

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

AUGUST 10, 1964 PRICE 40c

NEWSPAPER • NEWSPAPER •

UHF — sponsor panacea or pitfall?



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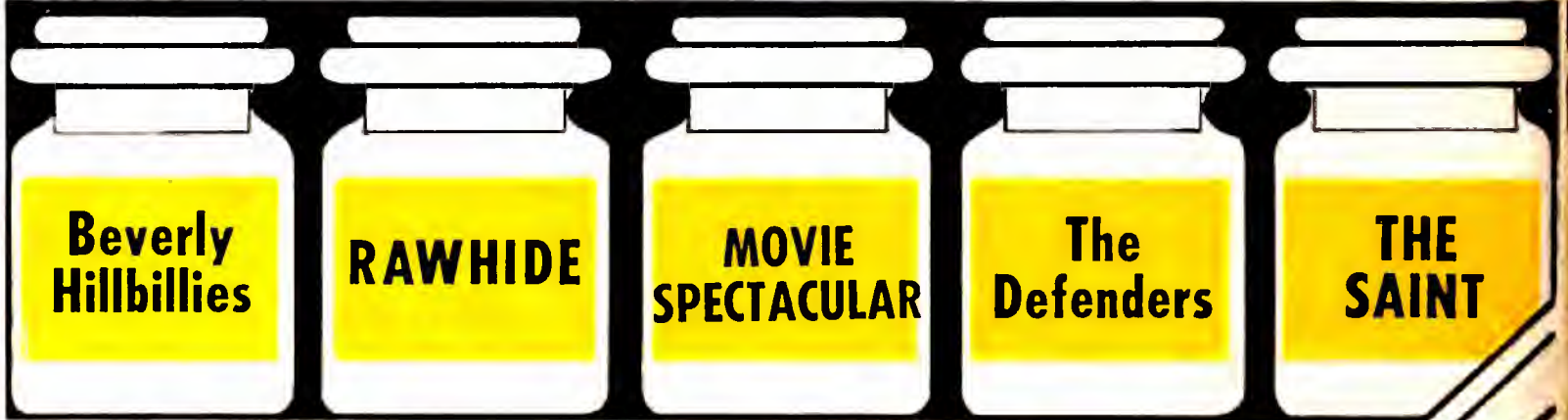
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A-C Axes Piggyback-Premium Market

Alberto-Culver cuts out Indianapolis and Grand Rapids-Kalamazoo; Lever Bros. modifies stand on payment of premium rates

Chicago—Alberto-Culver last week went a step beyond refusing to pay premium rates on spot tv piggybacks. It is dropping completely any markets where it can't get the share audience it needs for spot coverage—the result of piggyback cost and other problems. The first markets cancelled out by Alberto-Culver are Indianapolis and Grand Rapids-Kalamazoo. Lever Bros. took similar action with regard to Grand Rapids-Kalamazoo.

George Polk, Alberto-Culver ad manager, told SPONSOR that the budgets withdrawn from Indianapolis and Grand Rapids-Kalamazoo will not be a total loss to spot tv. The money will be in markets not previously used on the Alberto-Culver spot roster. Polk added that his company still had a lot of tv weight going into the two

markets via nighttime and daytime network commitments.

In the instance of Indianapolis, WISH-TV (Corinthian) has a policy barring all piggybacks, while WFBM-TV (Time-Life) is asking for 200 percent of the minute cardrate for piggybacks, effective Sept. 1. Two stations in the Grand Rapids-Kalamazoo markets — WOOD-TV (Time-Life) and WKZO-TV (Fetzer)—also require a 100 percent premium. Both WFBM-TV and WOOD-TV, incidentally, are Katz represented.

It now appears that Lever Bros., un-

like Alberto-Culver, Colgate and some other major piggyback users, has not taken a sweeping position against the payment of premium rates on piggybacks. The Lever policy is a flexible one. If the station can show that it has to drop an ID to accommodate a piggyback (in compliance with the revised NAB Code), an agency buyer on the Lever account may exercise discretion in paying a premium. However, the premium must be reasonable and the spot exceptionally desirable. In no case may it be higher than 30 percent.

One rep, Harrington, Righter & Parsons, has advised agencies that it recommended to all its 17 stations that they refrain from any premiums, at least until the whole situation clarifies itself, and that the recommendation has been unanimously approved.

General Cigar Plans 4th Quarter Campaign

New York—General Cigar Co. anticipates its "biggest budget ever" for fourth quarter advertising—with the lion's share going into broadcast.

Although he was unwilling to cite a specific cost figure "that might be changed tomorrow," George Reichart, the firm's vice president and director of advertising and marketing, explains that "the outlook for the whole [cigar] industry is such that if we can see a really big thing for our dollar, we feel now is the time to buy."

Reichart pointed out that because of packaging changes and with strongly stepped up consumer interest in cigars (a direct result of the Surgeon General's report on smoking), General Cigar is going most heavily for the impact of tv during the final quarter.

Over-all purpose of the ad theme will be to stress the fashionability of cigar smoking and its now-wide public acceptance. "We're going to put on the biggest fashion show the industry has ever seen," Reichart says. Emphasis will be on averting the negative image cigar smoking formerly had because of their use to characterize criminals and thugs in motion pictures.

Tv advertising will be concentrated on NBC. This includes a one-fourth sponsorship of NCAA football, three nights a week on Huntley-Brinkley, and a tv plan that will include 50 one-minute spots on nine NBC shows.

In radio, General Cigar plans to buy enough to blanket virtually the entire United States, concentrating on drive

time and sportscast time. Network spot availabilities failing, the firm may place "practically all" its business on a regional basis, or possibly both network and regional.

GM Agrees to FTC Consent Order Barring Washer Ads

Washington, D.C. — General Motors has agreed to a Federal Trade Commission consent order barring further tv, radio and other advertising of its Frigidaire automatic washer, as tested and proven superior to washers of five other manufacturers.

FTC has named New York advertising agency Dancer-Fitzgerald-Sample, and also the United States Testing Co. of Hoboken in the order. The consent agreement is for settlement purposes and does not constitute admission of guilt. A key provision in the consent order also bars General Motors from advertising "testing" claims similarly made for any of its other appliances, unless such tests are standard in the industry and are truthfully reflected in the advertising.

FTC says the advertised tests did not establish the unquestioned superiority claimed for the Frigidaire washers on various counts. The truth is, FTC said, the Frigidaire washer did not rank first in each of the test categories, and further, the tests were not "independently designed" by the U.S. Testing Co., as represented.

NAB Names Committee

to Select New President

Washington — There will be no new president of the National Association of Broadcasters until after Labor Day.

A ten-man presidential selection committee to choose a successor to former NAB president LeRoy Collins has just been named, but the group will not meet until sometime in September. Joint board chairman Willard Schroeder said that the committee will consist of NAB's five-man executive committee, plus: Otto P. Brandt, vice president of KING-TV Seattle, Carleton Brown, president of WTVL Waterville, Me., Harold Essex, vice president of WSJS-AM-FM Winston-Salem, N. C., A. Louis Read, executive vice president of WDSU-AM-FM New Orleans, and F. Van Konyenburg, executive vice president of WCCO Minneapolis.

The selection committee will also call on other broadcasters to help in the process of picking a new president, said Schroeder.

All members of the NAB board of directors were sent a memo on July 10 which asked for their opinions on the necessary qualification for the NAB president. Answers to this memo are still coming in.

CONTINUED ON NEXT PAGE

Embassy's Tv Gross in 18 Months: \$6 Million

Joe Levine's production-distribution firm has mapped out six television series, advertiser merchandising, more features

New York — With station demand for feature-film product continuing unchecked, and with a network swing toward filmed action-adventure and comedy clearly in evidence, television is acquiring much the same importance as theatrical distribution in the plans of leading motion picture production-distribution firms.

This play-it-down-the-middle attitude could be clearly seen in the remarks of Joseph E. Levine, president of Embassy Pictures, at a news conference in New York last week.

In only 18 months of tv activity Embassy had already grossed more than \$6 million, Levine said, and plans to release in 1965-66 a major package of 115 movies to tv syndication.

"We're not in the motion picture business and we're not in the television business . . . Our business is entertainment," he said, later adding: "As far as theater owners are concerned, I don't know any exhibitors who would sit on top of something worth \$6 million in tv. Actually, if it were not for the sale of our pictures ultimately to tv, we could not continue to supply theaters with pictures. In any case, we try for a 'reasonable' time lag of about three years between theaters and tv on pictures we produce. On those we simply buy or distribute, it may be much less."

Levine's Embassy Pictures, which has boomed steadily since its first splash with "Hercules" (an Italian-made picture whose U.S. and Canadian rights Levine acquired for about \$12,000), is now concerned with more

than just feature distribution in tv.

A total of six tv series with a total production investment of \$20 million are blueprinted by Embassy, of which two are sold for 1965-66 network:

"Hercules," a filmed-in-color hour-long series starring Gordon Scott, sold to ABC-TV and budgeted at an eye-opening \$300,000 per episode; "Step-toe and Son," an Americanized version of a British comedy sold to NBC-TV; "Casanova and D'Artagnan," a pair of hour-long, filmed-in-Europe ad-

venture shows; "The Adventuress," sort of female version of James Bond; "Dodo," a British-made animated cartoon series; and "Nevada Smith," Levine's newest tv project, which is based on a character in his current movie release, "The Carpetbaggers."

Levine, one of the few "colorist showmen" active in the film business, intends to bring to tv production much of the flair and hoopla associated with his movie ventures, promises "no works and sponsors the same type aggressive showmanship" that is the Levine trademark. He is also bullish on the subject of color (75 percent of Embassy tv features are color-filmed) and stated: "The future of movies and television" lies in this area.

STV Set for Frisco Premier, Gets Top Motion Picture

San Francisco—Subscription Television has its promotion guns trained on San Francisco this week, with the controversial pay tv system bowing Friday, Aug. 14.

Currently, about 5000 residents have ordered the system, although STV officials were not able to say at presstime how many homes have actually been wired. In Los Angeles and San Francisco combined (the system made its debut in Los Angeles July 17), a total of 29,000 orders have been placed, according to an STV spokesman.

In addition to heavy newspaper advertising heralding STV's arrival, the company has invited a substantial roster of stars to journey to San Francisco for the premier. Acceptances have been received from Joseph Cotten, Patricia Medina, June Lockhart and Ralph Bellamy.

As in Los Angeles, an hour-long free presentation, featuring a talk by STV president Sylvester (Pat) Weaver, will precede the see-for-pay programs. First night fare will include a surfing film (75 cents), the Giants versus the Braves (\$1.50), the *Second City Revue* (\$1.50) and a 120-minute film dramatization of Maxim Gorki's "Lower Depths" (\$2).

Latest coup by STV in the area of viewing properties was a deal closed with the Paramount Film Distribution Corp. for a group of 20 big boxoffice motion pictures including "Hud," "Come Blow Your Horn," "Roman Holiday" and "Breakfast at Tiffany's."

The films, slated to bow on STV within the next few weeks, will be shown twice each evening.

Paramount had previously supplied feature-motion pictures to its own pay tv system, Telemeter in Toronto, and to the RKO General Teleradio operation in Hartford, Conn.

McGraven-Guild Splits, Will Sell by Market Size

New York—The concept which has worked so well for Blair over the years in the selling of tv stations is about to get a run in radio. McGraven-Guild is being separated into two selling companies—the Daren F. McGraven Co. will represent stations in major markets (one million population or more) and the McGraven-Guild Co. will specialize in stations in markets below the one million population mark.

Strategy behind the move, as in the case of Blair Television and Blair Television Associates is, obviously, that a different sales tack should be taken for stations in varying market sizes, by specialized sales force. As it works out the old McGraven-Guild list will be sliced down the middle, with each new company representing 14 of the stations.

Split coincides with the merger of the year-old Robert L. Williams Co. which will add six or seven smaller market stations to the McGraven-Guild list. Another instance of the rep firm swing to greater specialization is the appointment of Richard McCauley, salesman with McGraven-Guild since January of this year, as director of sports of the new Daren F. McGraven Co. to handle all sporting events.

Levine Eyes L.I. UHF Outlet

New York — "I've got a taste of what it's like to be in the tv business," says Embassy Pictures president Joseph E. Levine. "I like it and I'm going to stay."

Among long-range Levine plans for staying in tv is a move into station ownership, via purchase of UHF independent in Long Island's wealthy, growing Suffolk County, in the Riverhead area. "There's room for 'community television' in upper-income areas," he says.

How to play the numbers and win, in Omaha:

*Don't stop at #43, Omaha's
population rank*, nor at #36
Omaha's rank in total net effec-
tive buying income*, nor at #24
rank of Douglas Co. (Omaha)
per capita effective buying income*.*

*Pick #1, rank of KETV in weekly Omaha
tv audience, 9 a.m. until midnight.***

*Selected availabilities from Harrington,
Righter & Parsons, Inc.*

Buy KETV

Ben Cowdery, President; Eugene S. Thomas, Vice Pres. & Gen. Mgr.
*Sales Management, Survey of Buying Power, June 10, 1964. **ARB March, 1964
Audience data used are estimates only subject to whatever limitations and errors are inherent in indicated sources

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Supporters see a new vista of boundless advertiser and viewer possibilities; others see trouble looming in the form of smaller audiences and higher ad costs

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Here is a brief history of UHF since its beginning in 1952 when FCC instituted a freeze on VHF stations

36 UHF: problems and prospects

Lack of television sets able to receive all channels and difficulty in programing are two of UHF's major problems. A special FCC committee was formed in 1963 to delve into problems and their possible solutions

40 Day-to-day living with UHF

A pioneer looks back to the early '50s when nearly insurmountable problems plagued U operators. A lot of misunderstanding still exists, he notes

42 UHF stations on the air

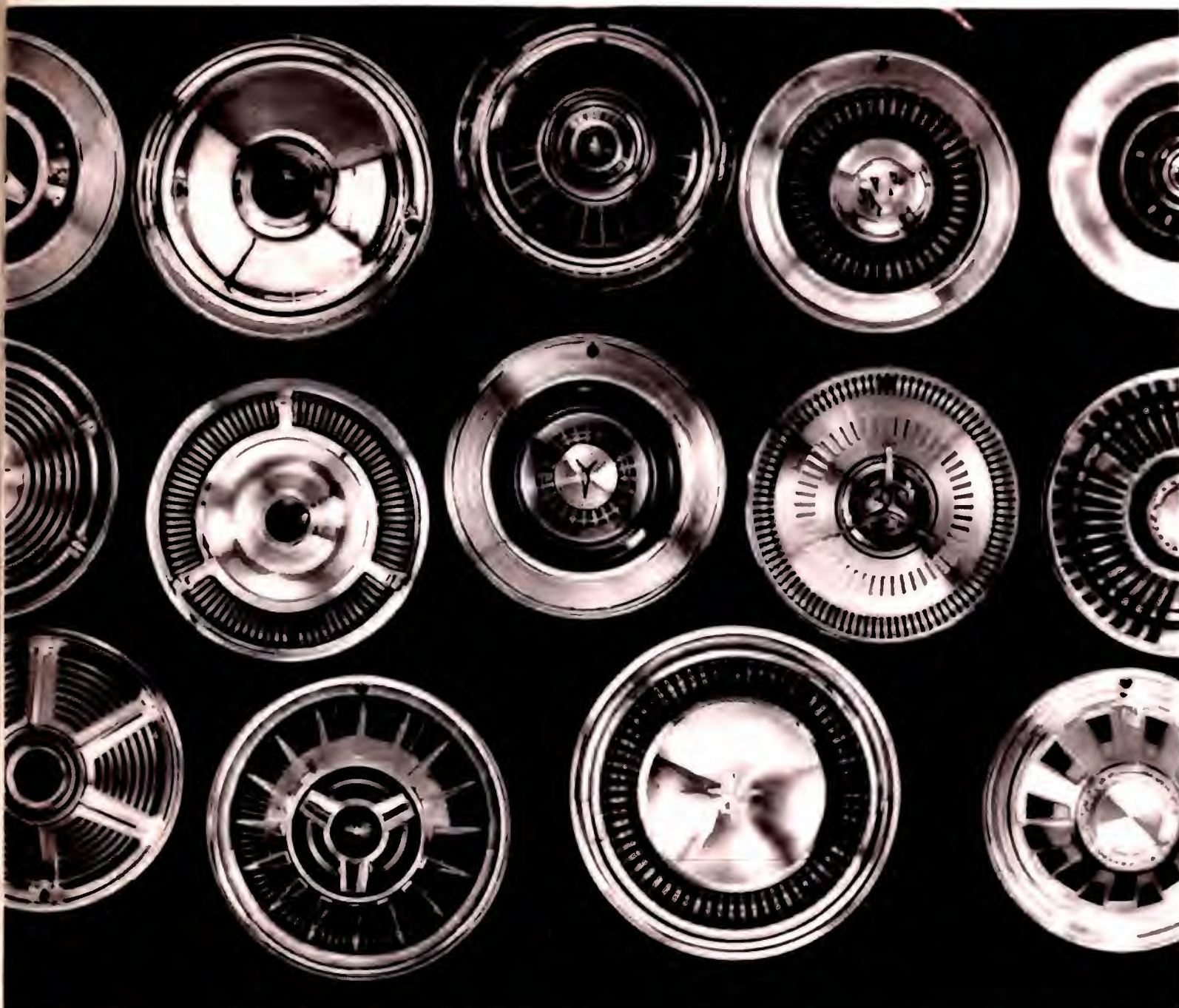
State-by-state listing of all UHF stations on the air as of August 1, 1964. Directory also includes stations that have suspended operations, but have not turned in their licenses; stations granted CPs through Dec. 31, 1963; stations granted CPs since Jan. 1, 1964; stations with applications filed during 1963, but pending FCC action; stations with applications filed since Jan. 1, 1964

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...in a
class
by
itself

The 1964 Auto year established record-breaking sales with the first 8-million car year in history. Important to auto and other advertisers is the fact that W J W RADIO carried a larger number of national and local automotive schedules combined, than any other Cleveland radio station in 1963-1964. Auto-makers and dealers selected W J W RADIO to reach the Cleveland area adult audience with the highest car-buying income. W J W RADIO listeners own more cars per home

own newer cars than the Cleveland market average. When considering Cleveland, whether it be for cars, candy, cigarettes or canned goods, whatever your commodity, make your choice the quality buy in Northern Ohio. See your Katz representative.

*Any audience size data used here is based on the sources indicated and is subject to the limitations on its accuracy inherent in the method of survey used and should be considered as an estimate.

Source: Ad-Check Monitor Reports 1963-1964 and Special PULSE Survey 1962

LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	MIAMI W'GBS	TOLEDO W'SPD	DETROIT W'JBK	STORER BROADCASTING COMPANY
NEW YORK W'NS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV	

**WE SQUEEZED
THE AIR OUT
AND LEFT
NOTHING
BUT AIR IN**



All broadcast . . . all buying . . . all important. That's SPONSOR, designed as—and still—a buyer's book. Not pedantic, mind you. Not gossipy. We present the top of broadcast news, quickly; the meaning of the news, deeply; the trend of the news, perceptively; the future of the news, daringly. Do we ever annoy? Offend? Disrupt? Yes. We also enrich the buying mix in the back of the buyer's mind—with the stuff that helps make the difference between "ordering" and "buying." That's why the buyer reads SPONSOR, the broadcast idea weekly with the fat trimmed away. 555 Fifth Avenue, New York 17, Telephone: 212 MURrayhill 7-8080.

Publisher's Report



Number one idea man

I'm sticking my neck out, but if I were asked to name the top idea man in tv and radio advertising I'd answer, without hesitation, Walter Schwimmer.

Walt never ceases to amaze me.

I sat in Toots Shor's the other night and watched him play host to a couple hundred agency men and magazine and newspaper sports writers. He was throwing his traditional party to introduce his third annual *World Series of Golf* which will be broadcast in live color over NBC-TV next month.

As I watched Walt in action, a man on the move, never relaxing, I wondered how so much nervous energy, drive, practical idea talent, determination and passion for detail could be bundled in one individual. Although he has it made, Walt hopped from table to table talking up his battle of champions. When Bobby Nichols, one of four champions, failed to show he located him by phone in some remote New Mexico town and held an interview that was heard throughout the room.

Some feel that Walt fell into a gold mine with his *World Series of Golf*. Knowing something of the inside story I lean to the belief that he manufactured the gold and then dug it out with his bare hands. This is a story that Walt, who likes to put things down on paper, will undoubtedly record some day complete with a succession of obstacles that would have put the search for the Holy Grail to shame.

Walt likes to think of himself as Mr. Joe Q. Public. He says, "I'm the guy with the hot dog, the soft drinks, the beer." He calls himself "master of the obvious."

He's also the guy who thinks up and puts into operation the ideas that make you shake your head and say, "Why didn't I think of it?"

By thinking up simple ideas, selling them (sometimes direct to the advertiser as he did *World Series of Golf*), and harnessing them to mass media, Schwimmer has managed to rake in a few million with many more to come. He is credited with originating the first dramatized spot announcements, the first radio telephone quiz program, the first five minute newscast "every hour on the hour." In recent years he originated *Championship Bowling*, *Championship Bridge* and a new series just launched titled *Let's Go To The Races*. He pits champion against champion in their natural surroundings. But just to prove his versatility, in mid-December he'll premiere a show based on non-sports champions — the stories of the 1964 Nobel Prize winners.

Schwimmer, an outspoken realist, makes as many enemies as friends. A few years ago I read his book "What Have You Done For Me Lately" in galley form and warned him that it ought to be toned down. His answer was the equivalent of "nuts." SPONSOR subsequently printed one or two chapters that would permit us to retain our readers.

I've always thought of Walt as an idea genius with guts.

For 15 years he had a highly successful career as head of a major ad agency in Chicago. He retired to devote his time to building the selling ideas on the air. His methods are worth studying. The industry, and some individuals, will be richer for it.

Walter Schwimmer



We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-

notch local shows

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices.

but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222 Houston, Texas 77001

Courtesy of Sussex Clothes Ltd



UHF

FROM ALL THE fancy word-work we've been dazzled with by professional politicians, we might conclude that there are four sides to all controversies: (1) "I'm for it," (2) "I'm agin' it," (3) "I'm for it, but not now," (4) "Some of my best friends are for it, some of my best friends are agin' it, and I'm with my friends."

That, roughly, is about the gamut of attitudes on the medium known as ultra high frequency television.

Such markets as South Bend, Ind.; Fresno, Calif; Scranton and Wilkes-Barre, Pa., and Youngstown, Ohio, are among a substantial number that have all-UHF commercial stations. In such markets, both the viewer and the advertiser see eye-to-see. They consider such stations simply as "television." It — UHF — performs exactly like the other system even though it's of a different ethereal persuasion. It informs, entertains and sells merchandise.

And then there are those markets where the UHF station suffers from the stigma of second-class citizenship, where its cry for equality is answered by: "Of course, but not now." In such markets the attitudes of many clients are torn between "Now I've got to dig up special dollars for special audiences" and "Futher fragmentation of the audience — it's lousing up my cost-efficiency."

Call them visionaries or just proponents of UHF, but there are many who believe that the future will bring a system that is free of labels and regarded as just "television," whether U or V.

Mel Silverberg's status report on ultra high frequency television begins on page 29.

Sam Elber

LETTERS

Readers Back Minuteman Plan

...the first letter you receive as a result of your July 27 editorial [Publisher's Report] should be from Broadcast Time Sales.

Are we interested? You bet!

We're anxious to discuss a plan of increasing radio's billing at any hour of the day or night.

Count us in. We look forward to hearing the full Minuteman Plan.

CARL L. SCHUELE

*President
Broadcast Time Sales
New York*

Stimulated, as always, by your editorial in the July 27 edition of SPONSOR.

We are interested in your plan — send the blueprint.

HARRY LIPSON

*Vice President and General
Manager
WJBK Radio
Detroit*

Most of your editorials are both interesting and enlightening; the one appearing in SPONSOR July 27 was even more intriguing than usual.

As vice president and general manager of the Thoms Radio Stations I very definitely would like to know more about your idea and can be available at any time and place convenient to the rest of the people involved. I am in New York frequently and can schedule any of my visits to coincide with a contemplated meeting. I do plan to take a few days vacation in northern Michigan the first week of August, but I consider your suggestion of sufficient importance that I would adjust my vacation accordingly.

HARRY H. AVERILL

*Vice President and General
Manager
WEAM
Arlington, Va.*

I have just read your editorial of July 27 and say, yes. I am interested. I hope, however, that you

will obtain the reaction and response of the major marketing elements in the radio side of our industry so there can be brought to bear the kind of attention, brains and force that is potentially available.

I agree with you that radio is a vigorous, effective medium, that it should not be a supplementary medium or "a small tail on a large dog."

I am sure there is an answer that will materially increase radio billings. I don't know what your answer is, but I am interested in hearing it.

R. M. BROWN

*President
KPOJ
Portland, Ore.*

I have just finished reading your provocative editorial "How To Bring National Radio Up" in the July 27 issue. Your proposal sounds interesting and I would like very much the opportunity to review it with you.

SPONSOR recently featured a story on the Group W presentation "Radio Today" in the June 8 issue. The presentation is directed to the major national advertisers and their agencies in an effort to sell the spot radio medium. So it appears as though our thinking might in some way be coincidental and I am anxious to discuss this with you.

RALPH F. GLAZER

*National Radio Sales Manager
Westinghouse Broadcasting Co.
New York*

I always read your Publisher's Report in SPONSOR.

The closing paragraph in the July 27 issue prompts me to write this letter.

I am interested in your plan, and I would like to hear about it. I would like my staff to hear about it. When can we get together?

WILMOT H. LOSEE

*President
AM Radio Sales Co.
New York*

ED NOTE: TO ALL THOSE REQUESTING, SPONSOR'S PUBLISHER WILL MAKE COPIES AVAILABLE.



Are you giving your storyboards only half a chance?

Probably . . . unless you cost them out for video tape as well as for live or film. Because today, more times than not, video tape (SCOTCH[®] BRAND, of course) can do the best job. And the only way to discover this yourself is to get the costs and counsel from your local tv station or a tape studio in terms of *your* commercials.

Look what you have to gain: Incomparable "live" picture and sound quality without chance of a live goof. Instant playback that lets you see immediately how you're doing. Pushbutton-fast special effects, no lab processing. And you may save weeks over film, with new convenience and often lower cost in the bargain.



Over 175 tv stations are now participating in 3M's comprehensive new program to help advertisers and agencies create better commercials. *These stations offer workbook manuals, other printed materials, as well as a 25-minute demonstration reel. Call your local station for details. (If we haven't contacted them yet, write to Magnetic Products Division, Dept. MCK-84, 3M Company, St. Paul, Minn. 55119.)*

Magnetic Products Division **3M** COMPANY



*why
buy*
WBAL
RADIO in BALTIMORE

REACHES A 5-STATE AREA
MARYLAND'S ONLY 50,000 WATT STATION
HIGH RATINGS—LOW COST PER THOUSAND
QUALITY MUSIC STATION—FULL RANGE PROGRAMMING
RADIO-HOME OF THE BALTIMORE ORIOLES, COLTS,
CLIPPERS AND NAVY FOOTBALL
ONLY MARYLAND STATION WITH A FARM DIRECTOR,
WOMAN'S DIRECTOR AND FULL-TIME SPORTS DIRECTOR
VOICE OF THE BALTIMORE SYMPHONY
ONLY FULL-TIME MARYLAND STATION WITH A
WHITE HOUSE ACCREDITED NEWS DIRECTOR
MARYLAND'S RADIO REPRESENTATIVE
AT THE N.Y. WORLD'S FAIR
NBC AFFILIATE IN BALTIMORE.

Convinced? Contact your McGavren-Guild rep. or call Area Code 301-467-3000.

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

August 7, 1964

Commerce Department figures have given a bright and clear profile of Broadcasting's financial role in the national economy -- but the industry's role in the national political scene is as unclear as ever. Network commitments are cliff-hanging over the stymied equal time exemption for the top candidates, and individual broadcasters are puzzling over the lengthening list of FCC rules on how to live up to Sec. 315.

Commerce Department's National Income issue of its Survey of Current Business says that, in 1963, tv and radio broadcasting accounted for \$1,084,000,000 of national income as an industry, up from \$990,000,000 in 1962. Its employees numbered 99,000, up from 93,000 in 1962, and total of payments to part and full-time employees reached \$729,000,000.

Average annual earnings were \$7833 for the 90 million full-time employees. Only three other employee classes topped the broadcaster average: security dealers and brokers, with \$8951 per year; pipeline transportation employees with \$7850. Engineers came close with \$7662 a year, but in law, the average was only \$4778, which may be a surprise to some broadcasters.

Commerce lumps phonograph records and musical instruments with its tally of radio and tv sets, and finds that people paid out \$4308 million for home entertainment in 1963. The gain in sales was \$310 million over 1962.

Movie admissions in 1963--a subject of increasing interest as pay tv'ers keep trying to get further into the movie field--totaled \$1,275,000,000, a gain of \$34 million over 1962, and a push toward recovering the 1960 take of \$1,298,000,000, which was its highest figure in the past five years.

Recent station sales have added to Commerce indications that broadcasting was never huskier. The Goodwill Station sale, second largest in broadcast history, brought \$21,141,330 for its Detroit, Huntington, W. Va. and Flint, Mich. properties; Metromedia fell into luck by getting unexpected FCC consent to sell KQVR-TV Stockton, Calif., to McClatchy Newspapers for \$7.8 million (Metromedia paid \$3 million for it in 1960), without the threatened oral argument on media concentration in ownership. Rounding out the picture were recent individual radio station sales of WQXI Atlanta, Ga., to Jupiter Broadcasting for \$1,075,000 and KGFJ, swinging Los Angeles AM, to Tracy Broadcasting (Richard B. Stevens, Herbert F. Schorr) for \$1.5 million.

Broadcast advertising no doubt played a hefty role in personal consumption reported by Commerce: 1963 buys of autos and parts hit \$12.7 billion; oil and gasoline (even without the tigers) \$12.8 billion. Americans bought \$87.1 billion worth of food and beverages, up from 1962 total of \$84.6 billion. They spent over \$3.5 billion in beautifying products and the implements thereof, up from \$3.3 billion in 1962 and a mere \$2.7 billion in 1959.

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

On the subject of movies and pay tv, NAB further clarified its stand last week when William Carlisle, vice president for station services, said the association opposes pay tv as a sellout of consumers who invested in tv sets with the notion that the service was to remain free.

Carlisle renewed the argument that pay tv can't exist without mass-appeal sports programing, which is already being siphoned off free set screens and "will soon be available only through the coin box if these people have their way." Talent would also drift from free to coin-operated tv.

Carlisle scrupulously avoided any mention of going to the Hill for legislative bars to pay tv. He did tell the Atlanta, Ga., seminar that free tv's fight was not to "stifle a new industry"--because pay tv is merely a new free-loader on the public highroad of tv entertainment, built on billions of investment in equipment and service by broadcasters and the public's own investment in sets for free tv.

The NAB spokesman had gentler terms for CATV, which merely "relays" free tv programing to a subscriber via rental for supplying the kind of antenna-reach the customer could not afford to furnish himself. NAB will be satisfied if community antenna systems are merely hemmed in a bit to keep them from harming local stations by unlimited program duplication, or by "fractionalizing" audience in an area not large enough to support inroads on the existing free tv station where the public could lose the free tv service.

Just before the FCC's August vacation, the commissioners made a final stab at further "clarification" about equal time claims. It took the form of question-and-answer on past rulings over broadcaster liability to provide answering time under Sec. 315.

It was again emphasized that established, bona fide interview and panel programs are free of obligation. Typical cases where no obligation was incurred: two congressmen, one a Democrat, one a Republican, appeared on network and were questioned by moderator and reporters. A third congressional candidate could not demand time. In another instance, minority leaders of the Senate and House were interviewed on "Issues and Answers." One was a candidate for re-election, but no liability was incurred for equal time. However, when a licensee put on a single one-hour debate between two candidates (California gubernatorial), a third candidate had a right to "equal opportunities" in FCC's ruling. Same held true for a single interview with a congressional candidate by a station's public affairs department.

Also coming under the Sec. 315 hammer was the Barry Gray show, in which independent contractor Gray selected and managed news and interviews nightly. FCC said the show did not come within the defined interview or panel type, and appearance by a New York candidate for governor required equal time for a rival. The supplementary primer on equal time again reminded broadcasters that advertising agencies are entitled to commissions on the sale of political advertising, as they are in commercial advertising.

The FCC's recent scolding of WRAL Raleigh, N. C., was a reminder that the individual licensee can't rely solely on network programing as presenting the "other side" to its own controversial editorials under the Fairness Doctrine.

STARTS THIS FALL ON WMAL-TV WASHINGTON, D. C.

2 BRAND-NEW FEATURE FILM PROGRAMS

PREMIERES AUGUST 31

11:30 PM MON.-FRI.; 11:15 PM SAT.

MOVIE 7

PREMIERES SEPTEMBER 14

1:00-2:30 PM MONDAY-FRIDAY

MOVIE 7 MATINEE

HERE ARE SOME OF THE GREAT MOVIES:

Love Me Tender Hatful of Rain Will Success Spoil Rock Hunter
The Wayward Bus The Desk Set Gilda Naked And The Dead
Stromboli Long Hot Summer Ten North Frederick
Snows of Kilimanjaro Heaven Knows Mr. Allison

Check with Harrington, Righter and Parsons
for avails in these 2 New Movie Programs.

wmal-tv 

Evening Star Broadcasting Company
Washington, D. C.

Represented by: Harrington, Righter & Parsons, Inc.

"fall film festival"



Trade Groups See CATV Legislation Essential

TAME, NAB argue that unregulated CATV damages tv development; score unfairness of rules absence

Atlanta — Congressional action to curb CATV is a "must" as far as the Television Accessory Manufacturers Institute and the National Assn. of Broadcasters are concerned. Declared Morton Leslie, acting chairman of TAME, at the Southeast Radio-Tv Seminar: "The unregulated growth of CATV makes the Communications Act self-defeating, and the Congress must be made to once again balance the scales."

Restating the NAB's concern with the "uncontrolled growth of CATV," William Carlisle, vice president for station services, told the same audience: "We only 'oppose' CATV when we see damage being done (or apparently about to be done) to the development of the nationwide VHF and UHF advertiser-supported free television system as envisioned in the FCC's sixth Report and Order."

Carlisle added: "We believe — and it has sometimes been only too evident — that a burgeoning CATV complex, absent from any rules or regulations for its development, can do injury to the allocations plan and can inhibit the appearance of local live television stations capable of *creating* programing rather than merely *duplicating* programing."

Continuing his call for Congressional legislation, the acting chairman of TAME argued: "The Communications Act specifically prevents a broadcaster from extension of services without commission approval. Thus, the paradox emerges. A CATV operator conducting his business outside the jurisdiction of the Communications Act may actually do what is illegal for the broadcaster."

Touching on "the qualifications of lower municipalities to pass on the feasibility of CATV," Leslie cited lack of experience and technical knowledge on the part of town councils, plus strong promotion on

the part of CATV franchise applicants which often "beclouds" highly technical material. "The decision as to whether a CATV system will benefit a community or not must come from a body which with fairness and knowledge will decide in the public interest — the Federal Communications Commission," he said. "Only they can weigh its effect upon local VHF's and the growth of UHF."

Leslie emphasized that TAME does not want CATV outlawed, but he said it is "altogether too closely linked to broadcasting and the broadcaster not to be a part of the same set of ground rules to which he is subjected."

The NAB's Carlisle also had a

word about pay tv. We oppose it, he said, "because it is inherently hypocritical whenever it glibly promises the public, for example, that there 'will never be any commercials,' or when it seeks to convince the public that it will aim only at small, enthusiastic groups of opera and ballet lovers, ignoring mass audiences where obviously the real potential for money-making lies. We oppose pay television because it claims it will only 'supplement' free television and may not affect the public's free fare at all, for we claim it will instead *supplant* free tv."

NAB has sometimes been accused of trying to "stifle a new industry in its cradle," he continued. "I submit this is not the case. Pay television is not a new industry. It is a scheme that seeks to convert an existing highway to a toll road."

Washington Attorney Sees Tacit CATV Support for Limited FCC Controls

Atlanta — Although CATV operators have been vocal in their opposition to federal control, an attorney who represents both CATV interests and pay tv say they "tacitly support some limited type of FCC regulation."

Speaking before the Southeast Radio-Tv Seminar, Vernon C. Kohlhaas, a Washington lawyer, declared: "They [CATV operators] would like to have Congress preempt the field so that they would be subject to uniform regulation by the FCC rather than by the multiple and oftentimes conflicting regulations of the states, counties and cities with which they have to deal."

Kohlhaas added that while there will undoubtedly be compromises in "the CATV legislative objectives of the broadcasters, the commission and the CATV operators, there is little doubt that all CATV operators will be brought within the reg-

ulatory control of the FCC in the not too distant future."

In discussing pay tv, Kohlhaas told the broadcasters that the argument that pay tv would destroy the capacity of free tv to provide advertising-financed programing ignores "economic reality." Economic surveys, he said, "supported by empirical experience in Toronto and Hartford, indicate that the public's recreational budget will not permit the spending of more than \$100 to \$125 a year for subscription programing."

This amount, Kohlhaas argued, would provide two to three hours of subscription programing a week — or slightly more than one program per week. "In short, the public's recreational budget would not allow it to absorb sufficient subscription programing time to deprive advertising-financed programing of its present broadcast time."

CATV Leaders Offer 'Olive Branch' to Broadcasters

NCTA chairman and general counsel urge tv operators to enter field; deny CATV is first step toward pay tv

Atlanta — "Don't fight us; join us." In effect, that's what Bruce Merrill, chairman of the National Community Television Assn., and Robert D. L'Heureux, general counsel for NCTA, told an audience of broadcasters at the Southeast Radio-Tv Seminar on CATV and pay tv. Both also decried ideas that CATV is an "opening-wedge to pay tv."

"If the public really wants something," said Merrill, referring to CATV, "the public shall eventually have that something."

The CATV head added that "despite organized opposition from nearly every powerful group represented at this meeting, CATV is growing at a faster rate today than heretofore thought possible. Yet, we have still reached no more than 5 percent of our potential."

Merrill concluded his talk with an invitation to join his industry. "Instead of a city council battle," he said, "why not secure your own permit and become a CATV'er? Instead of a war chest, why not use the money to enter the field, to give the public what it wants?"

NCTA's general counsel told the broadcasters that "CATV is just another way to ensure that a large number of people view your programs and your advertising. You, the broadcasters, should have been at the forefront of the development of CATV. Many broadcasters realize this today and are doing something about it. They are building or buying CATV systems."

L'Heureux held out an additional incentive: "If the rating services and those who sell advertising kept figures upon the added number of viewers via CATV systems, this would be an advantage to the broadcasters whose signals are received on CATV systems. Then a local station could take steps to have its signal received on as many CATV systems as possible and get credit for the added coverage."

Citing the pitfalls to present demands that CATV systems be reg-

ulated, L'Heureux said the only logical one is to prove it has "a serious adverse economic impact on a local tv station and that this is detrimental to the public." Economic impact, he said, is very difficult to prove, since there are usually many other factors involved.

L'Heureux insisted that the whole principal of attempting to regulate CATV is wrong. "Imagine what would happen if there were an attempt made by legislation or an ordinance to prevent the *New York Times* from being circulated in a particular county in order to encourage the development of local newspapers which carry local news."

Today it is CATV which is the target, said the NCTA general counsel, "but tomorrow there may be a new electronic means to make your signals receivable over much wider expanses without causing interference to the signals of other tv stations. If this should develop, you, the broadcasters, will be faced

with the principal that the local tv stations are to be protected against this."

L'Heureux said that the CATV industry could have made use of channels to originate programs and to carry advertising. "While there have been instances of short-lived originations as an experiment," he pointed out, "the CATV industry by and large has refused to do this. This has been based partly on a desire not to antagonize broadcasters and other media of advertising. Let's keep it that way."

Denying that CATV is the first step toward pay tv, L'Heureux, among other things, cited mechanical reasons why it was unlikely. "If CATV systems were to become pay television systems, they would have to be reconstructed in such a manner that it would be possible to deliver signals to connected sets on a selective basis."

L'Heureux concluded with a call for harmony: "The broadcast industry and the CATV industry will prosper through close cooperation. Both industries will suffer from antagonism and strife."

Media Man Views Tv's New Spectrum

Atlanta— While subscription tv and community antenna television systems have become prime conversation pieces among broadcasters of late, the advertising community, further removed from the direct impact of these problems, is only beginning to make its views heard.

What could very well prove the prevalent view among admen was voiced at last week's GAB forum by a 40-year media man, Eugene J. Cogan, currently vice president and media director of McCann-Marschalk.

Basically, it boils down to "the more media the merrier!" Cogan pointed to the scores of specialized magazines, whose circulation numbers in the tens of millions, as an example of the diversity of public taste. This

proves "people will spend money to obtain a quality product which appeals to their individual tastes," he said. "Why then should they not spend money to subscribe to television channels which deliver a television product they like better than what the regular tv stations are offering from day to day?"

Proclaiming his belief that the "airwaves belong to all of the people" and that "whatever is broadcast over these airwaves should be carefully regulated by the appropriate commission of the federal government," Cogan concluded that "any legitimate method of telecasting should be allowed to flourish as a private enterprise and the people should have the opportunity of taking it or leaving it."

Gulf Oil Co. Is Only Sponsor For Moon-Shot, Vietnam Specials

New York — NBC, the only network with a sponsored telecast of the midnight moon-shot press conference, was also number one in the New York Arbitron ratings. The conference, aired live from Pasadena on July 31, featured the first close-up pictures of the moon plus a conference with space scientists.

With Gulf Oil picking up the tab as part of the network's "instant special" arrangement, NBC (via WNBC-TV) won 36 percent of the New York viewing audience, estimated at approximately 1 million. CBS drew 33 percent, and ABC 11. Eighty percent of New York's viewing night-owls watched the special moon-shot presentation. National Arbitron figures are not yet available.

Since 1961, NBC has had a fast-breaking arrangement with Gulf Oil and has presented 80 "instant specials" since, including the sinking of the Thresher, the launching of Saturn I, the Alaskan earthquake and the verdict in the Jack Ruby case.

The arrangement between NBC and Gulf is as simple as a telephone call when a major news story breaks.

The midnight (N.Y. time) moon-shot telecast featured a series of six pictures of the lunar surface as Ranger 7 approached the moon, plus the last picture transmitted just before it struck the moon. Scientists then assessed the shot and answered questions from reporters.

Still another example of Gulf Oil's participation in fast-breaking events was the crisis in Vietnam.

Gulf last week sponsored two NBC "instant specials" a half hour show early in the week when crisis first developed, and a full hour program later in the week, featuring a detailed study of the situation.

All three networks went all-out in their coverage of the crises, with live reports of President Johnson's message, frequent bulletins and heavy coverage on regularly scheduled shows. But only NBC, via Gulf Oil, presented a sponsored special.

CBS, which devoted its *CBS Reports* to the crisis, did manage to pick an additional piece of business with standard brands buying into the show, plus the program's steady participating sponsor, Mennen.

India Is Added to McCann-Erickson Overseas Roster with Clarion Deal

Calcutta, India — McCann-Erickson International, already represented in 32 countries, has been given the green light to extend its activities to India.

The Indian government has put its stamp of approval on a collaboration agreement that will enable McCann-Erickson International to join forces with Clarion Advertising Services Private Ltd., the nation's largest Indian-owned and managed agency. The new agency will be known as Clarion-McCann

Advertising Services Private Ltd.

Speaking in Geneva, Switzerland, Phipps L. Rasmussen, president of McCann-Erickson International, declared: "We have long felt the need for representation in the growing markets of India . . . We are again following a policy of serving our clients through professional nationals in every country where we operate."

Sir Dhiren Mitra, chairman of Clarion, said that the present management of Clarion will continue to manage the agency. "Through McCann-Erickson's 75 offices in 32 countries," he added, "India will have direct access to reliable, worldwide marketing information and facilities necessary for its export drive. Export advertising through this agency will mean a saving of foreign exchange because approximately 50 percent of the commission earned will be retained in India."

The Indian ad executive also pointed out that "advanced techniques developed by McCann-Erickson's regular schooling of personnel, international seminars and loan of personnel for specialized services. In short, this agreement not only opens a window for Indian exporters, but also brings the latest techniques of advertising and marketing into this country."

3M Promotes Video Tape to Advertisers

St. Paul, Minn. — In a strategy switch, the 3M Co. is taking its video tape message directly to advertisers and their agencies. Vehicle will be a bulletin called "News Closeups," aimed at showing how local stations with tape facilities can produce commercials of the same high quality as the traditional production centers.

William H. Madden, sales manager for the firm's video tape, pointed out that there had been what he called "a communications breakdown" which has left a portion of the advertising community in the dark about tape's ease and speed of production, relatively low

production costs, its "live" look and widespread use at stations from coast to coast.

"Of the 572 licensed on-the-air commercial television stations in the United States," Madden noted, "almost 400 have broadcast video tape recorders to enable them to produce and play back 'live on tape' quality commercials for broadcast."

According to 3M, tape has found tremendous favor for coverage of news, sports and entertainment, but has lagged somewhat in the advertising area. Hence, the company's current drive pinpointed at agencies and their clients

Phonevision Official Insists Pay Tv Won't Supplant Commercial

Pay tv viewing called a supplement to commercial tv, a form of outside entertainment

Atlanta — "We anticipate that home pay tv in whatever form it takes will compete with outside boxoffice attractions far more than with commercial television," John H. Pinto, vice president of RKO General Phonevision Co. told an audience of broadcasters at the Southeast Radio-Tv Seminar.

Citing RKO's involvement in all areas of broadcast, Pinto said: "Because we are prevented from buying additional stations, we looked for other ways to expand. We believe pay tv may be the answer."

Pinto said that there are over 51 million television homes today. "Tonight the sets in half of them will be dark principally because their owners don't care for what is being offered. Pay tv may be a way to bring these people back by offering them additional viewing opportunities."

But, he continued, we don't think "those opportunities will supplant commercial tv viewing." He said that the average weekly viewing is now over 40 hours per family. "In Hartford," he pointed out, "our subscription tv families spend about three hours a week watching our pay programs. It is therefore obvious that their viewing is purely supplemental to commercial tv view-

ing in exactly the same way they might supplement tv entertainment by going out once a week to the theater or concert hall."

Pinto added: "But if pay tv won't steal viewers, will it steal programs and talent? The way to sure failure is to schedule at a fee what is now seen free . . . We don't believe that talent will desert commercial tv as some fear but rather expand to fill the needs of the new medium."

As it was with radio and television, Pinto said, the public will cast the vote. If the vote is "no," there is no threat to the broadcast business as we know it. If the vote is "yes," we at RKO General hope to be prepared to take advantage of the opportunity.

TelePrompter Records First Half Earnings Gain

New York — TelePrompter Corp. has moved into the black with the report of record earnings for the first six months of 1964. Earnings of \$180,489 (or 24 cents per share) contrast with first half operating losses in each of the three preceding years.

Irving B. Kahn, chairman and president of TelePrompter, credited the improvement in first half results to "divestment of unprofitable activities, continued growth of the CATV Div. and the more efficient operation of Group Communications Div."

One of the nation's largest owners/operators of community antenna systems, CATV accounts for about 70 percent of the firms revenues.

Gross first-half revenues were \$2,295,218. In the comparable period of 1963, the company posted an operating loss of \$73,370 on a gross of \$2,715,040.

Second quarter earnings this year were \$123,373 on revenues of \$1,388,489, as against a profit of \$7317 and total sales of \$1,472,045.

Detroit Stations See Local Sales Hike

Detroit — The newspaper strike couldn't have come at a better time as far as the local radio and television stations are concerned.

The traditional mid-summer slack-off in sales means lots of availabilities in both fringe and prime time. And whereas most stations now expect only a 10 to 15 percent boost in July-August local sales volume as a direct result of the shutdown by the city's only two dailies, all agree that if the strike stretches into a second and third month it'll be a different story. Many local businessmen will sit out a two or three week advertising blackout, notes one Detroit tv station sales manager, but then alternatives must be found.

Most of those advertisers who have already switched over to broadcast or stepped-up limited air activity are doing so on a week-by-week basis (causing some considerable scheduling headaches for the

larger tv stations particularly). On the local level, new business directly traceable to the strike comes primarily from retail outlets and movies exhibitors. National and regional advertisers have extended schedules due to expire, with most of the automotives falling into this category. Notably, Chevrolet corporate money, usually scarce for spot tv, has been allocated to three Detroit stations.

Biggest call across the board is for announcements. Because the strike is still relatively young (it started July 13), there has been little in the way of special programming.

Some of the smaller stations have stepped up their news coverage, but so far there is nothing like the entertainment news and local features which dominated New York and Cleveland air waves during their extended newspaper blackouts last year.

Samsonite Tv Blitz

New York — Samsonite Luggage has announced plans for an extensive advertising campaign that includes network television. Campaign will aim at back-to-school, fall travel, pre-Christmas and holiday gift buying markets.

Ads are scheduled for top national magazines and, on television, will be on NBC's *Today Show* from Dec. 8 to Christmas. Grey Advertising, Inc., is the agency.

UHF Operator Says CATV Destroys Free Tv

Putnam calls for same rules to govern both cable tv and broadcast; blames many failures on CATV

Atlanta, Ga. — In a no-holds-barred attack on CATV, William Lowell Putnam, president of Springfield (Mass.) Tv Broadcasting Corp., demanded an end to the double standard in broadcasting, arguing that the "rules governing one form of electronic transmission should be the same as those governing the other."

Addressing the Southeast Radio-Tv Seminar, the UHF operator declared that the "legal fiction" that the air waves belong to the public "falls apart as a means of segregating cable tv from free tv when one considers the many uses of public rights of way by cables" and the interstate transmission of CATV via service cables.

"If a broadcaster is required to account for his actions, or lack of actions, before a federal commission," Putnam told his audience, "so should the other communicator."

Putnam continued: "It is high time we gave up this silly fiction that a community antenna operator is a mere passive part of the television picture, for he is anything but. His actions can and in fact have brought on the death of many television broadcasters throughout this nation."

Referring to the seminar, he said, "Our debate is between the merits of wire tv for which the viewer must pay, or free television for which the advertiser will pay. And please don't let us be confused into believing that if the advertiser doesn't pay, he will then lower his prices. An advertiser must advertise. He may not advertise on television, but that is not going to stop him from advertising through some other medium, and his sales costs are ultimately paid by the same consumer. Thus, today's cable viewer has to pay both these costs and is going to continue to pay double for a long, long time."

Returning to his earlier theme, Putnam said, "Let us tell the truth. Let's admit that the community antennas are good money making

properties. Let's admit that community antennas are also destroying local free television service."

Putnam added: "They could be good money makers and have no conflict with local free television operations, but somehow, and for reasons I honestly don't understand, community antenna operators have a distinct and unexplain-

able dislike for local stations, not just stations run by troublesome persons like myself, but all smaller and locally oriented services."

Concluding with a discussion of the economics involved in CATV, Putnam said, "I find that visible operating costs in one community of 10,000 souls runs to somewhat under \$40,000 per year including all overhead, and operating income runs to somewhat over \$100,000" (For a detailed discussion of UHF by William L. Putnam, see p. 40).

Cronkite Says He's Not Resigning; Will Air Convention Newscasts

New York—Convention anchor-man or not, CBS newsmen Walter Cronkite says he has no intention of quitting the network. Also, he'll be very much in evidence at the Democratic national convention in Atlantic City with his nightly multi-sponsored tv newscast.

Cronkite, a victim of what he himself called the "Madison Avenue ratings game" (see SPONSOR, Aug. 3, p. 3), was ousted from the anchor spot in favor of the two-man team of Robert Trout and Roger Mudd.

Back from vacation, the veteran newscaster said at a press conference that network officials assured him that he was still number one. "I wouldn't expect them to say anything else," he commented.

Whether or not Cronkite will be anchor-man on election night is still a question mark, hinging largely on the ratings picture at the Atlantic City convention.

Although Cronkite, whose annual income from CBS has been estimated as high as \$250,000, has denied that he planned to quit the network, he left the door open for any future move. He said he had received some "fifth hand feelers" which he wasn't entertaining now. But, he added, "I've never shut the door to those things either."

Asked why he thought NBC won the ratings sweepstakes, Cronkite credited the entertainment value of the Huntley-Brinkley team —

"something we have not directly eschewed and something that we must be seeking."

Cronkite indicated that he preferred working alone, but said he might have gone along with any proposal to operate as part of a team, if the offer had been made.

ABC Radio West Posts Record Billings

Hollywood — ABC Radio West, an 11-station regional web with editorial and programing concepts aimed directly at western news and tastes, reports more than \$300,000 in new and repeat business in the past five weeks, higher than any other billing period.

Commenting on the boost in business, Jack H. Mann, vice president of ABC Radio's Western Div., said, "ABC Radio West was created in 1961 to meet the challenge of western growth and to provide advertisers with strong news personalities and a medium dedicated to regional news and features. Large eastern manufacturers are beginning to realize that the west is a different and important market requiring special attention."

Major advertisers using the regional network for the first time include Bristol-Myers Co., S & W Fine Foods Inc., the Fisher Flouring Mills Co. and Uncle Sam's Breakfast Food Co.

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Tight fall spot tv market looms

National spot buyers may be facing the tightest market for choice availabilities in years. Judging from the hectic rush reps were undergoing the past two weeks, it looks as though advertisers will be picking over the leavings by the middle of this month, at least in the top 30 markets. Reason: they're starting their schedules earlier than usual. Last year the bulk of fall starting dates were for the first week in September. This time many advertisers are starting off the third or fourth week in August. One resulting implication: enough added business to overcome the anticipated losses from preemptions during the four days of the Democratic convention.

Is this the way to do a survey?

BBDO has produced quite a dust-up among sellers of radio over the way the agency phrased the questions in a survey aimed at networks, stations, reps, advertisers and agencies. The essence of protests from sellers to BBDO: the questions are negatively slanted and can't help bring a response unfavorable to radio as a medium. The questionnaire starts off with the assurance that the purpose is strictly objective and is not to be considered for or against anything. Then comes this type of query: (1) What do you think is good about either network or local radio? (2) What do you think is wrong with present day network or local radio? (3) What is network or local radio doing that they shouldn't be doing? (4) What ought the radio people be doing that they aren't doing? Quipped one rep: "There's something about the BBDO questionnaire that smacks of the one about 'Are you still beating your wife?'"

Antifreezes warm up for radio

Spot radio's two harbingers of cold weather, Union Carbide's Prestone and DuPont's Zerex, last week took the availability call route. Prestone's radio plan: over 150 radio stations on six-week schedules. Zerex's radio blueprint: three weeks of saturation before the estimated first freeze date and four days of blitzing after the

actual first freeze date, on about 100 stations. Prestone will also have a scatter plan going for it on network tv, while Zerex has no tv commitment, which brings up another seasonal delegate to spot radio, namely, Menley & James' Contac. It's going in for the August-September hay fever spell. Stations are being asked to insert the latest pollen count in the Contac spot.

Shell seeks 120-second commercials

Now comes Shell's consumer division with a plan which would use 120-second commercials for a spot tv campaign. Stations in proposed markets are being asked via Ogilvy, Benson & Mather (1) whether they'll take two-minute commercials, (2) what's the rate. It may be of interest to Shell to know what happened when P&G embarked on similar projects. About six years ago it was on behalf of Tide and a year and a half later for Crest. The response as to desired rate was quite diverse. Some cited the 10-minute program rate, others quoted a rate of 15 percent of the minute rate, a few thought the five-minute program ought to apply and a handful wanted 200 percent of the minute rate. P&G's experience wasn't so forte. It found itself in undesirable time periods, hit-and-miss scheduling and a much-above-average cost efficiency. Shell, according to Shell ad executive J. C. Anderson, will make a decision on the plan within the next two weeks. As he phrased it, the company was first trying to "get a fix." It's already had complete rejections of the format from a few stations.

Business as usual for piggybacks?

The flare-up over the status of piggyback commercials in spot tv could turn out to be a tempest in a teapot. Major users of piggybacks report they're not encountering any serious obstacles in scheduling such commercials. They say the way has been eased, as far as contending with premium rates is concerned, by a group, or rep, here and there adopting the preemptible concept. That is, exercising the privilege of cancelling if another piggybacker agrees to pay a premium. As a couple of the leading piggyback users see it, the sellers have been split into two camps on the

CONTINUED ON NEXT PAGE

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

issue. One camp seeks to live up to the provisions of the revised NAB code against clutter by finding acceptable ways of fitting in piggybacks. The other camp tries to balance revenue loss from an anticipated reduction in available spots by setting up sundry ground rule and premium devices. In any event, it looks as though the piggyback flap will pass by, without leaving behind any too-ruffled feelings or pocketbooks. P.S.: Unlike the CBS-TV o&o's, the ABC and NBC o&o stations are not establishing surcharges on piggybacks.

Palmolive back in spot radio

Colgate continues to resort to spot radio for special promotions. The latest is in behalf of Palmolive soap, out of Bates. The schedule: eight weeks, through August and September and into October. Other Colgate spot radio campaigns over the past year have been for the dental cream, Fab, the Ajax line and men's products.

More last quarter net tv for P&G

P&G, through Benton & Bowles, has picked up a raft of additional nighttime commercial minutes on ABC-TV and CBS-TV. It's the usual separate last quarter buy, with the pot coming from all brands. Burnett made the summer supplementary buy and Compton the spring rake-up. P&G is also looking for additional daytime. Going from network to spot tv, a report out of Cincinnati had it that P&G was giving hard thought to introducing some of its network piggyback commercials into its spot empire. If that should happen, it would be a whole new ball game in the realm of piggybacks from the stations' viewpoint.

Frigidaire: quickie into spot radio

Frigidaire is buying spot radio after a layoff from the medium of at least 10 years. Schedules are for two weeks, with immediate starting dates. Basic quest in availabilities? When driving time is at its maximum on weekends. Buy involves around 25 markets. The General Motors

division in 1963, according to TvB, spent \$2.6 million on daytime network tv and \$458,000 on spot tv.

Beech-Nut acts on tv commitments

Beech-Nut Life Savers, Inc., has put into effect its tv plans for the last 1964 quarter. It'll have 35 nighttime commercial minutes scatterwise on ABC-TV, with billings slightly under \$1 million. The spot schedules will entail about 75 markets. Last year Beech-Nut's network expenditure was about \$5.5 million and spot about \$2.5 million. The account's at Benton & Bowles.

Revlon, Beck on trail of spot radio

Supposed to be very hush-hush: Revlon is taking a look at spot radio for some products under its corporate umbrellas. The cosmetic division will lean quite strongly to spot tv for the 1964-65 season.

Off in a sector far removed from cosmetics, namely shoes, there's an advertiser about to test spot radio. The account is A. S. Beck. The target: teenagers. The agency: Rockmore, Garfield and Shaub.

Reduce convention spot losses?

Some of the key tv reps have set out to salvage as much as they can of the anticipated preemptions accruing from the Democratic convention (August 23-27). In an unprecedented gesture, the reps are telling agencies what spots are likely to be preempted and urging that they accept make-goods in advance of the convention. Sound thinking in this, as far as the stations are concerned. It'll be much tougher for them to accommodate the make-goods in September because of heavily loaded schedules. It is estimated that the medium lost out on at least 50 percent of the preemptions that came out of the Republican convention. Among sophisticated sellers there's an impression that the bigger spot users prefer under such circumstances to take credits rather than make-goods. It gives them an opportunity to balance things off if they're running over budget, and still

benefit from the maximum discount due under the original order. It's a custom of the business not to penalize the advertiser on discount where the cancellation is made by the station.

Spot sellers hit multi-pricing plans

A current area of controversy among key reps: the possible dangers of the multi-pricing ratecard. Cases in point: Petry's P-Rates and H-R's Grid-Rates. The critics of these selective pricing plans grant that in theory the intent of the plans are economically sound. Because of their flexibility, they create a market for the low-budget advertisers. But in practice what's actually brought about is this: many advertisers in the upper budget levels estimate their budgets according to the lower prices in the selective "ladder." From the seller's position: volume has a tough time catching up with the lower rates in the plans. Stations are placed in the position of not knowing what the competition sells for. The net results, according to rep critics of the selective pricing plans, is confusion for those stations seeking to simplify their ratecards. What they worry about most, say these reps: the damaging effects that the welter of pricing could have on the spot sellers' economic stability.

'Captain Kangaroo' now 'mayor'

Once again a tv performer has proved that a network's will can be bent if the billings at stake are big enough. Latest principals in one of such tugs-of-war are CBS-TV and Bob Keeshin, who does the *Captain Kangaroo* series. The network had decided on a Saturday version of the show for the 1964-65 and proposed to use the *Captain Kangaroo* title for it. But Keeshin, presumably for tax and other purposes, wanted a title that would give him exclusive rights to the Saturday segment. Hence, on that day of the week it will be known as *Mr. Mayor*. The price per quarter hour on Saturday: \$8200. During the week a 15-minute slice is \$7750. All that Keeshin has to show now is that his services as *Mr. Mayor* can hold up in audience pull, relatively, as efficiently as *Captain Kangaroo* — estimated to be worth \$7.5 million in billings a year to CBS-TV.

TvB for '63 nearer FCC computation

It's perennially interesting to see how close, or far off, TvB's estimates come when compared to the data reported by the FCC. For 1963, TvB got closer to the FCC mark in national-regional spot than it did on network billings. In spot, TvB estimated \$871,072,000 and the FCC reported \$600,725,000. The difference: 31 percent. For network, the TvB came up with \$832,736,000 and the FCC calculated \$537 million. The TvB in this instance was off 34 percent. In both cases the TvB got within closer range than normally.

Cigaret czar meets network tv

Former Gov. Robert B. Meyner as administrator of the cigaret industry's advertising code has been making the rounds of the tv networks to acquaint himself with the medium and the people in key positions. One thing he has said bugs him is the trade jargon encountered in his rounds. To make the governor and other relative newcomers a little more hep, SPONSOR SCRIPT offers herewith a limited glossary of commerce terms they will find in frequent use:

Prime time: 7:30-11 p.m., when the medium has its maximum viewers (and the networks have it all to themselves).

Fringe time: 5:30-7 p.m. and 11 p.m.-1 a.m., when the stations do all the programing.

Plan: Technique for sponsorship on a multiplicity of programs in small segments; like scatter plan.

Island position: No commercial adjacent to yours.

Chainbreak: The 70 seconds between nighttime network programs in which stations have the privilege of selling tiny segments of time to spot advertisers. A spot advertiser is one who buys stations of his own choice and does not deal through the network.

Preemptions: Time arrogated by a station or network from a regular program sequence.

Product protection: Margin of time assurance against the too close advertising of a competitive product or company.

Piggyback: Two products sharing the same film or tape commercial for the price of one

Triplespotting: Three products advertised on the heels of one another.

CONTINUED ON NEXT PAGE

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

Burnett, FSR Republican tom-toms

Look for Fuller & Smith & Ross to remain in the Republican presidential campaign picture, despite the fact Leo Burnett will be ladling it out for the Republican National Committee. Burnett will have a kitty of around \$3.5 million, while F&S&R will, it is expected, handle between \$2.5 and \$3 million for the Citizens Committee for Goldwater. Burnett is working on a contract which has a year to go.

Where are young generation leaders

Has new leadership been conspicuously slow in emerging from among the newer generation of broadcasters? It's a question you hear more and more often from observers of the industry. And with this there comes the corollary query: is much of the leadership blood getting too old and tired, too smug and blase to engender approaches and concepts indigenous to the times?

The observers report, among other things, a growing resentment among tv stations in the secondary market for the anticipated effects of the NAB revised tv code which becomes effective in September. Many secondary markets, note the observers, have come to view the revisions as having been whipped through without ample allowance for their special problems and competitive disadvantages on the economic front. Their qualm: whether the present leadership hasn't been indulging in too much brinkmanship for the general good.

How agencies get themselves trapped

Agencies have their moments of irony but perhaps the most bitter come from things into which they led clients—like pre-testing commercials. The pre-test idea, as a rule, started out as a confidence building byplay—a gesture by which the agencies hoped to show their creative judgment reinforced by research. Now the same agencies find that they have baited their own trap. Ad managers have become more interested in the "scores" gained in the commercial's test than in the ingenuity and sales effectiveness in the agency's commercial creation. Many an ad manager wants to know what his competitor's prod-

uct scored on a test, and then arbitrarily demands a score which is two or three times the tally obtained by the competitor. In brief, numbers, regardless of the validity of their sources, have replaced judgment and experience.

Ground coffee and FM go together?

Did you know that the consumer profile on ground coffee is quite different from instant coffee? The main difference: the instant kind has a much broader consumer appeal. SPONSOR SCOPE came upon this nuance while checking a report about Maxwell House Coffee's ground division and use of FM. The report: the ground brand did so well with a 13-week campaign on WABC-FM New York in connection with the World's Fair that there was a good likelihood of Maxwell House ground coffee making more use of the FM medium. Response out of White Plains, home of the General Foods executive domain: "we're seriously weighing the idea."

Bigger families heavier tv users

What has contributed much to tv's potency as a seller of package goods is the consistently sturdy use of the medium during prime hours by the larger families. To put the larger family versus the viewing family in perspective, here's an excerpt from the NT report for March-April.

TIME SPAN	SETS-IN-USE	1-2 FAMILIES	5-PLUS FAMILIES
7-8 p.m.	56.4%	49.2%	62.5%
8-9 p.m.	63.9	54.7	71.7
9-10 p.m.	64.1	53.8	71.2
10-11 p.m.	53.1	42.8	59.0
AVERAGE	59.4	50.0	66.1

Reunion of U.S. Steel and net tv?

Don't be surprised if U.S. Steel (BBDO) returns to the precincts of regular network tv for the 1965-66 season. There's something reported to be in the works. The steel giant withdrew from its network franchise in June, 1963, after sponsoring the *U.S. Steel Hour* unbrokenly for about 25 years, moving from radio to tv. This year U.S. Steel spent quite a wad for a World's Fair network special. The '63 pullout was said to have been motivated by a profits situation.

WWDC radio salutes Washington's finest

From a background in utility financing, R. Roy Dunn came to the Potomac Electric Power Company (PEPCO) in 1942. Following service as Assistant to the President, then as Vice President and Treasurer, he was elected President in 1951. Under his presidency many improvements have been effected in PEPCO's financing and building program. In 1960 PEPCO completed a huge 570,000 kilowatt capacity generating plant at Dickerson, Md. Another generating plant, which will have almost one and one-half times this kilowatt capacity, begins operation of its first unit at Chalk Point, Md., on the Patuxent River, soon. Mr. Dunn can also point to an average growth rate in sales and revenue of 8% since 1953. A heavy schedule in broadcast media, promoting electricity and electrical appliances, is being used by PEPCO in order to maintain and, if possible, to increase this average. WWDC thanks Mr. Dunn, PEPCO, and their agency, Henry J. Kaufman and Associates, for the privilege of playing an important role in this promotion.

Represented nationally by John Blair & Company



WWDC RADIO WASHINGTON, D.C.

Photograph by Schonbrunn





how do you fit a hippo into a hat box?

You can! . . . if you take just his foot. It's like ranking TV markets. You can take a small portion of the market by using the metro approach . . . but if you want the whole hippo, you've got to rank by total market! **Ponder.** More than **80%** of the Charlotte WBTV Market is located outside the metro area, and the **Charlotte TV Market contains 550,000 TV homes . . . ranking 22nd in the nation . . . 1st in the Southeast!*** Toss your hat into our coverage ring . . . **it's a whopper!**

* 1964 Sales Management Survey of Television Markets

WBTV
CHARLOTTE
JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Television Advertising  Representatives, Inc.



UHF—sponsor panacea or pitfall?

Supporters see a new vista of boundless advertiser and viewer possibilities; others see trouble looming in the form of smaller audiences and higher ad costs

IN FOUR TO SEVEN YEARS, UHF stations throughout the nation will compete on an equal footing with VHF outlets for sponsor dollars, according to the best "guesstimates" of the industry.

How will this change the nature of broadcast advertising and the medium itself?

Proponents of UHF see the additional stations meeting the enormous needs of a fast-growing viewer population. They see new networks, new program experimentation and a burgeoning of specialty shows providing advertisers with vehicles for reaching "specialized" audiences. In short, they envision a vastly expanded and successful system of television, enriched by UHF.

On the other hand, there is a less optimistic group that looks with

some apprehension upon a possible proliferation of UHF outlets.

These individuals are less certain that the growth of UHF will result in a rosy future. They wonder if more stations may not mean a drastically reduced number of viewers for each outlet. If this is so, they ask, will it not mean charging the sponsor even more, although his message is reaching fewer homes?

The answer to all of tv's future probably lies somewhere between these two views. But, hopeful as the situation may seem, it is many-faceted and fraught with uncertainties and possible pitfalls.

It is a situation that saw UHF suffer through the pangs of a premature birth in the early '50s. At that time, U operators found themselves caught in a vicious cycle.

There were few tv sets equipped to receive UHF signals. With a limited number of viewers, operators were unable to get quality programming. Lacking sufficient viewers and programs, stations were unable to attract sponsors. Result: nearly 100 UHF outlets went dark, most during these early years.

And these problems, together with a host of others, still plague the industry.

Eleven years after its inception, there are fewer than 90 commercial Us in operation today, compared to nearly 500 VHF stations.

To lay the groundwork for a successful nurturing of the UHF medium, Congress enacted the all-channel bill. Effective as of April 30, it provides that all tv receivers manufactured after this date must be equipped with a tuner able to receive channels 14 through 83.

Even this step has opened a Pandora's box of problems that has disturbed set manufacturers and their distributors.

Nor has the bill touched off a rush of applications for U channels. Broadcasters are cautious. Those who do have CPs are proceeding slowly: only one UHF station has opened so far this year.

This whole situation is temporary, however, and will pick up speed with the passage of time, say UHF supporters.

FCC commissioner Robert E. Lee notes that "somebody has to start the ball rolling," and the all-channel bill is the first step.

Lee is an example of the powerful forces behind UHF. Led by the FCC, the departments of Commerce, Health, Education and Welfare, and industry organizations such as the Assn. of Maximum Service Telecasters, the Electronic Industries Assn. and the Assn. for Competitive Television, are now championing UHF's growth.

"All-channel telecasting is here to stay," states Lee, "and will bring more jobs, more advertising and a greater contribution to the national product by increasing the consumer consumption of the national production."

The commissioner has flatly called for cooperation from all segments of the tv industry in moving UHF through its present transitional stage.

"UHF is on the march and noth-

ing will stem the tide," Lee has declared.

The Assn. of Maximum Service Telecasters, an organization composed mainly of VHF broadcasters, is in the forefront of the pro-UHF movement.

AMST's executive director, Lester Lindow, tells SPONSOR that the reason for this support is simple: "enlightened self-interest."

"The growing needs of the public will require side by side use of both U and V bands," he says.

Lindow notes that the alternative—squeezing in more V stations via "drop-ins at less than mileage separation"—would mean signal interference and a deterioration of service. Concurrent "remedies," such as use of directional antennas and operating on lower power, still would cause interference, he declares.

Broadcasters are also well aware of the proposal made several years ago to convert all tv to UHF. To them, this specter could always be revived by the FCC should UHF fail to develop along hoped-for lines.

On the other hand, Kenyon & Eckhardt's Stephens Dietz, executive vice president, has expressed the anxiety that some industry people believe surrounds the UHF situation.

Concerned with rising ad expenses, he observes that it now costs "twice as much as it did 10 years ago" for a tv advertiser to maintain the share of the market he had then.

Dietz suggests that there may be trouble ahead for the broadcast industry if UHF's growth means only a great many more stations, each reaching a much smaller share of the same audience.

"We know that in such a situation," he says, "there will be an effort to charge us the same or more for delivering less.

"Throughout the entire advertising world, there is great concern about cost efficiency of all advertising, especially in broadcasting. And if the rise of UHF only serves to depress this efficiency factor, the result will not be fun for any of us," he declares.

Roughly, a look at the complexities of UHF involves four broad areas. They are: the history of the medium, its present status, its problems and their possible solutions. ♦



FCC commissioner Frederick Ford: An alignment of UHF and CATV may well be the way to encourage growth of all-channel operations



FCC commissioner Robert E. Lee: UHF's growth will bring an "important upsurge" in local advertising, "particularly in larger markets."



Assn. of Maximum Service Telecasters' Lester Lindow: "Growing need of public will require the side by side use of both U and V bands."



Kenyon & Eckhardt's Stephens Dietz: Will more UHF stations mean smaller viewing audiences per station, and higher costs for the sponsor?



UHF:

Its past and its present

■ Television's rapid growth through the late 1940s brought about a virtual packing of the VHF bands to the point where there was little room for expansion in most markets.

To cope with this problem, the FCC, in 1952, found it necessary to institute a freeze on new VHF stations.

The commission next adopted a Table of Allocations designed to

provide city-by-city assignments for 1436 UHF stations. The move was calculated to provide a fully competitive national tv system, for the FCC believed that both U and V stations could co-exist in most markets.

Following the UHF allocations, many outlets were opened, but some 100 later went dark, unable to cope with advertiser, programming and set problems. Since then, the upper bands have been largely avoided and unused.

During the 10 years that followed, the FCC considered many approaches to fostering UHF's growth, dropping several after they were found to be overly difficult to implement.

For instance, in 1955, the FCC considered abandoning the deintermix of U and V stations in four communities. But later that year, it declared the problem to be national in scope, and set aside a "Notice of Proposed Rule Making" that had been previously adopted to terminate deintermixture in these four cities.

In 1956, the FCC went on record with a statement declaring that the likely long-range answer to the allocations problem lay in a complete movement of all tv outlets to UHF channels.

Three years later, an unsuccessful attempt was made to obtain a 50-channel VHF system, with the additional spectrum space to have come from the military.

This was followed by two suggestions in 1961 the deintermix of eight markets by converting a single V station in each city to

Kaiser's Richard C. Block, vice president and general manager of the group's three UHF outlets now under construction in Detroit, Los Angeles and San Francisco.



Former dirigible site now "anchors" UHF

■ New York's renowned Empire State Building, now transmitting site for all the city's stations, including channel 31, will also be used by other UHF outlets in the area.

Channel 47, Linden, N.J., will telecast from the building's mooring site (originally built as a dirigible anchor point) when the station opens in early 1965. Three applicants for channel 66 in Paterson, N.J., also have filed proposals to transmit from the same location. (The FCC will consider applications for channel 66 in September.) Presently, only WNYC-TV, channel 31, is located at this point, 1180 feet above average terrain. An RCA engineering study found this to be a feasible area for UHF transmission.

Until recently, however, all's not been so rosy. Contract negotiation problems had arisen between the stations and the building's owners. The outlets joined hands and formed an Empire State Tv

Committee to carry on discussions with the landlord.

Result: a 15-year lease, with three options of renewal, running up to 2013, at "very favorable" terms, according to a spokesman for the committee. Rental and all other charges will be the same for all stations.

Previously, this had not been the case. WNYC-TV, the latest station to use the site, had not received the exact contract terms as the other stations. Most important differentiation had been a higher electricity charge, which is now rectified under the new contract.

There had been talk, prior to negotiations, that WNYC-TV would construct its own tower (on the World Trade Building), when the former contract expired in 1969.

The building has made arrangements to provide extra power facilities to meet the needs of WNYC-TV, and all other UHF stations that will use the site.



Empire State tower — from mooring site to UHF transmitter

UHF; and all-channel receiver legislation.

Although the FCC had previously deintermixed Fresno and Bakersfield, its proposal to make an additional eight markets all U: Madison, Wis.; Rockford, Ill.; Hartford, Conn.; Erie, Pa.; Binghamton, N.Y.; Champaign, Ill.; Columbia, S.C.; Montgomery, Ala. was made "unnecessary" by the adoption of all-channel legislation.

With the passage of this bill, the commission agreed to shelve its proposal that all video be converted to the UHF bands.

At the same time, the FCC abandoned another proposal to drop in a third VHF channel in eight cities: Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; Charlotte, N.C.; Oklahoma City, Okla.

This proposal involved controversial drop-ins "at less than the minimum mileage separation requirements," and was opposed strongly by various broadcast organizations, such as AMST.

Since these drop-in proceedings had been instituted before the all-channel law enactment, the FCC dropped its proposal (with the exception of Oklahoma City) so that UHF's growth in these markets could be encouraged. (In Oklahoma City, channel five was assigned from Enid because there were already three VHF stations in the former city.)

At the end of 1963, the FCC Table of Allocations for existing UHF assignments listed 1345 commercial channels. But no more than 86—roughly six percent of the total channels—are in use. And of these 86 UHFers, 10 are satellite stations, retransmitting the signal of the parent outlet. (Commercial time on these satellite operations is usually sold in conjunction with the parent station's time.)

The 86 stations can be categorized into the following types of markets:

1. *One-station communities such as Muncie, Ind.; Salisbury, Md.; Lima and Zanesville, Ohio; Anderson, S.C. The U operation in such cities usually has a network affiliation, and in a number of cases affiliates with two or all three networks.*

Lack of competition in such com-

munities is not necessarily an indication that these stations, and others like them, are thriving. The signal of one or more V operations in nearby cities may reach the metro area of such a UHF outlet. In some cases, this has resulted in revenue losses causing the U outlet to leave the air.

2. All-UHF markets composed of either two or three stations.

These cities pose no problems for advertisers or viewers. The outlets have network affiliations. Normally, there is no designation that these are U stations, as opposed to V's, since there is little or no competition from V's with strong signals from other cities.

Perhaps the only limitation is a lower rate card for each station, since the U signal doesn't have "the numbers" (homes reached) outside the metro area.

Two-station UHF communities are: Huntsville, Ala.; Lexington, Ky.; Harrisburg, Pa.; Yakima, Wash.; Springfield, Mass.

Three-station markets are: Bakersfield, Calif.; Evansville, Fort Wayne and South Bend, Ind.; Youngstown, Ohio; Scranton-Wilkes-Barre, Pa.

The lone exception to the two or three station pattern is Fresno, Calif., which boasts four outlets, with a fifth licensed to Visalia-Fresno.

3. Intermixed markets of either two or three stations, usually two or three stations, usually two UHF outlets competing against one VHF facility.

In these cities, the situation is similar to the all-U market operation: the stations have network affiliations and a proper share of the market.

However, there is one substantial difference between outlets in these markets as opposed to stations in all-UHF communities. In all cases, the VHF stations "have the numbers" because of greater signal reach outside the metro area. Result: a higher rate card for the VHF stations, and a direct distinction between the two types of broadcasting facilities.

Since buying by "the numbers" is held to be the usual timebuyer criterion for spot purchases, the smaller UHF audience is reflected in the spot buy approach.

A SPONSOR check of buyers at

leading agencies disclosed a unanimity of opinion:

"We buy the V station or stations in the intermixed market," they say, "and if we decide we want some more coverage in the metro area, we place a few spots on the U. But the majority of the budget goes to the VHF stations."

In an attempt to offset the larger V audiences outside the metro area, the U operator offers such selling points as greater efficiency, unduplicated homes, no overlap, etc.

Two U's competing with one VHF station is the predominant situation in the two categories of intermixed markets.

These communities are: Montgomery, Ala.; Hartford, Conn.; Champaign and Rockford, Ill.; Binghamton, N. Y.; Erie, Johnstown and Lancaster, Pa.; Columbia, S.C.; Madison, Wis. (Prior to passage of the all-channel bill, the FCC had proposed to deintermix eight of these markets.)

There are fewer intermixed markets with two VHF and one UHF station. They are: St. Petersburg-Tampa, Fla.; Louisville, Ky.; Knoxville, Tenn.

4. Independent UHF stations attempting to carve out their own audience niche by offering "selective viewing," i.e., minority or ethnic programming, comprise the remaining type of UHF market operation.

Perhaps the keenest U versus V competition exists in markets where such stations are operating. But this competition, as yet, is on a relatively minor scale. In these cities, fledgling U broadcasters have opened against some of the top VHF stations in the nation. For example:

Under the same ownership, KMFX-TV Los Angeles and KWFX-TV San Antonio both operate as all-Spanish-language stations. They have been quite successful in reaching the Mexican-American populations of Southern California and East Texas, and have attracted much sponsor interest.

In Washington, WOOK-TV, offering a 100 percent Negro-oriented program schedule, has been telecasting since early 1963.

And the latest U entry, Chicago's WCIU, also aims its programming at various ethnic groups.

Spanish International Sales, rep for the two Spanish-language sta-

**UHF and VHF Stations Reporting Profit or Loss
By the Amount of Profit or Loss**

	UHF	VHF
Total Number of Stations Reporting	75	448
Number of Stations Reporting profits	43	362
Number of Stations Reporting Profits of:		
Profitable Stations as Percent of Total	57.3	80.8
\$3,000,000 and over		21
1,500,000-3,000,000		33
1,000,000-1,500,000		35
600,000-1,000,000		33
400,000- 600,000		25
200,000- 400,000	3	49
100,000- 200,000	16	73
50,000- 100,000	9	48
25,000- 50,000	5	17
Less than 25,000	10	28
Number of Stations Reporting Losses	32	86
Unprofitable Stations as Percent of Total	42.7	19.2
Number of Stations Reporting Losses of:		
Less than \$10,000	3	16
10,000- 25,000	9	14
25,000- 50,000	4	20
50,000- 100,000	10	17
100,000- 200,000	1	8
200,000- 400,000	5	9
400,000 and over	0	2

Source: FCC tv financial report, 1963

tions, points to a host of top national sponsors currently on the outlets: Armour, Standard Brands, Lever Bros., R. J. Reynolds, Warner-Lambert, Coca Cola, S. C. Johnson, Quaker Oats, as well as others.

The stations air tape or live programs produced in Mexico City. Bullfight telecasts, in particular, have attracted large audiences, even among the non-Spanish-speaking.

"We started in Los Angeles when there were almost no converted sets among the more than 1.2 million Spanish-speaking population," says a spokesman for the rep firm. "Now there are 300,000 such sets, and at least 100,000 of them are in non-Spanish homes." ARB is now trying to sample the Los Angeles and San Antonio markets.

Owners of the two stations have applied for channel 66 in Paterson, N.J. They plan an operation that would reach the New York metro area's Spanish-speaking population of nearly one million. However, two others have applications pending.

Washington's WOOK-TV, the nation's only Negro-oriented tv outlet, has been operating on channel 14 for little over one year. The station has carved out its share of the market against four VHF stations. But "the going was rough" at first, according to Vic Piano Associates, the station's rep.

The Piano firm reports that there are now over 225,000 UHF receivers in the market, and that the station has attracted sponsors such as Beech-Nut, Procter & Gamble, Coca Cola and Dodge.

WOOK-TV is owned by United Broadcasting, a major operator of Negro-oriented stations. The group is building a channel 18 (WTLF) facility in Baltimore, has bought off-air WJMY, channel 20, in Allen Park (Detroit) and holds the license for off-air WACH-TV, channel 33, Newport News, Va. United plans to operate all three as Negro-oriented stations.

Telecasting on channel 26, WCIU Chicago, has been on the air since February, 1964. In a market with four commercial VHF's, the outlet is offering Spanish, Polish, Swedish, Greek, Italian, Irish and German language programming, has some Negro-oriented shows and also airs soccer, boxing, wrestling and bullfights.

The bullfight tapes (provided by

the owners of the San Antonio and Los Angeles stations) have created quite a stir in Chicago. Spot Time Sales, rep for WCIU, reports several thousand letters of protest have been received to date, and finds that the interest generated an aid in audience promotion.

The channel's daytime hours now belong to Sears, Roebuck & Co., which has bought 36 hours per week for 52 weeks. The huge department store and mail order operator is

using the time to present shopper specials. To date, the channel has also signed American Home Products, Ford, Anheuser-Busch and Schaefer, for spots.

According to Spot Time Sales, when the station opened there were an estimated 50,000 to 70,000 sets in the area capable of receiving UHF signals. The figure has grown to over 200,000 sets to date. Sears and Montgomery Ward report that they are each selling 1500 to 2000

Typical Statement of Income for a

INCOME	
Network	\$ 224,015.00
National	566,361.64
Regional	108,172.00
Local	571,310.22
Other	82,616.56
<u>Total</u>	<u>1,552,475.42</u>
Less agencies' and representatives' commissions	205,789.96
Income after commission expense	<u>1,346,685.46</u>
OPERATING EXPENSE	
Technical	239,606.52
Program	350,372.99
Sales	220,243.94
General and administrative	263,547.15
<u>Total</u>	<u>1,073,770.60</u>
Net Operating Income (Loss)	<u>272,914.86</u>
OTHER INCOME	
Purchases discount	1,526.38
Rental Income	3,205.33
Miscellaneous	1,907.09
Townsend Associates	1,987.28
<u>Total other income</u>	<u>8,626.08</u>
OTHER EXPENSE	
Interest	127.78
<u>Total Other Income Net of Other Expense</u>	<u>8,498.30</u>
NET INCOME (LOSS) BEFORE PROVISION	<u>281,413.16</u>
FOR FEDERAL AND STATE TAXES	<u>\$ 281,413.16</u>
Station's Schedule of Operating Expenses	
TECHNICAL EXPENSE	
Salaries and wages	\$ 149,504.18
Maintenance and supplies	28,469.75
Depreciation	40,853.51
Power	16,391.02
Rentals	1,850.00
Miscellaneous	2,538.06
<u>Total</u>	<u>239,606.52</u>

per week. It is estimated that over 500,000 sets will be in consumer hands by year-end.

Milwaukee is perhaps the sole market where a UHF station is competing as an independent offering programing without ethnic appeal. The station has as its opposition three VHF stations.

The last entrant into the market, WUHF has broadcast on channel 18 since 1959.

Five years ago, there were almost

no homes in Milwaukee equipped to receive the upper frequencies. Today, nearly all sets have converters, or are all-channel.

Despite the passage of the all-channel legislation, there is little activity in new UHF stations preparing to go on the air this year.

According to target dates, the next station scheduled to open is WTSJ, San Juan's first U facility. An NBC affiliate, the Puerto Rico station is planning for a mid-August

debut, and will also be the island's first English-language operation.

Antilles Broadcasting, owners of the channel 18 station, is also constructing two satellites to carry WTSJ's programing to Mayaguez (WGMZ, channel 16) and Ponce (WPSJ, channel 14). These two satellites are targeted for late 1964.

If all goes as planned, following the San Juan station will be Boston's first UHF'er, plus a previously off-air facility in Dayton, Ohio. Boston's independent WHS-TV will operate on channel 38, starting in September. Scheduled for the same month is WKEL, channel 22, in Dayton. The formerly dark station was purchased by Springfield TV Corp., and president Bill Putnam notes: "We have been assured of an adequate supply of network programing." A substantial number of sponsors have already been signed by the station.

Additionally, several facilities, such as Kaiser's WKBD Detroit and WNJU-TV Linden, N.J., are looking forward to starting broadcast operations early in 1965.

Sponsors will be carefully watching CP and application activity in some of the larger markets where a number of U's are being built, and where competing applicants are awaiting action. Such cities are:

Chicago—construction permits are outstanding for channels 32 and 44; four applications for channel 38 are pending FCC decision.

Cleveland—two applications for channel 19, and three for channel 65 are awaiting FCC action.

Detroit—channel 50, now under construction, is expected to be on the air no later than early 1965.

New York—channel 47 (Linden, N.J.) is under construction; there are three applicants for channel 66 (Paterson, N.J.).

Philadelphia—construction permits have been issued for channels 23 and 29; and for channel 41 (Burlington, N.J.).

San Francisco—construction permits have been issued for channels 20 and 44; two applicants have applied for channel 26.

Washington—a construction permit has been issued for channel 20.

Among these and other licensees and applicants are such familiar names as Taft, Rust Craft, Kaiser, United Artists, MacLadden Bartell and Warner Bros. ♦

Successful UHF Station: 1963

PROGRAM EXPENSE

Salaries and wages	112,403.36
Talent salaries	69,053.66
Music license	31,093.70
News service	21,341.37
Film expense	47,549.80
Depreciation	8,050.24
Motor vehicle expense	6,976.17
Outside production charges & talent	22,686.96
Miscellaneous	31,217.73
Total	350,372.99

SALES EXPENSE

Salaries and wages	145,039.41
Advertising and promotion	46,171.47
Travel and entertainment	10,952.16
Bad debts	1,572.83
Depreciation	3,414.30
Miscellaneous	13,093.77
Total	220,243.94

GENERAL AND ADMINISTRATIVE EXPENSE

Officers' salaries and bonus	67,137.93
Office salaries	34,600.99
Social security taxes	18,549.50
State and local taxes	9,139.57
Repairs and maintenance	27,892.17
Professional services	17,709.44
Office supplies	6,842.70
Employees' bonus	4,671.53
Telephone	10,116.84
Dues and subscriptions	7,819.09
Freight and postage	10,976.75
Insurance	15,239.02
Travel and entertainment	13,919.08
Depreciation	9,609.87
Motor vehicle license	5,639.77
Miscellaneous	3,682.90
Total	263,547.15

TOTAL OPERATING EXPENSE

\$1,073,770.60



UHF: problems

■ The major problem that has plagued UHF has been a lack of tv sets able to receive all channels.

The EIA's Jack Wayman puts the number of U capability sets at only six and one-half to seven million. This represents 10 to 12 percent of the approximately 65 million receivers in the U.S.

The all-channel bill, prior to and after its effective date, caused a number of marketing problems.

The FCC estimates that 88 percent of the nation's tv set owners are not within range of a commercial UHF outlet, and that 156 cities with populations of over 100,000, in a total of 28 states, have no access to U telecasting.

As a result, set distributors were fearful that consumers would resist paying an extra \$20 to \$30 for a UHF tuner that they could not use. Manufacturers, however, through cost-cutting, have now reduced fall model prices to no more than \$10 (at the highest) above former VHF-only models.

But prior to the April 30 date, many dealers built up large inventories of VHF-only sets.

The EIA estimates that about 750,000 of these receivers are still on hand, and will not pass through the pipeline until November. Therefore, the big advertising push for UHF models should occur in conjunction with the Christmas season. It will then be January before the first sales results of the all-channel bill can be measured.

To provide additional relief to the situation, the FCC and other groups are pressing for a temporary end to the federal 10 percent excise tax. This would offset the price rise due to the inclusion of the UHF tuner. If relief is not granted, the FCC notes, "within the next five years an estimated \$434 million will be spent by consumers who cannot use the extra UHF tuner."

The House Ways and Means Committee is expected to consider removing the excise tax. But despite a great deal of support, industry sources report that passage of such relief appears to be dim.

Since only 10 to 12 percent of the nation's receivers now have a U capability, this total will be boosted sharply each year as all-channel sets move into viewers' homes.

Based on the eight million figure of tv sets manufactured in 1963, the EIA estimates set production will increase by one million each year for the next three years. This would mean 30 million all-channel receivers produced between 1964 and 1966.

The FCC's commissioner Lec, however, is glowingly optimistic. He predicts 15 million tv receivers will be sold this year alone!

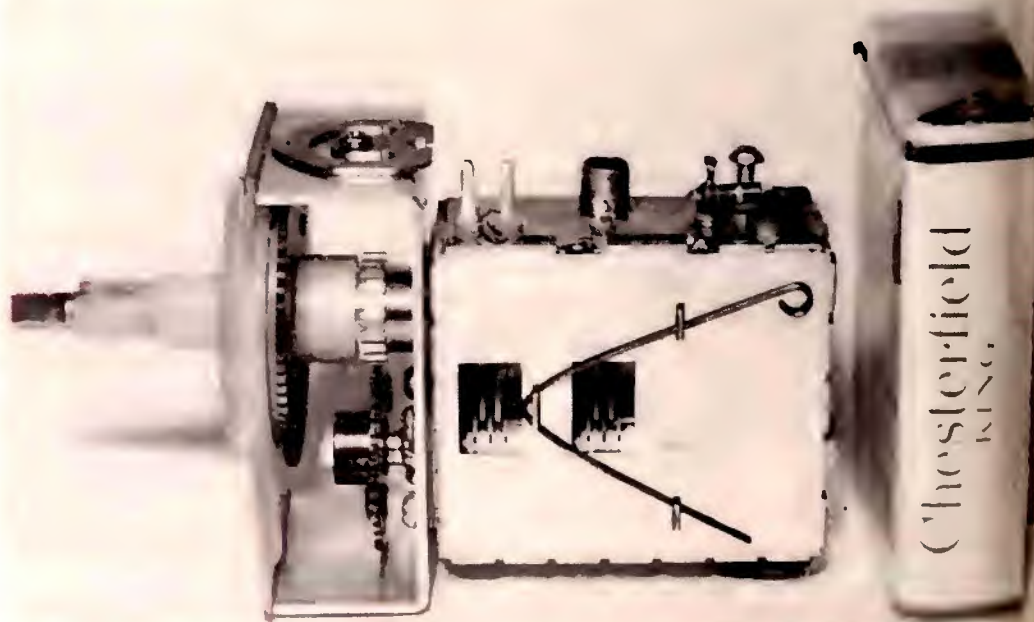
UHF Programing

A second problem has been programing. The independent UHF operator faces the very real question of how to fill air time without benefit of a network affiliation.

This difficulty was a significant factor in the demise of many U facilities during the 1950s. Although some factors have changed for the better since then, programing still poses an acute problem.

The FCC noted the importance of this question when it "invited" representatives of the three networks to discuss making programs available to UHF outlets in intermixed markets. The commission is especially concerned with such availability for new U stations.

The FCC's proposals were twofold: a suggestion that networks share their programing or affiliation



A new detent tuner, designed by the Sickles division of General Instruments, mechanically "locks in" a station's signal, and makes UHF tuning similar to VHF channel selection. The tiny detent device has not been available for UHF sets since the early 1950s.

s and prospects

in certain markets, and that network shows not cleared by affiliates be made available to independent stations in the same markets.

Under the first proposal, which is opposed by the networks, there seems little that the FCC can do to compel the networks to share their affiliations or programs.

The second proposal has actually been practiced for some time by a number of stations. It works this way: if a particular series is not cleared by an affiliate, an independent operator can get permission from the show's sponsor to telecast the programs. Of course, such factors as payment have to be agreed upon.

The networks at least tacitly approve of this course of action, probably because there is little non-cleared programming available in any given market.

Today, unlike the early '50s, there is a great reservoir of off-network series and film packages available to stations. These, together with inexpensive live programs and specialized appeal shows aimed at ethnic groups, will probably constitute the independent UHF fare.

SPONSOR's contributing editor, Dr. John Thayer, assistant manager of market reports for American Research Bureau, suggests that "the real answer may lie in the stations' hiring of creative people."

Certainly, U operators are giving a great deal of thought to the programming problem, and a number of outlets see sports as the answer.

As previously mentioned, WUHF Milwaukee broadcasts live sports as its primary type of programming.

The nation's next new independent U, WIHS-TV Boston, plans a unique combination of educational and commercial programming, and sees sports in its future.

Licensed to the non-profit Catho-

lic Television Center Corp., the station is targeted to open on channel 38 in September.

Plans call for its operation as a commercial facility from 3 p.m. to late evening signoff, while presenting shows of a religious and educational nature between 9 a.m. and 3 p.m. A daily total of 15 hours of programming is scheduled.

The Hub City's first U has already bought a hefty package of 750 films from Warner Bros., plus numerous off-network syndicated series from United Artists and MCA.

Three films, sandwiched around several syndicated programs, are planned during the commercial period each day.

As the station develops its program format and builds its audience, it plans to add sports, drama and discussion shows to its lineup.

"We're starting small," says Austin Harrison, general manager of the station, ". . . but we have quite a number of irons in the fire, and I feel sports eventually will be one of our big activities."

Another broadcaster taking a long, hard look at the program situation is Kaiser Broadcasting.

The group has a big stake in the future of UHF (SPONSOR, May 11, p. 38) for it is building stations in

Detroit, Corona (Los Angeles) and San Francisco. Kaiser was recently granted a CP for channel 41, Burlington, N.J., (Philadelphia) and also has an application pending for a station in the Chicago market.

The organization is carefully studying the needs of each of its communities. At WKBD Detroit, targeted for early 1965, Kaiser sees sports as the hallmark of the station. It is still making evaluations in its other markets.

Typified by the Spanish-language outlets in Los Angeles and San Antonio, Washington's Negro-oriented station and the multiple ethnic appeal of Chicago's channel 26, "specialized programming" will play an increasingly important role in UHF's future. And this is an area that sponsors will view closely.

"We in advertising are going to be looking for such specialized audiences with increasing keenness in the years ahead," states Kenyon & Eckhardt's Stephens Dietz.

A concurring opinion is that of John Cook of Spot Time Sales, rep for the Chicago ethnic outlet. He declares: "National, regional and local advertisers, aware of the type of viewer who buys a specific product, can now literally speak to him in his own language."

Total Revenues, Expenses, and Income For 83 UHF Stations

(In Millions of Dollars)

	<u>1962</u>	<u>1961</u>	<u>Percent change 1961-1962</u>
Broadcast Revenues	\$34.4	\$31.4	+ 13.8
Broadcast Expenses	33.5	32.0	+ 7.9
Broadcast Income (before Federal income tax)	.9	(.6)	- 250.0

Source: FCC financial tv report, 1963.

() denotes loss for 1961



Another exponent of ethnic UHF is Edwin Cooperstein, president of WNJU-TV Linden, N.J., which is set to go on the air in early 1965.

Planning "quality ethnic" shows aimed at the New York area's large Spanish, Negro, Italian and Jewish populations, Cooperstein says, "We have found good reception at major agencies for our concepts, and have already signed contracts with several national sponsors. We feel a major portion of our nighttime programming will be sold before we open."

During the day, WNJU's programs will be largely New Jersey news available for sponsorship by regional and local advertisers.

A mixture of Negro-oriented and foreign-language programming will be the fare offered by WJMY Allen Park, Mich., when it returns to the air "around the first of next year," according to John Porterfield, recently named manager of the station. Specific details are now being worked out.

Porterfield also told SPONSOR that United Broadcasting (the station's new owner) will seek FCC approval to move the channel 20 facility to a Detroit location.

Other UHF Problems

Sales. Attracting sponsorship to the smaller UHF viewing audience poses several problems to the U broadcaster. Stations may find it necessary to offer various package and discount plan inducements.

A cheaper rate card will certainly be one of UHF's prime attractions. For example, the regional or local firm with a limited budget may find U outlets an attractive buy.

Commissioner Lee sees an "important upsurge" in local advertising, "particularly in the larger markets."

"More competition," he adds, "will undoubtedly reduce rates in those markets where there has been a limited number of facilities."

For example, Cooperstein of WNJU points out that his station's

rates are about 75 percent less than the least-expensive time that can be bought on a VHF facility in the New York market.

Also, his station will be equipped with color slide, tape and film broadcast facilities and, adds Cooperstein, "we do not envision extra charges for color."

It is estimated that it takes a period of five years for a UHF station to reach a profitable level of operation. Therefore, new U operators must be able to survive several years of red ink operations before they can hope to turn the profit corner.

Transmitting and receiving equipment. Until very recently, there has been little incentive for manufacturers to beef up UHF broadcast equipment, which in some respects was not up to VHF quality.

Costs, with the possible exception of transmitters, were comparatively the same for both U and V equipment. But at the NAB convention, RCA introduced a new vapor-cooled klystron transmitter that, according to the manufacturer, simplifies the device's complex tube cooling system. The cost of this transmitter is in the same price range as its VHF counterpart.

Prior to its enactment, most set manufacturers opposed passage of the all-channel bill. But after its adoption, they have cooperated fully through the EIA in preparing for an orderly transition in the production of UHF-VHF equipped sets.

They are now also carefully scrutinizing home receiver equipment. Meanwhile, parts manufacturers have been at work to improve home receiver reception, especially the UHF tuner and antenna.

The standard VHF detent tuner, which mechanically "locks in" a channel, has been absent from UHF equipment since the very early days of U telecasting. Instead, a viewer has had to use a continuous turn tuner to locate a U station's signal.

An improved detent tuning mechanism, that makes UHF tuning similar to VHF, has been designed by the Sickles division of General Instruments, and by Oak manufacturing.

Sickles, the nation's leading producer of tuners (over 80 percent of

the market at year-end 1963), has found mixed reception from set producers for the detent device. Receiver manufacturers are interested in the tuner for the more expensive models. But with cost-cutting the predominant philosophy in the more competitive, less expensive lines, producers are less enthusiastic.

Sickles has also designed two new tuners: an improved version of their transistorized model (less ghosting, more frequency stability); and the "Rembrandt," designed for easier tuning for UHF color.

Industry sources look for further developments in the loop (indoor) antenna, which as yet does not have the reception capabilities of the rabbit ear VHF antenna.

Propagation characteristics. A "natural problem" is the way engineers term the shorter reach of the UHF signal, which travels, they say, only as far as the horizon (30 to 35 miles). Comparatively, the VHF signal reaches about 60 miles from its transmitter site.

As a result, a flagrant piece of misinformation was spread about UHF to the effect that it was not capable of serving a particular metro area effectively.

A two-year study into this subject was made by the FCC in the "cavernous" New York City area. Operating on channel 31, the commission made more than 5000 measurements of the station's signal. The FCC reached the unanimous conclusion that there is no significant difference in the signal quality of the V and the U within a 25-mile radius — which was the extent of the test.

There are some UHF operators who point out that their broadcast signals travel far beyond the 35-mile figure.

CATV. During the past few years, community antenna systems, with little fanfare, have mushroomed into a \$50 million a year business.

There are now 1295 CATV systems, largely located in mountainous, or otherwise inaccessible "grass roots" areas. Growth has been so rapid, that there is serious concern that continued expansion poses a threat to UHF's growth in smaller markets.



RCA's recently introduced vapor-cooled klystron UHF transmitter is demonstrated by Tom Mullooney (l), of the broadcast and communications products division, and Anita Eurbank of Northwestern University. The 250-pound tube slides out onto a specially-designed carriage that revolves to permit a fresh tube to be placed into position.

At the recent convention of the National Community Television Assn., an unexpected development was the encouragement given to cable system owners to enter the broadcast field. Speaker after speaker suggested that CATV owners apply for UHF licenses in communities presently without local video service.

High point was the speech by FCC commissioner Frederick Ford. He noted that, contrary to the considerable stress that has been placed on the limitation or containment of CATV to allow full development of UHF, a possible alignment of the two to aid all-channel operations may be feasible.

"Let me pose to you what very well may be a solution to one of

the basic problems we face of giving urban areas the choice of service with no loss of service to rural areas," he said.

"How many of you," the commissioner asked rhetorically, "would establish UHF stations and carry them on your CATV systems, if the commission rules permitted it?"

Commissioner Ford pointed to the possible modification of FCC rules and a liberalization of the number of U stations permitted one owner. Such revision could result in the "immediate construction of hundreds of UHF stations," he declared.

Special FCC committee. To further delve into UHF's problems and their possible solutions, the FCC, in 1963, authorized the formation of

an industry advisory committee known as the Committee for the Full Development of All-Channel Broadcasting.

Membership includes representatives of the three major networks, ad agencies, the EIA, NAP, AMSI, engineers, etc. The committee is divided into three groups: a subcommittee concerned with equipment and technical rules, a second looking into station operations and program availability, the last one concerned with consumer information.

During the anticipated life of the committee (two years from inception), it will continue to conduct meetings and make recommendations to the commission.

From a strictly dollars-and-cents standpoint, UHF outlets have never been healthier. The latest FCC financial report, issued in late 1963, stated that "UHF stations as a group reported the highest revenues in their history," despite the fact that there were many more UHF stations on the air in earlier years.

In 1962, 83 UHF stations reported total revenues of \$34.4 million, or an average per station of about \$415,000. (In 1954, with 125 UHF stations reporting a total of \$25.4 million, the average per station was \$203,000.) This was only the second year in which UHF stations as a group showed a profit — \$900,000 (\$300,000 in 1960).

The report notes that 57 percent of U stations reported profitable operations, but no station reported profits of more than \$300,000. This contrasts with the previous year when only 40 percent of UHF outlets reported profits.

But the fact remains that caution is the byword in the industry. Sponsors and potential UHF operators are closely watching the newer Us as more and more all-channel receivers enter homes.

Industry sources estimate that perhaps 120 new UHF outlets will open during the next five years. This is not a substantial total in view of the many frequency allocations still available. But it does represent a 150 percent improvement over the present number of UHF stations, 11 years after the medium first began. ♦

A pioneer looks back to the early '50s when nearly insurmountable problems plagued U operators. A lot of misunderstanding still exists, he notes

■ In attempting to write about UHF television, I shall, of necessity, have to approach it from a personal basis, condensing more than a decade of day-to-day living with various tv channels into relatively few paragraphs.

The problems that UHF is overcoming today are in many ways similar to problems faced in the early days of radio and VHF.

For example, radio's pioneers slotted the frequencies they used into low, medium and high categories. They assumed that the bands above three megacycles were impossible to use. Later, this radio space was utilized and the arbitrary line of demarcation was moved up to 30 megacycles (the start of the VHF bands).

The engineering difficulties involved here have, of course, also long been overcome, as was the gap that existed between channels 6 and 7. This gap in the megacycle range was so wide that for a time the best technical brains in the industry believed that channel 7 could not be used.

Today, with the benefit of hindsight, any competent electronic engineer will tell you that the difference in propagation characteristics between channels

6 and 7 is much more dramatic than the difference between channels 13 and 14.

With the development of better technology, we then crossed another man-made barrier: the line at the top of the very high frequencies — 300 megacycles — which brings us to UHF.

Obviously, the boundaries of radio spectrum usage are only as great and unyielding as are the limitations on human skill and need. When we have really wanted to use more space, we have done it.

There is nothing strange or mysterious about UHF, any more than there was about the so-called high band channels a dozen years ago. The only real difference is that most tv sets made in this country have not been equipped with the tuners necessary to receive our frequencies. It's as simple as that, although this little difference has been the cause of much discussion, heartache and misinformation.

For example, I have witnessed men of integrity parroting the most fantastic and unfounded illusions about UHF; I have seen engineering brains in this field state that my station was not capable of serving our area.

But the people of western New England have

found that our NBC network lineup, our first run feature films and our four hours daily of local, live programs are an indispensable part of our local scene. We note that even ARB and Njelsen seem to concur, although congressman Harris hasn't published his audience measurements of our area, yet.

This one handicap — the political or economic problem of lack of receiver circulation — has afflicted UHF stations all over the country.

Perhaps all of us are familiar with the fate of the show that gets a low rating. The same thing can happen to a station. When the FCC opened up channels 14 through 83, there were already some 15 million sets in public hands that could not tune in to these frequencies. Naturally, this placed an operator on these channels at a serious disadvantage, particularly when the operator had to pay the going price in his market for film, power, equipment, wages, etc. In short, he had to have a lot of unusual things going for him before he could hope to turn the corner to profitability. The wonder is not that many UHF stations failed, but that some outlets survived.

So don't let anyone tell you that there are insurmountable *technical* problems with UHF.

Yes, propagation is less effective at the higher frequencies, just as in the VHF band. But the FCC has allowed UHF channels to radiate more power, in order to compensate for this deficiency.

The latest transmitting equipment is as efficient as anything made for the lower channels, and receiver sensitivity is, at long last, getting enough attention from manufacturers so that substantial improvements in front-end tuning are being made.

Day-to-day living

While much had been made of the supposedly dramatic "technical deficiencies" of the higher frequencies; no one has come forth with the story on the many technical *advantages* of using these channels.

The famous TASO report is perhaps the most damaging of all the documented misinformation that has been circulated, but this report contains the admission that it did not attempt to study the advantages of UHF.

These advantages include a complete freedom from the annoyance of 'airplane flutter,' almost complete freedom from 'ignition noise' and no disturbance by diathermy machines. Perhaps most important, the report mentions nothing about the great difference in what is called multipath between the VHF channels and the UHF channels. This is the matter of ghosting caused by reflected signals from buildings or terrain. The UHF signal, being of shorter wave length, tends to bounce more clearly. This happy state actually makes UHF better in 'canyon' cities than the VHF channels that have long been in use in such areas.

These are all advantages from the point of view of the public; but there are some merits that the broadcaster himself can envision. Towers for UHF antennas

can be less expensive than for the massively heavy antennas required for VHF channels. And present design of transmitters points to the possibility of vastly cheaper amplifying equipment for UHF than the older channels.

The ultimate criterion of UHF's technical acceptability performance can be measured only in the market place of public recognition.

Those UHF broadcasters who have had a fighting chance by virtue of program availability have all been successful. But where good programming was unavailable, or already offered by an established V channel in the same area, the public had little incentive to tune to the U station. And this is a problem that all stations face, regardless of their channel numbers.

It should be pointed out that Lady Luck can contribute immeasurably to the success of a fledging UHF broadcaster. Luck played an important role when we began operations back in 1953, when we managed to overcome a number of severe economic problems.

We were lucky in that there was only one VHF station on the air in our region when we started. Thus, we were able to obtain, right at the outset, a substantial number of excellent network programs on an exclusive basis. We were fortunate in that any viewer interested in watching either CBS' or NBC's programming had to tune in to a UHF station.

We were also lucky in that our stockholders viewed our station not as a get-rich-quick proposition, but as a means of serving and developing our community. And they were willing to put more money into our operation to keep us alive during lean periods. Fortunately, these stockholders will not have to wait until

the next world for their reward. We have paid regular quarterly dividends and year end extras for the past six years.

Nor have we spared any expense in equipping our plant with the best available equipment. We were one of the first videotape-equipped stations in the country, and we were one of the nation's earliest users of color, locally. And back in the days of *Bide*, *Bide World*, we did more network originations than any comparable station that I know of. We are one of the very few local stations to have originated simultaneous pickups for all three networks, and we've done it more than once.

We have worked for the recognition given to us by our community (Springfield is our city of license) and the support we have received from national, regional and local advertisers. Every major retail concern in our area is a regular, year 'round patron of our facilities. No national advertising schedule is complete without our station.

I suppose I could go on for some time appearing to "blow my own horn." But I want to put across the point that a UHF station can be successful. However, you must offer what people want to see; you must be willing to persist against the real handicap of "no set circulation" at the outset; and you must be lucky enough to have good people working for you. ♦

with UHF

By William L. Putnam

President
Springfield Television Broadcasting Corp.
(WWLP Springfield, WRLE Greenfield
and WJZB Worcester, Mass; WKEF
Dayton, Ohio)

As working president of Springfield Tv, Bill Putnam not only oversees the policies of four UHF stations, but personally works both before and behind the cameras, makes sales calls and performs such chores as changing his stations' beacon lights. A strong believer in community involvement, he has written and delivered some 4000 editorials during the past five years. His stations have also been in the forefront of tv broadcast innovation: among the first to use videotape, local color-origination equipment, etc. The WWLP Springfield outlet was one of the first U facilities to open in 1953.





DIRECTORY

UHF stations on the air

State-by-state listing of all UHF stations on the air as of August 1, 1964

ALABAMA

Decatur—WMSL-TV, ch. 23, AP: 102 kw. VP: 189 kw. owner: Tenn. Valley Radio-Tv Corp. (also owns WMSL-AM); reps: Gill-Perna, Clarke-Brown; network: NBC; began operation 1954.

Florence—WOWL-TV, ch. 15, AP: 11.7 kw. VP: 20.9 kw.; owner: Tv Muscle Shoals (also owns WOWL-AM); reps: Gill-Perna, Ochs; network: NBC; began operation 1957.

Huntsville—WAAY-TV, ch. 31, AP: 112 kw. VP: 204 kw.; owner: Rocket City Tv (also owns WAAY-AM); reps: Masla, Dora-Clayton; networks: ABC-CBS; began operation 1959.

Huntsville—WHNT-TV, ch. 19, AP: 324 kw. VP: 600 kw.; owner: No. Ala. Broadcasters; reps: Venard, Torbet & McConnell, Beaver; network: CBS; began operation 1963.

Montgomery—WCOV-TV, ch. 20, AP: 100 kw. VP: 200 kw.; owner: Capital Broadcasting (Sale to WLEX-TV, Inc., pending FCC approval); reps: Venard, Torbet & McConnell, Ayers, network CBS; began operation 1953.

CALIFORNIA

Bakersfield—KBAK-TV, ch. 29, AP: 48 kw. VP: 117 kw.; owner: Harrisclope, Inc.; rep: Young Tv; network: CBS; began operation 1953.

Bakersfield—KERO-TV, ch. 23, AP: 36.2 kw. VP: 72.4 kw.; owner: Time-Life Broadcast; (also owns five AM, four FM, and four other tv stations); rep: Petry; network: NBC; began operation 1953.

Bakersfield—KLYD-TV, ch. 17, AP: 124 kw. VP: 234 kw.; owner: Kern County Broadcasting (also owns KLYD-AM); rep: Blair Tv; network: ABC; began operation 1959.

Fresno—KAIL, ch. 53, AP: 8.7 kw. VP: 16.1 kw.; owner: B. L. Golden; rep: Piano, network: none (independent); began operation 1961.

Fresno—KFRE-TV, ch. 30, AP: 144 kw. VP: 288 kw. owner: Triangle Publications, Radio-Tv Div. (also owns five AM, five FM, and five additional tv stations); rep: Blair-Tv. network: CBS; began operation 1956.

Fresno—KJEO, ch. 47, AP: 100 kw. VP: 200 kw.; owner: Shasta Telecasting (also owns KVIQ-TV Eureka); rep: H-R; network: ABC; began operation 1953.

Fresno—KMJ-TV, ch. 24, AP: 96.8 kw VP: 192 kw; owner: McClatchy Newspapers (also owns three AM stations and has bought a fourth station subject to FCC approval), rep: Katz, network: NBC; began operation 1953.

Hanford-Fresno—KDAS, ch. 21, AP: 13.07 kw. VP: 20.3 kw; owner: L. Naron & C. B. Sweeney, rep none; network: none (independent); began operation 1962.

Los Angeles—KMEX-TV, ch. 34, AP: 60.5 kw. VP: 121 kw.; owner: Spanish International Broadcasting (also owns KWEX-TV San Antonio; has application pending for ch. 66, Paterson, N.J.); rep: Spanish International Network Sales; network: none (independent); began operation 1962.

San Bernardino—KCHU, ch. 18, AP: 4.6 kw. VP: 9.1 kw.; owner: Sun Co. rep: Savalli Gates; network: none (independent); began operation 1962.

Visalia (Fresno)—KICU-TV, ch. 43, AP: 87.1 kw. VP: 162 kw.; owner: Sierra Broadcasting (also owns KSAN San Francisco, KBIF Fresno); rep: Avery-Knodel; network: none (independent); began operation 1961.

CONNECTICUT

Hartford—WHCT, ch. 18, AP: 87 kw. VP: 158 kw.; owner: Hartford Phonevision (RKO General); (also owns five AM, four FM, and four tv stations); rep: RKO General; network: none (independent); began operation 1960.

New Britain-Hartford—WHNB-TV, ch. 30, AP: 114 kw. VP: 210 kw.; owner: Plains Tv Corp. (also owns WICS Springfield, WCHU Champaign); reps: Young Tv, Kettell-Carter; network: NBC; began operation 1953.

Waterbury—WATR-TV, ch. 20, AP: .94 kw. VP: 9.4 kw.; owner: WATR, Inc. (also owns WATR-AM-FM); reps: Masla, Kettell-Carter; network: ABC; began operation 1953.

DISTRICT OF COLUMBIA

Washington—WOOK-TV, ch. 14, AP: 162 kw. VP: 274 kw.; owner: United Tv (also owns seven AM, three FM, and one tv station; additionally owns off-air WACH-TV Newport News, is buying off-air WJMY (TV) Allen Park, Mich., and holds CP for WTLF (TV) Baltimore); reps: UBC Sales, Piano; network: none (independent); began operation 1963.

FLORIDA

St. Petersburg-Tampa—WSUN-TV, ch. 38, AP: 138 kw. VP: 257 kw.; owner: City of St. Petersburg (also owns WSUN-AM); reps: Venard Torbet & McConnell, Ayres; network: ABC; began operation 1953.

ILLINOIS

Champaign—WCHU, ch. 33, satellite of WICS Springfield.

Chicago—WCIU, ch. 26, AP: 102.5 kw. VP: 190.5 kw.; owner: Weigel Broadcasting; rep: Spot Time Sales; network: none (independent); began operation 1964.

Danville—WICD, ch. 24, satellite of WICS Springfield.

Decatur—WTVP, ch. 17, AP: 110 kw VP: 200 kw. owner: Metromedia (also owns

four AM, four FM, and five additional tv stations); rep: Metro Tv Sales; network: ABC; began operation 1953.

La Salle—WEEQ-TV, ch. 35, satellite of WEEK-TV Peoria.

Peoria—WEEK-TV, ch. 43, AP: 186 kw. VP: 371 kw.; owner: West Central Broadcasting (also owns satellite WEEQ-TV La Salle); rep: Katz; network: NBC; began operation 1953.

Peoria—WMBD-TV, ch. 31, AP: 500 kw. VP: 1,000 kw.; owner: Midwest Tv (also owns WMBD-AM-FM); rep: Peters, Griffin, Woodward; network: CBS; began operation 1958.

Peoria—WTVH, ch. 19, AP: 100 kw. VP: 186 kw.; owner: Metromedia (also owns four AM, four FM, and five additional tv stations); rep: Metro Tv Sales; network: ABC; began operation 1953.

Rockford—WTVQ, ch. 39, AP: 77.6 kw. VP: 110 kw.; owner: Winnebago Tv Corp. (Balaban Stations, also owns three AM and four additional tv stations); rep: Blair Tv; network: NBC; began operation 1953.

Springfield—WICS, ch. 20, AP: 155 kw. VP: 309 kw.; owner: Plains Tv Corp. (Balaban Stations, also owns three AM and four additional tv stations); rep: Young Tv; network: NBC; began operation 1953.

INDIANA

Evansville—WEHT, ch. 50, AP: 108 kw. VP: 200 kw.; owner: Gilmore Broadcasting; rep: Young Tv; network: CBS; began operation 1953.

Evansville—WFIE-TV, ch. 14, AP: 104.8 kw VP: 200 kw.; owner: WFIE, Inc.; rep: Katz; network: NBC; began operation 1953.

Fort Wayne—WANE-TV, ch. 15, AP: 218 kw. VP: 436 kw.; owner: Indiana Broadcasting (Corinthian Broadcasting); rep: H-R; network: CBS; began operation 1954.

Fort Wayne—WKJG-TV, ch. 33, AP 144 kw. VP: 263 kw.; owner: WKJG, Inc. (Truth Publishing Co.); rep: Advertising Time Sales; network: NBC; began operation 1953.

Fort Wayne—WPTA, ch. 21, AP: 27 kw. VP: 175 kw.; owner: Sarkes Tarzian; rep: Young Tv; network: ABC; began operation 1957.

Lafayette—WFAM-TV, ch. 18, AP: 26.3 kw. VP: 186 kw.; owner: Sarkes Tarzian; rep: Young Tv; network: CBS; began operation 1958.

Marion—WTAF-TV, ch. 31, AP: 11.8 kw. VP: 21.9 kw; owner: Northern Indiana Broadcasters; rep: Piano; network: none (independent); began operation 1962.

Muncie—WLBC-TV, ch. 49, AP: 7.08 kw VP: 14.1 kw. owner: Tri-City Radio Corp.; rep:

Holman network ABC CBS NBC began operation 1953

South Bend—WNDU TV ch 16 AP 141 kw VP 282 kw owner Michiana Telecasting Corp rep Young Tv network NBC began operation 1955

South Bend—WGBT TV ch 22 AP 249 kw VP 498 kw owner South Bend Tribune rep Raymer network CBS began operation 1952

South Bend Elkhart—WSJV ch 28 AP 116 kw 231 kw owner Truth Publishing Co rep Advertising Time Sales network ABC began operation 1954

IOWA

Fort Dodge—KQTV ch 21, AP 174.4 kw VP 330.1 kw owner Northwestern Tv Co rep Howard network NBC began operation 1953

KENTUCKY

Lexington—WKYT-TV ch 27, AP 108 kw 215 kw owner Taft Broadcasting reps Venard Torbet & McConnell Avers network ABC CBS began operation 1957

Lexington—WLEX TV ch 18, AP 160 kw VP 330 kw owner WLEX-TV rep Raymer network CBS NBC began operation 1955

Louisville—WLKY ch 32 AP 120 kw VP 234 kw owner Kentuckiana Tv rep Venard, Torbet & McConnell network ABC began operation 1961

MARYLAND

Salisbury—WBOC-TV ch 16, AP 100 kw VP 200 kw owner WBOC, Inc rep Venard Torbet & McConnell network ABC CBS NBC began operation 1954

MASSACHUSETTS

Adams—WCDC ch 19 satellite of WTEN TV Albany N.Y.

Greenfield—WRLP ch 32 satellite of WWLP Springfield Mass.

Springfield Holyoke—WHYN-TV ch 40, AP 120 kw VP 224 kw owner Hampden-Hampshire Corp rep Advertising Time Sales network ABC began operation 1953.

Springfield—WWLP ch 22, AP 188.5 kw VP 376 kw owner Springfield Tv Broadcasting reps Hollingbery Kettell-Carter network NBC began operation 1953

Worcester—WJZB ch 14 satellite of WWLP Springfield

MICHIGAN

Saginaw-Bay City—WKNX-TV, ch. 57, AP 95.5 kw VP 174 kw owner Lake Huron Broadcasting rep Gill-Perma network CBS began operation 1953

MISSOURI

Poplar Bluff—KPOB-TV ch 15, satellite of WSIL-TV, Harrisburg Ill.

NEW YORK

Binghamton—WBJA-TV, ch 34 AP 102 kw VP 204 kw owner WBJA-TV, Inc rep Savalli-Gates network ABC began operation 1962

Binghamton—WINR TV ch 4 AP 63.7 kw VP 288 kw owner Binghamton Press (Gannett) rep H.R. network NBC began operation 1957

Elmira Corning—WVEY-TV ch 18, satellite of WYR-TV Syracuse

NORTH CAROLINA

Asheville—WISE TV ch 62 AP 12 kw VP 24 kw owner WLET-TV (The Radio Tv Enterprises) rep none network NBC began operation 1953

OHIO

Akron—WAKR TV ch 49 AP 107 kw VP 213 kw owner Summit Radio (Beacon Journal Publishing John S Knight) rep Raymer network ABC began operation 1953

Lima—WIMA TV ch 35 AP 117 kw VP 219 kw owner WLOK Inc rep Meeker network ABC NBC began operation 1953

Youngstown—WFMJ TV ch 21 AP 89.5 kw VP 178 kw owner Vindicator Printing Co rep Blair Tv network ABC began operation 1953

Youngstown—WKBN TV ch 27 AP 234 kw VP 462 kw owner WKBN Broadcasting rep Raymer network CBS began operation 1953

Youngstown—WYTV ch 33 AP 105 kw VP 209 kw owner Youngstown Tv (Communications Industries Corp) rep Young Tv network ABC began operation 1961

Zanesville—WHIZ TV ch 18 AP 81 kw VP 148 kw owner Southeastern Ohio Tv rep Savalli-Gates network ABC NBC began operation 1953

PENNSYLVANIA

Erie—WSEE ch 35 AP 95.5 kw VP 191 kw owner Great Lakes Tv rep Meeker network CBS began operation 1954

Harrisburg—WHP-TV ch 21 AP 224 kw VP 447 kw owner WHP Inc rep Blair Tv network CBS began operation 1953

Harrisburg-York-Lebanon—WTPA ch 27 AP 213 kw VP 426 kw owner Newhouse Broadcasting rep Harrington Righter & Parsons network ABC began operation 1953

Johnstown—WARD TV ch 56 AP 98 kw VP 178 kw owner Rivoi Realty Co rep Weed Tv network CBS began operation 1953

Lancaster-Lebanon—WLYH-TV ch 15 AP 69 kw VP 130 kw owner Triangle Publications (Radio-Tv Div) rep Blair Tv network CBS began operation 1953

Scranton-Wilkes-Barre—WDAU-TV ch 22 AP 53.7 kw VP 53.7 kw owner Taft Broadcasting rep Petry network ABC began operation 1954

Scranton-Wilkes-Barre—WNEP-TV ch 16 AP 53.7 kw VP 53.7 kw owner Taft Broadcasting rep Petry network ABC began operation 1954

Wilkes-Barre-Scranton—WBRE TV ch 2 AP 302 kw VP 589 kw owner WBRE TV Inc rep Katz network NBC began operation 1953

York—WSBA-TV ch 43 AP 66.1 kw VP

132 kw VP 132 kw owner Tri-State Broadcasting Co rep H.R. network NBC began operation 1957

SOUTH CAROLINA

Anderson—WAVY-TV ch 4 AP 101 kw VP 174 kw owner Wainwright-Hill rep Devary-Dreitzgen network ABC NBC began operation 1957

Columbia—WISN-TV ch 10 AP 127 kw VP 174 kw owner First National Corp rep Raymer network ABC began operation 1961

Columbia—WYFF-TV ch 19 AP 122 kw VP 244 kw owner Paramount Radio Corp rep Meeker Avers network NBC began operation 1953

TENNESSEE

Knoxville—WTVF ch 26 AP 134 kw VP 316 kw owner South Central Broadcasting rep Savalli-Gates network ABC began operation 1953

TEXAS

San Antonio—KWEX-TV ch 41 AP 61 kw VP 111 kw owner Spanish International Broadcasting Co owns KWEX-TV Los Angeles) rep panh International network Sales network none (independent) began operation 1955

WASHINGTON

Pasco Kennewick—KREPR-TV ch 19, satellite of KIMA-TV Yakima

Richland—KNDU ch 25, satellite of KNDU Yakima

Yakima—KIMA TV ch 29 AP 105 kw VP 105 kw owner Cascade Broadcasting Co reps Young Tv Moore network CBS NBC began operation 1953

Yakima—KNDO ch 23 AP 134.9 kw VP 250 kw owner Columbia Empire Broadcasting rep Avery Knudell network ABC began operation 1959

West Virginia Parkersburg—WTAP TV ch 15 AP 105 kw VP 195 kw owner Zanesville Publishing Co rep Savalli-Gates network CBS ABC NBC began operation 1953

WISCONSIN

Madison—WKATV ch 27 AP 101 kw VP 200 kw owner Mid-America Broadcasting Co rep Young Tv network ABC began operation 1953

Madison—WMTV ch 15 AP 113.5 kw VP 230 kw owner Wisconsin Valley Tv Corp Lee Station) reps Meeker Hill network NBC began operation 1953

Milwaukee—WUHF ch 18 AP 128 kw VP 256 kw owner Wauja Inc rep Panh network none (independent) began operation 1959

UHF stations that have suspended operations, but have not turned in their licenses

ALABAMA

Montgomery—WABT-TV ch 27, AP 101 kw VP 200 kw owner Montgomery Television Co began operation 1953



DIRECTORY

CALIFORNIA

Los Angeles—KIIIX, ch. 22, owner: Central Broadcasting Corp.

Sacramento—KVUE, ch. 40, owner: Capitol Tv Co.

San Francisco—KSAN, ch. 32, owner: S. H. Patterson.

CONNECTICUT

Bridgeport—WICC-TV, ch. 43, owner: Conn.-New York Broadcasters.

FLORIDA

Miami—WGBS-TV, ch. 23, owner: Storer Broadcasting Corp.

Pensacola—WPFA-TV, ch. 15, owner: estate of Charles W. Lamar.

GEORGIA

Atlanta—WATL-TV, ch. 36, owner: Rounsaville Stations.

ILLINOIS

Bloomington—WBLN, ch. 15, owner: WBLN, Inc.

KANSAS

Salina—KSLN-TV, ch. 34, owner: Prairie States Broadcasting.

KENTUCKY

Louisville—WEZI, ch. 21, owner: Mid-America Broadcasting.

MASSACHUSETTS

Cambridge—WTAO-TV, ch. 56, owner: Harvey Radio Labs.

MICHIGAN

Allen Park (Detroit)—WJMY, ch. 20, owner: United Broadcasting.

MISSISSIPPI

Meridian—WCOC-TV, ch. 30, owner: Mississippi Broadcasting.

NEW JERSEY

Asbury Park WRTV, ch. 58, owner: Rust Craft Broadcasting.

NORTH CAROLINA

Charlotte—WUTV, ch. 36, owner: Century Advertising.

OHIO

Ashtabula—WICA-TV, ch. 15, owner: Radio Enterprises of Ohio.

Dayton—WKEF, ch. 22, owner: Springfield Tv. Target date September, 1964.

OKLAHOMA

Tulsa—KCEB, ch. 23, owner: Elfred Beck.

OREGON

Portland—KHTV, ch. 27, owner: Bernard B. Cantor, trustee.

PENNSYLVANIA

Allentown—WFMZ-TV, ch. 67, owner: Penn-Allen Broadcasting.

Bethlehem—WLEV, ch. 51, owner: Steinman Stations.

Harrisburg—WDTV, ch. 71, owner: James A. McKenna Jr. Stations.

Lock Haven—WBPZ-TV, ch. 32, owner: Lock Haven Broadcasting.

Philadelphia—WPCA-TV, ch. 17, owner: Aaron J. Katz.

Pittsburgh—WAND-TV, ch. 53, owner: Greer Stations.

Pittsburgh—WENS, ch. 22, owner: Telecasting, Inc.

Scranton—WTVU, ch. 44, owner: Appalachian Co.

RHODE ISLAND

Providence—WNET, ch. 16, owner: Channel 16 of Rhode Island.

TEXAS

Corpus Christi—KIII, ch. 22, owner: South Texas Telecasting.

Houston—KNUZ-TV, ch. 39, owner: KNUZ Tv Co.

Midland—KDCD-TV, ch. 18, owner: Midland Telecasting.

VIRGINIA

Danville—WBTM-TV, ch. 24, owner: Piedmont Broadcasting.

Newport News—WACH-TV, ch. 33, owner: United Broadcasting.

WEST VIRGINIA

Charleston—WKNA-TV, ch. 49, owner: J. L. Smith, Jr.

Milwaukee—WCAN-TV, ch. 24, owner: Lou Poller.

CPs granted by FCC for UHF stations — to Dec. 31, 1963

ALABAMA

Birmingham—WBMG, ch. 42, AP: 8.9 kw. VP: 16.6 kw.; owner: Winston-Salem Broadcasting; target date unknown.

Tuscumbia—WVNA-TV, ch. 47, AP: 110 kw. VP: 220 kw.; owner: E. H. Darby; target date unknown.

CALIFORNIA

Corona (Los Angeles)—KICB, ch. 52, AP: 95 kw. VP 190 kw.; owner: Kaiser Broadcasting target date unknown.

San Francisco—KBAY-TV, ch. 20, AP: 81.9 kw.; VP: 151 kw.; owner: Bay Tv; target date unknown.

San Francisco—KFOG-TV, ch. 44, AP: 7.5 kw. VP: 12.6 kw.; owner: Kaiser Broadcasting; target date unknown.

CONNECTICUT

New Haven—WELI-TV, ch. 59, AP: 10.2 kw. VP: 19.5 kw.; owner: Connecticut Radio; target date unknown.

ILLINOIS

Chicago—WOGO-TV, ch. 32, AP: 100 kw. VP: 200 kw.; owner: Television Chicago (Balaban Stations & Transcontinental Properties); target date unknown.

Chicago—WSNS, ch. 44, VP: 167 kw. owner: Essabess Tv Associates; target date unknown.

KENTUCKY

Ashland—WALN-TV, ch. 59, AP: 130 kw VP: 250 kw.; owner: Polan Industries; target date unknown.

Newport—WNOP-TV, ch. 74, AP: 8.7 kw. VP: 17.4 kw.; owner: Tri-City Broadcasting; target date unknown.

MARYLAND

Baltimore—WTLF, ch. 18, AP: 12.6 kw VP: 21.4 kw.; owner: United Broadcasting; target date unknown.

MASSACHUSETTS

Boston—WIHS-TV, ch. 38, AP: 123 kw. VP: 245 kw.; owner: Archdiocese of Boston; target date fall, 1954.

MICHIGAN

Detroit—WKBD, ch. 50, AP: 112.5 kw. VP: 225 kw.; owner: Kaiser Broadcasting; target date Jan. 1, 1965.

MISSISSIPPI

Jackson—WJAQ-TV, ch. 25, AP: 120 kw. VP: 240 kw.; owner: McLendon Telecasting; target date unknown.

NEW JERSEY

Linden (Newark)—WNJU-TV, ch. 47, AP: 100 kw. VP: 200 kw.; owner: New Jersey Tv Broadcasting; target date early 1965.

PENNSYLVANIA

Erie—WEPA-TV, ch. 66, AP: 97.7 kw. VP: 195 kw.; owner: WEPA-TV Inc.; target date unknown.

Philadelphia—WGTI, ch. 23, AP: 138 kw. VP: 276 kw.; owner: Bernard Rappaport; target date unknown.

Philadelphia—WIBF-TV, ch. 29, VP: 1150 kw.; owner: William L. Fox; target date unknown.

TEXAS

Austin—KVET-TV, ch. 24, AP: 9.3 kw. VP: 18.6 kw.; owner: Austin Broadcasting Co. target date unknown.

Austin—KXTN, ch. 67, VP: 77.5 kw.; owner: Texas Longhorn Broadcasting Corp.; target date unknown.

Dallas—KAEL, ch. 29, AP: 53.7 kw. VP: 107

kw owner Automated Electronics target date unknown

Nacogdoches—KTES ch 19 AP 9 12 kw VP 18.6 kw owner G P Soggins target date unknown

PUERTO RICO

San Juan—WTSJ ch 18, AP 100 kw VP 200 kw owner Antilles Broadcasting Corp target date August, 1964 (English language programming)

CPs granted by the FCC since Jan. 1, 1964

CALIFORNIA

San Diego ch 39 owner San Diego Telecasters target date unknown

Santa Rosa ch 50 owner Santa Rosa Enterprises target date unknown

DISTRICT OF COLUMBIA

Washington—WDCA TV ch 20 AP 300.1 kw VP 600.2 kw owner Capital Broadcasting target date unknown

FLORIDA

Jacksonville—WJKS-TV ch 36 AP 250 kw VP 500 kw owner Rust Craft Broadcasting target date unknown

NEW JERSEY

Burlington (Philadelphia) ch 41, owner Kaiser Broadcasting target date unknown

Wildwood—WCMC-TV ch 40, AP 14 kw VP 8 kw owner Francis J Matrangola target date unknown

PUERTO RICO

Mayaguez—WGMZ ch 16 owner Antilles Broadcasting Corp target date late 1964 (satellite of WTSJ San Juan)

Ponce—WPSJ, ch 14 owner Antilles Broadcasting Corp target date late 1964 (satellite of WTSJ San Juan)

1963 tv applications for new UHF stations still pending FCC action

ALABAMA

Birmingham ch 48 applicant Chapman Radio & Tv Co (owner of WCRT-AM-FM Birmingham)

Fairfield (Birmingham) ch 54 applicant Symphony Network Association

Huntsville—ch 19 applicant Smith Broadcasting Inc

Huntsville ch 19 applicant North Alabama Broadcasters (principal Charles F Grisham is vice president of WAPI-AM-FM-TV Birmingham)

Tuscaloosa—ch 45 applicant Television Broadcasting Circuits

CALIFORNIA

Fontana (Los Angeles) ch 40 applicant International Panorama Tv

Guasti (Los Angeles)—ch 40 applicant Broadcasting Service of America

Sacramento—ch 40 applicant Camellia City Telecasters

San Bernardino ch 44 applicant T. M. Chapel

San Francisco ch 26 applicant Auto-Ed Electronics

FLORIDA

Gainesville ch 20 applicant Patman Boat Broadcasters

Melbourne ch 37 applicant McEau Broadcasting (owner of WDFW-TV and WMEG Eau Claire Fla)

Miami ch 33 applicant Gem Broadcasting

Miami ch 33 applicant Supreme Broadcasting (owner of WJMR-AM-TV and WRCM-FM New Orleans and has interest in WORA-TV Mayaguez WFQM-FM and WKYN-San Juan and WVI-TV St. Croix VI)

GEORGIA

Atlanta ch 36 applicant Supreme Broadcasting (owner of WJRM-TV and WRCM-FM New Orleans, and has interest in WRA-TV Mayaguez WFQM-FM and WKYN-San Juan and WSVI-TV St. Croix VI)

ILLINOIS

Chicago ch 38 applicant Chicagoland Tv (50 percent principal Thomas L Davis is general manager of WAAF Chicago and has an interest in WBOV Terre Haute and WHUT Anderson Ind)

Chicago ch 38, applicant Kaiser Broadcasting (owner of KHVH-AM-TV Honolulu, KHJK-TV Hilo, KICB-TV Corona Los Angeles, KFOG-TV FM San Francisco and WKBD-TV Detroit)

Chicago ch 38, applicant Warner Bros Pictures

Springfield ch 26, applicant Midwest Tv (owner of WMBD-AM-FM-TV Peoria and WCIA-TV Champaign)

Springfield ch 26, applicant Springfield Telecasting (has interest in KVOR Colorado Springs, and KTUR Turlock)

INDIANA

Anderson ch 26 applicant B J Wheat

Indianapolis—ch 39 applicant American Tv & Public Information Service

KENTUCKY

Lexington ch 40 applicant Bluegrass Broadcasting (owner of WCM-AM-FM Ashland and WFKY Frankfort WVLK-AM-FM Lexington and WHOO-AM-FM Orlando)

LOUISIANA

Baton Rouge—ch 28 applicant J A Fortenberry (owner of WFFF-Columbia and WFOR-Hattiesburg Miss)

MARYLAND

Baltimore ch 72 applicant Erway Tv

MASSACHUSETTS

Boston ch 44 applicant Integrated Communications Systems

Boston ch 44 applicant Central Arts Broadcasting

MISSISSIPPI

Hattiesburg—ch 17 applicant New World Inc (owner of WFFF-Columbia and WFER-Hattiesburg Miss)

MISSOURI

St. Louis ch 44 applicant T. M. Chapel

NEW HAMPSHIRE

White Plains ch 26 applicant Auto-Ed Electronics

NEW JERSEY

Burlington—Philadelphia ch 41, applicant Kaiser Broadcasting (owner of KHVH-AM-TV Honolulu, KHJK-TV Hilo, KICB-TV Corona Los Angeles, KFOG-TV FM San Francisco and WKBD-TV Detroit)

Paterson ch 66 applicant Supreme Broadcasting (owner of WJMR-AM-TV and WRCM-FM New Orleans and has interest in WORA-TV Mayaguez WFQM-FM and WKYN-San Juan and WVI-TV St. Croix VI)

Paterson ch 66 applicant Supreme Broadcasting (owner of WJMR-AM-TV and WRCM-FM New Orleans, and has interest in WORA-TV Mayaguez WFQM-FM and WKYN-San Juan and WVI-TV St. Croix VI)

Paterson ch 66 applicant Supreme Broadcasting (owner of WJMR-AM-TV and WRCM-FM New Orleans, and has interest in WORA-TV Mayaguez WFQM-FM and WKYN-San Juan and WVI-TV St. Croix VI)

NEW YORK

Buffalo ch 7 applicant Long Island Video Tower (owner of WBLI-TV Long Island)

Buffalo ch 27 applicant Long Island Video Tower (owner of WBLI-TV Long Island)

Buffalo ch 29 applicant WEBR-TV (owner of WEBR-AM-FM Buffalo)

Buffalo ch 54 applicant PH-TV (owner of WJFM-TV Buffalo)

OHIO

Cleveland ch 19 applicant Cleveland Broadcasting (owner of WERE-AM-FM Cleveland, WLEW-AM-FM Sandusky and KFA-AM-FM Los Angeles)

Cleveland ch 65 applicant Cleveland Television (owner of WDBF-TV, Barberstown and KJBB-Houston)

Cleveland ch 65 applicant Cleveland Broadcasting

Cleveland ch 65 applicant Cleveland Broadcasting

Detroit ch 44 applicant T. M. Chapel (owner of WAKR-AM-FM-TV Detroit, WTVN-AM-FM-TV Columbus, WBR-AM-FM-TV Birmingham, WBYT-TV Lexington, WRAM-FM-TV, Buffalo, WAF-AM-FM-TV Kansas City and WJEP-TV Jacksonville Fla)

Detroit ch 44 applicant T. M. Chapel (owner of WAKR-AM-FM-TV Detroit, WTVN-AM-FM-TV Columbus, WBR-AM-FM-TV Birmingham, WBYT-TV Lexington, WRAM-FM-TV, Buffalo, WAF-AM-FM-TV Kansas City and WJEP-TV Jacksonville Fla)

Detroit ch 44 applicant T. M. Chapel (owner of WAKR-AM-FM-TV Detroit, WTVN-AM-FM-TV Columbus, WBR-AM-FM-TV Birmingham, WBYT-TV Lexington, WRAM-FM-TV, Buffalo, WAF-AM-FM-TV Kansas City and WJEP-TV Jacksonville Fla)

Lincoln ch 73 applicant Lincoln Broadcasting Co

Perth Amboy ch 44 applicant R L Birme

Trenton ch 19 applicant D H Television

Toledo ch 19 applicant Production Line (owner of WTVN-TV Columbus, KTH-TV Fremont, KNTX-TV Toledo, F. O. Jones-TV Toledo, Toledo Post-TV Toledo)

Toledo ch 19 applicant Production Line (owner of WTVN-TV Columbus, KTH-TV Fremont, KNTX-TV Toledo, F. O. Jones-TV Toledo, Toledo Post-TV Toledo)

OKLAHOMA

Lawton ch 17 applicant New World Inc (owner of WFFF-Columbia and WFER-Hattiesburg Miss)

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OREGON

Eugene—ch. 20, applicant: New Horizon Studios.

TENNESSEE

Kingsport—ch. 28, applicant: American Tv Service.

TEXAS

Austin—ch. 24, applicant: Austin Broadcasting (owner of KVET Austin).

El Paso—ch. 26, applicant: Southwestern Broadcasting.

Ft. Worth—ch. 20, applicant: Trinity Broadcasting (owner of KJIM-AM-FM Ft. Worth).

Ft. Worth—ch. 20, applicant: Warner Bros. Pictures.

Houston—ch. 29, applicant: Automated Electronics.

Houston—ch. 29, applicant: KXYZ, Inc. (owner of KXYZ-AM-FM Houston).

Houston—ch. 23, applicant: TVUE Associates (has interest in KARD Wichita, KCKT Gerat Bend, KGLD Garden City, KOMC McCook, and KRYS Corpus Christi)

Houston—ch. 23, applicant: United Artists Broadcasting.

Lubbock—ch. 20, applicant: Southwestern Broadcasting.

Odessa—ch. 24, applicant: Southwestern Broadcasting.

Victoria—ch. 19, applicant: Guadalupe Valley Telecasting.

Victoria—ch. 19, applicant: Victoria Tv.

Wichita Falls—ch. 22, applicant: R. B. Knight.

VIRGINIA

Charlottesville—ch. 64, applicant: Virginia Broadcasting.

Staunton—ch. 36, applicant; Shenandoah Valley Broadcasting (owner of WSVA-AM-FM-TV Harrisonburg; principal Evening Star Broadcasting is owner of WMAL-AM-FM-TV Washington).

WISCONSIN

Eau Claire—ch. 25, applicant: Chippewa Cable Co.

Applications for UHF stations filed with FCC since Jan. 1, 1964

ALABAMA

Anniston—ch. 70, applicant: Anniston Broadcasting Co.; owners of WHMA-AM-FM Anniston.

Anniston—ch. 70, applicant: Chapman Radio & Tv; owners of WCRT-AM-FM Birmingham.

Gadsden—ch. 37, applicant: Chapman Radio & Tv; owners of WCRT-AM-FM Birmingham.

Homewood (Birmingham)—ch. 54, applicant: Chapman Radio & Tv; owners of WCRT-AM FM Birmingham.

CALIFORNIA

Carmel—ch. 35, applicant: Carmel Broadcast-

ing; owners of KRML Carmel

Modesto—ch. 17, applicant: Redchester Broadcasting Co.; owners of KLOC Ceres, Calif.

San Diego—ch. 51, applicant: Jack O. Gross Broadcasting Co.

San Francisco—ch. 26, applicant: Tv San Francisco.

San Jose—ch. 48, applicant: Urban Tv Corp. Walnut Creek (Rheem)—ch. 26, applicant: Jerry Bassett, Inc.

FLORIDA

Clearwater—ch. 32, applicant: Bay Broadcasting Co.

Miami—ch. 44, applicant: Gateway Tv Corp.

ILLINOIS

Chicago—ch. 38, applicant: Field Communications Corp.

Freeport—ch. 23, applicant: Rock River Tv.

Springfield—ch. 36, applicant: WPFA Radio, Inc.; owners of WCVS Springfield.

LOUISIANA

New Orleans—ch. 26, applicant: Channel 26, Inc.; owners of WWOM New Orleans.

MARYLAND

Cumberland—ch. 17, applicant: Potomac Valley Tv.

MINNESOTA

Minneapolis—ch. 23, applicant: Associated Tv Corp.

Rochester—ch. 55, applicant: Cable, Inc.

Rochester—ch. 55, applicant: Rochester Telecasting Co.

St. Paul—ch. 23, applicant: Capitol City Tv Co.

NEW HAMPSHIRE

West Lebanon—ch. 49, applicant: Upper Valley Tv.

OHIO

Columbus—ch. 40, applicant; Farragut Tv Corp.; part owner of KMIN Grants Pass, N.M.

Port Clinton—ch. 31, applicant: Ohio Radio

PENNSYLVANIA

Erie—ch. 24, applicant: Jet Broadcasting, owner of WJET Erie.

TEXAS

Houston—ch. 29, applicant: Crest Broadcasting Co.

PUERTO RICO

Mayaguez—ch. 22, applicant: Electronic Enterprises.

Ponce—ch. 20, applicant: Electronic Enterprises.

San Juan—ch. 30, applicant; Electronic Enterprises.

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San Francisco — Sheraton Palace (EX 2-8500) In **Miami** — Sheraton Reservation Office (377-0275) Or contact District Sales Manager of any Sheraton Hotel or Motor Inn, coast to coast in U.S., in Hawaii, Canada, Jamaica, Puerto Rico, Venezuela, Nassau, Mexico, Israel.

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THE CHANGING SCENE

FC&B's First-Half Figures Show Substantial Increase

Financial reports continue to roll in — with Foote, Cone & Belding showing substantial increases in both gross and net income. Gross billings for the first half of 1964 totaled \$97.8 million, up from the 1963 first half level of \$76.9 million.

Net income for the agency was \$1,283,000 (75 cents per share) in the first six months, compared with \$973,000 (56 cents per share) in 1963.

FC&B billed \$85.4 million in radio and television combined in 1963 and ranked number eight in broadcast users. A total of \$61.3 million went into network tv and \$17.9 million into spot.

Robert F. Carney, chairman of the publicly owned FC&B, emphasized that although the agency expects volume and earnings for 1964 to be substantially above those for 1963, it is impossible to project firm annual earnings on the basis of operations for a six-month period only.

"The reason for this," he explained, "is that although advertising is not a seasonal business in

terms of products advertised, our income and the income of most agencies drop sharply during the third quarter because television volume drops appreciably during the summer and is not replaced by expenditures in other media."

Carney added: "In light of these aspects, the management anticipates that earnings for the second half of 1964 will be appreciably lower than those shown for the first half of 1964."

The FC&B chairman also reported additional ad assignments from two clients, plus the acquisition of three new clients: Hammond Organs, Booth Fisheries and Capitol Records.

Cox Broadcasting Joins Earnings Bandwagon

Still another broadcast group reports a substantial boost in revenues over 1963. The net income of Cox Broadcasting Corp. and its subsidiaries for the first half of 1964 was 34 percent greater than the previous year.

Consolidated net income for Cox,

which was just admitted to trading on the New York Stock Exchange, totaled \$1,477,140 (equal to 67 cents per share) for the first six months of 1964. Last year's figure was \$1,099,495 (or 55 cents per share).

Revenues for the first half were \$10,112,200 as compared with \$6,685,240 the previous year.

J. Leonard Reinsch, president of the broadcasting company, said the favorable earnings report reflects continued strength in the company's television and radio operations.

Cox Broadcasting owns and operates television and/or radio stations in Atlanta, Ga.; Dayton, Ohio; San Francisco-Oakland, Calif.; Charlotte, N.C., and Miami, Fla. Subsidiaries of the company own CATV systems in Pennsylvania, Oregon and Washington.

Clark Ups Ad Activity

D. L. Clark Co. has scheduled the largest tv advertising program in its history for the fall-winter quarter, according to Robert L. Carmichael, director of sales for the 77-year-old candy firm.

The company has programed a saturation schedule of one-minute and 20-second spots in 65 major markets beginning in early September. The spots, produced by Cascade, Hollywood, Calif., will stress the quick-energy and fun values of Clark candy bars. Most of the spots will run during after-school hours and on Saturdays.

The campaign will embrace both back-to-school and Halloween seasons as well as the fall and winter sports and recreation periods. Don Kemper Co., Chicago, is Clark's agency.

Golf Series Syndicated

Long-time tv sports show, *All-Star Golf*, will be available for syndication by Screen Entertainment Corp. This series of 39 one-hour programs, all of which are available in color, enjoyed a six-year run on NBC and ABC.

Commentator for the series is Jimmy Demaret, a three-time winner of golf's masters tournament prize. To sharpen competition, *All-Star Golf* awards the winner of each match a cash prize of \$2000, while the loser takes home \$1000.

RADIO RECORD CONTEST



Bob O'Connel, Kenyon & Eckhardt, won first prize in the recent WFIL Philadelphia Radio Record Contest in which timebuyers answered questions based on an LP sent by the Philadelphia station. Picking the winner is Ned Rogers (c) of Gray & Rogers, flanked by WFIL manager George Koehler (l) and commercial manager Lud Richards. Station drew 44 percent response from the national mailing.

No matter how you figure it:



With your heart . . . Consider that the objective of your United Fund or Community Chest is not just to raise money—but also to raise human hopes. That the objective is not simply to get a red line to the top of a cardboard thermometer, but to get people back on their feet. That the objective is really not to meet quotas, but to meet your responsibilities as a member of the community. It's this simple: the children you give health and hope to today could be the ones who will give vitality to your town and your firm—tomorrow.

PHOTO BY P. D. N.Y.



With your head . . . The United Way's once-a-year appeal supports the health, welfare and recreation services that make your community a better place to live, work and raise a family. It operates on business principles. Through regular audits of budgets and services by local citizens, current community needs are fulfilled, through planning, future needs are programmed. Help your company's standing in the community by your own leadership, a generous corporate gift and an employees' payroll payment plan.

Your company should give full support to this year's United Way Campaign!

THE CHANGING SCENE

Ad Agency Gals Wanted: 'Miss Sky Ride' Contest

Since there are so many pretty girls employed in the advertising agency-radio-tv industries, the operators of the Swiss Sky Ride at the World's Fair are making a special point of inviting these young ladies to enter the "Miss Sky Ride Contest" to represent this attraction in various promotional activities.

The winner receives cash and merchandise prizes, as well as an MGM screen talent interview. Girls are asked to send their picture to the contest, c/o Swiss Sky Ride, New York World's Fair, Flushing 52, N. Y.

Zenith Has Record Sales

Sales and earnings records were established by Zenith Radio Corp. for the second quarter and first half of 1964, announced Hugh Robertson, chairman, and Joseph S. Wright, president.

Net consolidated earnings for the six month period ending June 30, 1964, rose to an all-time high of \$8,895,000, or 96 cents a share, after taxes. This represented a 16 percent increase over 1963's level. Sales

were reported 8 percent ahead of the record previous six months.

Color television contributed to Zenith's record sales volume, with color television tube output at the Rauland Corp., a wholly-owned subsidiary, expanding. Other sales gains were reported in stereo FM, AM-FM radios and record players.

Philip Morris Posts Slight Earnings Drop

Despite record operating revenues, and in the face of profit gains by other cigaret companies, Philip Morris, Inc., reports a slight drop in net income for the second quarter of 1964.

Reason cited for the decline was neither the surgeon general's report on smoking nor proposed cancer-labeling legislation, but expenses involved in the introduction of new Philip Morris charcoal multifilter cigalets in plastic packs.

Second quarter net income for Philip Morris totaled \$5,660,000 as compared with \$5,847,000 the previous year. At the same time, operating revenues for the quarter jumped from \$148,164,000 to \$162,206,000.

First half figures show a profit of \$10,384,000 as compared with the slightly higher \$10,886,000 the previous year. Again, operating

PATRIOTISM PAYS



California Gov. Edmund (Pat) Brown holds first tickets to "Summer Spectacular" July 4 fireworks show in Sacramento. Shown with Gov. Brown is John Bayliss, general manager of KXOA-AM-FM, who co-sponsored the celebration with the Sacramento Junior Chamber of Commerce. The event included a mounted drill team, marching bands, a hootenanny sing and, of course, plenty of fireworks.

revenues were substantially higher, \$296,833,000 in the first half of this year as compared with \$297,715,000 the previous year.

In discussing the new product, Joseph F. Cullman, III, president of the firm, said consumer reaction was most encouraging. He also noted that June cigaret production was the highest in Philip Morris history.

Gillette Goes All Out Supporting World Series

The Gillette Safety Razor Co. is sparing neither the horses nor the promotional budget in its support of the "most valuable franchise in the world" — the World Series — this year. The company will spend more than \$4.9 million dollars on the project.

The budget, one of the largest the company has allocated for its 26-year-old world series promotion, covers the actual sponsorship of the series on NBC tv and radio, plus support on other Cavalcade of Sports programs, as well as on ABC's *Wagon Train* and Gillette's newest feature, NBC's *Wednesday Night Movies*.

"For 26 years, the World Series promotion has been Gillette's largest annual selling effort," said Thomas Casey, vice president in charge of sales. "Results from every campaign always have been impressive." He added that with the tremendous volume of advertising this

MERKEL TO SELL VIA DIXIELAND



Merkel Meats will be featured in a new series of Dixieland musical spots on metropolitan New York radio starting this month. Shown above at taping session, from left, Hilda Morse, radio programmer for Co-Ordinated Advertising agency; Sheldon Lokeitz of Merkel, Inc.; Darla Hood, the commercials' singing voice; Ralph Cummings, producer; Lewis Lanyi, account executive for Merkel at Co-Ordinated.

year, "we are confident that sales results will be among the greatest we have ever known for a World Series promotion."

The series begins Oct. 7.

Different Ad Techniques Bring Nearly Same Results

What kind of commercial pulls best? According to a six-month survey by the Schwerin Research Corp., "no technique has an inherent advantage riding with it."

Schwerin breaks down commercial approaches into four basic categories: the dramatized slice-of-life, straight sell, testimonials and the creative reserved for off-beat, unusual or highly imaginative tv spots).

Judging by the Schwerin study, all four approaches "turned in approximately the same proportion of winners, and none had a disproportion of losers."

One of the highlights of the survey was what appeared to be an increase in slice of life commercials. Nearly one-fourth of the total volume qualified in this category. Best guess at Schwerin is that five years ago, the dramatized variety of tv spots accounted only for about 10 percent of spots aired.

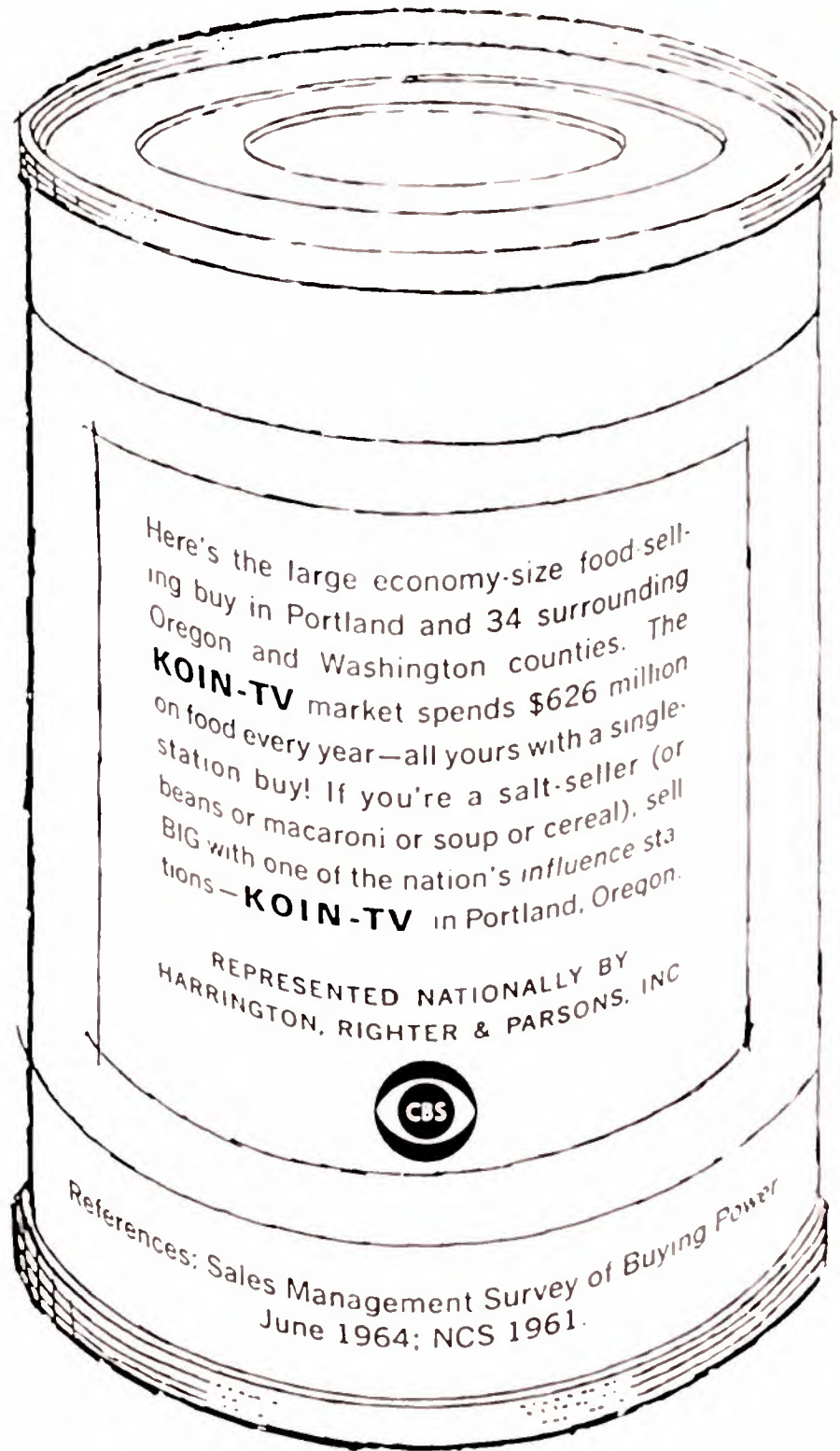
Straight sell, as might be expected, was the most-used technique by advertisers, with 60 percent of the volume. Creative commercials — despite their current status in ad circles — accounted for only 10 percent. And testimonials were lowest on the commercial totem pole with seven percent.

W. D. Lyon Changes Name

The W. D. Lyon Co. announces a change in its corporate name to Creswell, Munsell, Schubert & Zirbel, Inc. Agency has moved its quarters to the Merchants National Bank Building, Cedar Rapids, Iowa.

U.S. Borax Renews Death Valley Days 12th Time

Robert Stabler, executive producer, *Death Valley Days*, announced series renewal for 12th season by sponsor, U. S. Borax. Seven of the ten initial episodes will be filmed on location at Kanab, Utah, by Filmaster, Inc.



THE CHANGING SCENE

Hallmark Exhibits at Fair

One of the newest additions to the New York World's Fair is a triangle of arched panels surrounding a large revolving crown forming the Hallmark Cards exhibit. The Kansas City, Mo., greeting card firm's association with the world of art and its sponsorship of television's *Hallmark Hall of Fame* are represented in various illustrations on arched panels 18 feet high and seven feet long. An added feature is the voice of Hallmark's television announcer, Lee Vines, in a recorded narration citing the values of teaching the habit of exchanging greeting cards to children. Hallmark's exhibit is in the Missouri Pavilion.

NBC Film Sales Mount

NBC Film sales for the first two quarters of 1964 have been substantially ahead of the same period in 1963, with more than 7500 hours of programming already on the books, announced Morris Rittenberg, president of NBC Films, Inc.

The final figure of NBC Films programs sold to stations during the first half of 1964 is expected

to be over 15 percent above the same period last year. The biggest seller has been the half-hour comedy series, *Car 54, Where Are You?* which went into syndication in January and has been sold in 27 markets. *The Richard Boone Show*, which is now in syndication, recorded its first sales to five tv stations. *Astro Boy*, animated children's series, has been sold in seven more markets during the second quarter.

Broadcasters Have Niche In Hollywood Museum

Among five new members elected to the board of directors of the Hollywood Museum were broadcasting executives from the New York area — James T. Aubrey and Arthur Hull Hayes, presidents of CBS Television and Radio divisions, and Paul Morency, president, WTIC - AM - FM - TV Hartford, Conn.

Local directors elected were Charles A. Palmer, executive producer, Parthenon Pictures, and Harold C. McClellan, chairman of the board, Old Colony Paint & Chemical Co. Their election raised the total board membership to 41, representing all segments of the audio and visual arts.

10,000TH NEWSCAST



Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver, presents a silver dish to Mrs. Jane C. Little during banquet celebrating 10,000 consecutive newscasts sponsored by Cottrell's Clothing Store. Mrs. Little is the daughter of George C. Cottrell, store founder. Store marked also 33 years of advertising on KLZ Radio.

ABC International New Rep for Arab Film

ABC International has been appointed exclusive purchasing representative in obtaining films for Cinetel International Registered Trust, Geneva, for United Arab Republic Television.

Under contract terms, producers of specified tv programs that go into previously inaccessible Arab markets will receive their royalties in advance. ABC International has arranged for the purchase of 1000 hours of tv programs, including *Peter Gunn*, *Tab Hunter* and *Lassie*.

In the past, American tv products were denied access to such Arab markets as Sudan, Katar, El Dabuie and Tripoli. Now through option arrangements with distributors, these markets will be open. ABC International already serves, through TelcOrient of Lebanon, Kuwait, Iraq and Syria.

New Betty Crocker Mixes To Use Network Television

General Mills' new Betty Crocker Washington Square Cherry Fudge cake and frosting mixes will begin advertising September 20 on daytime NBC and CBS television news programs. Both mixes combine a chocolate flavor with a hint of cherry flavor. Advertising is handled through Needham, Louis and Brorby.

CANADIAN AGENCY ON FOOTBALL KICK



Television rights for the 1965-66 Big Four league games of the Eastern Football Conference were purchased by Bouchard, Champagne, Pelletier, Limitée advertising agency for nearly one million dollars for the two-year contract. Happy signers are: Jacques Bouchard (l), president of BCP, Jean-Paul Champagne and Pierre Pelletier, both vice presidents of the agency. Champagne's football is well-autographed by officers of the E. F. C. and the agency.

JOE REID GETS SENDOFF AT CBS



CBS brass gave retiring Joe Reid the kind of sendoff reserved for 33 year veterans. Starting as an account executive for CBS radio in 1931, Reid left WCBS-AM-FM New York last week as coordinator of national sales and merchandising director. Attending the reception were Arthur Hull Hayes, president of CBS Radio, Mrs. Reid, Frank Stanton, president of CBS, and Ralph W. Goshen, vice president of CBS and general manager of WCBS radio.

AI and Singer Produce Cartoon Series for Tv

Long term contract for production of several animated color cartoon series for television has been set by American International Television with Sam Singers Productions, AI announced.

The first project comprises 130

five-minute cartoons, titled "Sinbad Junior" and planned for five-a-week scheduling. It features a young teenager who has a magic belt which enables him to travel through time and perform amazing feats. This project will be produced by Sam Singer, veteran animator and producer.

DODGE BOYS GET AROUND IN PITTSBURGH



Karl Hardman (1), president of Hardman Associates, Pittsburgh production studio, delivers recordings of "The Dodge Boys — Summertime Series" radio commercials, created and produced by the firm, to Ken Heatherly, Dodge regional manager, while assistant regional manager Ray Skillington and BBDO account executive Elmer Schaefer look on. In background are Frank Doak, Hardman sales vice president, and Marilyn Eastman, head of Hardman commercial department. Hardman has inaugurated delivery service, using 1937 V-12 packard for promotion.

CBC Sells 26 Dramas To Australian Stations

CBC recently concluded its first sale to independent stations in Australia, when 26 one-hour dramas were bought by TCN-TV Sydney and GTV-TV Melbourne. Sale of dramas from CBC's Playdates series was negotiated through Global Television Services, Ltd.

The Canadian productions will be seen weekly on the two Australian stations in prime time. The CBC previously made several major sales to the non-commercial network operated by the Australian Broadcasting Commission.

Humble Sponsors Repeat Of Grant and Lee on Tv

Two Civil War portraits — *U.S. Grant, an Improbable Hero* and *Lee, the Virginian* — will be repeated as a full-hour double bill on NBC-TV Sept. 1 (10-11 p.m. EDT). Sponsor will be the Humble Oil & Refining Co. through its agency, McCann-Erickson of Houston.

The portraits, both produced by NBC special projects, were first telecast during the 1961-62 season as separate half-hour shows. The late Thomas Mitchell narrates both programs.

Carling Adopts Rip Cap

The Carling Brewing Co. has adopted Rip Cap for its Black Label 12-ounce bottles. Marketed by Carling under the name Tab Cap, the new bottle package is being supported by concentrated radio and television advertising in the initial marketing area of Maryland and Washington, D.C.

The cap is manufactured by American Flange & Manufacturing Co.

Purex Sponsors 'Letters From Viet Nam' on ABC

Letters from Viet Nam, a special documentary about the precarious existence of American helicopter pilots in Saigon, will be presented by the Purex corporation Sept. 10, 9:30-10:30 p.m. (EDT) on ABC-TV.

Produced by Robert Drew Associates and shot earlier this year

DOG SWEEPSTAKES



Announcement of Purina's Santa Dog Sweepstakes will begin Sept. 7 on Purina network television programs. The sweepstakes, to be entered by dogs only, will offer 10 grand prizes, ranging from a Lincoln Continental automobile to a dog bed stuffed with \$5000 in cash.

under hazardous conditions, the program is the first of two specials in a series called "The Daring American" to be sponsored by Purex.

Agency for Purex is the Edward H. Weiss Co. Later this season it will present seven Dinah Shore specials on ABC-TV. The company daily sponsors *Purex Presents Lisa Howard* and *News With the Women's Touch* as well as Miss Howard's political specials.

Few Flunk FCC Third Class Test; NAB Credited

The National Assn. of Broadcasters, through its study guide, has been credited with the success of the FCC's recent examinations for third-class radio engineering licenses. According to the FCC, this was the highest percentage of passing grades in the history of administering commercial license exams. NAB was also instrumental in obtaining 100 additional examination centers around the country so that applicants could more easily take the tests. Because of an FCC edict, more than 20,000 holders of restricted permits were required to obtain the third class license.

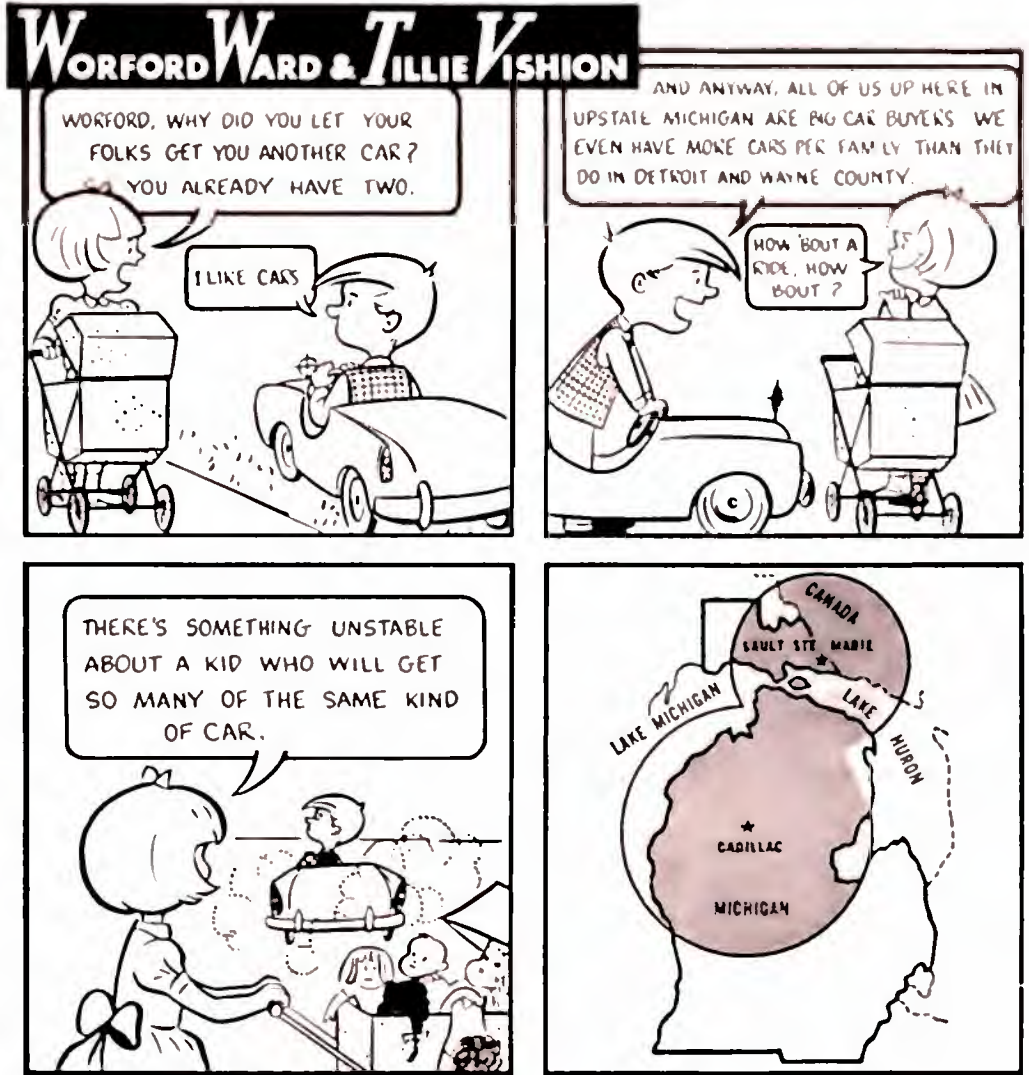
Young Gets Youngstown

WYTV Youngstown, Ohio, has been sold, subject to FCC approval, to Adam Young, Inc., station representative firm. Seller is CIC, of which Lazar Emanuel is president. Sale price was given as \$1,500,000 through Edwin Tornberg & Co., brokers. CIC recently sold WME-FM Newark to United Broadcasting (see SPONSOR, July 27, p. 47). With the sale of WYTV, channel 33, its holdings have been reduced to WJRZ-AM Newark. This was

the first broadcast acquisition by the Young firm.

Admen Get Preview Of Fall Tv Schedule

As guests of KHF-TV Los Angeles, 400 agency/advertiser executives attended a review of the station's fall program schedule, titled "The Making of a Precedent." The review was a videotaped presentation of new and successful older shows.



BIG MARKET—BIG OPPORTUNITY

Upstate Michigan, dear reader, is the greatest "new" opportunity in the U.S.

Take autos and automotive products for example:

—There are actually more cars per household in the 39 counties that make up WWTV/WWUP-TV's viewing area than in Detroit and Wayne County (1.35 vs. 1.26).

Regardless of your product or service, the nearly MILLION people of Upstate Michigan represent a big market to you. Annual retail sales, nearly a BILLION dollars.

Consult your publishers and distributors in this important, growing area as to the influence of WWTV/WWUP-TV in these 39 counties—or ask Avery Knodel for the whole story.

The Folger Stations

RADIO
WJLB SAULT STE. MARIE
WJLB GRAND RAPIDS
WJLB GRAND RAPIDS
WJLB GRAND RAPIDS
WJLB GRAND RAPIDS

TELEVISION
WJLB-TV GRAND RAPIDS-SAULT STE. MARIE
WWTV/CADILLAC TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KSNB-TV LINCOLN, NEBRASKA
KSNB-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
ANTENNA 1000 & A.T. / ANTENNA 1200 & A.T.
CBS • ABC / CBS • ABC

Avery Knodel Inc. Exclusive National Representatives

Smith: AFA Consultant

Shirley D. Smith has joined the executive staff of the Advertising Federation of America as a consultant on public relations and membership, announced Mark F. Cooper, president. Smith, a native of Jamestown, N. Y., headed his own consulting firm in Memphis for 13 years.

Cooper said that Smith's appointment was part of a stepped-up program of activity on the part of AFA in the interest of advertising in general. It counts among its supporting members major advertisers, advertising agencies and media.

New York Ad Strategy Sparks Sales for Piel

Crediting new advertising strategy, strong promotion and bold packaging concepts, Thomas Hawkes, president of Piel Bros., reports a sharp boost in sales for the first six months of 1964.

Sales in this period were 12.2 percent ahead of 1963, while total package sales for June surpassed any month in Piel's history. Sales for June, 1964, were 23.4 percent higher than the previous year.

Among the factors sparking the

rising sales curve in June was the introduction of new approach to the Piel's tv campaign. The spots use a close-up interview technique featuring columnist Jimmy Breslin as the Piel's honest beer emcee. Breslin's guests on the spots include such personalities as Bill Hartack, Walt Kelly, Rocky Marciano and Mickey Spillane. Sixty-five percent of the budget goes to spot tv, while 10 percent is on radio.

Rate Increases Announced

New hourly network rates for two NBC affiliates have been announced, effective Feb. 1, 1965. KFSA-TV Ft. Smith, Ark., increases from \$225 to \$275, while WJHG-TV Panama City, Fla., goes from \$200 to \$225.

'Rifleman' Runs Bought

Thirteen stations have bought two additional runs of the 'Rifleman' series, reports Four Star Distribution Corp. Series was originally released for two runs by Four Star in March, 1963. So far, the series has been sold in 125 markets.

The half-hour series is made up of 168 episodes and when programmed five times a week the original two runs can be played off in 67 weeks. Most stations report scheduling it from twice a week to six times per week.

Rubin Heads New Tv Firm

A new personal management and television packaging firm has been established by Dick Rubin, who resigned as vice president in charge of television talent for General Artists Corp. The new company, with headquarters in New York, is Dick Rubin, Ltd.

Brach Debuts in Net Tv

The first network television advertising campaign in the history of E. J. Brach & Sons for Brach Candy has been scheduled for ABC-TV daytime. Brach has bought time in four shows — *The Price is Right*, *The Tennessee Ernie Ford Show*, *Get the Message* and *Queen for a Day*.

The agency handling the campaign, which begins in September, is Post-Keyes-Gardner, Chicago.

Mickey Mouse Nudges 100

Addition of four markets in the *Mickey Mouse Club* has brought distribution of this Disney syndication close to the point where 100 stations will be televising this five-day-a-week program during the 1964-65 season, announced Irving H. Ludwig, president, Disney distribution.

Newest stations are WHEN-TV Syracuse, KOB-TV Albuquerque, WLBZ-TV Bangor and KROC-TV Rochester, Minn.

New Signers, Renewals Add Up for Mutual

Thirteen national advertisers have signed sponsorship agreements with the Mutual Broadcasting System recently. This business, plus renewal contracts, brings to 48 the number of advertisers using Mutual in 1964 — an 11 percent increase over the same period of last year.

Newly signed clients are: American Express (Ogilvy, Benson & Mather), American Motors (Geyer, Morey & Ballard), Bristol-Myers (Young & Rubicam), Campbell Beans (Necdham, Louis & Brorby), Curtis Publishing (BBDO), General Motors-Frigidaire (DFS), Hartford Insurance (McCann - Marschalk), Monroe Auto Equipment Co. (Aitkin-Kynett, Philadelphia), P. Lorillard-Kent (Lennen & Newell), Pepsi Cola (BBDO), Quaker State Oil

KELLOGG'S 'OCTUPLETS' SECRET BARED



Mystery of the octuplet beauties was solved in Hollywood when Hanna-Barbera revealed how it produced eight look-alikes for Kellogg's 60-second Variety-Pak commercial. Employing twins Betty and Barbara Beall (fifth and sixth from left, effect was achieved with six additional models wearing plastic life-masks of Betty Beall.

enyon & Eckhardt) and Schick safety Razor Co. (Compton, Los Angeles).

These sponsors will advertise their products on Mutual's daily newscasts, sports programs and on *The World Today*.

Detroit Marathon Stations Fill Tv Listing Void

Marathon Oil Co., Findlay, Ohio, has begun distribution of free program listings of tv stations during the Detroit newspaper strike. With the strike continuing, and *Tv Guide* unable to increase its print run for some six or seven weeks, the company and its advertising agency, Campbell-Ewald, decided to distribute the listing as a public service through all Detroit-area Marathon stations. Distribution of 100,000 copies through 254 stations was completed July 26.

The availability of the listings has been announced on Marathon sponsored Detroit Tiger baseball games, spot commercials and news shows on both radio and tv. Signs have been set up at all the Marathon stations reading "Free Tv Listings Here." Marathon plans to distribute the program listing each Saturday as long as the strike continues.

NBC To Telecast Comedy

"The Magnificent Montagues," comedy created by Nat Hiken and starring Myrna Loy, Dennis King and Pert Kelton, will be telecast on NBC Aug. 16 at 8:30 p.m. (EDT) during the time spot of *Grindl*, which will resume its repeat schedule Aug. 23.

The comedy, which Hiken wrote, produced and directed, will be sponsored by Proctor & Gamble, sponsor of *Grindl* through Leo Burnett Co., its advertising agency.

CBS Radio Will Carry Soap Box Derby Aug. 15

CBS radio announced its coverage of the 27th annual Soap Box Derby, Aug. 15, 4:45-5 p.m. (EDT) from Akron, Ohio. CBS news correspondent Allan Jackson will announce the event, which is to be sponsored by the Chevrolet Division of General Motors through Campbell-Ewald.

BUYERS TREATED TO FALL PREVIEW



Three San Francisco timebuyers who were among 300 advertising and press members at KGO-TV's "Preview Revue," announcing the new fall shows on ABC-TV, are (l to r) Eleanor Nelson, timebuyer for Japan Air Lines, KGO-TV general sales manager Russ Coughlan, Kay Blackburn, F & P Foods and Beverly Krikac for Gallo Wines. Station also announced an all night policy on Fridays, with addition of "All Night Movies," 2 15 to 8 a.m. Saturday mornings, and sponsored by Mercury dealer Gil Hile.

GE and AMF Join in Ads

An integrated sales promotion and advertising campaign between two unrelated companies—General Electric and American Machinery and Foundry — has been announced. The tie-in program, to run in September and October, is based on the premise that use of GE appliances creates leisure time for women — and AMF has been a leader in making bowling a significant leisure-time activity for women.

The joint promotion was conceived by Peter Theg, vice president of CCM Inc., Stamford, Conn., and will be handled by this sales promotion company. General Electric and its dealers will spend \$250,000 in national, local and in-store advertising. Local spot radio and television will be among the media used.

Triangle Program Sales Adds Offices, Salesmen

Triangle Program Sales, syndication arm of Triangle Broadcasting, will establish regional offices in Los Angeles, Chicago, Philadelphia and Baltimore, announced Roger W. Clipp, president. Edward H. Benedict, director of sales, has been named to head Triangle Program Sales, with Clyde R. Spitzner, gen-

eral sales manager, as overall supervisor. A number of sales representatives will shortly be added to the various regional offices, Clipp added.

Triangle is engaged in a variety of types of syndication, with daily programming for AM and FM stations, tv feature films and a special network for auto races. Triangle stations are WFLA-AM-FM-TV Philadelphia, WNHG-AM-FM-TV New Haven, WNEB-AM-FM-TV Binghamton, N.Y., WFBG-AM-FM-TV Altoona, Pa., KIRE-AM-FM-TV Fresno and WYH-TV Lancaster-Lebanon, Pa.

WRCB-TV
CHATTANOOGA
dominant in the
dynamo
of dixie
A **R** RUST CRAFT
STATION

CBS Analyzes Network Radio Advertisers

A special study of radio network advertisers in 1963 has been released by CBS. A total of 204 different sponsors were represented on the four radio networks, of which 110 were on CBS Radio, with 39 as exclusive CBS advertisers, reported Arthur Hull Hayes, CBS Radio president. Hayes noted that these 110 advertisers compared with 65 accounts on the network's pre-tv schedule in 1948.

On a dollar volume basis 20.4 percent was in "food and beverages," 22.7 percent in "drugs, toilet goods, cosmetics" and 12 percent in "automotive and accessories," compared with respective 1948 percentages of 24, 28 and 4.7. A greater diversity of accounts was noted in the 1963 survey than was true in 1948.

UA Series Overseas

United Artists' television program, *The Outer Limits*, now on ABC, has been sold in 20 foreign markets to date, announced Herbert R. Banquer, vice president in charge of foreign operations.

Series has been purchased in Australia, Japan, Okinawa, Philippines, Thailand, Lebanon, United Kingdom, Argentina, Uruguay, Brazil, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Puerto Rico and Venezuela. It has been renewed by ABC on Saturdays at 7:30 p.m.

WRDW-TV
AUGUSTA
where the action is!
A Rust Craft Station

MEET QUAKER CITY'S NEW AGENCY



A new approach to the advertising and marketing of Quaker City Chocolate & Confectionery Co. takes place this fall, according to Melvin Helitzer, left, president of Helitzer, Waring & Wayne, Inc., New York, new agency for Quaker City. Also on hand: Edward Libov, account executive; Lester Roskam, Jr., president of Quaker City; Saul Waring, HW&W account supervisor.

New Jersey AM-FM Moves

WCTC-AM-FM New Brunswick, N. J., has announced plans to move its studios and offices from New Brunswick to East Brunswick. New location will be more convenient for serving listeners and advertisers, according to Anthony Marano, assistant station manager. There will be more space for the station's staff, which has grown from 14 to 40 since 1946, as well as for future expansion.

WCTC operates fulltime with 1000 watts days and 250 watts nights on 1450 kc. WCTC-FM has 1000 watts on 98.3 megacycles.

Agency Appoints

Sullivan, Stauffer, Colwell & Bayles, Inc. named advertising agency for Half and Half cigarettes, which begins a large-scale national advertising campaign within the month. SSC&B also handles Pall Mall cigarets of the American Tobacco Co. Gardner Advertising has been named agency for Montclair cigarettes, replacing SSC&B. Gardner continues as agency for Carlton cigarettes and American's cigar brands. BBDO is the agency for Tareyton and Lucky Strike cigarettes.

Ralph Schiff and Partners, Inc., Boston, named ad agency by the

J. C. Best Carpet Stores to launch their new campaign, which will involve complete New England and radio coverage to start before fall. Agency will also handle advertising and marketing of International Industries' new Safety "Reminder" Switch for use with automobile seat belts.

Fuller & Smith & Ross, Los Angeles, retained by J. Briskin Product Development for its new product, Satin Mist Bath Oil, now being introduced in the Los Angeles area. . . . Whitehall Laboratories named West, Weir & Bartlett Inc. for its Duragard cold capsules.

Batten, Barton, Durstine & Osborn appointed agency for a corporate advertising program for Minnesota Mining and Manufacturing. Television will be medium used for this effort. BBDO also is the agency for 3M's electrical products, coated abrasives and international divisions, as well as National Advertising Co. and Mutual Broadcasting System, 3M subsidiaries.

Programatic Broadcasting Service named Jameson Advertising Inc. to handle its advertising. A new trade campaign, planned to begin next month, will promote the company's O-Vation music and its automatic, integrated programming system for AM and FM stations.

SPONSOR SPOTLIGHT

ADVERTISERS

Dr. John A. Cella and **Marshall Sorkin** promoted to research directors of the proprietary and pharmaceutical domestic division and the toiletries domestic division, respectively, of Alberto-Culver. Dr. Cella has been with Alberto-Culver two years, after having lectured in chemistry at DePaul and Loyola universities. Sorkin, a member of the American Chemical Society, has been with Alberto-Culver three years.

John L. Kelly named advertising manager, apparel and home-furnishings for American Viscose Div., FMC Corporation, New York. Kelly has been in the textile business since 1951.

Marc J. Parsons promoted to executive assistant to the president of Philco Corp., and **Richard L. Young, Jr.**, to director of public relations. Parsons replaces **Joseph I. Gillies**, who is retiring. Parsons had been director of public relations. Young has been assistant director of public relations since 1962.

Robert R. Owen, former regional manager for Ampex Corp., has been named national sales manager.

Bernhardt Denmark appointed vice president-marketing of International Latex Corp. He joined the company in 1949 and was most recently vice president and general manager of the family products division.

L. Robert Peterson named regional sales manager of the household products division of Johnson's Wax. Peterson, former product manager for shoe polishes and air fresheners, replaces **Harold L. Tubman**, recently named household products sales manager. **Nelson N. Parker** was named to the new post of sales development manager; he was Chicago district manager.

Albin W. Proudfoot named assistant general sales manager, Best Foods Div., Corn Products Co. **Don E. Bachman** promoted to manager of household products, position vacated by Proudfoot. Bachman has been a San Francisco district manager since 1962.

John J. Keenan has been named divisional sales manager of Grocery Store Products Co., succeeding **Ernest Lundell**, promoted to vice president in charge of advertising and merchandising. Keenan joined the company in 1957 as a salesman in Albany, N.Y.

AGENCIES

Sam Tarricone, vice president and assistant media director at Doherty, Clifford, Steers & Shenfield, promoted to media director.

Vivian Sutlin and **James Miller** named vice presidents at North Advertising. Miss Sutlin recently joined North after several years at Grey and Young & Rubicam. Miller, account director at the agency, came to the firm in 1962 from Reach McClinton.

James Kliebhan named account executive at Connor Sager Associates, Aurora, Ill.

Charles Heinrich named account executive at Doyle Dane Bernbach, Chicago. He was formerly with Edward H. Weiss & Co.

W. Raymond Wingfield joined Clinton T. Frank, Inc. as an account executive. He was two years with Needham, Louis & Brorby and, previously, copy chief in the Chicago office of Reach, McClinton.

Donald L. Daigh joined the copy department of N. W. Ayer & Son. He was previously a tv writer and producer with D'Arcy Advertising.

Wendell Eastling named account manager at Knox Reeves Advertising, Minneapolis. He has been media director for the past two years.

John Singleton promoted to director of client service, Tatham-Laird, Chicago. He has been with the agency for 10 years and was formerly manager of the media department.

Perry L. Brand joined Griswold-Eshleman as vice president and chairman of the plans board. He joins Griswold-Eshleman, Chicago, from the Polaris Corp. where he was vice president.

Joseph P. Cuff elected executive vice president of Robert E. Eastman Co. Cuff is a charter member of the six-year-old rep firm and has been vice president in charge of sales since 1963.

Leslie Silvas, formerly vice president of creative planning at Warwick & Legler, appointed vice president and creative director of Carson Roberts, Los Angeles.



Robert R. Owen



Bernhardt Denmark



Sam Tarricone



Vivian Sutlin



James Miller



Leslie Silvas

SPONSOR SPOTLIGHT

James S. Williams joined Compton Advertising as account executive on Desitin powder, ointment and lotion. He was an account executive at BBDO.

M. M. Craig Spits, western manager for Pritchard, Wood, Inc., San Francisco, elected a vice president of the agency.

Jack Gold joined the New York office of Foote, Cone & Belding as a group manager in the research department. He had been director of research of Rayette, Inc. and market research manager of the Mennen Co.

Charles T. Young joined Ketchum, MacLeod & Grove as vice president and associate manager of the New York office. He comes from Young & Rubicam, where he had been for 14 years, the last five as a vice president and account group supervisor.

Peggy L. Prag named vice president of Johnstone, Inc. Miss Prag, copy chief, came to Johnstone in 1963 from BBDO.

Charles Culp named copy chief at Lavenson Bureau of Advertising, Philadelphia. He had been a member of the LBA creative department three years.

Paul L. Tuteur joined the marketing staff of MacManus, John & Adams, Chicago. He was formerly with Simoniz Co.

Allan Clamage named account executive at W. B. Doner & Co., Detroit. He was previously with Grant Advertising and Brooke, Smith, French and Dorrance.

Fred Bernard named vice president of Symonds, Drimilla & Co., Chicago. He was formerly account executive at Kreieker & Meloan.

William C. Pullman named account supervisor and **Robert D. MacDonald** and **William E. York, Jr.**, named account executives at Needham, Louis and Brorby. Pull-

man was formerly an account executive and MacDonald an assistant account executive. York joined the agency after nine years with Maxon, Inc.

Patricia Dacy appointed personnel director and office manager at Carson/Roberts, Los Angeles. Mrs. Dacy was previously with W. B. Avery & Associates, Chouinard Art Institute and the Ford Foundation.

Robert Nelson joined Bronner & Hass, Chicago, as copywriter. He was formerly with Erwin Wasey, Ruthrauff & Ryan.

Kenneth E. Lane joined the media staff of Leo Burnett Co. He was previously vice president and media director of MacFarland, Aveyard & Co.

Donald E. McClintock joined North Advertising's publicity and station relations section. He was formerly director of public relations for U.S. Bowling Lanes, Inc., and director of the Mass Media Center, University of Chicago.

Carl Peterson joined the copy staff of Garfield-Linn and Co., Chicago.

Irwin M. Barnett named account executive at Tatham-Laird, New York. Prior to joining the firm he was advertising manager at Ziff-Davis Publishing and at *Esquire* magazine.

Paul M. Visser, vice president of Gardner Advertising, elected to the agency's board of directors. He joined Gardner in 1953 as an account executive.

Charles Lee Hutchins appointed vice president-creative director of Wade Advertising, Los Angeles. He was formerly copy director at Young & Rubicam and has held posts at agencies in New York, London and Toronto.

Ronald S. Klein appointed tv-radio producer at Edward H. Weiss & Co., Chicago.

David C. Viall named account executive for Fensholt Advertising Agency, Chicago.

Edward R. Pietras joined North Advertising, Chicago, as a radio tv producer. He was production supervisor for household, drug and toiletry products at Procter & Gamble Co. of Canada.

Robert Zane Smith joined the copy department of Kelly, Nason Inc. as a senior writer. He had similar position at Grey Advertising.

Lester Loeb, who was general manager of Byrde, Richard & Pound for seven years, has returned to that New York agency in the same capacity.

Leo W. Flanagan joined the staff of Bozell & Jacobs, Inc., Chicago. He was formerly with the Illinois Bell Telephone Co.

Eugene J. McCarthy named vice president-director of media planning at McCann-Erickson, Los Angeles. He joined the agency in 1961 after nine years at Young & Rubicam.

Robert P. Gray, president of O'Grady-Anderson-Gray, to join D'Arcy Advertising's Chicago office as account supervisor.

Jack Howard joined the Los Angeles office of D. P. Brother & Co. as production coordinator for broadcast advertising.

John M. Keil joined the New York office of Dancer-Fitzgerald-Sample as a copy supervisor. He was formerly with Needham & Grohmann and was also with Wendell P. Colton.

Rita Venn appointed media manager at the New York office of the Rumrill Co. Miss Venn joined the firm in January from Doherty, Clifford, Steers and Shenfield.

Richard Stansfield named account executive of Griswold-Eshleman. He was formerly with Waldie & Briggs.

TIME/Buying and Selling

Alfred M. Masini, group sales manager, and **William H. Steese**, promotion manager-radio division.

named vice presidents of Edward Petry & Co. Masini joined Petry in 1957 as an account executive. Steese began with the firm in 1950 as research director of the radio promotion department.

Richard M. Delaney joined the radio sales staff of Advertising Time Sales. He was formerly a spot broadcast buyer with Ogilvy, Benson & Mather.

TV MEDIA

Wendell Dodds appointed sales coordinator, KIHJ-TV Los Angeles. Dodds has had similar positions at KABC-TV and at Metromedia's Sacramento station, KOVR-TV.

Joe Dawson, sales presentation writer for the Jefferson Standard Broadcasting Co., named promotion manager of WBTW Florence, S.C.

William T. Knight, Jr., former president of Savannah Broadcasting Co., elected chairman of the board of directors. **F. Schley Knight** has been named president of the company.

Frank J. Haney named chief video facilities engineer for ABC. He joined ABC in 1962 as senior staff engineer.

I. Martin Pompadur promoted to director of sales contracts and **Alan R. Morris** to director of program business affairs for the ABC legal department. Both have been attorneys with ABC since 1961. Appointed assistant director of sales contracts was **Donal Flynn**, who has been with ABC since 1959.

RADIO MEDIA

Hal Meyer, sales manager of WABR Orlando and prior to that sales manager at WBRD Bradenton, Fla., joined WGTO Cypress Gardens, Fla. as an account executive at large.

Joe Brooks named public relations director WNEW-AM-FM New York. He was assistant to the vice president of public relations at Metromedia's corporate headquarters.



Ray H. Rosenblum



Nick Corvelo

Ray H. Rosenblum named general sales manager and **Nick Corvelo**, local sales manager of WKPA-AM and WYDD-FM New Kensington, Pa. Rosenblum had been commercial manager of WJIG Massillon, Ohio, seven years. Corvelo, with WKPA for five years, had been commercial manager for WBOY-AM-TV Clarksburg, W. Va.

Ray Holtz named chief engineer of KPXN San Francisco, replacing **Ben Wolfe**, who was named national engineering manager, Westinghouse Broadcasting Co., New York. Holtz joined KSFO in 1947 and, in 1948, moved to KPXN to aid in construction of the station. **Reginald Bisgrove** named assistant station auditor, making move from CBS-TV.

Leslie Goldberg joined sales staff of WVOX-AM-FM New Rochelle, N.Y.

Phillip W. Trammel appointed general manager WJGY Minneapolis, succeeding **Richard H. Harris**, who resigned to assume a similar position with WBZ-AM-FM Boston. Trammel had been sales manager of KOMA Oklahoma City.

Sy Levy appointed general sales manager and **Dave Binder** named assistant sales manager at WJRZ Newark. **Louis Warren** named production manager.



Phillip W. Trammel



Sy Levy

SYNDICATION & SERVICES

Leo Silber has rejoined Official Films and will again serve as house counsel, following two years in private law practice.

Clifton W. Houseley joined the market research firm of Marplan as a consultant on travel research. He has been an economist with the U. S. Tariff Commission.

Charles E. Thomas named vice president of Sindlinger & Co., Norwood, Pa. Thomas will headquarter in the firm's new Detroit office. He was director of research of the J. Walter Thompson agency in Detroit.

Lou Selener appointed sales director for F-F Productions, New York. He had been with Farkas Film, Inc. and Grey Advertising.

Enid Gottlieb joined Schwerin Research Corp. as a writer-analyst in the client service department. She was a consumer research analyst with the Macfadden-Bartell Corp. Prior to that she was an editorial and research assistant with the Jewish Family Service and a research writer for the American Management Assn.

Richard Carlton and **Renville H. McManis** elected vice presidents of Trans-Lux Corp. Carlton is presently vice president-general sales manager.

Phil Williams joined the special projects division of United Artists Television, Inc. He formerly was associated with Time, Inc. Appointed an account executive for the New York office was **Eugene J. Hynes, Jr.** He had been an account executive for WCBS-AM-FM New York.



Phil Williams



Eugene Hynes

CALENDAR

AUGUST

South Carolina Broadcasters Assn., summer convention, Ocean Forest Hotel, Myrtle Beach, S. C. (16-18).

National Assn. of Broadcasters in cooperation with the **Radio Advertising Bureau** and **Television Bureau of Advertising**, sales management seminar, Stanford University, Stanford, Calif. (16-22).

New Mexico Broadcasters Assn. meeting, Kachina Lodge, Taos, New Mex. (21-22).

Oklahoma Broadcasters Assn. meeting, Lawton, Okla. (21-22).

National Assn. of Radio Announcers, tenth annual convention, Ascot House, Chicago, Ill. (20-23).

Wyoming CATV Assn. annual meeting, IXL Ranch, Dayton, Wyo., (23-25).

National Assn. of Broadcasters in cooperation with the **Radio Advertising Bureau** and the **Television Bureau of Advertising**, sales management seminar, Harvard University, Cambridge, Mass. (23-29).

Western Electric Show and Convention, Statler-Hilton, Los Angeles, Calif. (25-28).

Western Assn. of Broadcasters and **British Columbia Assn. of Broadcasters** annual meeting, Jasper Park Lodge, Jasper, Alta. (27-29).

Arkansas Broadcasters Assn. annual meeting, Coachman's Inn, Little Rock (28-29).

West Virginia Broadcasters Assn., fall meeting, The Greenbrier, White Sulphur Springs, W. Va. (27-30).

Radio Advertising Bureau's fall management conferences: Tarrytown, House, Tarrytown, N.Y. (17-18); Homestead, Hot Springs, Va. (21-22); Far Horizons, Sarasota, Fla. (28-29).

1964 National Radio and Television Exhibition, under the management of the **British Radio Equipment Manufacturers' Assn.**, Earl's Court, London, England (24-Sept. 5).

SEPTEMBER

Michigan Assn. of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich. (10-11).

Louisiana Assn. of Broadcasters, Capitol House, Baton Rouge, La. (13-15).

Rollins Broadcasting Inc. annual shareholders' meeting, Bank of Delaware Building, Wilmington, Del. (15).

National Assn. of Broadcasters' program study committee, radio programming clinic, Rickey's Hyatt House, Palo Alto, Calif. (18).

Maine Assn. of Broadcasters meeting, Poland Spring, Me. (18-19).

National Academy of Television Arts and Sciences board of trustees meeting, Beverly Hills, Calif. (18-20).

American Women in Radio & Television southwest area conference, Tropicana Hotel, San Antonio, Tex. (18-20).

Nebraska Broadcasters Assn. meeting, Holiday Inn, Grand Island, Neb. (20-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

Nevada Broadcasters Assn. meeting, Lake Tahoe, Nev. (21-22).

Pacific Northwest CATV Assn. meeting, Doric Hotel, Portland, Oreg. (21-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

CBS Radio Affiliates Assn. convention, New York Hilton Hotel, New York, N. Y. (23-24).

Electronic Industries Assn. fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

Minnesota Broadcasters Assn., fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

Advertising Federation of America, fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-18); sixth district convention, Indiana University, Bloomington, Ind. (24-26); tenth district convention, Robert Driscoll Hotel, Corpus Christi, Tex. (24-26).

National Assn. of Broadcasters' program study committee, radio programming clinic, Hilton Inn, Tarrytown, N.Y. (25).

North Central CATV Assn. meeting, Holiday Inn, Rochester, Minn. (25).

Utah Broadcasters Assn., convention, Royal Inn, Provo, Utah (25-26).

American Women in Radio & Television southern area conference, Outrigger Hotel, St. Petersburg, Fla.; west central area conference, Muehlebach Hotel, Kansas City, Mo.; New England Chapter conference, Woodstock, Vt. (25-27).

Society of Motion Picture & Television Engineers, 96th annual technical conference, Commodore Hotel, New York, N.Y. (27-Oct. 2).

National Assn. of Broadcasters radio code board meeting, Gramercy Inn, Washington, D. C. (29-30).

OCTOBER

Radio Advertising Bureau's fall management conferences: Hyatt House, San Francisco, Calif. (1-2).

American Women in Radio and Television, New York State Conference, Top O' The World, Lake George, N. Y. (3-4).

Texas Assn. of Broadcasters fall meeting, Hotel Texas, Fort Worth, Tex. (4-5).

North Carolina Assn. of Broadcasters meeting, Grove Park Inn, Asheville, N. C. (4-6).

New Jersey Broadcasters Assn. fall convention, Nassau Inn, Princeton, N. J. (5-6).

Advertising Research Foundation, annual conference, Commodore Hotel, New York (6).

Tennessee Assn. of Broadcasters meeting, Mountain View Hotel, Gatlinburg, Tenn. (8-9).

Alabama Broadcasters Assn. meeting, Tuscaloosa, Ala. (8-10).

American Women in Radio & Television mideastern area conference Marriott Motor Hotel, Philadelphia, Pa. (9-11).

Indiana Broadcasters Assn. meeting, Marott Hotel, Indianapolis, Ind. (15-16).

Kentucky Broadcasters Assn. fall meeting, Jennie Wiley State Park, near Prestonburg, Ky. (19-21).

National Electronics Conference twentieth annual meeting, McCormick Place, Chicago, Ill. (19-21).

Massachusetts Broadcasters Assn. meeting, Hotel Somerset, Boston, Mass. (25-25).

National Assn. of Educational Broadcasters national convention, Austin, Tex. (25-28).

American Assn. of Advertising Agencies, Central Region meeting, Hotel Continental, Chicago (21-22); western meeting, Beverly Hilton Hotel, Beverly Hills (27-30).

Institute of Broadcasting Financial Management, annual meeting, Sheraton-Cadillac Hotel, Detroit, Mich. (21-23).

Missouri Broadcasters Assn. meeting, Ramada Inn, Jefferson City, Mo. (22-23).

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