BROADCASTING.

C&W Bluegrass personality, production, will sell on and off air. Top sound, market. Box B-243, BROADCASTING.

Femme.—Will produce and air sophisticated show with all-age appeal for station within 100 miles New York City. Box B-246, BROADCASTING.

Experienced dj/announcer. Bright sellable sound top 40-middle of road—light board, fast programming. Loves Midwest market. Matures. Box B-277, BROADCASTING.

Florida stations: I have 8 years experience doing good music in Eastern Pennsylvania and would like to work now on Florida Station. Will provide tape, pictures and resume upon request. Box B-258, BROADCASTING.

Talented, versatile, production-minded announcer-director of music. Knows-stands on programming. 5 years experience. Some DJ experience. Desires position in coast or major market. Box B-275, BROADCASTING.

Attention Indiana, Michigan, Ohio, Pennsylvania: First phone, announcer seeks position. Box B-286, BROADCASTING.

Baseball play-by-play wanted. Up and coming sportscaster with excellent references wishes work. Write immediately. Box B-273, BROADCASTING.

I am looking for permanent radio or TV, B.S. degree in broadcasting plus commercial experience as p.d. Mature presentation with voice of authority. Desires Eastern California, Box B-274, BROADCASTING.

Teen-age announcer. Beginner, experienced, well-trained, good voice. Good air personality, married age 14. Also stationary. Box B-276, BROADCASTING.

Program director wants to move up. Top ratings in seven market station. Box B-277, BROADCASTING.

San Francisco area prefers. Am currently number one in major eastern city. Box B-278, BROADCASTING.

1st phone, 1 year, experience all phases, Top news sound. Desires position with sharp progressive top 40, any medium to large market light maintenance. Would like to break in on all all coast. Currently employed net affiliate in medium market. Box B-280, BROADCASTING.


Polished pro available. Announcer, dj, news plus first phone. Mature, married, now, top major market names. Write Box B-285, BROADCASTING.

First phone station manager-air personality combination. Sales, copy, production, news, farm, sports sales. scraper, national, local, solid in community. Will invest $10,000 cash in right opportunity. Box B-298, BROADCASTING.


Man, graduate announcer's training school. 21, college grad., NYU, recent division sales manager Wall Street firm, intelligent, vocal. Wants any opening radio station leading to possible career, preferably, one within 100 miles radius New York City. Tapes available. Box B-287, BROADCASTING.

College grad. (radio speech) with 9 years announcing experience seeking sales training position with reputable, adult radio-TV station. Available immediately. Box B-288, BROADCASTING.

First phone. Single, Recent graduate, Training in all phases of radio. Imaginative production, hard worker. Versatile, will locate. Picture, resume, tape on request. Box B-286, BROADCASTING.

Atlanta, Ga., 26, born announcer, disk jockey. Great personality. Emphasis news, sports. Box B-308, BROADCASTING.

DJ/announcer. Bright, lively, sound but definitely not a screamer. Top 40 or middle of the road. Tight board, fast production. Authoritative personality, strong commercial sell. Personable with professional attitude. Box B-309, BROADCASTING.

DJ announcer, authoritative newscaster. Fast operation. Dependable, experienced, personable, family man. Box B-311, BROADCASTING.

DJ announcer, newscaster, dependable, family man, lively authoritative sound. Experienced. Box B-312, BROADCASTING.

Bright personality. Rock or other format. Mature News. Prefer California of Southwest but will consider all offers. Box B-313, BROADCASTING.

Bright personality, experienced, Family man, mature, dependable. Not a prima donna or floater. Box B-314, BROADCASTING.

C&W personality develops loyal following. Major market positions. Box B-319, BROADCASTING.

Announcer p.d. Thirteen years all phases—play by play all sports. First phone. Family man—call or write Terrence Foster, Box 93, Saukville, Wis.

Young family man with 1st phone desires employment in broadcasting or communications, will relocate. P.O. Box 68, Griffith, Indiana.

Announcer/dj. School trained only. Don Pladgett, Box 200, Hillisvile, Virginia.


Negro, disc-jockey-newscaster. 3rd phone experienced any format. Good voice, Excellent newscasts. Any area. Call or write Ben Perry, 1804 Union Ave., Bronx, N. Y., 212-DAYton B-6441.


Chlef combo, newswoman, mature deep voice, 19 years experience. 410 West 3rd St., Winslow, Ariz. 289-3070.

Southland announcer-engineer. 1st phone, available 2-29-64. Best references. Frank Malardi, WBMD, Baltimore, Md.

RADIO—Situations Wanted

Technical

Permanent position for production minded 1st phone TV / audio engineer. Box B-31, BROADCASTING.

Over 10 years experience in all phases of AM & FM operations. Degree, first phone, broad technical background, age 34. Married. Southeast only. 155.00 min. personal interview. Experience desired. Box B-255, BROADCASTING.

Want good salary and advancement. Plenty experienced. Will consider Chief engineer, manager, sales manager, announcer, or sales position; singly or in any combination. Salary is a way of life with me. That means profits for you through economy and expanded business. Box B-246, BROADCASTING.

Experienced first phone engineer seeks position in Midwest or East. Some announcing. Box B-236, BROADCASTING.

Competent first class engineer, presently employed, seeking change, looking for opportunity to broaden experience, advancement. Reliable morning man with flair for fun. All years all around experience. Excellent references. Preter Alaska. Will consider all. Box B-286, BROADCASTING.

High school electronics teacher, single, 34, 1st class ticket, TV studio background. Desiring first phone or TV studio as technician, etc. Excellent references. Metropolitan New York area preferred. Box 372-BN 6-0790, Box 316, BROADCASTING.

Chief engineer, experienced in station maintenance and operation. No board work, Excellent references. Prefer North Carolina. Max Barnes, Radio Station WJNC, Jacksonville, N. C.

Production—Programming, 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-197, BROADCASTING.

Program director with creativity and showmanship. Prefer top 40 operation. Specialize in promotion and promotions. Administrative ability. Presently pd, seeking bigger opportunity. Tape and resume on request. Box B-194, BROADCASTING.

Newsmen—experienced, authoritative, literate over copy, editing, interview and actuality work. Larger market, some opportunity for TV experience preferred. Box B-216, BROADCASTING.

Experienced FM broadcaster available. Knows music, programming, production, audience, stereo. Box B-283, BROADCASTING.

Free-lance radio commercial writer available. Chicagoland area. Will complete factual over copy. Box B-294, BROADCASTING.

TELEVISION—Help Wanted

Management

Leading VHF Station in sizable mid-west looking for experienced television manager. Excellent opportunity for the right man. Salary competitive with experience. Write Box B-185, BROADCASTING. Enclosing resume and starting salary expected.

Sales

25% plus to right TV sales manager. Floyd Jeter, Durango, Colorado.

TELEVISION—Help Wanted

Announcers

Southeastern network affiliate seeking announcers with news, weather & MC experience. Send resume, photo and audio or video tape to Box B-45, BROADCASTING.

Technical

Major east coast network station requires several TV engineers for summer operation. Good salaries and working conditions with potential for permanent employment. Must at least Class I TV FCC phone license. Reply to Box B-177, BROADCASTING.

Studio and transmitter engineers wanted. Must be familiar with maintenance of RCA equipment. Openings are for maintenance, not operators. Reply in confidence, with picture and salary required to Jerry E. Smith, KRIS-TV, Box 840, Corpus Christi, Texas.

Need technician, able to do maintenance, work in top class TV studio set. Established station, Southwest. Send experience-full details. R. H. Rolsco, etc, or KOVA-TV, Box 5188, Tucson, Arizona.

South Florida fullpower VHF needs video technician or engineer in VTR-VHF studio and operation and maintenance. Prefer Class I license. Must have all time permanent employment, send resume, photo and salary to: Director of Engineering, WEAT-AM & TV, P. O. Box 70, West Palm Beach Florida.

First phone experienced studio and microphone maintenance. Upper Midwest station. Call Dave Chunkley, 222-5081, Fargo, N. D.

Production—Programming, Others

At least four years in the chair ... required for versatile, creative, willing-to-work, management college graduate. Thoroughly experienced in all phases of production, to fill director position in major eastern market. Send complete resume. Box B-197, BROADCASTING.

Experienced program director for ABC affiliate TV station. 2-experienced announcers for TV. 1 Engineer first class ticket no experience necessary. Send resume to radio station. Send all details, tapes and first letter to Box B-248, BROADCASTING.

Man or woman with radio, television writing and commercial production experience capable of taking over from others writers plus carrying own load of writing in a Midwest regional broadcast operation. Must have ability to build production type radio commercials and television spot commercials. Send resumes and photo to Box B-330, BROADCASTING.

Southwest TV station needs qualified program director in good three station market. Send air mail complete resume and salary requirements. Box B-332, BROADCASTING.

Aggressive copy writer, male or female, send complete resume and salary requirements—first letter—no phone calls—contact: Tom Miller, TV, 5700 Becker Rd., Saginaw, Michigan.

TELEVISION—Situation Wanted

Management

TV station manager—15 years administration of station and production. Available in April. Box B-270, BROADCASTING.

Television sales manager—Wide experience in sales, promotion, advertising. Large Midwest market, 46, aggressive, sincere, family man. Available soon, Box B-288, BROADCASTING.

TELEVISION—Situation Wanted

Management—(Cont’d)

25 year broadcast veteran interested in making a change. Now looking for small market TV station, including complete charge of sales. Interested only in General Manager or General Sales Manager position. Completely free hand in either position most important thing is good salary. Available for interview at NAB convention the week before. Write Box B-290, BROADCASTING.


Sales

Diversified experience in TV sales, programing and production. Age 37, Married, top references. Box B-271, BROADCASTING.

Announcers

Highly articulate announcer—strong background and training in news, commercials, public relations. Wishes to move to staff of larger market, station with growth. Married, young, enjoys challenge, willing to settle down. For full availability. Box B-287, BROADCASTING.

Engineer first phone, TV experience, wants TV transmitter position. Call 536-3354 Bristol, Tenn., or write Box B-303, BROADCASTING.

Production—Programming, Others

First phone control room and production director, experience desired, maintenance position. Box B-42, BROADCASTING.

News director, writer ... 11 years experience ... all phases broadcasting, Personality Airman. All states, 6-8 day play—sales ... second class ticket. Family man, no drifter, best character, job references. Seeking permanent position ... news ... TV or radio larger market eastern states minimum $600. Box B-220, BROADCASTING.

TV director, commercial, ETV, experience in all phases. Five years experience. Will consider all offers. Resume upon request. Box B-261, BROADCASTING.

Creative director/producer/writer TV film, advertising, documentaries: Award winner. Six years 4-A: Four years major VHF, High end sales. See challenge, hard work, growth opportunity. Box B-282, BROADCASTING.

Production manager-executive producer: 6 years commercial television experience. Full experience in programming, promotion, news, sales and film. Excellent and administrative abilities, degree, family. Resume available. Box B-301, BROADCASTING.

Producer/director—creative, competent, cooperative and packed with ideas, know-how and solid experience—seeks staff in position—head station. Write Box B-307, BROADCASTING.

BROADCASTING, February 24, 1964
WANTED TO BUY

Equipment

Need good 16mm film processor and zoom lens for Bell & Howell 16mm camera. State price and condition first letter to KCTVE, Box 791, El Dorado, Arkansas.

Used frequency monitor. State age, condition and price. K. B. Radio, W.A.R. D., P.O. Box 833, Waterboro, S. C.

Will purchase for cash three Stainless G-15 towers with lighting, each 200 feet. Would be interested in other makes of towers. Box B-264, BROADCASTING.

RCA FM Pylen antenna. State model number, frequency, condition and other information, KBSC, Suite 617, 6065 Wilshire Blvd., Los Angeles, Calif.

Raytheon console. Must be in top shape. Give complete description, age, and model number. Box B-362, BROADCASTING.

Wanted—used automatic equipment for FM station. Must stand rigid inspection. Also interested in professional music tapes—send details. Cash deal. Reply to Box B-366, BROADCASTING.

We have immediate need for one RCA type TP-18 TV projector in good condition with double lens, slide mount, and test target. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

FOR SALE

Equipment

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery charger 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. 376, Vidalia, Georgia.


Television/radio transmitters, cameras, microphones, and monitors. Electrofind, 446 Columbus Ave., N.Y.C.

Xenon Line; Teflon insulated, 15¢ rigid, 51.5 Ohm, flanged with bullet and all hardware. New—unused, 20 foot length for $4.00. Quantity discounts. Stock list available, Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templeton 3-3257.

350 foot Triangular, heavy duty, FM tower. John J. Hoke United States Tower Construction, 242 Barlow Lane, Petersburg, Virginia.

RCA BTX-105 10 watt FM exciter, excellent condition, 1 ½ year old. Richard Haskey, KGUD, Santa Barbara, California.

Helix coaxial cable, HJ-35-10, new, 85 ft. FOV, E.E.E., P.O. Box 2055, La Mesa, Calif.


4- RCA type 74-B velocity motors ("Junior 44") with Cannon Jacks, 2 at $40 each, good condition, 4th at $25, needs new ribbon. Each or all, KOWL, Box 106, Standale, California.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical, laugh-seekers featuring specific 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, 25¢, Steiner St., San Francisco.

"Broadcast Comedy" a free booklet available to disc jockeys doing light comedy. Write, including real names—Show Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11205

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage. Daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

Award-winning spots at friend-winning prices. You furnish copy, we furnish production. $15 each with order. Six Twenty Nine Productions, Pensacola.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes at Broadcasting School. Locations are in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-X, Grandham Schools, 3123 Gilham Road, Kansas City, Missouri.


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.


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-week intensive practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2503 Inwood Road, Dallas 3, Texas.

San Francisco's Chris Borden School continues top placement record. Proven first phone and "modern" sound. Illustrated brochure, 239 Geary St.


San Francisco's Chris Borden School continues top placement record. Proven first phone and "modern" sound. Illustrated brochure, 239 Geary St.

INSTRUCTIONS—(Cont'd)

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 5 weeks. Complete tuition $299. Your license is guaranteed or a complete refund. Write Dwain Glenn at his new beautiful location, Radio Engineering Institute, Box 3865, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grandham 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, Grandham Schools, 1585 N. Western Ave., Los Angeles, Calif. 90027


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 experience. L. B. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 3035, New Orleans 50, Louisiana.

America's pioneer, 1st in broadcasting since 1924, National Institute of Broadcasting, 814 W. 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 24, Pa. Phone 581-3422.

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 2555, Tulsa, Okla.

INSTRUCTIONS

RADIO—Help Wanted

Management

WANTED

We have an immediate opening for the right man who desires a challenging career in radio. We Program strong on sports, news, variety and special events, and do a considerable amount of Production work. There's plenty of advancement possible in 2 station group. If interested? Please send resume, references and full resume.

Box B-326, BROADCASTING

SALES

SALES MANAGER WANTED

With broad experience in media sales in Southwestern area: Require ability to deliver personal sales and also develop profitable sales department.

Box B-256, BROADCASTING
RADIO—Help Wanted

Announcers

MORNING PERSONALITY
A major prestige station in a top eastern market is seeking a morning enter-

tain er. Not a formula man. Rather, a man who can talk to people, who can

be funny without loading his show with

gimmickry. A man who has developed

his own style, yet who is more conscious

of his listeners than of himself. For

this paragon, we offer a fine contract
well into five figures, excellent working
and living conditions, and a bright fu-

ture. All replies confidential. Rush tape
and resume to:

Box 8-322, BROADCASTING

YOU CAN WRITE THAT JOB-WINNING LETTER!

Unusual new book, "20 Best Job Appli-
cations," shows you how. Contains ac-
dual letters that landed big jobs at top

ed agencies, media, including Benton &
Bowles, Burnett, Doyle Dane, Gray,

McMan, Knox, Reaves, Hicks & Greist.

Geyer Morey Ballard, Time, Esquire,
Newsweek, Ladies’ Home Journal. Send
$4.75. We pay postage. Order now and
get free copy of model resume as
long as limited supply lasts.

Hendrix House, Dept. B
334 Madison Ave.
Memphis 3, Tenn.

Technical

ENGINEER-ANNOUNCER
#1 Hooper and Pulse rated WNOE, New Orleans, needs all
nite engineer-announcer. Must

know audio and be capable of
performing maintenance on Au-
matic Tape Control, Collins,

MacKenzie, and Continental Elec-
tronics remote control equipment.
Salary open. Send tape of air
work and resume including engi-
neering background, to:

B. Mars Sommer
WNOE, New Orleans, La.

RADIO—Situations Wanted

Production—Programming, Others

Dick Clark Radio Show
Executive Producer
Ex Storz 50,000 watt P. D. Have programmed stations on both coasts and in mid South-
west. Have produced creative programming and sales aids for stations throughout U. S.
and in Canada. Automated a 50,000 watt outlet. Worked with Balaban and Broad-

Cullar program people. Looking for National P. D. position with medium market chain,
or possibly non selling promotional Sales Manager. High sales oriented. Minimum
$12,000. Bill Adams, 203-346-7600.

TELEVISION—Help Wanted—Technical

Television/Field Broadcast Engineers
Video and RCA Television Tape in-

stallation and maintenance experience
required. Considerable travel

involved. Openings in East. Send
resume to: Mr. D. K. Thorne, RCA

Service Company, Cherry Hill, Cam-
den 8, New Jersey.

An Equal Opportunity Employer

TELEVISION—Situations Wanted

Production—Programming, Others

TV PROGRAM MANAGER
15 years experience in Programming, Production

Local/Network Film buying, Public Affairs, Sales Service, Promotion and

NAB Code Affairs. Age 36, Married.
Degree in Management, Top Industry Refer-

ces. Available soon, Prefer Midwest or

West Coast.

Box B-269, BROADCASTING

EMPLLOYMENT SERVICE

JOB PLACEMENT!
ALL BROADCAST PERSONNEL PLACED

ALL MAJOR U. S. MARKETS

MIDWEST SATURATION

WRITE FOR APPLICATION NOW

Broadcast Employment Service
4825 10th Ave. S.

Minneapolis, Minn. 55417

CONSERVATIVE NEWS COMMENTATORS
KAIL TV Fresno, Calif., reaching a half

million viewers offers prime time to all

sponsored—pre-sold conservative pol-

tical broadcasts at radio rates. Now

carrying Dan Smoot, Manion Forum, Richard Cotten and Dr. Fred Schwartz.

Your TV program costs are only
$35 1/2 hour, and $65 1/2 hour. . .

Lower rates on 52 non cancelable con-

tract. . . . Contact Harvey Shaldon for

availability . . . . Telephone 209-299-

2104 or write KAIL TV, P. O. Box 4223,

Fresno, California.

WANTED TO BUY—Stations

Radio Station
Wanted direct from owners. Please

give complete details first letter.
Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

TV STATION
Wanted direct from owners. Please

give complete details first letter.
Reply in confidence to:

Box B-247, BROADCASTING

FOR SALE—Stations

CALIFORNIA METROPOLITAN

Death of owner forces sale of promising

new station in top growth market.

Exceptionally well-equipped and appointed

stations. Asking $75,000 on good terms.
Offers invited.

Box B-317, BROADCASTING

STATIONS FOR SALE

CALIFORNIA. Exclusive. Priced at $150,000.

Terms.

ISLAND STATION. Fulltime. Priced at $75,-

000. Terms.

NORTHEAST. Exclusive. Priced at $85,000.

Terms.

SOUTHEAST. Major Market. Priced at $225,-

000. Terms.

Jack L. Stoll & Assoc.

6381 Hollywood Blvd.

Los Angeles 28, California

MISCELLANEOUS

FOR SALE

Highly profitable fulltime AM and FM in

single station middle Atlantic market for

$300,000 cash for physical assets. Price

réintér by four times annual cash flow.

Bank financing can be arranged for sub-

stantial buyer with $100,000 cash plus

working capital.

Box B-318, BROADCASTING

NBC

has vacation relief opportunities

in the New York Office for Radio

and Television Studio Technicians.

Please apply to:

Employment Office
National Broadcasting Company
Room 728
30 Rockefeller Plaza
New York, New York

An equal opportunity employer

February 24, 1964
Continued from page 101

of DA-N; remote control permitted daytime only, and coverage increase in power for auxiliary trans., with DA-N, and change auxiliary trans. location.

WLAN Branson, Mo.-Granted CP to make changes in ant. system for VHF TV translator station.

K7AZK, K81AD Wasco, Ore.—Granted CP’s to change type trans. for UHF TV translator stations.

KCSM(FM) San Mateo, Calif.—Granted mod. of CP to move main studio and ant. trans. location, change type ant., make changes in trans. equipment, increase ERP to 350 kw, and decrease ant. height to 330 feet; conditions: None.

■ Granted extensions of completion dates as follows: WLMAM(FM) Mishawaka, Ind., to June 1; WQXE, (main trans.) New York, to Sept. 30; WABQ, Cincinnati, Ohio, to March 21; WWAAB, Worchester, Mass., to March 22.

■ Broadcast Action, Report No. 4974, of Feb. 12, which announced postponement to April 8 of an oral hearing on request that parties intending to appear at oral argument should notify secretariat of commission in writing on or before March 28.

Actions of Feb. 17

Commission, by Broadcast Bureau, made first regular grant for instructional TV fixed station to Plainview-Old Bethpage public schools, Central School District No. 4, Plainview, Long Island, N. Y., to serve elementary schools in district.

■ Granted renewal of licenses for following: KWCB, WBBMA, WAFI, Staunton, Va.; WBBB Baltimore; WKEE Huntington, WRET, Charleston, WGE; WAGA, Atlanta; WLJR, York, S. C.; WJPB, Phoenix; KFB, Cheyenne, WYO; WAVE, Portland, Ore.; WPWW, Proctorville, Ohio; Wacerb 131, WBBQ, Nashville; WRLA, Washington, D. C.; WII, Alexandria, Va.; WGOR, Baltimore; WBBM, Chicago; WGR, Sacramento; WGDY, Des Moines, Iowa; WJRA, Kansas City; WJZ, Baltimore; WJCL, Atlanta; WJW, Cleveland; WJAS, Columbus, Ohio; WJHC, Cincinnati; WOR, New York; WPG, Washington; WRE, Madison, Wis.; WJZ, Baltimore; and WJZ, New York.

■ Following were granted extensions of completion dates as shown: WMAD Madison, WIS, to April 15; KARI, Blaine, Wash., to July 17; KCNO Garden City, Kan., to July 11; WACB, Williamsport, Pa., to Feb. 16; WQXE, (main trans.) New York, to Sept. 30; WABQ, Cincinnati, Ohio, to March 21; WWAAB, Worchester, Mass., to March 22.

Actions of Feb. 24

KENE Toppenish, Wash.—Granted increased daytime power on 1340 kw, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions: None.

GRM Shreveport, La.—Increased daytime power on 1340 kw, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; delete remote trans.; conditions: None.

KAPA Raymond, Wash.—Granted license covering increase in daytime power, and installation of new type trans.

WTOD Toledo, Ohio—Granted licenses covering increase in power, installation of new trans., and changes in ground system, and use of old main trans. as auxiliary trans. at main trans. site.

WCMC Cincinnati, Ohio—Granted licenses covering increase in power, changes in DA pattern, change in hours of operation and ant.-trans. locations, make changes in ant. and ground system, and installation of two new transmitters (one daytime use and other for nighttime use); and use of main daytime trans. as an auxiliary-nighttime trans. at main trans. site, and installation of new trans. as an auxiliary daytime trans. at main trans. site.

KKEC Kansas City, Mo.—Granted license covering increase in power, installation of new trans., and changes in DA pattern.

WHOIT Campbell, Ohio—Granted license covering change in frequency, decrease in daytime power, to 250 w in July 1; installation of new nighttime site, changes in daytime and nighttime pattern, and installation of new nighttime trans.; condition: None.

WCBS New York, N. Y.— Granted licenses covering change in ant.-trans. location, changes in daytime and nighttime use, and installation of new trans. (main); conditions: None.

WWSY Missouri, S. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site, (during daytime hours only) at main trans. site.

WCMC Ashland, Ky.—Granted license covering change in frequency, decrease in daytime power, to 250 w in July 2; and installation of new nighttime trans. as an auxiliary nighttime trans. at main trans. site; remote control permitted.

WOWL Florence, Ala.—Granted license covering changes in studio and ant.-trans. locations, and changes in ground and ant. (increase heights) systems; remote control permitted.

WVHC(FM) Henpecked, N. Y.—Granted license covering change in frequency, increase in ant., ERP and ant. height; specify antiglare height as 78 feet.

WWDV-FM Washington, D. C.—Granted license covering changes in trans. equipment (main)

KRFP(FM) Phoenix, Ariz.—Granted license covering changes in ant. height, ERP, ant.-trans. location, and remote control; and installation of new trans. and ERP at new site.

WIFM-FM Elkton, N. C.—Granted license covering changes in ant. height, ERP, ant.-trans. location, and remote control; and installation of new trans. and ERP at new site.

■ Granted licenses for following AM's and specify type trans.: WHN Rensselaer, Ind., specify main studio location. WSGE Indianapolis, Ind.—Granted license covering increase in power, installation of new trans. and DA-D, and changes in ground system; specify type trans.

WSLM Louisville, Miss.—Granted license covering increase in power and installation of new trans. and DA-D, and changes in ground system; specify type trans.

WWGE Indianapolis, Ind.—Granted license covering power increase; installation only.

KGMI Belle Plaine, Minn.—Granted CP to move auxiliary trans. to install tower and ground system for auxiliary purposes only; condition: None.

WKBZ Pennsylvania, N. Y.—Granted mod. of CP to change ant.-trans. location; conditions: None.

■ Granted licenses for following AM's and specify type trans.: WHIN Rensselaer, Ind., specify main studio location same as site. site and delete remote control operation; WHIC Harrisburg, Pa., and specify main studio location same as trans. location.

Actions of Feb. 13

KTVU(TV) Oakland, Calif.—Granted renewal of license.

WQDY Calais, Me.—Granted license covering increase in daytime power and installation of new trans.-transmission line.

WLAN-FM Lancaster, Pa.—Granted license covering changes in nighttime power and transmission line.

KRED El Paso, Texas—Granted license covering increase in nighttime DA system.

KRDJ Dinuba, Calif.—Remote control permitted; conditions: None.

K7AQ, K7AJ, K81AF Delta, Utah—Granted license covering increase in daytime power, installation of new trans., and installation of new trans.-transmission line.

KK7AL, K81AC Grangeville, Cottontwood, Craigmont, and Malad City, Idaho—Granted CP’s to change type trans. and make changes in ant. system for UHF TV translator station.

K2FXC Batavia, N. Y.—Granted CP for new development station.

Allison TV Assn. Allison Rural Area, Colo.—Granted CP for new UHF TV translator on channel 19 to rebroadcast programs of KCMO-TV (ch. 4), Kansas City, Mo.

■ Granted CP to move main studio and ant. trans. and make changes in ground system, and installation of new ant.

■ Granted license covering increase in power, installation of new trans. and DA-D, and changes in ground system; specify type trans.

PETITION FOR RULEMAKING GRANTED

■ Electronic Industries Association, Washington, D.C.—Requests authority to file petition for 1 year extension of temporary radiation limitation for UHF television receiving equipment.

PETITION FOR RULEMAKING FILED

Flambo Broadcasting Co., Hialeah, Fla.—Requests amendment of rules so as to amend table of assignments to add first FM channel to Hialeah, Fla.
"The heart and blood vessel diseases cost American business more than a billion dollars last year — the value of 70 million man-days of production lost by executives and craftsmen afflicted with heart and circulatory diseases.

"The toll in lives among those 45 to 64 years old was even more serious. Cardiovascular diseases killed more working Americans in this age bracket than the next five causes of death combined.

"How can we cut these shattering business losses? More heart research is the answer, according to the experts. 'We're on the verge of great breakthroughs that will save many thousands of hearts,' say the medical leaders of the American Heart Association which has saved thousands of hearts by investing 90 million Heart Fund dollars in research.

"We businessmen respect the experts. Here is a chance to profit from their advice. Let's help save the lives of the people who make our businesses go. Let's help expand heart research now with an increased contribution to the Heart Fund."

More will Live...the more you Give
HEART FUND
Carl Lindemann Jr., who started out as a mail room clerk at Foote, Cone & Belding, gives "timing and luck" credit for his rise to his present position as vice president in charge of sports for NBC.

And though it is true he did break into TV in 1948, "when commercial television just started to take off," it also is true that his steady climb up the ladder of NBC-TV executive ranks is the result of drive and talent.

Although none of his previous experience was directly connected with television sports, Mr. Lindemann has jumped into the job with both feet. He frankly admits to having a natural affinity for sports personalities he has come to know, and has found it easy and agreeable to put his relationships with many of them on a personal as well as business basis.

But it is on the business basis that Mr. Lindemann and NBC-TV have made the news in the past two months. He shuffles off personal credit for recent events which have seen NBC-TV grab the rights to the National Collegiate Athletic Association football games, the Orange Bowl football game and the American Football League games (a $40 million outlay).

"Nicely enough," he said, "the network began to feel a need for a major effort in sports programming just about the time I got in." NBC-TV's feeling, he noted, is that sports constitute just about the last area of live programming left on television, excepting news.

Future Wave • Mr. Lindemann said that sports and news programming may be the "wave of the future" on prime time in network TV.

Putting its bankroll where its mouth is, NBC-TV has an impressive array of sports programs coming up this year. In addition to the newly acquired properties, the network will again present weekend baseball games, the World Series, Rose and Sugar Bowl games, the National Open Golf Championship, the National Singles Tennis Championship and exclusive coverage of the 1964 Summer Olympics in Tokyo.

Mr. Lindemann feels these telecasts all add up to make NBC-TV number one in sports coverage. "It represents a tremendous turnaround in policy," he said, and indicated that NBC-TV believes its sports coverage now is as impressive as its news programming.

Acquisition Excitement • Aside from the Olympic games, where planning already is going on to provide rapid and complete TV coverage, Mr. Lindemann seemed most excited about the network's acquisitions of the Orange Bowl and AFL rights.

For the first time, the Orange Bowl game will be played at night, and will follow the network's telecasts of the Sugar and Rose Bowl games next New Year's Day. Mr. Lindemann said it might also mark the forerunner of a regular weekly evening prime time telecast of a major sporting event. He indicated that legal details of a proposed major league baseball package might be worked out by next year and that NBC-TV certainly would be interested in it.

The shift in emphasis to sports programming by all the networks is an increasing indication that a network's popularity will depend on its success in securing and promoting attractive sporting events. "The resourcefulness of the competition is intriguing," says Mr. Lindemann.

But NBC-TV's success indicates it has a pretty resourceful man to hold up its end. A look at the record shows the network pretty well knew what to expect when it handed the sports assignment to Mr. Lindemann last year.

Down with Mail • Throwing up his mail room job, he joined a group of young engineering graduates who came into television at the beginning of its period of expansion. He said they all were enthusiastic over the future of TV, but often had to work under conditions similar to "slave labor."

He recalled working 30 and 31 days in a row, and one weekend when his camera crew telecast the horse races at Aqueduct, took down the equipment and set it back up to cover the trotters at Roosevelt Raceway that night and then got everything set up again for tennis at Forest Hills the next day.

He played an active role in helping to get better working conditions for technicians and also helped break the unwritten ban on transferring engineers to the production side of television.

But it was not until he became personal cameraman for Kate Smith that his own break came. Miss Smith first began to talk with him on the air while he was behind the camera, then brought him out on the stage with her. Eventually he became an associate producer of the program.

Rapid Moves • After that, the promotions came more rapidly. The next year, 1954, he was named senior unit manager of the Home show. A year later he was made business manager of the television network program department and then, in 1957, he became director of daytime programs.

In 1959, Mr. Lindemann was made vice president of daytime programs, and then vice president of program sales in April 1960. Later that year he became vice president, California National Productions, which, he noted jokingly, failed soon afterward. It is now called NBC Films, the syndication subsidiary of NBC-TV.

In June 1961 he became vice president, Special Projects, News, and when the network put its sports department under the news operation last year, the path to his present assignment opened up. He first was designated as a temporary replacement for Tom Gallery, who retired as vice president in charge of sports last December. Then NBC-TV asked him to consider the job on a permanent basis.

Mr. Lindemann feels that there is still a lot to be done in sports programming. A primary aim, he said, is to improve the quality of the program. He said he is exploring ways to create a staff of network sports commentators, such as Bill Stern was in radio and Huntley-Brinkley now are in TV news.

"The only trouble," he complained, "is that there are not enough hours in the day to do what we want to do."

But although Carl Lindemann complains that he doesn't have enough time to do everything he wants to do, his competitors probably would agree that he has found time to do quite a bit.
EDITORIALS

ETV is big business

INCONGRUOUS as it may seem, educational television has become big business.

Some interesting statistics on ETV were cited last week by FCC Commissioner Fred W. Ford. He estimated the capital investment in ETV at $40 million, with operating costs of the 86 stations running $20 million. About 5,000 people are employed directly in ETV and 110 million viewers in 38 states are within the orbit of the 86 stations.

Add to the dollar figures the initial $32 million in federal funds appropriated by Congress to assist ETV development. And, of course, add the multi-million financial contributions and the gifts of physical equipment and programing of the commercial networks, group owners and individual stations toward the purchase and development of ETV stations.

Mr. Ford, in an address before the Philadelphia chapter of American Women in Radio and Television, aptly observed that in order to exist at all, ETV has had to co-exist with commercial broadcasters “who have contributed millions of dollars and encouragement to educational television facilities.”

In his enlightened approach, Mr. Ford urged educators to “keep criticism of their good friends—the commercial television system—constructive when other mass media which do not contribute to your cause in such a practical way are having a field day of criticism at the expense of the commercial television system.”

Not so enlightened was the comment of one who should know better: William Benton, ex-agency man (Benton & Bowles); ex-senator, ex-diplomat and now head of Encyclopaedia Britannica. He suggested in an address before the Overseas Press Club in New York that ETV stations be allowed to broadcast commercials. Moreover, he charged that broadcasters had led the FCC to the judgment that educational stations operate noncommercially.

Mr. Benton should check his facts.

The Communications Act of 1934 instructed the FCC to study the allocation of fixed percentages of broadcasting facilities for “nonprofit” operations, and it was as a consequence of this mandate that first radio and then television allocations were reserved for noncommercial stations. The fact is that the educational grants in television were made without competition from other applicants and with the commitment that none would sell time to compete with tax-paying commercial stations.

Without Mr. Benton’s help some of the subsidized ETV operators already are breaching the law by transmitting programs of commercial enterprises in exchange for short advertising credits.

Cluttered reasoning

SOME basic questions, it seems to us, are in danger of being obscured by all the talk about whether the television code’s new restrictions on piggybacks will or won’t divert small advertisers’ budgets to less expensive media.

Don’t misunderstand: The threat of diversion of small budgets is not to be lightly dismissed, but the piggyback issue is much more complex than that.

There is, for example, the contention of many agencies and advertisers that when they buy a minute of time they are entitled to use it as they wish, for one product or several. Newspapers and magazines, this argument goes, do not limit the number of products that may be advertised when they sell space, so why should television?

The argument is enticing, especially if spoken quickly, but it isn’t that simple. For many of these same agencies and advertisers are among the large number clamoring against the multitude of “interruptive elements” that they call “clutter” between programs. It is their position that the viewer finds noncommercial interruptions no less annoying than those caused by commercial messages. We will not dispute that argument or deny the desirability of reducing clutter—although we still think that more research is needed to determine the extent to which the viewer is annoyed by any of these things.

What we cannot see is the logic of a position that finds commercial and noncommercial interruptions equally annoying and yet seeks to reduce the latter and increase the former. If the idea in cutting noncommercial clutter is to accommodate more commercial time, a plain statement of that purpose would help to clarify the issues.

So long as piggybacks are two-in-one commercials and clutter consists of both commercial and noncommercial interruptions, the two issues cannot be separated or treated as if they were unrelated.

There is another point on which clarification is obviously needed. The television code does not prohibit the use of piggybacks. It merely requires that they be counted differently under the code’s consecutive-announcement limits. This means there will be fewer opportunities for the use of piggybacks, but it by no means outlaw them.

Now back to the loudest part of the current dispute: Will restrictions on piggybacks force small advertisers to turn to other media? We’re inclined to doubt this will happen, on a substantial scale. If it does, we have an ideal medium to recommend for the diverted budget—radio. No medium will take an advertiser so far on so little money. But in view of TV’s own sales power, it seems more reasonable to expect that most small TV advertisers unable to find piggyback positions will be inclined to make their money go as far as it can in other uses of television.

This is not to say that the plight of the small advertiser does not deserve concern. But the fact is that some of the principal users of piggybacks are not small advertisers at all, and we cannot see the justification in agencies pleading the small advertisers’ need for piggybacks while at the same time curtailing the available supply by using them for more affluent clients.

These are not easy questions. But if the piggyback issue is to be resolved with sense and fairness, they must be brought out and faced, not ignored, obscured or double-talked.
When KSTP-TV says
"Go out and buy it",
people go out and buy it!

During the last 16 years, television viewers in the Northwest have learned to depend on KSTP-TV for the finest in television entertainment and information. This confidence in KSTP-TV adds to the effectiveness of the advertising messages seen on the station and, as a result, people have also learned to depend on the Northwest's first station to help them decide what to buy and where to buy it. That's why KSTP-TV is your most effective, most efficient buy in the Twin Cities.

Represented Nationally by Edward Petry & Co., Inc.

KSTP
TELEVISION • CHANNEL 5 • NBC
100,000 WATTS • MINNEAPOLIS • ST. PAUL
HUBBARD BROADCASTING, INC.
February 5, 1964 Says
Top Five stations of each network, according to the ARB November '63 prime time surveys of the 50 largest markets, are as follows:

TOP 5 CBS AFFILS
1. Norfolk ........ WTAR-TV
2. Pittsburgh ...... KDKA-TV
3. Dallas ........ KRLD-TV
4. New Orleans .... WWL-TV
5. Oklahoma City ... KWTW

TOP 5 NBC AFFILS
1. Syracuse .......... WSYR-TV
2. Charleston .... WSAZ-TV
3. Atlanta .......... WSB-TV
4. Albany-Schenectady ... WRGB
5. Houston .......... KPRC-TV

TOP 5 ABC AFFILS
1. Cleveland .... Wews
2. Cincinnati .... WKRC-TV
3. Memphis .......... WHBQ
4. Milwaukee .... WITI-TV
5. Detroit .......... WXYZ-TV