


BI
THE BI

 Morningside College
 Library
 Sioux City 5 Iowa

 1027/11
 Y 10D
 9210

DEC 12 McG

NEWSPAPER

TING
N AND RADIO

SEPTEMBER 17, 1962

 Top-rated stations: CBS Radio pinpoints
 seven common denominators 33

 Fm's big sale: GE to sponsor Victor Borge
 on 40-station network 36

 A SPECIAL REPORT: the booming economy
 of California's Central Valley 73

 Tv's hopes doused: Ryan ruling is in favor of
 ASCAP 9 & 97

COMPLETE INDEX PAGE 7

 MORNINGSIDE COLLEGE
 LIBRARY
 SIOUX CITY IOWA

 THE FABULOUS NEW *McLendon* WINNER IN CHICAGO!

WYNR
HAS WON
CHICAGO

Represented Nationally by:



Representatives, Inc.

 THE
McLendon

STATIONS

KLIF

DALLAS

WYSL

BUFFALO

KABL

SAN FRANCISCO

KTSA

SAN ANTONIO

KILT

HOUSTON

WYNR

CHICAGO

U. S. Sales Agent:

**X-TRA
 NEWS**

over

LOS ANGELES

things are looking-up
IN THE JOHNSTOWN-ALTOONA MARKET

**PUBLIC
PROJECTS**

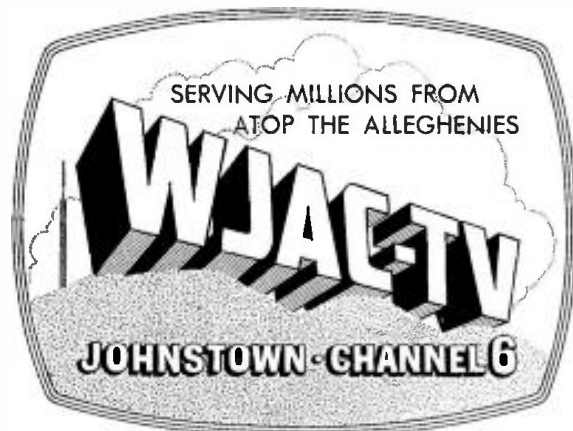


WJAC-TV
*is first where
it counts!* . . . MORE

THAN 34½ MILLION DOLLARS
IN FEDERAL, STATE AND LOCAL
PUBLIC PROJECTS is scheduled
for 1962 in the Johnstown-Altoona
market alone! Added to business and
industry's new multi-million dollar
investments, this forecasts more
jobs, increased payrolls, and greater-
than-ever buying power for the
people who need and want your
product. Reach that waiting audience
through WJAC-TV—the station more
people in Southwestern Pennsylvania
watch most!

Check the facts. There's solid proof
that WJAC-TV is first where it
counts-- in top shows, top audience,
total coverage.

Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.



the NEW Spirit of St. Louis

"I would like to express my sincere thanks to you—you were a direct reason why I was able to save my 20 month old boy's life!"

On June 22 KTVI demonstrated resuscitation by mouth-to-mouth respiration. A St. Louis mother watched, listened, and learned. Three days later, her 20 month old baby boy went into a convulsion and stopped breathing. His mother remembered that KTVI program, applied mouth-to-mouth breathing, and brought him back to life. A "miracle", she calls it, thanks to KTVI's informative programming.

**IN ST. LOUIS THE
QUALITY BUY IS KTVI**



presented
ationally by

BLAIR-TV

KTVI

CHANNEL

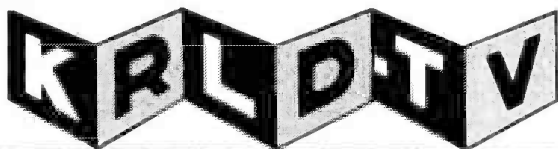
2a
abc

Constant Coverage

Every week in 55 counties of Texas and Oklahoma, KRLD-TV reaches 648,230 TV Homes* — a startling 76% of all the homes in the entire market area.

Why not take advantage of this remarkable market coverage? See your Advertising Time Sales representative. He'll design a schedule just right for you.

*NCS '61



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Cox crossed up

With appointment of attorney E. William Henry to succeed engineer John S. Cross on FCC, what are chances of attorney Kenneth Cox getting nod next year to succeed engineer T. A. M. Craven? Not good, predict sources in Congress, FCC and engineering fraternity. It has become "common law" that at least one FCC member be drawn from engineering ranks (Craven is the only one now) and Congress just might insist that this practice be continued, official gossip avers. When Mr. Cox, protege of Sen. Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee, was named chief of Broadcast Bureau it was considered cinch that he would succeed either Commissioner Cross or Commissioner Craven, but now officialdom thinks otherwise. If Mr. Cox knows his fate, he isn't talking.

Cross: consultant

Confirming speculation about his plans (CLOSED CIRCUIT, Sept. 3) FCC Commissioner John S. Cross privately has advised selected organizations in communications and broadcasting of his intention to become communications consultant in Washington upon completion of his FCC tenure. Although his term expired June 30, Mr. Cross will continue to serve until his successor, E. William Henry of Memphis, is confirmed by Senate, expected later this month. Mr. Cross' letter said he had in mind limited number of clients for whom he would provide counsel on regulatory and legislative projects and that such service would not entail replacement of regular Washington representatives.

Ownership for Matthews

William E. (Pete) Matthews, recently retired Young & Rubicam vice president and director of media relations and planning, is moving into station ownership. He's in final stages of negotiating purchase of 250 w WERI Westerly, R.I. (on 1230 kc). Price is \$185,000 and Hamilton-Landis is handling.

Disinterested distillers

Notwithstanding elements in broadcasting who feel hard liquor advertising should be carried on radio and tv (see page 72), advertising committee of Distilled Spirits Institute, meeting in Washington last week, indicated no need for changing Institute's own code barring use of radio and tv to advertise spirituous beverages. Committee,

meeting under chairmanship of Frederick J. Lind, Seagram, reviewed current advertising practices in light of federal and state regulations, will submit suggestions to DSI board which meets in New York Oct. 2.

FTC bill pigeonholed

Advertising agencies and others opposed to new enforcement power being sought by Federal Trade Commission appear to have won fight, at least for this session of Congress. At issue is bill (HR 8830) that would permit commission to issue cease and desist order pending final determination on allegedly illegal business activity. President Kennedy has endorsed measure, but it is quietly expiring in House Commerce Committee pigeonhole. Committee held three days of hearings on bill in August 1961 and four more last May without getting testimony from all witnesses it wants to hear. Indications are now that committee won't even try to complete its record. Not only is panel loaded with other work, but most of its members never liked bill anyway.

Pay-tv price tag

Inkling of price tag for special event "pay-tv" service, such as upcoming Patterson-Liston heavyweight championship fight, can be gleaned from negotiations reported last week between ch. 7 KLTv (TV) Tyler, Tex. and TelePrompter Corp., which holds catv rights. Marshall Pengra, KLTv manager, reported price quoted was "\$35,000 as against approximate \$10,000 figure quoted to competitive catv system in Tyler." Mr. Pengra quoted TelePrompter officials as saying that differential was justified because station has many more potential viewers than cable company. He reported further that station is continuing negotiations and is also pondering suggestion of local fight fans that viewers be asked to underwrite cost by individual contributions.

RKO General's experimental pay tv WHCT (TV) ch. 18 Hartford will carry fight and expects to have in audience official delegation from FCC, which also will inspect overall operation. Slated to attend are Commissioners Robert E. Lee and John S. Cross and General Counsel Max Paglin, along with Nicholas Zapple, Senate communications expert. Among other invited guests will be state officials and members of press.

Licensing critique

"Provocative" report on FCC's licensing processes has been written for Administrative Conference of U.S. by Columbia U. Law Prof. William K. Jones. Considered outstanding as primer on commission's licensing procedures, report delves into controversial areas, suggests formulae for programming, citizens' councils locally, etc. Study also questions validity of comparative hearings to choose among applicants for channels or frequencies. Prof. Jones' alternatives for comparative hearings: grant to highest bidder, grant to first application filed. Report scheduled to be reviewed by conference's committee on licensing this weekend with industry representatives present. Later, with or without revision, by conference as whole. If adopted by conference, report becomes recommendation to FCC.

Telethon survey

What's described as "nationwide survey" of tv stations to elicit their reaction to telethons has piqued curiosity of station managers. Postcard survey's being conducted by Public Relations Research Service Inc., of which Ed Goss is listed as director with offices at 342 Madison Ave., New York City. But at least some of postcards were mailed last Monday (Sept. 10) from Pittsburgh.

TvB looks overseas

Television Bureau of Advertising is giving closer attention to commercial tv operators abroad, particularly in Great Britain. TvB thinks overseas commercial broadcasters might well become "more involved" with bureau's "affairs," at least sympathetically. Norman E. Cash, TvB's president, goes abroad first week of October for two-week visit principally in London to take look-see on "station-relations" aspect. (TvB has member stations in England and Australia.)

NAB-FDA liaison

NAB Code officials continue to make contact with government officials having anything to do with advertising. Latest move was luncheon meeting last week in Washington between Robert D. Swezey, NAB Code administrator, and staff, and George Larrick, Food & Drug Administration commissioner, and staff. Meeting was just exploratory, is explanation, with formal liaison established so code staff knows what FDA is doing.

Just Unleashed



**3 GREAT NEW
SPOT
CARRIERS**

**ON
WJBK-TV
DETROIT**

2

★
**BEST OF HOLLYWOOD
FRIDAYS**

11:25 p.m. to conclusion

★
**BEST OF HOLLYWOOD
SATURDAYS**

11:25 p.m. to conclusion

Brand-new areas for nighttime and prime time 60's on the station that's No. 1 with Southeastern Michigan viewers. All-star movies! First time strip in the market of a top TV favorite! Call STS for choice avails.

★
Stripped for the first time in the Detroit market

HIGHWAY PATROL

starring Broderick Crawford
6:30-7:00 p.m., Mon.-Sat.

Pedigreed Pictures with Potent Pull

BATTLE CIRCUS
Humphrey Bogart, June Allyson

THE ACTRESS
Spencer Tracy, Jean Simmons

CARBINE WILLIAMS
James Stewart, James Arness

THE LONE STAR
Clark Gable, Ava Gardner

ABOVE AND BEYOND
Robert Taylor, Eleanor Parker

THE BAD AND THE BEAUTIFUL
Lana Turner, Kirk Douglas

THE PEOPLE AGAINST O'HARA
Spencer Tracy, Pat O'Brien

TO PLEASE A LADY
Clark Gable, Barbara Stanwyck

DIAL M FOR MURDER
Ray Milland, Grace Kelly

MOGAMBO
Clark Gable, Ava Gardner

DON'T GO NEAR THE WATER
Glenn Ford, Gia Scala

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

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

WEEK IN BRIEF

What makes a good radio station? CBS study of successful affiliates elicits seven common denominators, which were presented to affiliates at New York meeting. Vitality is keyword to success. See . . .

WHAT'S SECRET OF RADIO . . . 33

Fm advertising gets a dramatic shot in the arm as General Electric announces it will sponsor weekly Victor Borge program on QXR network of 40 fm stations. It's the second such big buy through Y&R. See . . .

GE BUYS BORGE . . . 36

California's rich Central Valley has been booming more than ever with a lusty growth that owes much of its prosperity to farming and other varied industries. A special report by 'BROADCASTING'. See . . .

HEART OF CALIFORNIA . . . 73

A last try for mediation between ASCAP and television broadcasters fails, and judge rules he can't act, as broadcasters request, to make ASCAP change its type of license. Case is headed for Supreme Court. See . . .

ASCAP WINS A ROUND . . . 9 & 97

It's a devil's broth, whether it's government or NAB. This is Washington lawyer's warning to industry on increasing moves to hobble broadcasters' judgment on programming. Swezey plumps for codes at NAB meet. See . . .

ATTORNEY SEES DANGER . . . 94

The man, the sponsor, the time and the network. When they all come together, there's a high-powered show in the making. That's how Nationwide feels about its Howard K. Smith program on ABC-TV. See . . .

NATIONWIDE KNOWS . . . 44

Stereo is seen on the upbeat; FCC aide predicts 250-300 fm stations in multiplex broadcasting by end of year. EIA fall meeting also discusses proposed fm rules and definition of high fidelity. See . . .

STEREO INCREASE SEEN . . . 95

Separate radio and tv, says WMCA's Labunski. Then radio unshackled can proceed to take care of its own problems without bogging down in tv's crises. He also urges reconsideration of ban on liquor advertising. See . . .

RADIO-TV DIVORCE URGED . . . 72

Crosley-WIBC deal in Indianapolis sparks snappish criticisms from FCC minority as four-man majority okays Crosley's retention of ch. 13 there and WIBC's purchase of Crosley's WLWA (TV) Atlanta. See . . .

CROSLEY KEEPS WLWI, 4-3 . . . 54

FCC chooses "Der Tag" for all-channel tv receiver production; it's April 30, 1964, after which all sets must be capable of receiving both vhf and uhf. Commission also sets performance standards for uhf. See . . .

ALL-BAND SWITCHOVER SET . . . 60

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	33
BROADCAST ADVERTISING	36	THE MEDIA	68
BUSINESS BRIEFLY	38	MONDAY MEMO	30
CLOSED CIRCUIT	5	OPEN MIKE	18
COMMERCIALS IN PRODUCTION	48	OUR RESPECTS	119
DATEBOOK	14	PROGRAMMING	97
EDITORIAL PAGE	120	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	95		
FATES & FORTUNES	100		
FILM SALES	98		
FOR THE RECORD	108		
GOVERNMENT	52		
INTERNATIONAL	106		



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

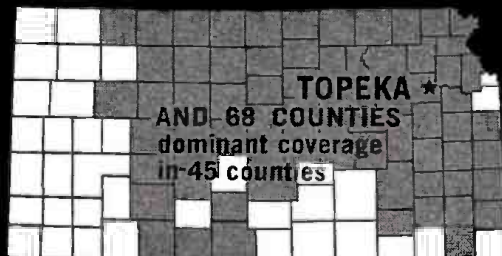
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

SO, MADISON AVENUE* ASKED ABOUT TOPEKA

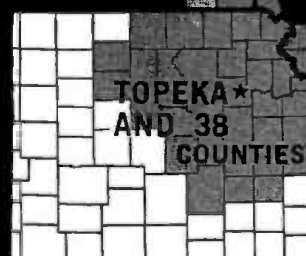
In Kansas we are not confused by the "button-down-mind" act. We know that back of your smooth exterior are the practical media buyers who decide on the basis of the facts from the market place. Here are the facts on total retail sales in the WIBW area—the best of Kansas.

* used in the generic sense,
the advertising agency business everywhere

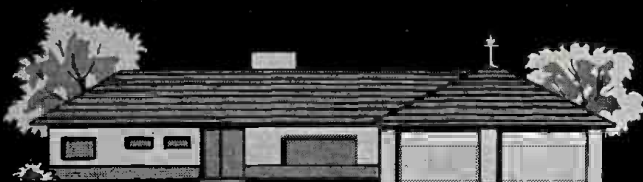
**WIBW
RADIO**



**WIBW
TV**

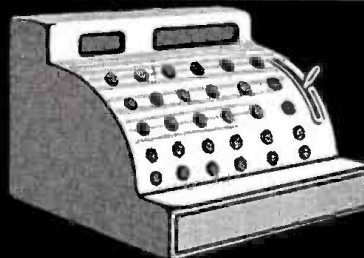


...AND DISCOVERED A POTENT MEDIA MIX



**Total Homes WIBW-LAND
355,700**

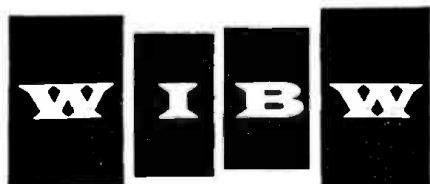
In number of homes bigger than Cleveland, Houston or Dallas. In retail sales bigger than Pittsburgh, Miami or Kansas City.



**Total Retail Sales WIBW-LAND
1960 — \$1,341,886,000
1961 — \$1,377,992,000**

Net Increase... \$36 Million

Sales Management Survey of Buying Power June 1962



TOPEKA, KANSAS

**RADIO 5000 Watts at 580
CBS RADIO NETWORK**

**TV — Channel 13
CBS — NBC — ABC**

FM RADIO 97.3 Megacycles

WIBW-LAND is a closely knit, integrated area with a balanced economy, both urban and rural. It is bigger in population and in total retail sales than many cities that are recognized as major markets.

WIBW air media offer complete area or local coverage, with unique flexibility. Use all three or the combination that fits your budget and marketing plan. Here is a tested, merchandisable advertising package. Ask Avery-Knodel or WIBW for more detailed sales figures and case histories.



JUDGE RULES IN FAVOR OF ASCAP

Says music licensing at source cannot be compelled

Chief Judge Sylvester J. Ryan ruled in U. S. Southern District Court in New York Friday that ASCAP could not be compelled to grant the type of tv music license sought by all-industry tv station music license committee.

Committee counsel, expecting that sort of decision, already had said they would appeal to U. S. Supreme Court (see early story page 97).

In his opinion, Judge Ryan said committee could petition within 10 days for his court to fix reasonable fees under same sort of ASCAP licenses (blanket and per-program) that they've been using for years. Procedurally, committee might file this petition and proceed with its appeal to Supreme Court at same time. Whether it will do so apparently has not been decided.

Committee had sought—and presumably in appeal will continue to seek—new form of ASCAP licenses under which music used in future syndicated and feature films would be licensed not by broadcasters but by producers, at time of production. Under this "source clearance," stations would have to pay ASCAP directly only for whatever ASCAP music they use in locally originated programs.

Judge Ryan ruled simply that ASCAP's consent decree does not require it to grant source-clearance type of license even if that sort of license were "reasonable." He did not rule on "reasonableness" question. That would have to be decided in another hearing if Supreme Court should overturn his current ruling.

CBS-TV color policy: yes, if client pays

CBS-TV's policy of putting on color only if and when advertisers want it—and pay for it—appears firm. First development along this line: Two filmed specials will be colorcast in at least four markets (each served by CBS-owned stations) this fall.

What dictates their okay: They are advertiser "packages," not network-produced, and advertiser has ordered them in color on those four stations, with possibility more will be added (network-produced shows will not be colorcast at this time).

Advertisers and shows are Chemstrand Co. and Ford (*Tour of Monaco with Princess Grace* on Feb. 17, 8-9 p.m.) and General Foods Corp. (*The Road to Button Bay* on Sept. 24, 9-10 p.m.).

All-Negro formats hit as form of segregation

Is increase in number of radio stations with all-Negro format in fact social regression, "a subtler form of segregation dissembled now as 'public service'?" This was question posed Friday (Sept. 14) by Walter W. Robinson, assistant to president of Columbia College, in letter to FCC Chairman Newton N. Minow.

Mr. Robinson's letter was prompted by controversy over McLendon Corp.'s switch of WYNR Chicago (formerly

WGES) to full Negro from previous part Negro and part foreign language programming format (BROADCASTING, Sept. 3).

Wilshire, Carte Blanche shift to new agencies

Wilshire Oil Co., Los Angeles, Gulf Oil Corp. subsidiary, announced appointment Friday (Sept. 14) of Young & Rubicam as its agency, replacing Doyle Dane Bernbach, effective Oct. 1. Billing is estimated at \$1 million. Y&R also is agency for Gulf.

Hilton Credit Corp., Los Angeles, announced switch of Carte Blanche account from Grey Adv. to Leo Burnett Co., Chicago, effective immediately.

Where's Bert & Harry?

What ever happened to Bert and Harry Piel? That's allegedly question on many New Yorkers' lips, according to new Young & Rubicam's teaser campaign for Piel's beer.

Small newspaper ads trumpeting "bring back Bert and Harry" or just "BBB&H," are first move in two years to bring back personalities Bob Elliott and Ray Goulding. They had provided voices for animated characters in Piel tv commercials for five years until replaced with new approach two years ago.

Chicago agencies merge with \$9 million billing

Two old-line Chicago agencies, Roche, Rickerd & Cleary Inc. and Henri, Hurst & McDonald Inc., will be merged effective Oct. 1, it was announced Friday (Sept. 14) by presidents of respective firms, K. C. August and Martin Zitz. New firm will be Roche, Rickerd, Henri, Hurst Inc. and will have combined billings of \$9 million.

Officers of new agency have not been elected. Address will be 520 N. Michigan, present site of Roche. No personnel changes will be made, announcement said. Roche agency was founded in 1914, Henri in 1926.

FCBA launches study of Communications Act

High powered group of Washington communications lawyers have begun all-embracing study of Communications Act, leading possibly to complete re-writing of present statute if not brand new act. Committee is special group of Federal Communications Bar Assn.

Dividing Communications Act into three areas, Subcommittee Chairman Leonard H. Marks appointed following to direct work groups: Reed T. Rollo, W. Theodore Pierson and Edward P. Morgan. Among subjects to be studied: rights of FCC in programming, extent of FCC's regulatory and adjudicatory functions, extent of FCC's regulatory and enforcement functions.

Majority of committee agreed that investigation should include substantive facets of Communications Act as well as procedural. Subcommittees are scheduled to report recommendations back to full special committee by late October. Report to FCBA executive committee is planned by end of year.

Other members of special study group are Fred W. Albertson, J. Roger Wollenberg, Harry M. Plotkin, William A. Porter, Philip G. Loucks and William J. Dempsey.

WFMT (FM) billing doubles

WFMT (FM) Chicago, which devotes 80% of its schedule to classical music, announced Friday that billing for fourth quarter is already double same period last year and includes number of national accounts placed by agencies. WFMT airs 90 hours of stereo weekly and publishes its own monthly magazine with paid circulation of 32,000.

WEEK'S HEADLINERS



Mr. McClay

John L. McClay, assistant to president of Westinghouse Broadcasting Co., named to new post of manager of broadcast division of Gannett newspapers, with headquarters in Rochester, N. Y., where company owns WHEC-AM-TV. His primary responsibilities will be supervision of management of existing Gannett stations and planning for possible expansion of Gannett broadcast operations (CLOSED CIRCUIT, Sept. 10). Mr. McClay joined WBC in 1956 as assistant to vp in charge of KYW-AM-TV Cleveland. He was appointed general manager of those stations in July 1958, and assumed general management of Westinghouse's Baltimore tv outlet, WJZ-TV, in January 1959. Mr. McClay became assistant to WBC president earlier this year (BROADCASTING, Jan. 8). Other Gannett stations are WINR-AM-TV Binghamton, and WENY Elmira, both New York; WDAN Danville, Ill., plus pending acquisition of WAVY-AM-TV Norfolk, Va.

John M. Clifford, executive vp of RCA, named executive vp in charge of finance and operations, and director of Curtis Publishing Co., Philadelphia. Mr. Clifford joined RCA in 1943 on legal staff and was named assistant general attorney in 1947. He joined NBC as vp in charge of network personnel in 1954 and was named NBC executive vp for administration in 1956. Mr. Clifford rejoined RCA in 1961.

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

House plans hearings on U. S. satellite plans

Relative merits of various communications satellite programs under development by government will be discussed this week in hearings before subcommittee of House Science & Astronautics Committee.

Although concerned primarily with government programs, hearings will touch on commercial applications of various space systems being considered, Rep. Ken Hechler (D-W.Va.), subcommittee chairman, said Friday (Sept. 14).

Rep. Hechler said country can't afford to commit its resources to operational system without first deciding it is "most appropriate and effective system" to meet worldwide communications

George A. Graham Jr., vp and general manager of NBC Radio, New York, since early 1960, appointed vp of NBC Enterprises Div. He also will be chairman of board of NBC International Ltd. and chairman of board of NBC Films. Mr. Graham succeeds **Alfred R. Stern**, who resigns Oct. 1 from all three positions. Mr. Graham joined NBC-TV in 1953 as sales account executive and was appointed director of sales planning for NBC Radio in 1956. In 1959 he was elected vp of NBC.



Mr. Graham



Mr. Somerset

Joseph B. Somerset, director of program operations of WPAT-AM-FM Paterson, N. J., elected vp of Capital Cities Broadcasting Corp., New York. He will be in charge of programming for all Capital Cities radio stations (WPAT-AM-FM; WROW Albany, and WKBW Buffalo, both New York, and WPRO-AM-FM Providence, R. I.). Mr. Somerset joined Capital Cities in August 1959 as program director of WPRO-AM-FM. He was appointed program supervisor of both WPRO and WROW in fall of 1960, and has served in his present capacity since January 1962.

needs. Witnesses at Tuesday and Wednesday hearings will be Fred T. Adler of Hughes' space systems division, and Leonard Jaffe, director of communications system for NASA.

Etv opposes WMCA plan for ch. 47 in New York

National Educational Radio & Tv Center Friday asked FCC to deny petition for rulemaking by WMCA New York to shift uhf allocations in New York and New Jersey (BROADCASTING, Sept. 10).

WMCA plan would shift ch. 47 from New Brunswick, N.J., to New York City; assign ch. 79 to New Brunswick and ch. 53 to Newark, N. J. NERTC protested assignment and requested it be denied as wholly unacceptable.

Three uhf bids dropped; KXO El Centro seeks vhf

FCC Friday (Sept. 14) dismissed applications of Consolidated Enterprises Inc. for three major-market uhf stations, at request of company.

Commission also announced filing of second application for ch. 7 El Centro, Calif., by KXO-TV Inc. (KXO El Centro). Tele-Broadcasters of California (H. Scott Kilgore, president) previously filed for same channel (BROADCASTING, July 16). Marco Hanan is president-58% owner of KXO.

Consolidated applications dismissed were for ch. 19 Oklahoma City; ch. 73 Dallas and ch. 23 Houston. Group is headed by oilman A. E. McCubbins, who owns KOCA Kilgore, Tex.

Schoenbrun will host new CBS-TV news show

CBS News is about to announce new Sunday tv news program, *Washington Report*, (12:30-1 p.m. EDT), with David Schoenbrun, chief Washington correspondent, as anchorman and editor, and Bob Allison, Washington news director and executive producer, as producer.

Paul Niven, whose *Washington Conversation* was in time slot, will do five minutes of spot news. Rest of time will be leveled exclusively to news from Nation's Capital. Bureau's nine correspondents and Washington officials not normally seen in national news will appear. Program is to be live with news film.

Nolte sees automation as economic necessity

Vernon Nolte, vice president of Automatic Tape Control, Bloomington, Ill., told West Virginia Broadcasters (see page 72) industry trends indicate automated am programming will be necessary in next five years to overcome economic problems in highly competitive markets as well as some marginal stations in smaller markets.

Fm stations are biggest users of program automation, he said, with substantial increase in am in past year.

Key speaker at annual banquet Friday night was Stephen B. Labunski, vice president-general manager of WMCA New York.

FCC delays duopoly rule

Month's reprieve was given Friday (Sept. 14) by FCC for filing of comments on proposed rulemaking involving changes in multiple ownership rules. Commission extended comments deadline from Sept. 20 to Oct. 22. In rulemaking, issued in July, FCC proposes to tighten up restrictions on overlap between commonly owned stations.

IT'S JUST AROUND THE CORNER, NOW...



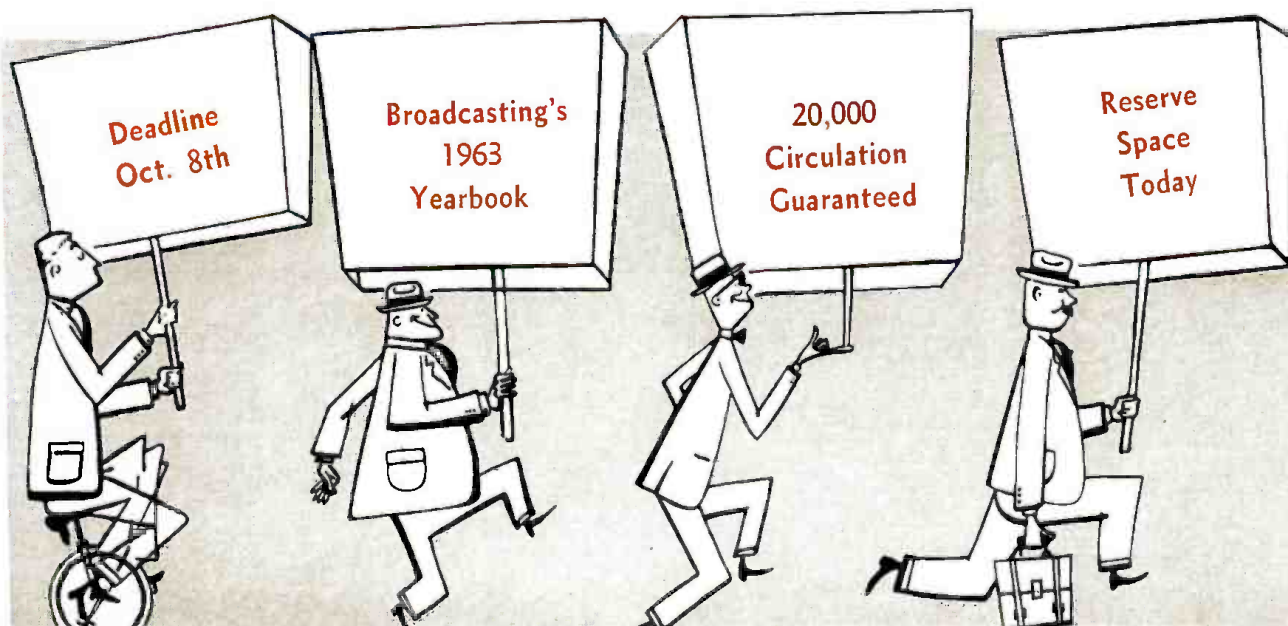
To paraphrase the old "Don't-look-now,—BUT" admonition, urgency compels us to say: DO look BECAUSE the advertising deadline for BROADCASTING's 1963 YEARBOOK is almost at hand! Oct. 8 to be exact. Two weeks away.

* PACKED WITH FACTS

- Complete directory of all U.S. television and radio stations.
- Lists of station and network personnel; ownership and facilities information.
- Broadcast regulations, code.
- Facts, figures, history of the broadcasting business.
- Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations.
- Data on foreign broadcasters.
- "The Dimensions of Broadcasting"—and hundreds of other key facts about television and radio.

The 28th consecutive number, the 1963 YEARBOOK will be in the mails in early December, 20,000 strong. It will offer the most complete compendium of accurate facts and figures available.* Like previous editions, it will enjoy a full and useful life in the offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch \$50; 2 inches \$90; 3 inches \$125; 1/6 page \$155; 1/3 page \$280; 1/2 page \$400; 2/3 page \$510; page \$680). AAAA Color ranges from \$120 a page to \$80 for a third page. Position adjacent to your listing guaranteed. Now is the time for action. Reserve the position you want TODAY!



CAUSE

Sewers are more important than schools. Voters in the San Francisco area made this decision in four different elections. Flooded streets made the need for sewers easy to understand. Crowded schools were something few adults ever saw. KSFO decided to spell out the blunt facts. In a series of broadcast editorials it explained the need to build more schools, hire more teachers. Soon afterward, voters went to the polls again. This time school bonds passed by a respectable majority. For this responsible leadership, the Governor of California gave KSFO the state's highest tribute: The Gold Medal Award for Excellence in Metropolitan Radio.

GOLDEN WEST BROADCASTERS

CWB



EFFECT

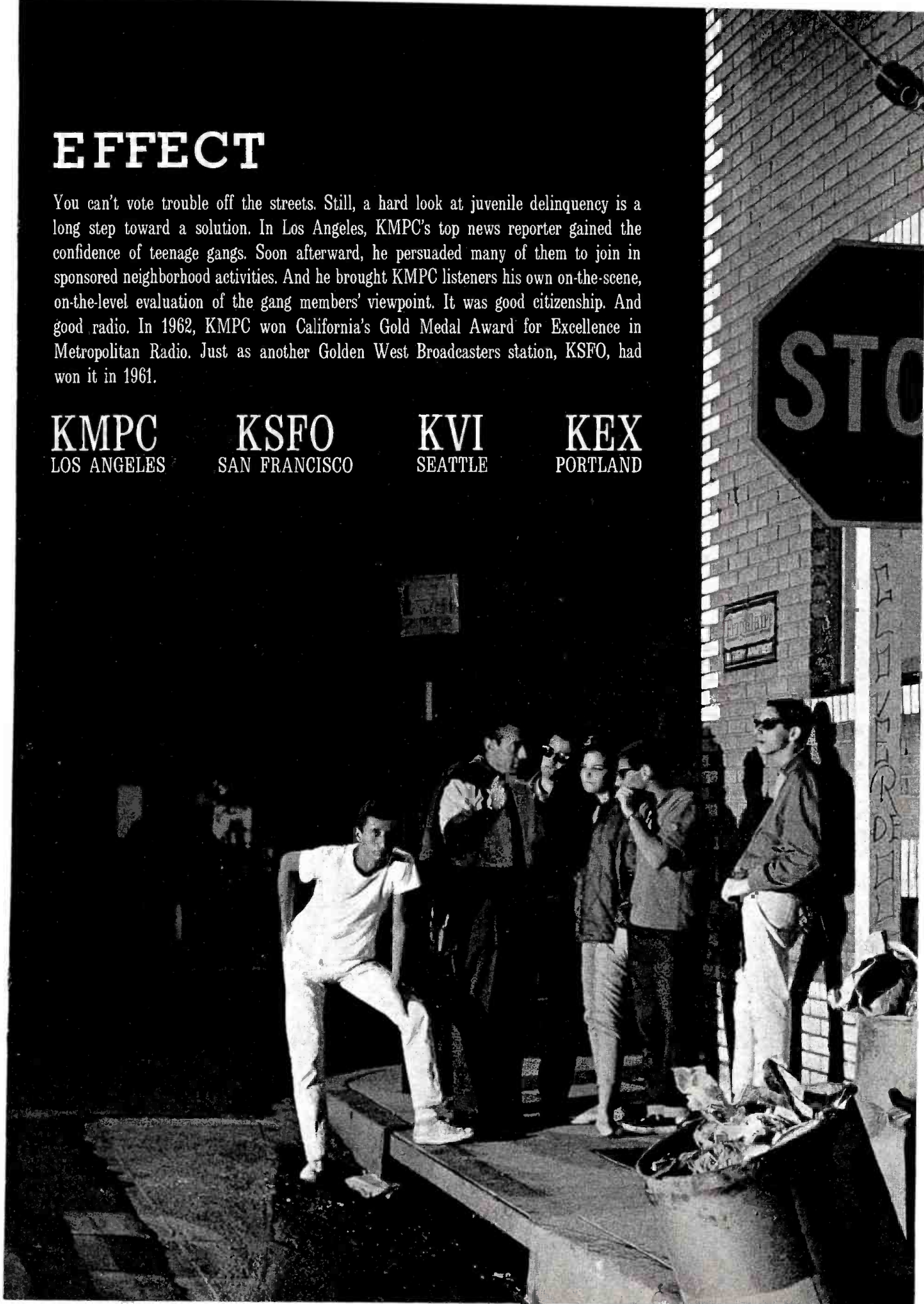
You can't vote trouble off the streets. Still, a hard look at juvenile delinquency is a long step toward a solution. In Los Angeles, KMPC's top news reporter gained the confidence of teenage gangs. Soon afterward, he persuaded many of them to join in sponsored neighborhood activities. And he brought KMPC listeners his own on-the-scene, on-the-level evaluation of the gang members' viewpoint. It was good citizenship. And good radio. In 1962, KMPC won California's Gold Medal Award for Excellence in Metropolitan Radio. Just as another Golden West Broadcasters station, KSFO, had won it in 1961.

KMPC
LOS ANGELES

KSFO
SAN FRANCISCO

KVI
SEATTLE

KEX
PORTLAND





WAVE-TV gives you 28.8% more HOUSEWIVES —28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



DATEBOOK

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

*Indicates first or revised listing.

SEPTEMBER

Sept. 17—Western States Advertising Agencies Assn. dinner meeting at the Sheraton-West Hotel, Los Angeles. A. C. Nielsen Jr., president of A. C. Nielsen Co., will discuss the question: "Can advertising results really be measured?"

Sept. 17—Deadline for comments on FCC proposal for a new class of service to promote educational tv by using channels in the 1990-2110 mc or 2500-2690 mc bands to transmit to schools.

*Sept. 18—Assn. of National Advertisers member conference at Sheraton-West Hotel, Los Angeles. Agenda includes discussions of advertising cost trends, advertiser-agency relationships and advertising management development.

Sept. 18—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "The increasing importance of small and medium size agencies in our marketing structure."

Sept. 19-22—Radio-Television News Directors Assn. international convention, Sheraton Palace Hotel, San Francisco. Opens Sept. 19 with "news-maker" cruise aboard Navy carrier Yorktown for anti-submarine maneuvers. Pierre Salinger, presidential press secretary, will be principal speaker at RTNDA awards luncheon, Sept. 20. Eric Sevareid, CBS News analyst, will speak Saturday, Sept. 22, at the annual Paul White Memorial award banquet. A seminar on "Reporting Crime News: the Challenge to Radio and Television Newsmen" will be presented by the faculty of the School of Criminology, U. of California. Dean Joseph D. Lohman will preside. Jules Bergman, science editor of ABC News, will discuss techniques of reporting science news for radio and tv.

*Sept. 20—Southern California Broadcasters Assn. luncheon meeting at Michael's Restaurant, Los Angeles. Principals of Davis, Johnson, Mogul & Columbatto Inc. will utilize techniques to present the story of how some of that agency's clients have used radio successfully.

Sept. 20—Comments due on FCC proposal to amend its rules to permit the use of automatic logging devices.

Sept. 20—Deadline for comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties postponed from Aug. 20).

Sept. 21—Florida Assn. of Broadcasters fall board meeting at the Grand Bahama Hotel & Club, West End, Grand Bahama Island.

Sept. 21—Tennessee Assn. of Broadcasters convention, Nashville. Guest speakers include: Betty Furness, CBS Radio; Gov. LeRoy Collins, NAB; Commissioner Frederick W. Ford, FCC; William Kaland, vp-

RAB management conferences

Sept. 17-18—The Lodge, Williamsburg, Va.

Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25—Hilton Inn, Atlanta, Ga.

Sept. 27-28—Dearborn Inn, Dearborn, Mich.

Oct. 1-2—Glenwood Manor, Overland Park, Kan.

Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

What the world's best telephone service is built on

The foundation of your telephone service is composed of three integrated Bell System activities.

First, there's **research** at Bell Telephone Laboratories to find new telephone services and new ways to improve present services.

Second, there's **manufacturing** by the Western Electric Company in order to produce top-quality telephone equipment at the lowest possible cost.

Third, there's the **operation** of the Bell System performed by the local Bell Telephone Companies at high standards of economy and efficiency.

The results of this three-stage action are improved local and Long Distance service... ever-better telephone instruments... the invention and use of such modern marvels as the Transistor... fast, dependable communications for defense and for you.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans



OPERATION

RESEARCH

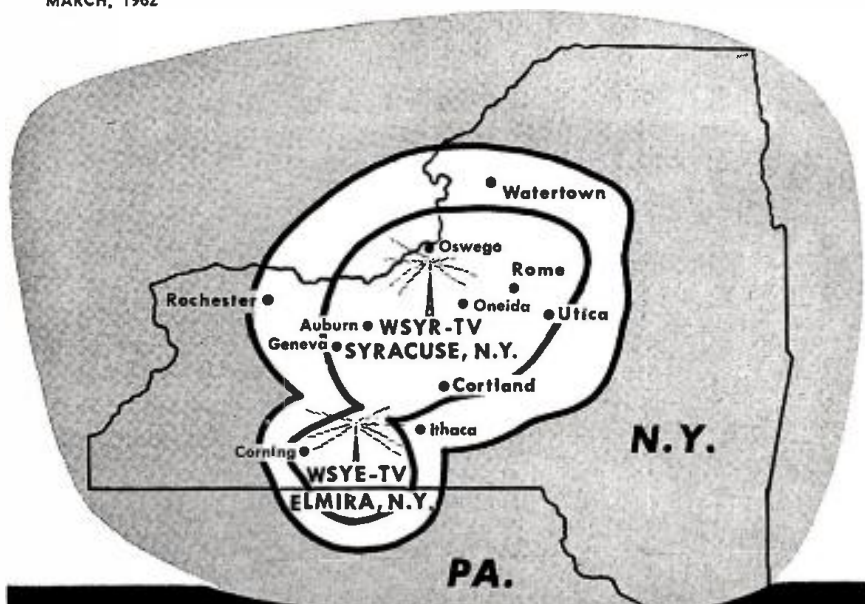
MANUFACTURE

OVERWHELMINGLY THE LEADER* IN THE SYRACUSE MARKET!

WSYR-TV

DELIVERS 50%* MORE HOMES THAN STATION "B"

*ARB MARKET REPORT
MARCH, 1962



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton-Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

programs, Westinghouse Broadcasting Co., and Gov. Buford Ellington of Tennessee.

Sept. 21-23—New England Stereo-High Fidelity Show, Mid-Town Motor Inn, 220 Huntington Ave., Boston. Admission will be 75¢. There will be a preview of the show for members of the trade and the press starting at 6 p.m., Thursday, Sept. 20.

Sept. 21-23—East Central area AWRT conference, Green Meadows Inn, Columbus, Ohio.

Sept. 21-23—Southwest area AWRT conference, Sheraton-Dallas Hotel, Dallas, Tex.

Sept. 22—New applications of video-film and video-tape in defense and aero-space industries will be reported by Robert B. Steel, senior developmental engineer for the UNIVAC San Diego Engineering Center of Sperry Rand at the symposium on educational tv sponsored by SMPTE at Los Angeles State College (see below). Mr. Steel's report is based on a two-year survey of tape usage for training in the military and aero-space television markets.

Sept. 22—Society of Motion Picture & Television Engineers, Auditorium of the Music Building of Los Angeles State College. One-day symposium on the technical aspects of television as a medium for instructional communication.

Sept. 28—Minnesota Broadcasters Assn., annual convention, Leamington Hotel, Minneapolis.

Sept. 28-29—Institute of Radio Engineers, 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

Sept. 28-30—Southern area AWRT conference, Americana Motor Hotel, Atlanta, Ga.

OCTOBER

Oct. 1—Deadline for replies to FCC proposal to amend its rules to permit the use of automatic logging devices.

Oct. 1—Deadline for comments on FCC proposal to reallocate the microwave bands 6425-6575, 10550-10680 and 11700-12200 so that certain portions can be used exclusively for common carrier mobile and private mobile uses.

Oct. 2—Advertising Research Foundation's eighth annual conference, Hotel Commodore, New York. Keynote speaker will be Birny Mason Jr., president of Union Carbide Corp. Subjects include "The computer's invasion of media planning" and "What contribution can communication theory make to constructing and evaluating an advertising campaign?"

Oct. 2-6—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

Oct. 3—Deadline for comments on FCC proposal to change requirements for on-duty operators at certain classes of radio stations so that part-time duty by first class radiotelephone operators would be permitted, provide the operator requirements for routine operation of the transmitter are upgraded.

Oct. 4—Deadline for reply comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties (postponed from Sept. 4).



YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Alfred H. Wegener

Al H. Wegener, Account Executive
Marsteller Inc., New York

I'LL SAY THIS...



"The Crosley Stations take a lot of the guesswork out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations . . . and watch 'em go!"

Helen M. Seele

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



Call your WLW Stations' representative . . . you'll be glad you did!

WLW-D
Television
Dayton

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Crosley Broadcasting Corporation



your key to more
Virginia homes

**WRVA-RADIO's
Coverage Area Is
Equivalent to a Metro
Ranking of 15th In
Retail Sales***

**Sales Management
Survey of Buying Power—1961*

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

Oct. 6-7—Missouri Associated Press Radio-Tv Broadcasters, Arrowhead Lodge, Lake Ozark, Mo.

Oct. 8-10—Eighteenth annual National Electronics Conference at Chicago's new lakefront exposition center, McCormick Place. Luncheon speakers on the first two days of the conference will be Illinois Governor Otto Kerner on Oct. 8, and Dr. Henry T. Heald, director of the Ford Foundation and former president of Illinois Institute of Technology, on Oct. 9. Dr. Jerome Wiesner, special scientific advisor to President Kennedy, will deliver final luncheon address before the NEC on Oct. 10.

Oct. 9—Eighth Wisconsin FM Station Clinic. H. A. Engel, chairman, U. of Wisconsin, Madison.

Oct. 10—Hollywood Advertising Club, first luncheon meeting of the 1962-63 season at the Columbia Ranch in Burbank, Calif. Joe Swavely, director of the commercial film division of Columbia-Screen Gems, will explore some of Hollywood's commercial production potentials in a talk entitled: "The sky isn't the limit." Robert J. Light, HAC president, will discuss plans for the coming year.

Oct. 11-12—North Dakota Broadcasters Assn. 15th annual convention at The Plainsman Hotel, Williston, N. D.

Oct. 11-13—Alabama Broadcasters Assn. fall conference. Hotel Stafford, Tuscaloosa, Ala., and U. of Alabama.

Oct. 12—AWRT Educational Foundation board of trustees meeting, Sheraton Hotel, Philadelphia, Pa.

Oct. 12-14—American Women in Radio & Television board of director meeting, Sheraton Hotel, Philadelphia, Pa.

*Oct. 15-16—Joint management and engineering meeting will be held by stations of the Central Canada Broadcasting Assn. at the Royal York Hotel, Toronto, Ont. The two-day session will discuss programming, sales and technical developments.

Oct. 15-19—Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Bar-bizon-Plaza Hotel, New York.

Oct. 16—Second annual Southeast Radio-

Tv Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on catv challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta, Ga.

Oct. 16—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association observes its 50th anniversary at its annual New York conference held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum, Oct. 15-18. Featured speakers will be Bennett Cerf, president of Random House; James Proud, past president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa.; and William Dunham, PAAA president.

Oct. 16—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "How the smaller agency can get new business in unexpected places."

Oct. 16—Public hearings by the Canadian Board of Broadcast Governors, Ottawa.

Oct. 17-18—Central Region meeting of American Assn. of Advertising Agencies. Hotel Ambassador West, Chicago.

Oct. 19-20—Wisconsin AP Radio-Tv Assn. meeting being held in Madison, Wis.

Oct. 19-21—New England chapter AWRT conference, Lovett's, Franconia, New Hampshire.

Oct. 19-21—Pennsylvania AWRT conference, Brodhead Hotel, Beaver Falls, Pa.

Oct. 20—UPI Broadcasters of Illinois, fall meeting. St. Nicholas Hotel, Springfield.

Oct. 20-25—Western Region convention of American Assn. of Advertising Agencies. Hilton Hawaii Village, Honolulu, Hawaii.

Oct. 21-22—Texas Assn. of Broadcasters fall convention. Granada Hotel, San Antonio.

Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia.

Oct. 21-26—Society of Motion Picture & Television Engineers 92nd convention at The Drake in Chicago. Theme of the Chicago program is "Communications Progress—Television and Motion Pictures in Industry and Education."

OPEN MIKE ®

Rebutts Detroit agencyman

EDITOR: I like your MONDAY MEMO's. They have vitality and controversy. But I stubbed my toe on the one for Aug. 20. I can understand Mr. Rosen's [Charles F. Rosen, W. B. Doner & Co.] suggesting a ratings bureau; though the concept of an industry-sponsored monopoly research service is one which is disproved by experience. Certainly there's a wide range of opinion on this point, however, and those who like Mr. Rosen feel this way, are so entitled.

But there was something else in Mr. Rosen's MEMO which is not so readily understandable. He says, "... equally familiar is the sudden shift in ratings which may occur when one station cancels a rating service and another station in the same market becomes the new customer for it."

Familiar to whom, Mr. Rosen? To you personally? Do you know the names of markets and stations involved? Or is this a case where I-heard-it-from-Harry-who-heard-it-from-Jack? Certain-

ly many of us in and out of the research industry have heard stories like this. "Injured" stations have from time to time made this complaint thinking there could be (forbid it!) no other possible reason for a declining audience trend.

... It is unfair to make such generalized charges. It's a fiction, pure and simple.—Sydney Roslow, *The Pulse Inc.*, New York City.

'A home run'

EDITOR: Congratulations on your fine article, "Ethnic group programming expands" (BROADCASTING, Sept. 3). As Chicago's first and oldest station, your fine article hit a home run. Please send us ten reprints.—Roy J. Bellavia, program director, WSBC-AM-FM Chicago.

Don't overlook radio's side

EDITOR: We found the article on ethnic programming most interesting and thoroughly researched. Nevertheless, an awareness on the part of your writers

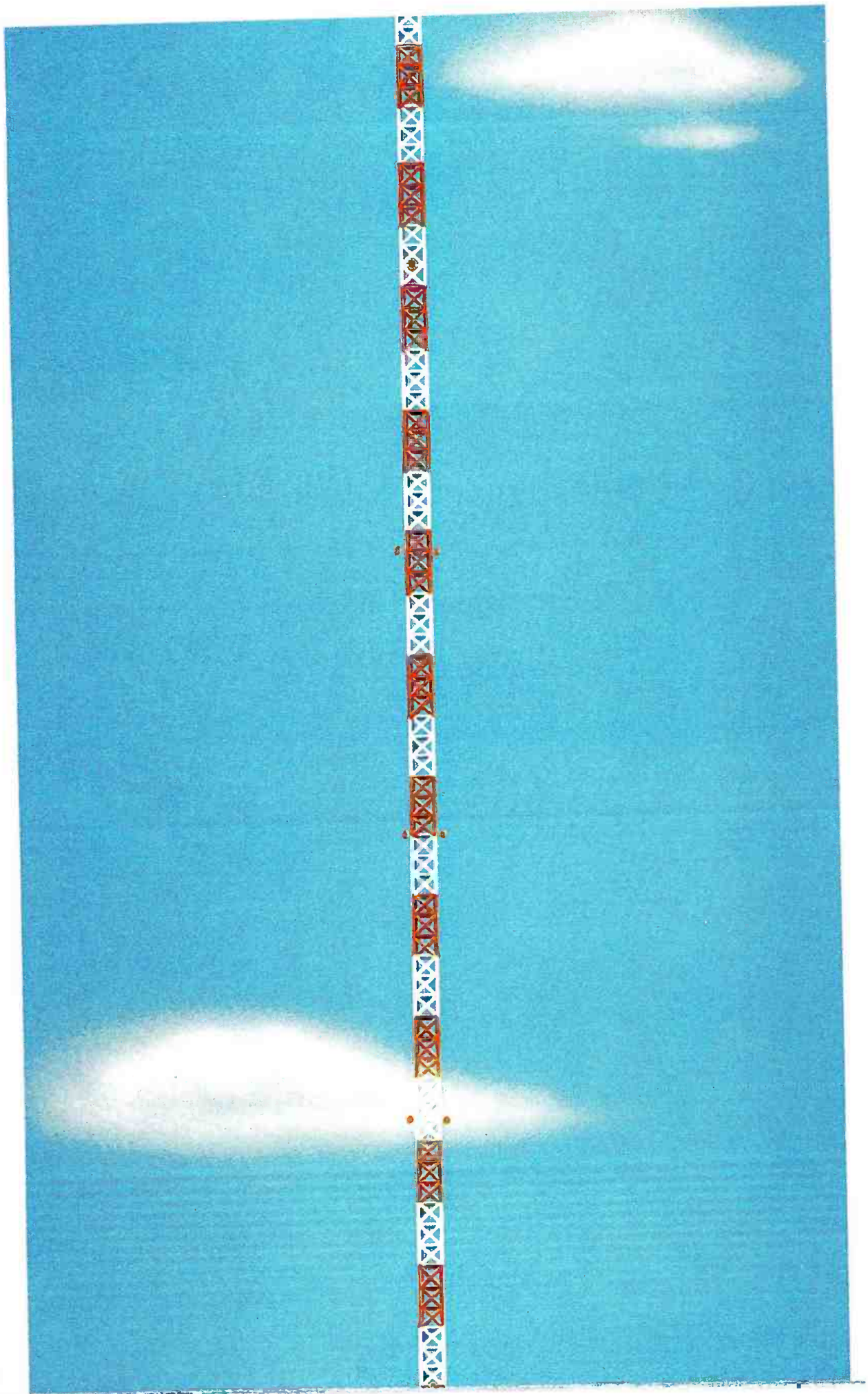


BIG

Even by Texas Standards!
The New KONO-TV--Channel 12

SKYSCRAPER







Standing 2049 Feet Above Sea Level For Greatest South Texas Coverage

For many years San Antonio's Channel 12 has been a leader in the metropolitan audience share. Now, with its new Sky Scraper maximum tower and maximum power ...this coverage has been extended to outlying communities of the San Antonio trade area. The new Channel 12 Sky Scraper will add an estimated 185,000 homes to its coverage...the greatest unduplicated ABC network coverage in the Southwest.

San Antonio's



Channel 12

MISSION TELECASTING CORP.

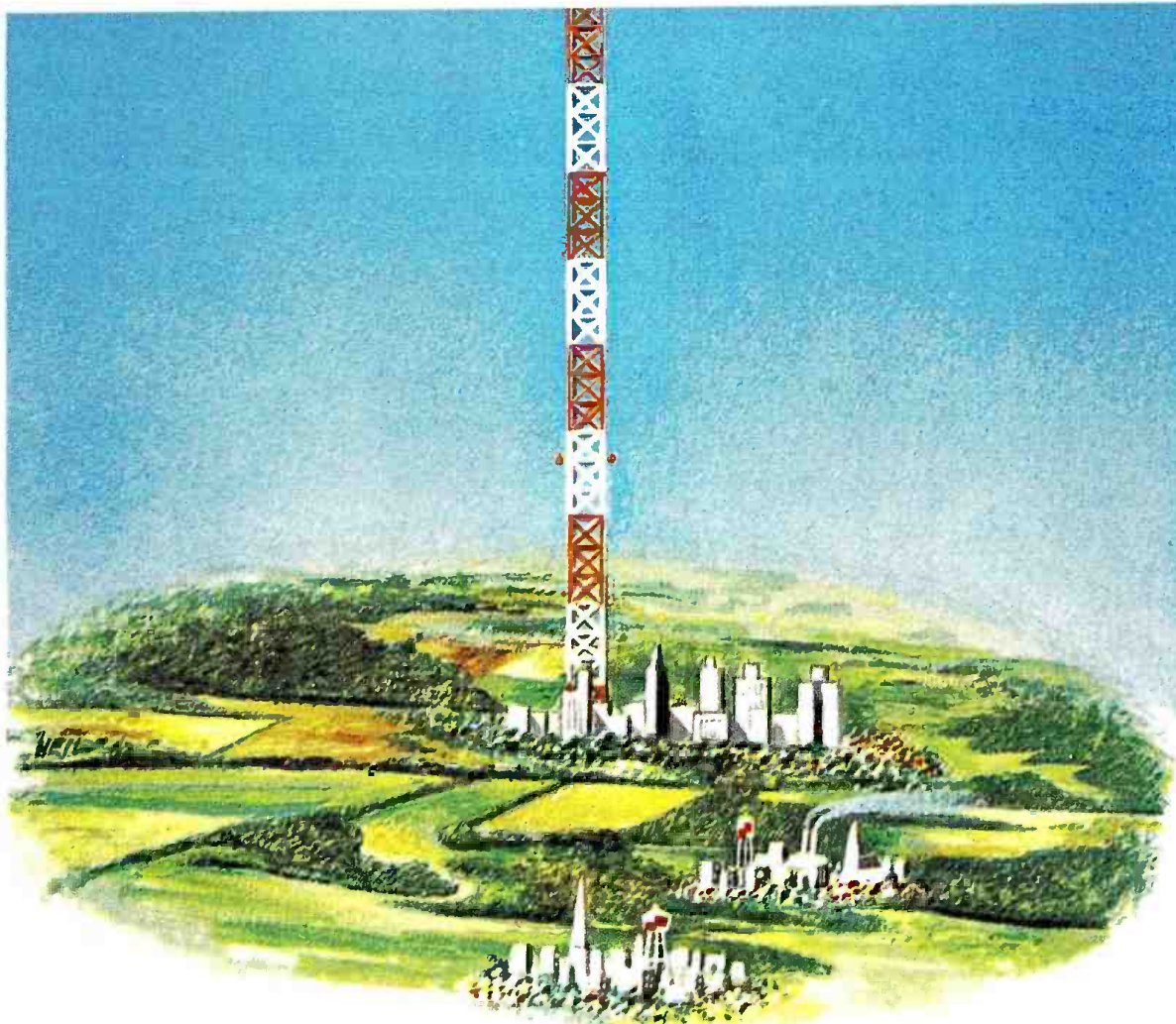


SAN ANTONIO, TEXAS



THE KATZ AGENCY, INC.

National Representatives



BIG...even by Texas Standards ... The New KONO-TV Sky Scraper

Towering 2049 feet above sea level, the new KONO-TV Sky Scraper stands, by comparison, 1013 feet taller than the Paris Eiffel Tower...838 feet taller than Chicago's Prudential Building...445 feet taller than New York's Empire State Building...above sea level. This new maximum tower and maximum power is your assurance of extra home coverage...many additional thousands of viewers of your television messages. Get the full picture story about KONO-TV from your Katz man.

San Antonio's



Channel 12

MISSION TELECASTING CORP. • SAN ANTONIO, TEXAS

K THE KATZ AGENCY, INC.
National Representatives

of the tremendous strides being made by Spanish language radio would have made your story more valuable.

The National Spanish Language Network (24 stations) includes among its users many major advertisers. The stations are doing quite well and it is an absolute fact that national billings on the stations we represent have increased substantially in 1962.—*Arthur Gordon, vice president & general manager, National Time Sales, New York City.*

[Foreign language radio broadcasting has enjoyed a major status for decades. The Sept. 3 story, as stressed in the lead, was oriented to the current expansion of ethnic group programming in tv.]

Putting criticism to use

EDITOR: Our "What I Don't Like About KWAT" contest (BROADCASTING, July 3) was an unqualified success. The listener entries ranged from vitriolic criticism of certain gimmicked commercials to criticism of other listeners who had criticized KWAT.

We read all letters on the air and the on-the-street comment about the letters was great publicity. The on-air readings were done in a strictly factual manner without comment or ad libs from the announcer. . . .

Every staff member took the letters home, read them, evaluated them and wrote a resume of his interpretation. Then we had a staff meeting to compare notes and decide what, if anything, we should do to improve our operation. We taped a 30-minute analysis of the entire activity and aired it four times during the last week of August. We explained our reasons for doing what we are doing, what we plan to improve, and why we will not change certain things as listeners requested.

. . . We think it was a great contest and of sound value to KWAT. It did much to develop our community stature and in no way was it detrimental to us.—*Ross E. Case, general manager, KWAT Watertown, S. D.*

Ask and ye shall know

EDITOR: With regard to the Sept. 3 OPEN MIKE letter of Courtland D. Ferguson, Courtland D. Ferguson Adv., I happen to be one of those stupid guys who require the gal in the front office to ask "May I say who is calling, please?" According to Mother Southern Bell, that is the correct way of answering the phone.

I want the caller's name because (1) I can't recognize voices on the phone that usually start, without giving names, "Will you give me some figures on that deal we discussed two months ago?"

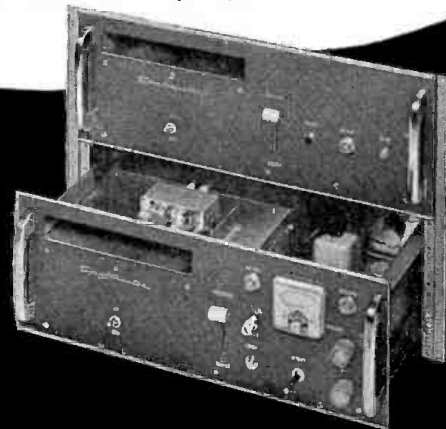
. . . And the best reason I ask for the name is that there always is some guy calling to ask how many left-handed

ON TAPE . . . it's SPOTMASTER

the only **complete line** of
cartridge-tape equipment

NEW! SPOTMASTER Rack Mount

The 500R is the only combination recorder-playback in a slide-out rack chassis designed for complete accessibility. Playback also available.



SPOTMASTER, by Broadcast Electronics . . . the most widely accepted line of trouble-free, transistorized cartridge-tape equipment, offers the largest selection of basic accessories for versatile and dependable operation.

PLUS . . . the complete line of accessories, including:

- Stereo playback and combination
- Cue-Trip Tone Pulser
- Cue-Trip Sensor and relay
- Tape Cartridge Winder
- Portable demonstration units
- Lazy Susan Cartridge Rack
- Wall Mount Cartridge Rack
- Remote Control Unit
- Equalized Turntable Preamplifiers



SPOTMASTER COMPACT

The time-tested compact playback or combination unit for control room or remotes.



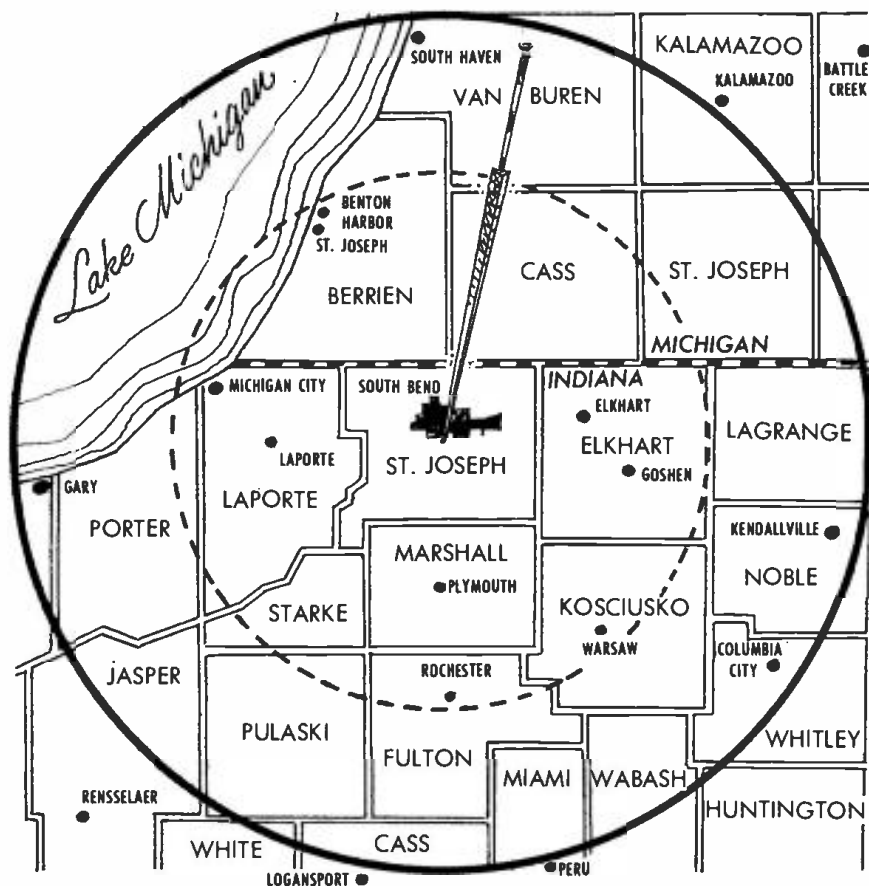
Keeps You in View!

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

Write today for complete technical specifications.

VISUAL ELECTRONICS
CORPORATION

356 west 40th street • new york 18, n. y. • pennsylvania 6-5840



--- Previous Grade B Coverage Area
 — New Grade B Coverage Area

The New World of WSBT-TV

When WSBT-TV's 1047' tower went into operation a new South Bend centered market was created. With operating power increased from 260,000 to 480,000 watts our viewing area expanded from 4500 to over 8,000 square miles . . . viewing potential increased from 750,000 to well over 1,000,000. And this coverage information is based on FCC contour maps and 1960 census figures . . . not on our sales manager's imagination.

What do the new WSBT-TV facilities mean to advertisers? . . .

- By far the biggest coverage of any South Bend station.
- An added new viewer potential of 333,500.
- Bigger test market base.
- Continued dominance . . . check any rating.
- Buying power of \$2 billion in coverage area.

Before you button up your '63 schedule better check The New World of WSBT-TV. See Raymer for details.



ONE OF CBS'
 HIGHEST-RATED
 STATIONS

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

PAUL H. RAYMER, INC.

NATIONAL REPRESENTATIVE

26 (OPEN MIKE)

Eskimos we have in our audience and that he would be interested in having the station carry a trade out for a week's vacation in Bermuda. All we have to do is carry 100 spots a week in prime time with a cash 15% to the agency for getting the trade.—Chris Watkins, general manager, WEAS Savannah, Ga.

When readers turn writers

EDITOR: I've been deluged answering all your readers who commented on the OUR RESPECTS article about me in BROADCASTING, Aug. 13. Needless to say, the influence of BROADCASTING extends far beyond the broadcasting business boundaries. The response to your medium needs no embellishment. Thanks for such an excellent job of writing—Melvin A. Goldberg, vice president, director of research, NAB, 666 Fifth Ave., New York 19, N. Y.

Heading for mountains

EDITOR: We're making our retirement final, because Oct. 1 we're moving to a New England village—Bennington, Vt., 15 miles plus from Williamstown, 10 miles or so from Grandma Moses' farm, three or four from Bennington College—and if that isn't retirement, you name it . . . The magazine is still our chief means of keeping up with the industry.—Frank Silvernail, 45 Manhattan Ave., Crestwood, N. Y. (110 Adams St., Bennington)

Help for Self Help

EDITOR: I was in New York and Washington on business. On a social call, I went to see Justin Bradshaw at BMI. Brad and Bob Fuller went out of their way to introduce me to people who could help my organization. One thing led to another. Brad encouraged me to call Vince Wasilewski at NAB in Washington. Vince and Dick Stakes at WMAL-TV Washington got me appointments, introduced me around generally.

A thought in my mind was why were these people being so helpful? Then I figured it out. They're just nice guys. I just want to say thanks to the broadcast industry as a whole.—John W. Baccarini, executive director, Self Help, Waverly, Iowa.

[Self Help is a non-profit organization serving the world by finding surplus farm and industrial machinery, rebuilding it, and selling it on a low-cost, pay-as-you-work basis to underdeveloped nations. Selling, says Self Help, is done in belief that people in other countries are "tired of handouts which tend to have a pauperizing effect . . . and selling gives pride of ownership."]

Fumble

EDITOR: While I respect Dick Block as a good keen competitor, he is hardly my boss. Your story on Kaiser Broadcasting (BROADCASTING, Sept. 10) stated

BROADCASTING, September 17, 1962



MORE

- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

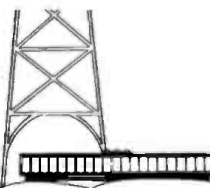
LISTENERS IN CINCINNATI THAN ANY* OTHER STATION

***CALL**

robert e. eastman & co., inc.

He'll prove it to you
with the latest Pulse
and Hooper Figures!

wsai



Radio
in cincinnati

ONLY
KCEN-TV
CHANNEL
OFFERS

6



MAXIMUM
POWER
COVERAGE

IN THE
WACO-TEMPLE
MARKET
center of Texas'
population density



Midway between Dallas, Fort Worth, Houston and San Antonio, KCEN-TV's maximum 100 KW Power on Channel 6 offers greatest coverage in the market and assures:

LOWEST COST per 1000*
BIGGER audiences*

*Waco-Temple Market ARB Mar. '62



POWERED TO SERVE 22 CENTRAL TEXAS COUNTIES

BLAIR TELEVISION ASSOCIATES
National Representatives

KGMB-AM-TV and KMAU-TV of Hawaii are Kaiser-owned. T'aint so. Kaiser owns KHVH-AM-TV in Honolulu. KGMB-AM-TV, KMAU-TV, KHBC-AM-TV, K70BW and K82AM are all owned by Hawaiian Broadcasting System, a subsidiary of the Honolulu Star-Bulletin Inc.—Joe Herold, general manager, KGMB-TV Honolulu.

(Apologies to Mr. Herold for misappropriating the Hawaiian Broadcasting System stations. The correct Kaiser stations in Hawaii are KHVH-AM-TV Honolulu and satellite KHJK [TV] Hilo.)

8,600 living proofs

EDITOR: Unequivocally we take exception to Dr. Glenn W. Thompson's report to the American Psychological Assn. on child reaction to advertised goods.

If there were real substance to Dr. Thompson's finding that children tend to "discount promises made by advertisers because of past experiences" in which product failed to live up to expectations, then how would he explain the year-after-year renewals we enjoy from such baking giants as Colonial and Sunbeam, such bottlers as RC, Coca-Cola (and Sprite) and Pepsi in our *Uncle Pete* and *Tinytown* areas?

The 8,600 little studio guests who visited these two staple, small fry programs in the year ending June 30, principally to "sample" the products afforded there, must be terribly deluded for not one burp of dissatisfaction have we heard regarding the products purveyed. And don't for a moment conclude that these sponsors and their agencies don't test audience reaction.—Jack Sholar, station manager, WJHG-TV, Panama City, Fla.

'Yearbook' awaited

EDITOR: Enclosed is check for \$5 for a copy of the YEARBOOK when it comes off the press. The new issue is eagerly awaited. We find it exceedingly helpful and in constant use in this office.—Warren B. Francis, executive secretary to Sen. Thomas H. Kuchel. (R-Calif.). (The 1963 BROADCASTING Yearbook will be published Dec. 1.)

Et tu, copy editor

EDITOR: In the addled gloom of midnight composition last week I witlessly committed an offense against William Shakespeare and FCC Commissioner John Cross when I quoted Mr. Cross as saying, upon his forced retirement: "I feel like Brutus must have felt when Caesar stabbed him in the back."

Let it be known that Mr. Cross had his characters straight. It was I who switched the knife to the wrong hand. (Sleepiness, I must presume, had also ravelled the wits of the copy editor.)—Dawson B. Nail, associate editor, BROADCASTING, Washington, D. C.

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISSHOFF
VICE PRESIDENT MAURY LONG
VICE PRESIDENT EDWIN H. JAMES
SECRETARY H. H. TASH
TREASURER B. T. TAISSHOFF
COMPTROLLER IRVING C. MILLER
ASST. SEC.-TREAS. LAWRENCE B. TAISSHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taissoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail; STAFF WRITERS: Sid Booth, Gary Campbell, Jim deBettencourt, Malcolm Oettinger Jr., Leonard Zeidenberg; EDITORIAL ASSISTANTS: Elizabeth Meyer, Larry Michle, Rosemarie Studer, Nancy K. Yane; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
LAWRENCE B. TAISSHOFF

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Dave Lambert; ADVERTISING ASSISTANTS: Rita Brady, Robert Sandor, Joyce Zimmerman; SECRETARY TO THE GENERAL MANAGER: Doris Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS: John P. Cosgrove; CIRCULATION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, Steve Bell, James E. O'Leary, German Rojas.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: George W. Darlington, Richard Erickson, Diane Halbert, Larry Littman; ASSISTANT: Frances Bonovitch.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; ADVERTISING REPRESENTATIVES: Don Kuyk, Syd Abel; ADVERTISING ASSISTANT: Ellen Reilly.

Chicago: 380 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

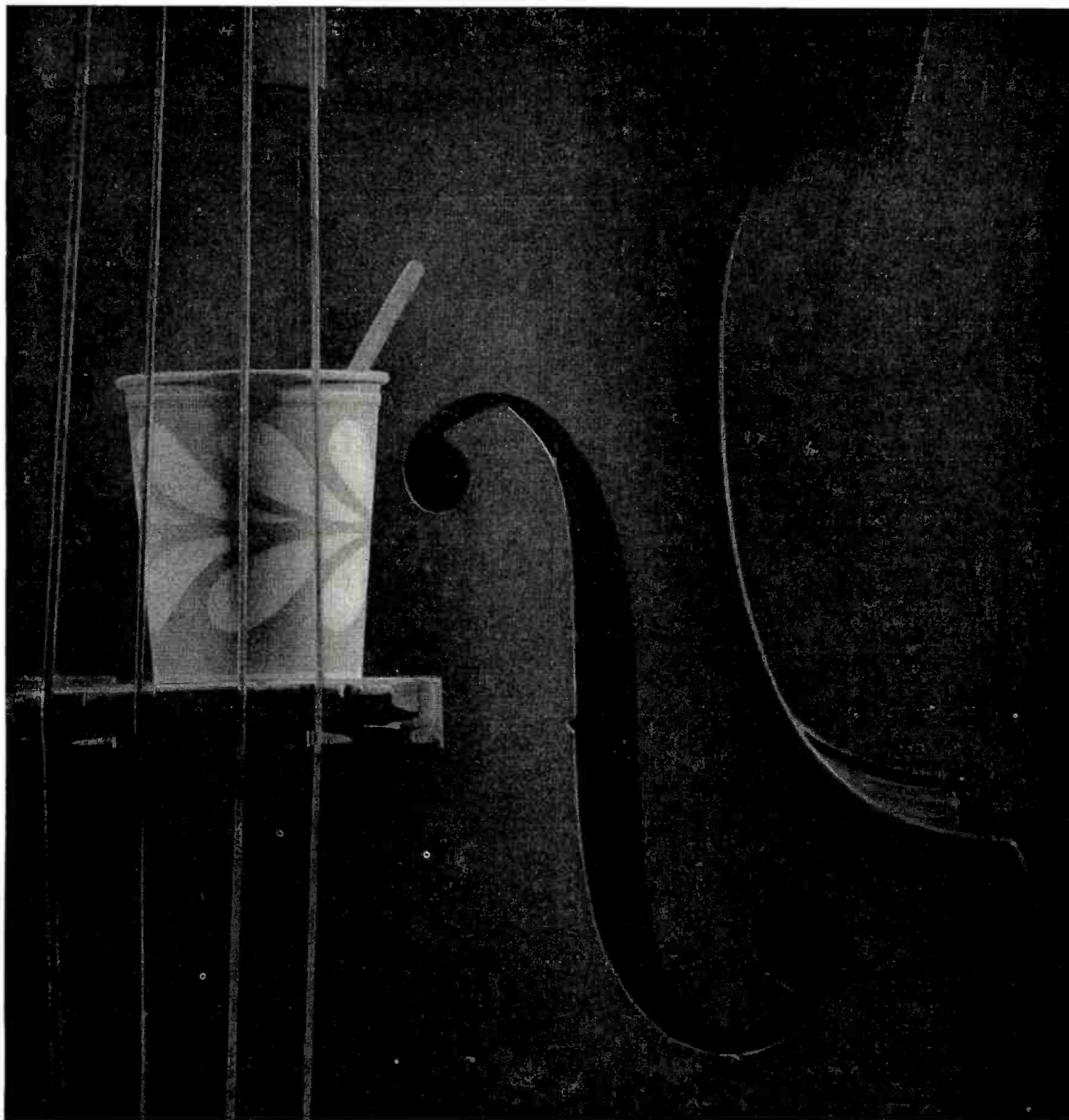
Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, September 17, 1962



\$10,000 Coffee Break in Dallas—and BOSTON Gets the Cream

This bass violin player and 35 other fine musicians are taking a well-earned coffee break. But the excitement their music generated here in our Dallas recording studios is being felt very strongly this week in Boston. It is stirring the biggest wave of community pride in that city's modern history.

The overture for this groundswell of civic awareness is a song of love called "Boston—A Wonderful Town," composed, written, orchestrated, performed and sung expressly for WHDH by PFOP. The song is spearheading an exciting new adventure in image by sound—designed to focus the attention of the nation on "Boston—Wonderful Town" and "WHDH—Wonderful Radio."

It's part of a comprehensive "SOUNDSMANSHIP" programming package called "DIMENSIONAL RADIO," custom-

created for WHDH. It is comprised of the most complete, highly-produced distinctive new sound package in the industry—fresh, prestigious, personalized...and brimming with immediacy.

That's why there are no coffee breaks at WHDH. They're responding to the surge of new interest in the station by community leaders, vast numbers of citizens—and advertisers.

This excitement should be in your market too. Boston is a wonderful town, but so is your city! Proclaim it with high-quality, sales-producing "DIMENSIONAL RADIO"!

Write, wire or call your Ullman-Man today.

RICHARD HULLMAN, INC.

Marvin A. Kempner, Exec. Vice Pres., Time & Life Bldg., New York 20, N.Y.

A DIVISION OF ✱ THE PETER FRANK ORGANIZATION, INC.—HOLLYWOOD / NEW YORK / DALLAS

How television provides hard sell for a soft drink

As an agency which has used tv successfully for some time, Riedl & Freede is often asked why it selected tv as the basic advertising medium for Cott Beverage Corp. of New Haven, Conn.

In addition to the clearcut advantages of reach and frequency over other media, tv ideally lends itself to the type of image we wish to create for Cott quality beverages: the glamour and excitement with which we can surround the copy platform. This is tremendously important in a product that is often purchased because of its social acceptability.

For years, Cott has made a soft lemon-and-lime drink called "Cott-Up." It was marketed as part of the overall line and had undistinguished sales results. So, a new market approach was decided upon, incorporating a new name "Lemon Twist," for the product.

Capitalizing on a Fad ■ With Cott advertising manager Adrian Hirschhorn we began planning our campaign. At that time, the word "twist" meant a dance craze. Though the dance was recognized as a passing fad, there was no question that the "Lemon Twist" name would have an effective permanence. And, of course, the visual excitement of the dance and the music was ideal in developing dramatic tv commercials.

Using 10- and 20-second commercials, which showed the hips and legs of a boy and girl doing the twist, we went on the air to reach the summer soda market in Connecticut, New York and Massachusetts—Cott's principal marketing areas.

We decided to produce only the 10's and 20's, even though minutes often are considered vital when introducing a new product. Since the Cott beverage line is already known for quality, we did not feel we had to prove that Lemon Twist was a quality product. So, the major job was to gain product identity with the millions of consumers in our marketing area. Use of shorter spots allowed us to obtain greater reach and frequency, particularly in prime time slots, and a greater impact for our ad dollars.

During the peak season, we ran these spots in New York on WOR-TV, WCBSTV, WPIX (TV), WABC-TV, and WNEW-TV; in Connecticut on WHNB-TV Hartford, WNHC-TV New Haven; and on WWLP (TV) Springfield, Mass. By scheduling 10 spots a day each in New York and Connecticut, for an average of 140 spots a week, we got maximum saturation.

For the first two weeks (May 21 was

the kickoff date) all spots were devoted to Lemon Twist, and for the remainder of the summer campaign, only one in five promoted the new flavor.

The Results ■ During May, June and July of this year, production for Lemon Twist cases of quarts, splits and king sizes were up 616%, 1,700% and 1,600%, respectively, over the same period of last year.

These figures are fabulous, of course. Realistically, they indicate that Lemon Twist has become a major item in the Cott line. Perhaps more than anything else, they indicate one other test of tv's effectiveness: almost instant distribution of a new product in Cott's multi-state marketing area.

The word from the field came in fast and furious. From distributors, retailers and the Cott sales force came the same message: "The tv campaign is selling Lemon Twist like nothing we've ever seen."

This playback from the people who actually sell the product is perhaps the most accurate gauge of a medium's effectiveness. Not only does it create public demand, it also incites the sales force at all levels to push the product harder and merchandise better.

The success of Lemon Twist also illustrates the importance of station merchandising at the retail level.

Many tv stations provided extra merchandising effort which we believe had a significant effect.

In Connecticut and Massachusetts, the major supermarket chains were covered with Cott display material as a result of authorizations obtained by the stations. These additional payoff points contributed substantially to increased sales.

Point-of-purchase aids, we have found, are particularly valuable in bringing tv impact to the point of sale.

Consumers generally will not go far out of their way to find an untried product.

But if the television sales message is repeated at the point of sale, it becomes an important marketing factor.

As the campaign progresses, Cott Lemon Twist is still breaking company sales records. What is gratifying to us is that when we were retained by Cott in January 1961, the company had been using newspapers. It had been assumed that the Cott budget was insufficient for a tv campaign.

We have proved during the past 18 months that money alone is not the sole requirement for a successful marketing campaign. Using television as the major medium, we developed a thorough program that bombarded distribution channels with all types of trade advertising, direct mail bulletins and a vast variety of tools to be used not only by the Cott sales force but even by the deliverymen.

Advertising, in any medium, is really just another sales tool—a fact which I'm afraid many agencies and advertisers alike forget. If any sales tool is not used as an integral part of an overall campaign, money is being wasted.

We are now introducing another new Cott product on tv—a canned chocolate drink. Early signs are that we are on our way to breaking a few more records.

The December holiday season is another time of peak television usage by Cott. Then, we emphasize Cott carbonated water, ginger ale and quinine water for use as mixers.

On this account, except for short sales and promotions in which we supplement our campaign with newspapers, Cott uses tv exclusively. And we will keep it up.

Any medium that increases sales by 1,700% over a three-month period must be the right one.



Joseph Oliveri, account executive, Riedl & Freede Inc., Clifton, N. J., and New York, handles the Cott Beverage Corp. and its associated companies (Mission of California, Quiky, Big-Giant Cola and ChockO chocolate flavored). He is also account executive on Marcal paper products and Finkel outdoor furniture. Mr. Oliveri's first advertising job was in the traffic department of Grey Adv. He was service manager of Lennen & Newell before joining Riedl & Freede.

taste

It is the successful broadcaster who is able to anticipate the public's shift in taste. It is the even more successful broadcaster who is able to key his programming to these tastes with keen judgment and responsibility. And it is the most successful broadcaster of all who can create a responsive audience in order to evaluate these tastes. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D.C. ●

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA ●

WTOP RADIO, WASHINGTON, D.C.



*the **Rocky Mountain Area** with one-fourth of the nation's land area, a surging, sprawling wonderland of outdoor America, rich in people and places, rewarding for advertisers. In this mountain empire are millions of customers, billions in purchasing power—and fierce competition for consumer acceptance. How can you harness this potential . . . reach and sell the total area . . . turn the Rocky Mountains into a marketing paradise? There is only one sure way . . .*

*with **Radio** on the **Inter Mountain Network**, the nation's largest regional network, with 61 stations serving and selling more than 4 million people in Colorado, Idaho, Montana, Nevada, Utah, Wyoming and Nebraska.*

*For your copy of "THE ROCKY MOUNTAIN AREA
The Market and the Challenge"*

call your Petry Man.



WHAT'S RADIO'S SUCCESS SECRET?

- Study shows seven 'musts' shared by all top-rated stations
- Market size, power, dial position have little influence
- Listeners, in five categories, hear radio 3½ hours daily

What puts a radio station on top in the ratings—and keeps it there?

Results of a 12-month search for the answer to that eternal question were given by CBS Radio to its affiliates last week. The report was based on a series of studies examining the problem from the viewpoints of both broadcasters and listeners.

It didn't profess to offer "the complete answer," but it did find certain distinctions peculiar to high-rated stations. It also downgraded the importance of some factors often considered significant in the race for ratings. And it shed some new light on listener preferences, especially in the areas of music and news.

The report drew widespread praise from the affiliates, who made it one of the chief conversation pieces of their convention last week. In a resolution they hailed it as "one of the most valuable contributions to the working knowledge of station management which has appeared in many years."

The station study found seven "common denominators" which officials said were universally present in top-rated stations but frequently missing at low-rated ones. Here are the seven:

- "An active interested management that plans its operation and doesn't allow things to 'just happen.' A management that has a blueprint of what it is doing and has confidence and belief in what it is doing. A top-rated station is enthusiastic—it is good and it knows it—and the feeling permeates from the general manager down through the entire staff."

- "Strong participation in community life—not just paying lip service or going through the motions, but actually caring about doing good. A top-rated station will keep attuned to its community . . . it will know what is going on and will be a part of what is going on. Although this holds true in all markets, it seems to be of especial importance in the smaller cities."

- "A good local news operation that doesn't depend entirely on the network—and yet that coordinates its newscasts with those of the network, and takes advantage of the network news depart-

ment. This news operation will not only be capable of covering happenings in its own market but will also be able to fully report national and international news in the course of its locally produced newscasts."

- "Strong, established personalities in general—a good morning man in particular. Top-rated stations have been successful in keeping their strong personalities." CBS Radio officials concluded that having strong morning ratings is almost essential, "if total day leadership is to be achieved."

- "Although this may not hold true in all markets, it seems that a middle-

of-the-road music policy is common among our higher-rated CBS affiliates. There is a general tendency to avoid any extremes during regular daily programming, either in the direction of the heavy classics, or in the opposite direction, toward rock-and-roll. Most important, however, is that there *will be* a policy—and it will be understandable, recognizable and consistent."

- "Play-by-play accounts of sports events seem to characterize our better stations, with emphasis differing, of course, from market to market. It would seem that a midwest station in the Indiana area almost has to have

Paley's formula for gaining high radio ratings



Mr. Paley

In one of his rare appearances as a speechmaker, CBS Board Chairman William S. Paley shared with the CBS Radio affiliates convention last week some thoughts on a subject in which he has long been recognized as an expert: programming.

Speaking at the Thursday luncheon, he had some words of his own to go with what the affiliates already had been told about how to get high ratings (story this page). He said he had no blanket prescription for

achieving distinction in local programming and local service, but that he could offer two suggestions:

"The first is that you've got to dare to be different. I don't mean difference for its own sake, but finding new things to do, new services to offer, new ways of doing familiar things, whether in news or music. Look around you and, instead of following what all the others are doing, or imitating their way of doing it, do something different—something that a combination of research, reason and intuition tells you might work.

"The second is that, having decided what you are going to do that distinguishes you from the pack, go all out. Don't do it tentatively, in a small way. Do it in a big way. Break some new ground. Try some new techniques. Hit it hard, and get talked about—and listened to.

"Everybody's trying to get everybody else's attention today—trying to get and hold it—the only way I know that you can do it is to be different—offer something different—and do it in such a way that there's no mistaking what you're up to and that you can be counted on for more of the same."

For other details, see page 68.

WHAT'S RADIO'S SUCCESS SECRET? continued

high school basketball if it wants ratings—and in most areas college football and professional baseball seem to be helpful.

■ "A wide variety of promotional activities, including contests in which the listener becomes an active participant seems to be an important factor in a station's success. These contests should be designed to keep people talking about the station," usually are based on "skill or fun" and for the most part offer "relatively insignificant prizes."

To these benchmarks CBS Radio added some other findings—including the stations' own ideas about what put them on top—but stressed that these factors by themselves will not automatically guarantee high ratings because they "really don't assure the one most important ingredient: The SOUND of the station."

Vital Sound ■ Fred Ruegg, CBS Radio vice president for station administration, who summarized the findings in a 90-minute report to affiliates at last Wednesday's opening session of their ninth annual convention (also see page 68), described the differences in "the sound" heard at different ends of the ratings spectrum. He said:

"In each of the successful stations we visited, without exception, we found that they had a vital sound—an interested and interesting sound. A high degree of professionalism was apparent. Good production was a constant thing.

Announcers and performers knew what they were doing, sounded as if they liked what they were doing and were interested in doing it. The stations had enthusiasm and vitality.

"On the other hand, the control (lower-rated) stations we visited in many cases were dull and lifeless. Their production was careless. The announcers fluffed. Levels were erratic. Engineering mistakes were numerous. There was no real 'pride in product' apparent as you listened."

Apart from the "common denominators," which were determined in on-the-scene appraisals of CBS Radio affiliates and their competition in 26 markets, CBS Radio officials asked the managers of affiliates rated No. 1 or 2 in their markets to say what they thought was "the real reason" for their ratings success.

The five factors nominated most often were:

1. Strong local news operation (named by 82%).
2. Participation in community affairs (also 82%).
3. Promotion and advertising (77%).
4. Music (68%).
5. Personalities (64%).

Other findings and conclusions reached in the station portion of the study included:

■ The relative audience positions of top-rated stations are not affected by

such factors as market size, dial position, transmitter power, joint ownership with a television station or newspaper, years on the air, number of competing stations, or population changes in the market from 1950 to 1960.

■ More than 80% of the stations visited in the survey carry editorials.

■ Cross-promotion on jointly owned television stations has debatable value: Some stations give it maximum credit as a ratings producer; others, none. Mr. Ruegg concluded that it is "by no means an essential element in station promotion."

Some of the more detailed findings and conclusions which officials hoped will help stations improve their ratings:

"The managers of the top-rated stations are willing to spend money, when necessary, to upgrade the quality of their organization. This means such things as putting an extra man on staff if the program director asks for one—even though they could 'get by' without him. . . ."

Close Supervision ■ "Another element common to successful management is supervision of program content. Making a decision to have 'just music' or 'just talk' isn't enough. It must be the *right* music and the *right* talk. . . . This doesn't necessarily mean that the station manager personally selects the records for each program, but rather that he establishes controls over what records can be played or where they can be played."

"... At our first and second-place stations we find that the managers are constantly questioning themselves about their operation. They never make changes just for the sake of change, but they don't hesitate to do so when they feel it will be helpful. Self-criticism is ever evident; complacency is always absent. . . ."

"... The need for a strong local news department was emphasized by station managers. . . . Good news operations were just as much in evidence among the smaller stations—which couldn't afford large staffs and much expensive equipment—as in the larger ones.

"At one fine, small affiliate, for example, there is just a single news man with a station wagon equipped with a transmitter. Yet this station has as excellent and thorough local news coverage as you could want. The secret lies in the fact that the man is interested—alert, active, articulate—and has made himself an important part of community life. . . ."

"... Station managers placed great emphasis on the importance of participation in civic life—and in the smaller markets they seemed to feel success was synonymous with making their station an integral part of the community. . . . A few of the station managers took special pains to point out that participation by station personnel's wives [with their



Men responsible for CBS Radio's study of radio were Fred Ruegg (l), vice president, station administration and Arthur Hull Hayes, president,

CBS Radio. Mr. Ruegg presented the findings to the opening session of the CBS Radio Affiliates Association convention.

What's liked, disliked in radio personalities, newscasters

NEWSCASTERS			RADIO PERSONALITIES		
Characteristic	What is Liked	What is Disliked	Characteristic	What is Liked	What is Disliked
Voice	Reflects authority and sincerity—nice, pleasant, clear, soothing, natural, unaffected, masculine.	Either monotonous (no feeling), or unctuous, or too loud and shrill.	Voice	Soothing, pleasant; soft or deep.	Loud, brassy; raspy, irritating; monotonous; affected.
Delivery	Easy, no hesitation, confident.	Too emotional, dramatic, hysterical, theatrical.	Delivery	Clear, understandable; intermediate rate of speed.	Jumbles words, hard to understand; too slow or too fast.
Ease of Understanding	Pace right, diction good, thoughts clear.	Too fast, poor diction, unclear.	Personality	Friendly, warm, informal, relaxed, natural, easy-going folksy; talks to you; kind.	Too sweet, too folksy; or superior attitude, conceited, snob; sarcastic, hostile, sharp-tongued.
Objectivity	Objective, impartial, not sensational. Some announcers can be champions for causes and still remain impartial.	Prejudiced, one-sided, not neutral, opinionated, reactionary, inaccurate.		Sincere, honest, takes a stand (but impartial). Funny, sense of humor. Intelligent, well-informed.	Phony, hypocrite; biased, chip on shoulder.
Personality	Preferably warm, friendly; presents human interest side-lights; and, if possible, has a sense of humor. Dignified, sincere, forthright, honest.	Pompous, condescending, no humor.		Enthusiastic; cheerful. Interesting, entertaining, talented.	Off-color jokes, tries too hard to be funny. Immature, clown, stupid.
Important to the station trying to make headway in the race for audience is the contribution its newscasters and personalities give to the station's total "sound." Here, for both, are the key likes and dislikes as found by Motivation Analysis Inc. in its listener survey for CBS Radio.			Sports Announcers	Well-informed on sports, concise, makes games exciting.	Incompetent.
			National Personalities	Arthur Godfrey (controversial—liked very much by some and disliked very much by others)	
				Art Linkletter Garry Moore	

husbands in community projects] was quite helpful."

Speaking Talent ■ "... A number of stations operate a speaker's bureau, which will provide either talent or executives to appear before local organizations. . . . One of our southern affiliates holds seminars for civic groups all over Georgia, consisting of hour-and-a-half sessions [of] practical advice on how radio and television can best be utilized by them. . . .

"... Our personal observations of the more successful stations revealed very strong audience promotion efforts. Here, too, there was wide diversity in the specific techniques; all, however, made good use of their own advertising medium to promote their own product."

The station study, called a "troika" by Mr. Ruegg, had three elements: (1) An analysis of existing information about CBS Radio affiliates in all Pulsed markets, totaling 103 in all; (2) among the 38 stations rated No. 1 or 2, a compilation of the managers' ideas about why they have been successful, and (3) personal visits to 26 markets, most of them where the CBS outlet is No. 1 or 2 but also including, for control purposes, a few where the CBS affiliate is low-rated.

Supervising the study with Mr. Ruegg were W. Thomas Dawson, CBS Radio's vice president for information services, and Harper Carraine, research director.

The field interviews and studies at the local level were conducted by Alfred N. Greenberg, CBS Radio field manager for affiliate relations.

Listener Habits ■ The listener-preferences portion of the study was conducted by Motivation Analysis Inc., an independent research firm headed by Dr. Philip Eisenberg. It surveyed listener habits and attitudes in the seven cities where CBS owns radio stations: New York, Chicago, Boston, Philadelphia, St. Louis, San Francisco and Los Angeles.

Mr. Ruegg made clear that the listener findings cannot be projected to the country as a whole, but said that in most cases they were consistent from city to city and "should be of interest and of some value to you."

In making the survey CBS Radio wrote off the teen-age audience, limiting the study to listeners 20 years of age or older. Mr. Ruegg explained: "We determined, at least for ourselves, that we could not compete for the juvenile teen-age audience with the rock-and-roll fad-stations and, further, that the success of our properties could best be achieved by aiming at an adult audience."

In each of the seven cities, telephone calls were completed with 1,000 adults who listen to radio at least 15 minutes a day. Half of the sample were men.

Daily Listening ■ The study showed these adults average 3½ hours of radio listening daily—a significant figure, officials noted, because it occurs in major cities "where television offers the most competition."

Five major kinds of listener were found, according to Mr. Ruegg's report:

■ **Talk-music listeners.**—These, numbering about 22%, have a great interest in news, interviews, discussions, sports and and similar talk features, and also have a minimum-to-moderate interest in music but do not tune to radio primarily for music.

■ **News-only listeners** (about 12% of the total).—These listeners, not expected in such numbers, listen less per day than any of the four other groups.

■ **Classical and semi-classical listeners.**—These, about 16% of the total, tune in for what they regard as classical and semiclassical music, though their definitions of these terms often vary. Generally, they are not interested in talk and have less interest in news than any other group except rock-and-roll fans.

■ **Popular music listeners.**—These, numbering about 40%, sometimes include rock-and-roll in their definition.

■ **Rock-and-roll listeners.**—These total about 7% and their interest in other programming is "secondary."

(The other 3% are "miscellaneous,"

consisting of foreign-language and other special-interest listeners, the report said.)

The report said a total of 55% of the respondents indicated an interest in something other than just music when they listen to radio, contradicting "a widely held theory by many station operators that any talk, including news, should be held to an absolute minimum because the listeners are not interested."

The report noted, and thought it "rather surprising," that "most people listen to only one or two radio stations. . . . Only 28% indicated that they regularly listen to three or more. . . . This seems to indicate that we should go beyond our own facilities in our promotion efforts, in order to reach people we are trying to recruit."

Long Interviews ■ Depth interviews averaging 90 minutes per person with 1,135 adult listeners in the seven cities turned up additional findings and conclusions, including:

About two-thirds of radio listening is done at home, about one-fourth in the car and a small fraction at work. Popular-music listeners do more car listening than the other groups (30% as against about 25% for the others).

. . . CBS Radio officials thought they detected signs that so-called rock-and-roll or top-40 "formula" radio "has reached its zenith and is on the decline." They based this conclusion on answers to a question about what stations the listeners were using less than they formerly did.

" . . . A music station is not really listened to but is most often used merely as a background. . . ." This conclusion

is based on figures indicating that 82 to 85% say they listen "for a pleasant background," while 21 to 43% say they like to listen "with attention."

. . . A "surprising discovery" was "the high percentage of people who preferred instrumental music over other types": From 39 to 70% in the different groups said they preferred instrumental, as against 14 to 40% who preferred vocal music.

News Interest ■ . . . Most listeners want news once an hour, they'd rather have it on the hour, and they prefer newscasts at least 10 minutes in length. There's a cleavage as to length, however: more talk-music and news-only listeners want newscasts 15 minutes or longer, while the popular music and classical-semi-classical go for the shorter lengths.

. . . In general, there's some preference for details on a few main stories rather than for a large collection of stories, but all groups show a preference for something more than "just headlines."

" . . . It would appear," the report concluded, "that our best opportunity lies in presenting long, preferably 15-minute news broadcasts, every hour on the hour, covering a lot of different news stories and covering the most important news stories in detail. . . ."

. . . Listener interest in news analysis ranged from 37% of the popular-music listeners to 60% of those who tune for talk-music and 65% of those who said a CBS-owned station was their first or second choice.

. . . About 40% of the listeners mentioned some specific "annoyance" in

news programs. The report concluded that while "none, by itself, is probably too significant," as many as possible ought to be avoided. Among them: biased and slanted news programs, headline and short news programs, loud sound effects, commercial interruptions, repetitious news, dramatic and sensational news, fast-talking and loud announcers, and over-long newscasts.

. . . A majority of the listeners said they dislike sound-effects introductions to newscasts (beeps, presses running, etc.)

Like to Laugh ■ " . . . An overwhelming majority of all listeners enjoys humor on radio—only a very small minority dislikes it. The kinds of humor people told us they liked were jokes, skits, anecdotes, repartee, humorous announcers, true-to-life humor about people, comedy albums, jokes interspersed in non-humor programs, children's funny sayings and clean humor. Among the types they disliked were sarcasm, slapstick, vulgar or off-color humor, sick humor, humor based on race or religion, or corny humor."

" . . . About half the listeners are interested in play-by-play sports coverage."

. . . From 44 to 55% found something to criticize in radio. Among the things they said they didn't like were rock-and-roll, hard-sell commercials, loud sound effects, "too many" commercials, etc.

. . . About 75% thought commercials "serve useful purposes."

. . . They like singing commercials best; long, loud and repetitious ones least. But there's also a core of about 22 to 30% of the various groups who like "none," and a slightly smaller core who say they dislike "all."

BROADCAST ADVERTISING

GE buys Borge on 40-station fm network

QXR PURCHASE BIGGEST OF KIND IN HISTORY; COVERS 35 TOP MARKETS

A dramatic development in fm advertising is being announced today (Sept. 17) by General Electric Co., a major national advertiser.

GE has purchased an hour program that starting Oct. 3 will be scheduled weekly on the QXR Network of 40 fm stations. The sponsorship is regarded as probably the biggest weekly expenditure on fm made by a single, national advertiser.

The General Electric buy has been placed through Young & Rubicam, New York, the agency that handled a huge fm campaign by Chrysler Corp. (Imperial automobiles) about two years ago. But, it's learned, the GE purchase

exceeds even that one on a weekly basis.

Bigger Buy ■ Chrysler spent an estimated \$135,000 in 27 markets over a 52-week period, or about \$2,600 weekly. It's already known that GE will budget well over that figure on a weekly basis, perhaps as much as 50% above. The GE program is entitled *Victor Borge's GE Music Theatre* and will be heard Wednesday nights.

The QXR Network says it is in each of the top 35 U.S. markets, with the exception of Atlanta and another in the midwest. QXR initially had planned to increase to 50 stations by the end of this year and to at least 100 stations by the

end of the year 1963.

Audience Data ■ The General Electric buy follows by a few months the development of new information on the fm audience (BROADCASTING, June 4) and a continuing FCC push to divert would-be radio station operators from am into fm.

It also is another move by Young & Rubicam into fm buying on a national scale. The Chrysler purchase was predicated at least in part on surveys made by the agency that found the fm radio audience to consist to a considerable extent of "influentials" within the community served.

Basically the same type of "read

TEST



ON ATLANTA'S

WSB-TV

One of the top five test cities is Atlanta. It has all the characteristics of the ideal test market. And WSB-TV, with a 44% average share of audience (ARB, April, 1962), is the top tv station in this market. Television today is the best single medium for testing your product...and WSB-TV is the single dominant station that can test your product best in Atlanta. Schedule your product test in America's 24th market on Atlanta's WSB-TV.



Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



Victor Borge

back" has been found by other fm surveys, including Media Programmers Inc., New York, which has amassed material for QXR, and by The Pulse Inc. Documentation by these firms, as revealed last June, placed the reach of fm into some 14 to 15 million homes and growing at a rate close to 2 million homes a year (BROADCASTING, June 4). Emphasis was on the high-income, "class" audience.

Near Half Million ■ It's estimated roughly that some 400,000 families per program could be listening to GE's Victor Borge presentation when it goes on the airwaves.

Though no details are available, QXR (owns Fm Spot Sales Inc., a nationwide spot sales organization that reps the fm stations) reportedly expects to sign another major program sponsorship in October by a national advertiser.

In General Electric's announcement, the firm said that with its sponsorship it becomes the "first advertiser to sponsor a coast-to-coast, full hour network fm radio program." QXR Network obtained clearance for Wednesday night on all of its stations, 36 of the 40 to broadcast it 9-10 p.m., a peak listening period, and the other four stations for an hour falling sometime between 7-10 p.m.

Fm Stereo Boost ■ The GE plans also are aimed to boost interest in fm stereo. The Victor Borge broadcast will be heard in fm stereo on 26 of the 40 stations.

George A. Bradford, marketing manager of GE's radio & television div., in a statement noted:

"The radio and tv division has a vested interest in fm stereo. Its growth from a single station in June 1961, to a possible 300 by the end of this year is nothing short of phenomenal.

"Its enthusiastic acceptance by the public, particularly by that group categorized as 'influentials,' makes fm stereo

a logical media choice for messages aimed at that group."

(Fm stereo's current status and anticipated growth were expounded on last week at the Electronics Industries Assn.'s Fall Conference in New York [see story, page 95].)

Trend-Setting Products ■ Mr. Bradford explained that "an important characteristic of 'influentials,' is their quickness to recognize and invest in 'trend-setting products.'" GE has a T-1000 fm stereo radio, an "on-the-wall" stereo console and tv-stereo combinations.

These products, as well as GE's new 22-pound, portable "escort" television set, color tv receivers, high fidelity "music distribution system" and educational kits, are expected to be among the "trend-setters" to be advertised on the fm program.

Mr. Bradford described the fm program format as consisting of standard recorded classics and semi-classics. Mr. Borge will be host and commentator.

Initially the program will be broadcast in 22 states and the District of Columbia.

The QXR Network was acquired in April from Interstate Broadcasting Co., a subsidiary of *The New York Times*, by Novo Industrial Corp. The *Times* continues to own WQXR-AM-FM New York, which is a key station of the 40-station network.

Much of the QXR Network programming is fed to stations connected by on-the-air relay and telephone circuits

(in the eastern section of the U.S.). Tape also is used for programming. These technical details on the Borge show (part relay or all tape) are to be worked out for all the stations.

The Borge program will receive promotion support by GE and QXR nationally and the stations on the local level.

Business briefly ...

Dodge Div. of Chrysler Corp. is using heavy eight-week tv spot and participation campaign beginning today (Sept. 17) to precede and follow up new-car introductions for Dart and Dodge lines. Campaign ties-in with other media. Tv spot will run on 250 stations in 100 markets, plus participations on nine ABC-TV shows and exposure on Chrysler network shows, *Empire* and *World Series*. Dodge agency is BBDO.

Thomas J. Lipton Inc., Hoboken, N. J., has bought three Carol Burnett specials on CBS-TV during 1963. Agency: Sullivan, Staufer, Colwell & Bayles, New York.

Brown & Williamson Tobacco Corp., Louisville, has begun testing a new cigarette product, king-size, non-filter Coronet in South Bend and Evansville, Indiana. B&W has bought time on six tv stations—WTVW (TV), WEHT (TV), WFIE-TV, all Evansville; WSBT-TV, WNDU-TV, WSJV (TV), all South Bend—for a 36-week cam-



Rolls-Bentley lends dignity to Caprex ad

When the Simons-Michelson Agency Detroit, planned its campaign to introduce Caprex, a new preparation for men's hair, it decided to emphasize the product's English origin. The tv commercial which the agency created called for a Rolls-Royce as one of the props but Earl Klein of Animation Inc. Hollywood, who was given the assignment of producing the ad, went a step further and located this custom made \$35,000, Rolls-Bentley. The com-

pleted one-minute spot combines live action with "squeeze-motion" animation. It will be shown in saturation schedules on all three tv stations in both Hartford, Conn. and Peoria, Ill., where the product is being test marketed starting September 1.

Shown seated in the stately vehicle is Morton Zieve, account executive for Caprex. Shaking his hand is Mr. Klein, president of Animation Inc.



The road to market has to pass Main Street. **To reach Main Street U.S.A., turn at Mutual.** Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.* **Mutual Radio | 3M** A Service to Independent Stations.



4

Now for TV—Volume

40 great "Films of the 50's"



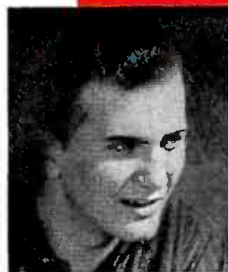
THE MAN IN THE GRAY FLANNEL SUIT

Gregory Peck
Jennifer Jones
Fredric March



THE REVOLT OF MAMIE STOVER

Jane Russell
Richard Egan
Agnes Moorehead



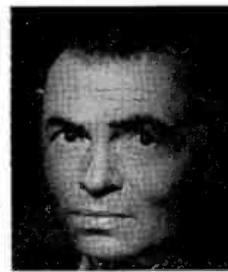
BERNADINE

Pat Boone
Terry Moore
Janet Gaynor



THE GIFT OF LOVE

Robert Stack
Lauren Bacall
Lorne Greene



BIGGER THAN LIFE

James Mason
Barbara Rush
Walter Matthau



FIVE GATES TO HELL

Neville Brand
Dolores Michaels
Patricia Owens



KISS THEM FOR ME

Cary Grant
Jayne Mansfield
Suzy Parker



THE RAID

Van Heflin
Anne Bancroft
Richard Boone



YOU'RE IN THE NAVY NOW

Gary Cooper
Jack Webb
Eddie Albert



THREE BRAVE MEN

Ernest Borgnine
Ray Milland
Frank Lovejoy



STOPOVER: TOKYO

Robert Wagner
Joan Collins
Edmond O'Brien



NO WAY OUT

Richard Widmark
Linda Darnell
Stephen McNally

Now it's clear...Volumes 4 & 5 of Seven Arts library of "Films of the 50's" are available for TV.

These two volumes are in the tradition of Seven Arts quality feature entertainment that has consistently garnered top ratings across the country!

This product is now available for purchase and will be accompanied by the outstanding and helpful publicity materials that have characterized Seven Arts in the field of station services.

We invite your inquiry so that a personal presentation can be arranged.

Seven Arts is proud to continue as the leader in quality feature motion picture programming for the television market and in these new offerings enhance their already famous library of "Films of the 50's"—"Money makers of the 60's".

Individual feature prices upon request.

5

Now for TV—Volume

53 great "Films of the 50's"



AUNTIE MAME
Rosalind Russell
Forrest Tucker
Peggy Cass



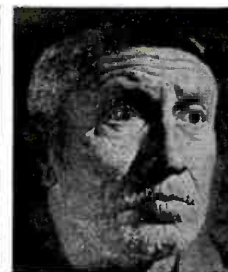
THE BAD SEED
Nancy Kelly
Patty McCormack
Eileen Heckart



DAMN YANKEES
Tab Hunter
Gwen Verdon
Ray Walston



NO TIME FOR SERGEANTS
Andy Griffith
Nick Adams
Myron McCormick



THE OLD MAN AND THE SEA
Spencer Tracy stars in
Ernest Hemingway's
Pulitzer Prize novel.



THE PAJAMA GAME
Doris Day
John Raitt
Carol Haney



THE PRINCE AND THE SHOWGIRL
Marilyn Monroe
Laurence Olivier
Sybil Thorndike



SAYONARA
Marion Brando
Red Buttons
James Garner



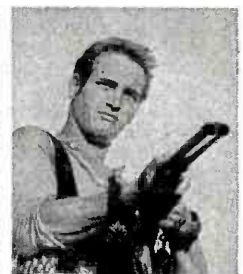
MIRACLE IN THE RAIN
Jane Wyman
Van Johnson
Peggie Castle



THE SPIRIT OF ST. LOUIS
James Stewart stars in the
story of the life of
Charles A. Lindbergh.



HELEN OF TROY
Rossana Podesta
Brigitte Bardot
Jack Sernas



THE LEFT HANDED GUN
Paul Newman
Lita Milan
Hurd Hatfield



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193

paign. Agency: Compton Adv., New York.

Clairol Inc., New York (division of Bristol-Myers), has bought alternate week sponsorship in *The Eleventh Hour* (NBC-TV, Wed., 10-11 p.m. EDT, beginning Oct. 3). Agency: Foote, Cone & Belding, New York.

Lincoln-Mercury Div. of Ford Motor Co. has bought one-sixth sponsorship

of NBC News' network tv coverage of the 1962 elections (Nov. 6, 7 p.m.-concl.). Agency: Kenyon & Eckhardt, New York.

Homelite Div. of Textron Inc., Port Chester, N. Y., has entered radio with purchase of three Saturday newscasts over Mutual. A ten-week schedule, beginning Oct. 13, was bought on newscasts at 7:30 a.m., 8:30 a.m. and 2:30

p.m. Agency: Sutherland-Abbott, Boston.

General Mills Inc. and Schaper Manufacturing Co., both Minneapolis, have bought *Captain Gallant*, filmed desert adventure series, which returns to NBC-TV Sept. 20 (Sat., 5:30-6 p.m. EDT). Agencies: Dancer-Fitzgerald-Sample, New York (General Mills), and Knox-Reeves Adv., Minneapolis (Schaper).

Network first-half gross: \$387 million

TOILETRIES NEARLY \$14 MILLION ABOVE SAME PERIOD IN 1961

Increased advertising for toiletries, drugs, smoking materials and foods paced the overall network television gross time billings increase of \$40.5 million in the first six months of 1962 compared to the same period of 1961.

In a report issued by Television Bureau of Advertising, 22 of 29 network product categories showed gains over last year.

Leading network advertiser continues to be Procter & Gamble, which in-

creased its six-months expenditures by more than \$600,000. The leading network brand, Anacin Tablets, showed a \$400,000 increase. The figures, compiled by Leading National Advertisers-Broadcast Advertisers Reports:

BY PRODUCT CLASSIFICATIONS

	January-June 1962	January-June 1961	Percent Change		January-June 1962	January-June 1961	Percent Change
Agriculture & farming	\$ 81,845	\$ 1,311,484	- 93.8	Industrial materials	9,915,930	9,467,186	+ 4.7
Apparel, footwear & accessories	4,665,927	5,659,248	- 17.6	Insurance	7,356,407	5,756,628	+ 27.8
Automotive, automotive accessories & equipment	24,905,093	23,207,957	+ 7.3	Jewelry, optical goods & cameras	6,098,433	6,552,829	- 6.9
Beer, wine	4,058,424	3,188,022	+ 27.3	Office equipment, stationery & writing supplies	1,428,147	1,417,584	+ 0.7
Building materials, equipment & fixtures	3,025,070	2,488,140	+ 21.6	Political	3,898		
Confectionery & soft drinks	13,999,742	10,551,237	+ 32.7	Publishing & media	627,609	965,371	- 35.0
Consumer services	3,645,275	3,176,108	+ 14.8	Radio, tv sets, phonographs—			
Drugs & remedies	48,787,065	40,844,058	+ 19.4	musical instruments, accessories	2,392,073	1,039,031	+ 130.2
Entertainment & amusement	486,072	797,270	- 39.0	Retail or direct by mail		145,164	
Food & food products	67,841,854	63,936,640	+ 6.1	Smoking materials	43,583,137	39,571,508	+ 10.1
Freight, industrial & agricultural development	76,600	270,010	- 71.6	Soaps, cleansers & polishes	40,494,769	39,173,927	+ 3.4
Gasoline, lubricants & other fuel	9,243,941	8,784,000	+ 5.2	Sporting goods & toys	3,015,804	1,737,790	+ 73.5
Horticulture	304,325	165,790	+ 83.6	Toiletries & toilet goods	70,007,337	56,689,003	+ 23.5
Household equipment & supplies	14,938,648	14,219,629	+ 5.1	Travel, hotels & resorts	603,889	33,829	+1685.1
Household furnishings	1,732,665	1,845,537	- 6.1	Miscellaneous	4,452,636	4,318,761	+ 3.1
				TOTAL	\$387,772,615	\$347,313,741	+ 11.6

LEADING COMPANIES IN NETWORK TV

JANUARY-JUNE

Source: TvB/LNA-BAR

	1962	1961
1. Procter & Gamble	\$24,855,975	\$24,185,477
2. American Home Products	15,667,124	15,517,101
3. Lever Brothers	12,924,868	13,162,875
4. Colgate-Palmolive	12,681,654	9,411,928
5. R. J. Reynolds	12,190,640	9,211,201
6. General Motors	11,605,241	11,132,126
7. Bristol-Myers	10,054,309	6,655,447
8. General Foods	9,825,622	9,523,017
9. Ford Motor	8,208,377	4,132,923
10. Brown & Williamson	6,876,932	7,309,063
11. Gillette	6,633,290	6,553,368
12. P. Lorillard	6,338,969	5,847,427
13. Alberto-Culver	6,145,162	3,184,405
14. General Mills	5,777,739	8,186,443
15. American Tobacco	5,756,197	4,474,858
16. Kellogg	5,744,217	4,312,210
17. Beech-Nut Life Savers	5,662,422	3,392,037
18. J. B. Williams	5,431,139	3,616,595
19. Sterling Drug	5,406,118	5,819,484
20. National Biscuit	5,126,639	5,412,271
21. Miles Labs	5,045,988	4,792,517
22. National Dairy Products	5,032,898	4,555,605
23. Liggett & Myers	5,032,494	5,846,714
24. Philip Morris	5,021,715	4,428,772
25. S. C. Johnson & Son	4,740,364	6,011,300

LEADING BRANDS IN NETWORK TV

JANUARY-JUNE

Source: TvB/LNA-BAR

	1962	1961
1. Anacin tablets	\$5,436,213	\$5,035,181
2. Camel cigarettes	4,320,029	1,967,715
3. Beech-Nut gum	4,122,587	2,499,325
4. Chevrolet passenger cars	4,026,013	2,837,845
5. Winston cigarettes	3,970,556	4,154,478
6. Crest tooth paste	3,829,079	3,472,366
7. Bufferin	3,815,972	2,432,602
8. Salem cigarettes	3,775,771	2,986,600
9. Colgate dental cream	3,529,791	2,380,191
10. L. & M. cigarettes	3,275,854	3,072,274
11. Bayer aspirin	3,171,061	2,994,689
12. Kent cigarettes	2,913,559	3,177,282
13. Ford passenger cars	2,833,156	1,725,290
14. Viceroy cigarettes	2,809,331	2,166,196
15. Campbell soups	2,748,545	1,613,374
16. Pall Mall cigarettes	2,733,674	2,444,270
17. Tide	2,463,117	2,680,449
18. Dristan tablets	2,286,767	2,352,517
19. Alka Seltzer	2,231,015	1,854,873
20. Pillsbury chilled products	2,179,443	
21. Nabisco cookies	1,948,447	1,694,395
22. Prudential Insurance	1,909,281	2,040,957
23. One-A-Day vitamin tablets	1,887,650	2,132,544
24. Marlboro cigarettes	1,851,470	2,048,802
25. Oldsmobile passenger cars	1,815,885	932,360



Hayseed money ain't HAY!

Turn to the table "Metro Area Retail Sales Per Household," up front in Standard Rate & Data, and you'll see that Fargo-Moorhead is one of the very top rankers in the entire list.

True, we ain't got as *many* households as some—but most advertisers live on their customers' *extra spending*, over and above subsistence levels.

That's another reason why WDAY Radio and WDAY-TV get a lot more advertising than the top outlets in many other *much-larger* markets. Ask PGW for some specifics!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

NATIONWIDE KNOWS WHAT IT WANTS

That's why the insurance company is putting nearly \$3 million behind Howard K. Smith with promise to keep hands off his show

Nationwide Insurance Cos., Columbus, Ohio, a newcomer to network television although a long-time broadcast licensee, is investing almost \$3 million in the brains and ability of news commentator Howard K. Smith.

Nationwide is so satisfied with what it has seen during 31 weeks of *Howard K. Smith News and Comment*, it has signed a new contract with ABC-TV for 51 weeks more of the same.

How the once television-shy insurance company and the outspoken Mr. Smith got together and what they've done since, makes an unusual story of what can happen when a sponsor knows what

departure was quickly announced.

Meanwhile, at ABC, James C. Hager, vice president in charge of news, was shopping for experienced, authoritative newsmen. Murray D. Lincoln, Nationwide president, and Ben Sackheim Inc., New York (Nationwide's agency for national advertising), were considering network television for 1963, but had no program in mind. They had, however, been associated with Mr. Smith in sponsorship of *The Hidden Revolution*, a CBS Radio series on social issues, featuring Mr. Smith and Edward R. Murrow.

Time Available ■ At ABC-TV, Steve

tionwide as an institution would also like to be known for."

Nationwide Renews ■ Before the half-year agreement on *Comment* had expired, Nationwide had signed again, this time for a new hour, Sunday at 10:30 p.m.

Nationwide almost doubled its \$3.5 million 1961 advertising budget to take advantage of the availability of Mr. Smith and the ABC-TV time. Of that sum, \$3 million is spent in broadcasting for *Comment*, \$17,500 for production, and \$44,000 for time each week which includes a spot radio and cooperative local spot tv budget. The remaining \$3.5 million is in newspapers and consumer magazines, notably the *Saturday Evening Post*.

Reaction to the program has been anything but lukewarm. Mr. Lincoln reports 250 to 300 letters a week; "over 90% have been favorable." The "bouquets are much more likely to be coming from the kind of socially responsible people who make up the great bulk of our policyholder family," he added.

Mr. Lincoln doesn't stop there. He says frankly, "I like the man. I wish more companies were sponsoring Howard K. Smith."

Talk With Pictures ■ The program that has Mr. Lincoln enraptured is a talk show with pictures. That's how Howard K. Smith wants it. "Most television documentaries are picture shows first, and then the writing is just putting on captions. This [*Comment*] is a word show, and the pictures illustrate the words," he said.

Mr. Smith, who lives and works in Washington, writes each program — twice. He and his two researchers, Andrew A. Stern and Mark H. Furstenberg, dig for material. "We follow the news and occasionally do features timed for events, such as a show last spring on baseball and why, though boring, it's the national pastime," said Mr. Smith. Then he writes his first script and takes it to New York the day before air time, where he and Bill Kobin, his producer (who worked with him on the show *Douglas Edwards and the News* and also did CBS-TV's *Accent and Calendar*), try to find visual material to illustrate what Mr. Smith is saying.

"Then, the night before, I rewrite the whole script," Mr. Smith said. "I don't have any writers; I don't want any." Most documentaries are staff-



Mr. Smith
Newsman wants, gets free rein



Mr. Lincoln
Sponsor who keeps "hands off"

he wants and finds a network with the time availability and the man to give it to him.

A fast-breaking series of moves and quick, high-level decisions set the stage.

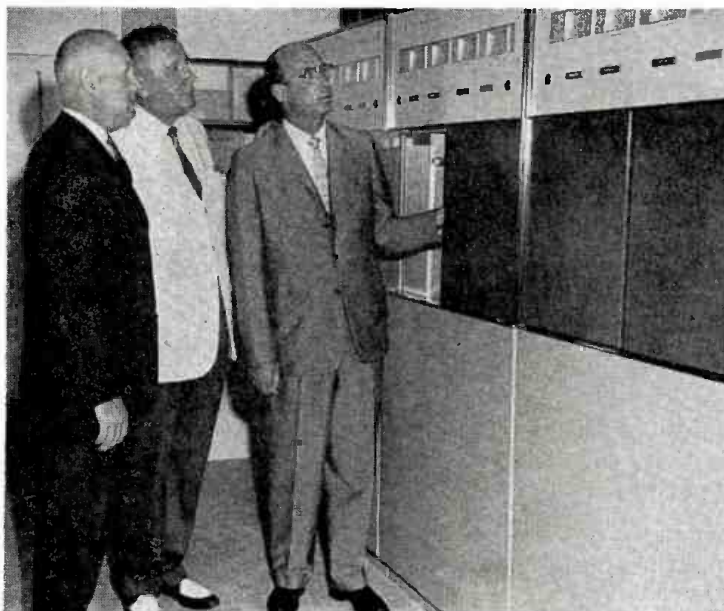
Smith Leaves CBS ■ Mr. Smith left CBS Nov. 1 last year in a dispute over censorship, or "a difference in interpretation of CBS news policy" according to CBS (BROADCASTING, Nov. 6, 1961).

The former Rhodes scholar was CBS' chief Washington correspondent and general manager of the capital news bureau. He failed to appear for a radio news commentary on Oct. 29 and his

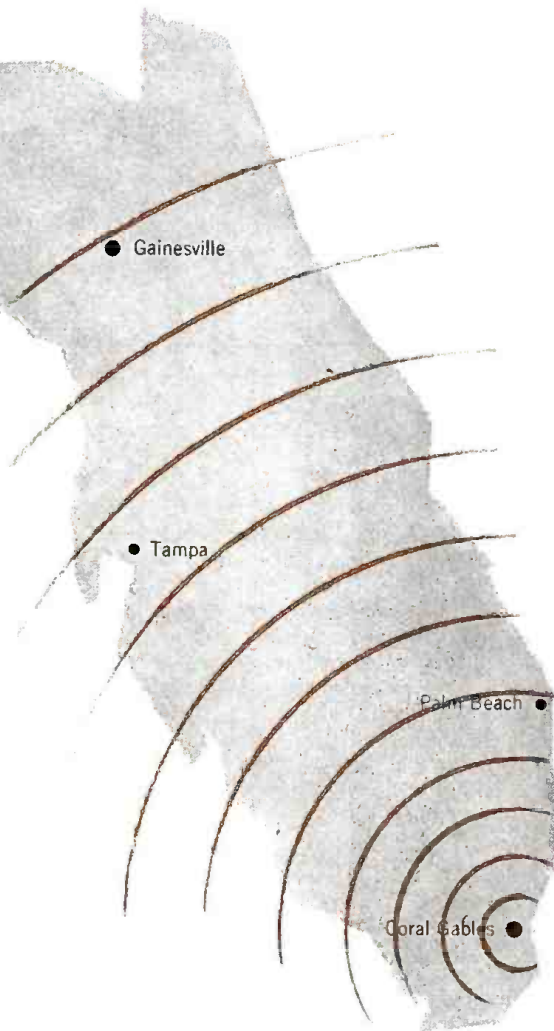
Allan had been cancelled late in December, leaving the network with a half-hour available on Wednesday at 7:30 p.m.

Shortly after New Year's, Mr. Lincoln wrote to his policyholders that the company would sponsor Mr. Smith, a development which would "... do much to establish Nationwide nationally as one of the most responsible insurance organizations in the country, one which is concerned with keeping people up to date on what is going on in the world. ... I respect his knowledge, his integrity, and his courage—virtues that Na-

Collins 20 KW FM puts WVCG IN THE TOP 15!



Collins' George Wetmore (left) and Prose Walker (right) check installation of new 830H-1A transmitter with WVCG President, George Thorpe.



Listeners in a radius of over 100 miles from Miami are hearing the big FM signal from Coral Gables, Fla. The station has been received as far away as Gainesville, over 300 miles.

It's WVCG-FM, where one of the nation's 15 most powerful operations now blankets southern Florida's major markets with an ERP of 160,000 watts. Six hours daily are devoted to stereocasting.

The new Collins equipment not only broadens WVCG's

market — it strengthens the AM-FM station's role in the Florida State Defense Network. This time of year, especially, the station is counted on to relay hurricane warnings up the Atlantic coast.

WVCG picked Collins FM and stereo for its reliability, uncluttered design, operating and adjusting conveniences and clean signal transmission. Why not ask *your* Collins Sales Engineer to explain this most direct approach of all to FM and stereo? Call today!

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • LOS ANGELES • NEW YORK



Farmers started it

Nationwide Insurance Cos. is composed of four companies with 3.5 million policies in force: Nationwide Mutual Insurance Co., second largest U. S. mutual auto insurer; Nationwide Mutual Fire Insurance Co.; Nationwide Life Insurance Co.; and Nationwide General Insurance Co., a merit-rate auto insurer.

Murray D. Lincoln, president, was executive secretary of Ohio Farm Bureau Federation when he borrowed \$10,000 in 1926 to start the Farm Bureau Mutual Automobile Insurance Co., Nationwide's forerunner, to give farmers cheaper auto rates. The firm has a strong cooperative orientation and has policyholder advisory committees.

written, he explained. They have to be if a man does anything more than one half-hour a week, he added.

Strains of "Sweetheart" ■ The program is taped 30 minutes before air time. "This is for technical reasons," Mr. Smith explained. The studio in which *Comment* is produced is used by a musical program during his normal air time. "Once we tried it live, doing both together, and the strains of 'Let Me Call You Sweetheart' came across. But with the new time, we may do it live this season," he said.

Talk shows on television can be deadly. What makes *Comment* different are first, Mr. Smith's outspoken, often controversial analyses and, second, Nationwide and ABC's hands-off attitude on program content that let him be that way.

Drug legislation, Red China, Congress, and the President—all have been subjected to Mr. Smith's analytic eye.

A Simplifier ■ He grasps the essence of complicated issues and spells it out in clear terms. Carefully-selected and edited film clips are inserted to help make the words meaningful in graphic terms. A criticism of television documentaries sometimes heard is that they stop short of drawing conclusions. Mr. Smith does not. After offering all sides of an issue, he feels responsible to put what he has said in perspective with comment.

Perhaps his most controversial program was an iconoclastic treatment of the state of the U.S. economy in which he dismissed many business beliefs as myths—notably one which holds that the national debt is bad, wrong or evil. "If it [the debt] didn't exist," he said, "then economists would have to create one." This program brought the greatest reaction of any, he reported.

Strong Support ■ Despite an occasional outcry from viewers, and a hard

swallow by ABC once in a while (Mr. Smith's scripts are reviewed by Mr. Hagerty's office), the commentator is strongly supported by ABC and his sponsor.

"Some of us had reservations about going into the homes of our prospects with such an outspoken, sometimes controversial, contemporary critic," Mr. Lincoln said in a letter to policyholders this week. However, the company was almost insistent about writing into its contract with ABC-TV a "hands-off Smith" clause. But Mr. Smith said Mr. Lincoln's assurances were quite sufficient. "Smith has complete freedom to say what he likes on any subject he likes," the sponsor told BROADCASTING. "I don't, of course, agree with everything he says, but he has my complete respect and support," he added.

"ABC sees the scripts, and they have the ultimate responsibility," Mr. Smith explained. "They have the right to stop it, or anything, but they insist that it be an analysis. They've sat still on some rather tough ones, too. . . . So far the management support seems to be increasing; as opposition and as criticisms have arisen, they have rallied to my side."

Public Appearances ■ Nationwide supports discussions of current affairs among its policyholders and its agents, and brings agents to the United Nations for tours. Mr. Smith has spoken to groups of policyholders and agents. It has a history of encouraging free discussion of society, government and world affairs. In its *Comment* commercials, one uses a normal sales approach for the product, insurance, the other frequently is an off-beat endorsement of thinking and discussion. It frowns on citizens who it believes do little or nothing to earn the freedom and rights they enjoy.

"We know that corporations have got to start taking their social responsibilities seriously," said the Nationwide president. "We know that unless the American people are alerted to what's going on in the world and why, unless they become informed about issues and problems, American democracy as we have known it is doomed."

Comment, although offered to the entire ABC-TV network, is not sponsored by Nationwide in the Southwest. Nationwide has agents in only 32 states; that is one reason the firm went into network television so slowly.

A New Program ■ Now, however, plans are for another network program. But unlike *Comment*, it will not be a public affairs show. "This would be different, to complement and reach a little different audience," said George Hunter, Nationwide's director of advertising.

Meanwhile, with its new time, *Comment* will reach out a little more, Mr. Smith explained. His staff has been

bolstered. He will probably try a few programs overseas, "and we'll get out into the U.S. more, too," he said.

Mr. Smith is member of the ABC news staff and has a five-year contract with the network. He will be working on ABC's 1962 election programming and other projects not yet made public.

K&E is appointed by Lanolin Plus

Lanolin Plus Inc. appointed Kenyon & Eckhardt, New York, last week as its agency, replacing Daniel & Charles. The account bills approximately \$2 million, of which 80% is in television, primarily in spot.

Lanolin Plus products include Color Plus, nail enamel and strengthener; Hair Spray Set; Lanolin Plus, liquid moisturizer; Wash 'n' Curl, waving shampoo; Wash 'n' Tint, color shampoo and a new product not disclosed.

The account had been at Daniel & Charles since 1960. K & E also represents Hazel Bishop Inc., parent company of Lanolin Plus. The move consolidates the company's advertising with one major agency. Billings on the full account at K & E are estimated at \$4.5 million.

Auto dealer tips are given in RAB promotion

Radio Advertising Bureau last week released the first component in a four-part promotion to increase radio advertising by automobile dealers. The first part is a set of background facts about the auto business for radio salesmen, along with suggestions for selling dealers on the rest of the package.

In addition, the promotional package includes a presentation titled, "Let Your Advertising Ride with Radio," a booklet of "101 sales ideas for auto dealers," and a roundup of auto-dealer case histories citing the successful use of radio by dealers of all types around the country.

Nationwide as licensee

Peoples Broadcasting Corp., a subsidiary of Nationwide Insurance Cos., is licensee of WRFD Columbus-Worthington, Ohio; WTTM Trenton, N.J.; WMMN Fairmont, W.Va.; WGAR-AM-FM Cleveland; WNAX Yankton, S.D., and KVTU (TV) Sioux City, Iowa.

George Campbell, former advertising director of Peoples Broadcasting, was elected executive vice president in April and is responsible for the operations of the group under Herbert E. Evans, president and general manager.



WHAT'S BEHIND WJR

(or how to captivate a giant)

The people you see standing behind the bust of our WJR gnome represent just a small portion of what we call Complete Range Programming—variety programming that captivates millions of listeners every day by offering entertaining, informative live programming . . . helpful homemaker's shows . . . tasteful music . . . comprehensive news reporting . . . factual farm reports . . . cultural programs . . . business news . . . and complete sports coverage. The "something for everyone" found in this kind of Complete Range Program-

ming lures listeners from a 100-county (15,442,200 population to be exact) four-state area. Add these to the 3 million folks right next door in Ontario, Canada, and you'll find that WJR dominates a giant . . . a giant market composed of nearly 10% of the nation's wealth, nearly 10% of the nation's business and nearly 10% of *all kinds* of sales.

Interested? You can learn more about the Complete Range Programming behind WJR *and* giant captivating from your Henry I. Christal representative.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

TOY SPOTS NEEDED, IDEAL HEAD SAYS

Demonstration on tv only way customer can see it in action

"Television toy commercials have become a necessary service to the consumer as a result of major changes in retail distribution in the last decade," according to Abe Kent, vice president of Ideal Toy Corp., New York. He noted that often the tv demonstration of a toy is the only way for the consumer to see it in action before purchase.

In line with its theory, Ideal has launched a series of meetings with local children's show personalities, in which company executives will explain how they have tried to improve the standards of their commercials. They expect to visit 51 cities around the country during "Operation MC."

Melvin Helitzer, Ideal's director of advertising, told a group of children's show personalities in New York last week that criticism of toy tv advertising should diminish this fall, because of the "tremendous efforts by all major toy manufacturers to improve their public relations image." The toy industry, he said, is working closely with NAB's Tv Code Office.

Ideal, he noted, has planned these

improvements in its own commercials:

- Every commercial will be checked twice by the NAB—storyboard and finished film (Mr. Helitzer said Ideal has been doing this for several years).

- Ideal commercials will drop mention of national retail list price, at the request of the Federal Trade Commission and the Better Business Bureau.

- Every scene in every commercial was reportedly gone over by "experts"

Commercials in production . . .

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

Keitz & Herndon Inc., 3601 Oak Grove, Dallas.
Dr. Pepper Bottling Co. (soft drink) six 60's, anim. film. T. T. Young, prod. mgr. Agency: Grant Advertising. Approx. cost, \$18,000.
Humble Oil & Refining Co. (gasoline) five 60's,

to eliminate possibility of criticism.

- Commercials will have fewer "imaginative play scenes" and more demonstrations.

- When battery-operated toys are shown, announcements will state that batteries are not included and must be purchased separately.

- There will be less "hard sell" and more music and jingles in commercials this year.

Ideal has bought participations in four Saturday morning children's shows on CBS-TV and a spot tv campaign in 51 markets.

five 20's, film. L. F. Herndon, prod. mgr. Agency: McCann-Erickson Inc. John Wallace, agency prod. Approx. cost, \$37,000.

United Gas (gasoline) one 20, film, R. K. Keitz, prod. mgr. Agency: Bozell & Jacobs. Approx. cost, \$1,500.

Strietman Bakeries (cookies) two 40's, three 30's, two 20's, film. M. R. Young, Jr. & L. F. Herndon prod. mgrs. Agency: Ralph H. Jones. Approx. cost, \$13,000.

Pams Productions Inc., 4141 Office Parkway, Dallas.

Zesta Saltines (crackers) one 30, one 10, jingles for film. Bob Farrar, prod. mgr. Agency: Ralph H. Jones. Agency prod., Harry Bailey. Humble Oil (gasoline) one 58½, score for film. Agency: McCann-Erickson. John Wallace, agency prod.

Agency appointments...

- Avis Rent-A-Car System Inc., Boston, has appointed Doyle Dane Bernbach, New York, effective Jan. 1, 1963. Current agency is McCann-Erickson, New York.

- Maradel Products Inc., New York, distributor of a new deodorant product, Dri-Day, has appointed Kenneth Rader Inc., New York. Product will be test-marketed prior to national distribution later this year.

- Uddo & Taormina Corp., Brooklyn (Progresso Brand Quality Foods), names Weightman Inc., Philadelphia for Middle Atlantic market.

- Nutrodynamics Inc., Baltimore (pharmaceutical items) appoints W. B. Doner & Co., Detroit.

- Beekman Pharmaceutical Co., New York: Don Kemper Co., that city, as agency for two as yet un-named products.

- The Madison, Washington, D. C., a hotel to open late this year, appoints M. Belmont Ver Standig Inc., Washington, D. C., as agency.

- Marriott Motor Hotels, a subsidiary of Hot Shoppes Inc., Bethesda, Md.,

Outstanding Values in Broadcast Properties

Excellent fulltime facility. Good potential and liberal terms to the qualified buyer. Not an absentee situation.

Fulltime AM located in a top summer-winter resort area. Ideal for an owner-manager-sales manager. Good terms.

Cash downpayment of \$15,000 can buy this major market suburban station. Terms of \$500 a month on the balance. Need an energetic owner-operator.

HAWAII
\$300,000

CALIFORNIA
\$150,000

NORTHWEST
\$50,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Gerard F. Hurley
RCA Building
FEderal 2-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

appoints M. Belmont Ver Standig Inc., as agency.

▪ Siliconix Incorporated, Sunnyvale, Calif.: Hoefer, Dieterich & Brown, San Francisco, as agency.

BTS branching out into five new cities

Milwaukee, Pittsburgh and three other cities have been, or are about to be, selected for branch offices of Broadcast Time Sales Inc., New York. The radio rep firm, which for many years has maintained offices in Chicago, Los Angeles, San Francisco, Detroit and Philadelphia, now plans a major expansion into new areas of actual and potential radio advertisers.

Hopefully, a major attraction to advertisers in these new areas will be BTS' offer of free commercials. BTS will furnish a complete set of finished commercials to an advertiser that allocates a minimum budget of \$10,000 for a radio test (at Card rates).

The first of the new offices opened in Milwaukee (2560-70 N. 32nd St., telephone: UP 1-9788) in August. The second, in Pittsburgh (30 Lakewood Ave., telephone listing unknown yet) opened Sept. 4. Three more offices in other areas of advertiser concentration are expected to be open by the end of 1962.

Carl L. Schuele, BTS president, notes that branches in cities where other national media representatives do not maintain offices offer regular access to advertisers "who are virtually untapped prospects and prime targets for specialized radio salesmanship."

Among the cities under consideration for the three other new BTS offices are Denver, Memphis, Richmond, Houston, Providence and Kansas City.

Big agencies threaten local firms, TvB thinks

Inroads on local agency business by larger national agencies are imminent, according to Television Bureau of Advertising.

Local agencies can expect increased competition from national agencies for the local manufacturer's or retailer's account during the next 10 years, Norman E. Cash, TvB president, stressed Friday (Sept. 14) at the Grand Rapids (Mich.) Advertising Club.

Mr. Cash said that local advertising has failed to keep pace with the growth rate of national advertising. This failing, he explained, "is largely the result of the myopic one-medium prejudice held by local advertisers and agencies. Very simply, they have failed to meet the challenges of today's advertising media."

Mr. Cash, who cited various cam-

Network tv gross billings, January-July

NETWORK TELEVISION GROSS TIME BILLINGS

	JULY			JANUARY-JULY		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$14,296,970	\$15,708,722	+ 9.9	\$108,933,010	\$116,399,057	+ 6.9
CBS-TV	21,194,926	25,864,540	+22.0	149,830,963	175,308,133	+17.0
NBC-TV	19,876,871	22,787,526	+14.6	143,918,535	160,426,213	+11.5
TOTAL	\$55,368,767	\$64,360,788	+16.2	\$402,682,508	\$452,133,403	+12.3

MONTH BY MONTH 1962

	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,864,540	22,787,526	64,360,788

BY DAY PARTS

	JULY			JANUARY-JULY		
	1961	1962	% Change	1961	1962	% Change
Daytime	\$14,886,654	\$19,318,271	+29.8	\$119,578,631	\$140,098,615	+17.2
Mon.-Fri.	12,391,037	15,689,685	+26.6	99,022,335	115,360,689	+16.5
Sat.-Sun.	2,495,617	3,628,586	+45.4	20,556,296	24,737,926	+20.3
Nighttime	40,482,113	45,042,517	+11.3	283,103,877	312,034,788	+10.2
TOTAL	\$55,368,767	\$64,360,788	+16.2	\$402,682,508	\$452,133,403	+12.3

Source: TvB/LNA-BAR

paings started by local agencies that resulted in national prominence for their clients, said: "There's money to be made from many so-called local ac-

counts, and either local agencies are going to rise to the challenge or the bigger agencies are going to come in and fill the need on the local scene."

EXCLUSIVE BROADCAST PROPERTIES

SOUTHWEST — Fulltime radio station with owner-operator profit of over \$25,000.00. Priced at \$90,000.00 with \$30,000.00 down.

MIDWEST — Land-building included with single station market radio property that grossed \$90,000.00 in 1961. Total sale price is \$90,000.00—all cash.

EAST — Good cash flow to owner-operator on gross of \$120,000.00—plus. Requires 29% down on total price of \$200,000.00.

WEST — Major network VHF TV station serving growth area. Assets of \$900,000.00 and sales of over \$1,000,000.00. Priced at \$2,500,000.00 with 29% down.

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.

Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456
Warren J. Boorum
New York

CHICAGO

Richard A. Shaheen
John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
1511 Bryan St.
Riverside 8-1125
Joe A. Oswald
New Orleans

SAN FRANCISCO

John F. Hardesty
Dan Searle
111 Sutter St.
EXbrook 2-5671

Radio chided on selling practices, research AGENCY EXECUTIVE URGES STATIONS TO STIFFEN RATES

A call for radio to clean up its selling practices and polish up its research was issued last week by Donald E. Leonard, vice president and media director of Fuller & Smith & Ross, New York.

Mr. Leonard was principal speaker at a Tuesday luncheon during the annual station clinic of CBS Radio Spot Sales, held at the Plaza Hotel in New York.

Critical of Barter ■ He said radio should stiffen its rate cards, get rid of

barter, and spend more time selling against its print competition than against other radio stations. He continued:

"For a medium with the potential to meet growing population and buying capabilities without adding too much in cost, for a medium which rightfully prides itself in public service, for a medium which can claim two exclusive advantages—it is absolutely everywhere and it is a divided-attention medium—

radio is undersold and under-rated, even by its own people.

"Advertising people want radio people to apply their knowledge to client problems—their intimate knowledge of each market place. Your people's professional advice is second in value only to the value of radio. Radio must answer the crying need for quality and professionalism."

To be "professional" about radio, Mr. Leonard said, agencies need professional research information from stations—detailed and documented information that will give them for stations the same sort of audience data that *New Yorker*, *McCall's*, *Sports Illustrated* and a few other magazines supply about their audiences.

He urged that stations not make off-card deals. "It takes two to break a rate card," he reminded. But he said that the agency buyer is "only doing his duty to his client" when he asks for off-card deals.

Friend of Medium ■ Mr. Leonard was introduced by Maurie Webster, vice president and general manager of CBS Radio Spot Sales, as an old and valued friend of radio.

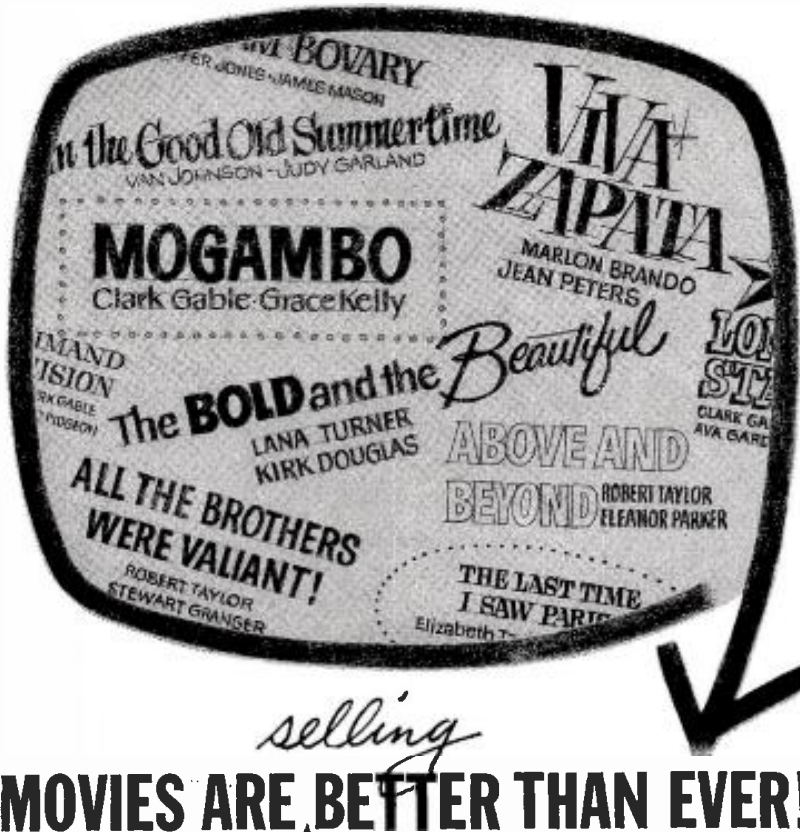
In clinic sessions before and after the luncheon Mr. Webster announced three major objectives for the station representative firm in 1963:

(1) "Fulllest possible coverage of the top decision makers in all offices" of clients and prospective clients and their agencies, with the various regional offices of CBS Radio Spot Sales teaming up to make presentations where client and agency have headquarters in different cities or where either maintains important district offices; (2) stepped-up activity in tailor-made presentations directed to specific industry categories; (3) a new "RadioMarketing" service which will develop specific radio-use proposals for advertisers not now using radio.

Added Radio ■ Mr. Webster said that in a trial run of the new Radio-Marketing technique last spring three major Chicago advertisers made basic budget changes in order to add spot radio in a number of their markets.

Heading the official delegation with Mr. Webster were Arthur Hull Hayes, president of CBS Radio; James M. Seward, executive vice president; Fred Ruegg, vice president in charge of station administration, and Richard F. Hess, assistant to Mr. Ruegg.

CBS Radio Spot Sales' district sales manager on hand for the clinic were Charles E. Burge, Chicago; Roland McClure, Los Angeles; Joseph K. Marshall, San Francisco; Ralph H. Patt Jr., Detroit; George P. Crumbley Jr., Atlanta; Eugene R. Myers, St. Louis, and Ronald M. Gilbert, acting sales manager, New York. General managers and sales managers for the stations represented by CBS Radio Spot Sales also participated.



MOVIES ARE BETTER THAN EVER!

And Pittsburgh's great movie station—**WIIIC**—has a wealth of fine M-G-M and 20th-Fox films that will sell for you!

Spots are now available in:

SATURDAY NIGHT AT THE MOVIES Part II
(11:10 p.m. Saturdays)

SUNDAY AFTERNOON AT THE MOVIES
(1:00 p.m. Sundays)

WIIIC CHANNEL 11 PITTSBURGH

Represented nationally by Blair-TV



NOW! IN ROCHESTER, N. Y. —

MORE HEIGHT! REACH! HOMES!

CHANNEL 10 NOW GIVES YOU COVERAGE SECOND TO NONE!

We've moved our antenna sixty feet up to the top of the transmitter on Pinnacle Hill—511 feet above average terrain!

More height means more reach to more viewers in the rich, eleven-county Rochester market! More exposure for your sales message! More value for your advertising dollar!

Now more than ever before, we offer you a "ten-strike" on Channel 10!



Television, Inc.

WHEC-TV

CHANNEL 10, ROCHESTER, N. Y.

STIFF WARNING TO STATIONS

WLLE promotion piques FCC to notify stations to beware irresponsible programming or wild promos

All broadcast licensees were put on official notice by the FCC last week that the next station which utilizes "repetitious playing of one record, interspersed with an off-color story, discordant sounds and other vagaries" will be in serious trouble.

The warning came in an FCC decision affirming its earlier approval of the sale of WSHE (now WLLE) Raleigh, N. C., to Raleigh-Durham Broadcasting Co. from Raleigh Broadcasting Corp. for \$180,000. On its first day of operation of WLLE, the new owner programmed only one record over and over, interspersed with the "discordant sounds" and "smutty remarks" (BROADCASTING, March 12).

A letter from the FCC admonishing WLLE will be sent to all stations before "taking further regulatory action in an individual case," the agency said. Stockholders in WLLE include Edward B. Kemm, Ralph J. Baron and Judith M. Baron. Messrs. Kemm and Baron also have a controlling interest in WILA Danville, Va.

In defense of its Feb. 15 programming, WLLE told the FCC that it was intended as a "forceful and exuberant" announcement that the station had changed hands and would be directed toward the Negro audience in the future. The new owners said that they wanted to "make as strong an impression as possible" and agreed that one joke (taped in advance and repeated several times) was "not in the best of taste, that it might better have been omitted and that it will not be repeated."

WLLE pointed out that several sta-

tions had engaged in similar one-day programming in the past for a special promotion.

The FCC also charged WLLE with prematurely using its new call letter, but said this was "based on a misunderstanding." The FCC said, the fact the promotional practices questioned were broadcast for only one day does not justify the deed.

'Exuberance' Fine ■ The commission said that it had no wish to "stultify exuberance" in licensees, but the WLLE actions do not qualify "either as inventive or as in the public interest." Rather, the agency continued, such programming was obviously designed to serve the new owner's private economic interest by shocking the community.

While past industry promotion practices are no excuse, the FCC said it is taking no further action against WLLE because "the licensee may have been influenced by a belief that such methods were acceptable."

In warning all licensees not to do the same thing, the FCC did not delineate "off-color story, discordant sounds and other vagaries" which got WLLE in trouble. Here are WLLE aired comments which caused the FCC to crack down:

"Did you hear about the goose that got on the subway and got peopled five times before he got off?" President Kennedy has just passed his Cabinet on the way to Florida." "News flash: 55,000 people have been reported drowned on the Sahara Desert." Single record played over and over for entire day by WLLE was "Lost."

Commissioner Robert T. Bartley dissented and voted for a hearing on Raleigh-Durham's qualifications to be a licensee. He said WLLE's first-day programming "was an affront to the community involved and in derogation of the public interest."

FTC Outgro hearing based on tv spots

The Federal Trade Commission in a hearing last week charged that Outgro has been falsely represented in tv commercials as curing and correcting ingrown toenails. A substantial part of the commission's case rested on allegedly misleading commercials for the product, made by Whitehall Labs Div., American Home Products Corp. (BROADCASTING, April 30).

The FTC introduced storyboards and

Minow with JFK

FCC Chairman Newton N. Minow was in the party that accompanied President Kennedy on his tour of the nation's space facilities last week.

A spokesman in Mr. Minow's office explained that with the FCC's interest in space communications, the chairman felt that a tour of space facilities with officials of the National Aeronautics & Space Administration who accompanied the President would be fruitful.

tv continuity into evidence, showed the commercial film to the hearing examiner. The commission claimed Whitehall attempted to establish that Outgro will offer immediate relief from, and will cure ingrown toenails. The company contended that using the product will "guard against infection" as claimed and that Outgro was never represented as offering relief from ingrown toenails but against pain resulting from the affliction. Whitehall denied all FTC allegations of false and misleading advertising.

The visual representations cited by the commission from Outgro advertising depict a swollen big toe, skin encroaching on the toenail and lightning shots of pain emanating from the toe. The title above says "Relieves pain instantly." The next shot shows the toe, still swollen, no pain marks, titled "Guards against infection." The following frame presents the big toe in normal condition, swelling receded, "Normal foot comfort," followed by the swollen toe with lightning marks and the normal toe, simultaneously, split-screen. Above the swollen toe "Ingrown toenail;" over the normal one "Outgro." The next scene is identical with addition of a large white "X" over the painful member.

The commission claimed that, contrary to the advertising, using Outgro as directed will have no significant effect upon pain or infection nor will it cure or offer relief from ingrown toenails.

The FTC further claimed the name "Outgro" is deceptive in itself. Whitehall denies this, claiming the name is not meant to be descriptive and was registered in the U. S. Patent Office in 1930 pursuant to the Trademark Act of 1905 which specifically prohibited the registration of all descriptive trademarks.

Ted Bates & Co., agency for Outgro, was not cited in the FTC complaint.

FCC's composite week

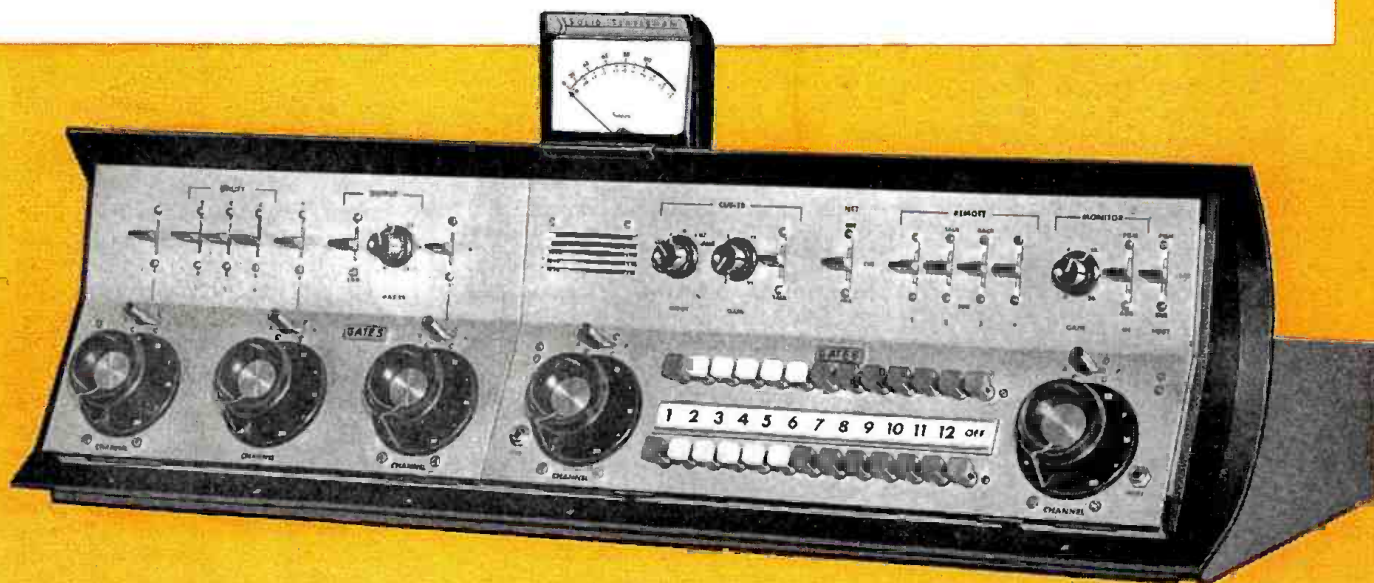
The FCC has reported that the dates listed below constitute the composite week for use in the preparation of program log analyses submitted with applications for am, fm and tv license renewals in 1963. This applies as well to applications for major changes in broadcast facilities. The dates are as follows:

Sunday	June 10, 1962
Monday	Feb. 19, 1962
Tuesday	Feb. 20, 1962
Wednesday	March 7, 1962
Thursday	Nov. 16, 1961
Friday	May 11, 1962
Saturday	Sept. 30, 1961

Almost Beyond Belief...

Mr. F. E. Vale, General Manager of Station KLMX, Clayton, New Mexico, reports on the new Gates **Ambassador** Single Channel Transistor Audio Console:

“The results are not only amazing, they are outstanding and almost beyond belief. We are getting full value from our decision to purchase the Gates Ambassador transistorized console.”



Stir your listener's imagination with a completely new programming format built around the *Ambassador's* touch-control nerve center. For example:

MUSIC: ESTABLISH THEME, UNDER.

ANNCR: This is Entertainment Central.

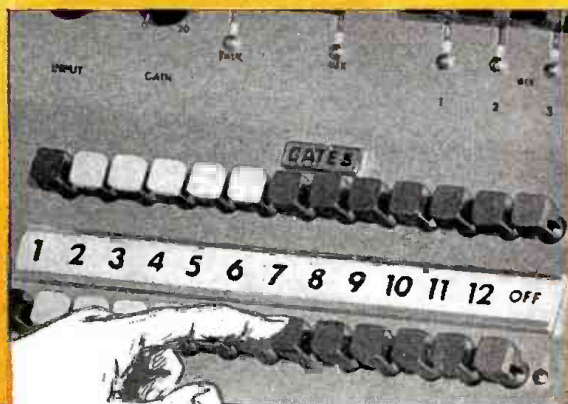
MUSIC: UP AND UNDER.

ANNCR: WZZZ is now programming through the dramatically new touch-control nerve center located in Studio A. Red control-contact Number 8—one of 12 command circuits readied with a special entertainment payload—is in prime position. All systems are go!

MUSIC: UP FULL.

The totally new 12-position touch-control nerve center provides almost unlimited programming from a wide range of tape and ET sources. Turntables and tape machines are readied and then activated at the precise moment by the *Ambassador's* illuminated touch-control keys. You have complete control coordination.

And, as illustrated above, you can capitalize on this new switching concept with an exciting new format right out of the space age—emphasizing push-button command and control communications.



Let us tell you more about the *Ambassador*.
Send for Brochure No. 105 today.

Our 40th Year, 1922-1962

GATES

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

**HARRIS
INTERTYPE
CORPORATION**

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY

No.

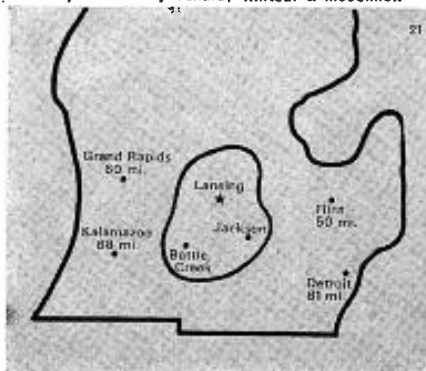
We've been in the No. 1 Spot here in the Mid-Michigan market for the past 7 years (Hooper). Measure us by any rating service survey and you'll find WILS dominating... with more than three times the audience of the next station (as much as 67% of the total radio audience). See our Jan.-Mar. '62 Hooper. Our primary signal (5,000 watts daytime) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. For seven years (Hooper '55-'62) we have dominated the Mid-Michigan metro market. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that

ALWAYS MEANS BUSINESS!

**MID-MICHIGAN'S
BIG No. 1 BUY**

RADIO
WILS
1320
ANSING

Represented by Venard, Rintoul & McConnell



CROSLEY KEEPS WLWI, 4-3

Indianapolis ch. 13 decision draws hot dissents;
Minow, in minority, terms agreement 'horse trade'

In the face of three sharply worded dissents—in which the FCC majority was accused of sanctioning a "horse-trade... [for] a publicly-franchised tv channel"—a four-man commission majority last week made official Crosley Broadcasting Co.'s operation of ch. 13 (WLWI [TV]) Indianapolis.

As indicated by instructions to its staff issued 10 days ago (BROADCASTING, Sept. 10), a 4-3 FCC approved (1) an agreement between Crosley and WIBC Indianapolis whereby the latter would dismiss its ch. 13 application and (2) the sale of Crosley's WLWA (TV) Atlanta to WIBC.

Individual written statements of the three dissenters were so strong that a member of the majority, Commissioner Rosel H. Hyde, submitted a statement of "additional views" in rebuttal. Joining Commissioner Hyde in approving the Indianapolis-Atlanta actions were Commissioners Robert E. Lee, T. A. M. Craven and John S. Cross.

The dissents, described by a veteran FCC official as the most discordant public statements ever by commissioners, were lodged by Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford.

The majority decision maintained that the Crosley-WIBC agreement meets the requirements of Sec. 311 of the Communications Act—dealing with payments of expenses in return for the dismissal of competing applicants. All three dissenters, in turn, cited the same section as the basis for their dissents and maintained that the decision flouts the FCC's processes.

They charged the Atlanta sale constitutes extra consideration above expenses to WIBC for withdrawing its ch. 13 application in violation of Sec. 311.

The majority relied heavily on the statement of an accountant that the price for WLWA was reasonable.

Crosley is paying WIBC \$100,007 as reimbursement for expenses encountered by the latter in processing its ch. 13 application for eight years. A contingent agreement was the sale of WLWA to WIBC Inc. for \$2.25 million—plus book value of working capital, bringing the estimated price to \$3.3 million.

The Long History ■ While Crosley has been operating WLWI under temporary authority, WIBC actually has held a valid grant for ch. 13 since last fall. Crosley won originally over WIBC and two other applicants in a 1957 FCC 4-3 decision which was remanded

by the courts because Commissioner T. A. M. Craven had participated without hearing oral argument.

In a re-evaluation of the criteria (the other two applicants had dropped out), the FCC in October 1961 awarded ch. 13 to WIBC Inc. on local ownership and diversification of mass media. Crosley also owns WLW-WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio.

The four-man majority said that examination of documents submitted by the two parties in answer to FCC questions "persuades the commission" that WIBC expenses were "reasonable and prudent" and that the "purchase price for the Atlanta tv station does not represent an additional payment to WIBC for dismissal of its application."

Minow Dissents ■ "A horse-trade is a perfectly appropriate conclusion to a bargaining session between dealers in horses," Chairman Minow said in a three-page dissent. "But it is not an appropriate conclusion for a hearing designed to select on a public record the most responsible licensee of a publicly-franchised tv channel."

"How have we come to this?" he asked. "How can it be consistent with the public interest to permit the parties to treat our judgment as a bargaining counter, nullifying it through private arrangements for private purposes?"

It is clear, the chairman maintained, that Crosley's agreement to sell WLWA is "in consideration of WIBC's agreement to withdraw." The FCC should "at the very minimum," he said, hold a hearing to determine the "reasonableness" of the sales price for WLWA and what other parties would be willing to pay. Chairman Minow voted for reopening the record to determine whether either Crosley or WIBC is qualified to hold the license and to accept competing applications for ch. 13. "Surely neither party now before us is in position to claim protection from new competitors," he said.

The chairman also turned his verbal guns on the commission itself with these words: "Our process for the resolution of comparative license contests has not, to put the matter bluntly, always won public confidence. The contempt which these parties have displayed for it is paralleled by a wide-spread public concern for its fairness.... There is a need for a basic rethinking of the entire procedure.... No list of criteria, no set of procedures which this agency employs—now or in the future—can

whatever
you knew
about
WKRC-TV
coverage
in the
OHIO-KENTUCKY
INDIANA
market
is
now
made

obsolete

by this
new tower
which is
hundreds of feet
higher than
those
of the other
two
Cincinnati
channels.

WKRC

PROG
Taft
PUBLIC TRUST

Radio engineers to pay homage to Commissioner T. A. M. Craven

FCC Commissioner T. A. M. Craven, a former broadcast engineering consultant, will be honored by fellow engineers Sept. 28 when the Professional Group on Broadcasting of the Institute of Radio Engineers gives him a special award for long and outstanding contributions to radio and broadcasting.

The presentation will be made during the 12th annual broadcasting symposium of the IRE group in Washington, D.C. Commissioner Craven will be the speaker of the evening at the banquet. A. Prose Walker, of Collins Radio Corp., will be toastmaster.

Commissioner Craven, who has served as a Navy officer, FCC chief engineer, broadcast consulting engineer and FCC commissioner twice, will be 70, the mandatory retirement age for government career officials, on Jan. 31. He could continue in government service under Presidential dispensation. There has been talk that President Kennedy may name him one of the incorporators and a director of the Satellite Communications Corp.

Mr. Craven was appointed to his current FCC term by the then President Eisenhower in June 1956. His term expires June 30, 1963. He served a full seven-year term as FCC commissioner when named by President Roosevelt in 1937.

Born in 1893 in Philadelphia, Mr. Craven was graduated from the U.S. Naval Academy in 1913. He holds



Mr. Craven
Long service cited

the rank of Commander, USN Retired. During World War I he received recognition for establishing a fleet communications system that delivered orders to convoys without revealing their positions to the enemy. He resigned his commission in 1930 and entered private radio consulting

practice. During this time, in association with Raymond Wilmette, he designed and built the first directional antenna. He was appointed FCC chief engineer in 1935 and became a commissioner in 1937.

After serving as a commissioner for a full term, Mr. Craven returned to private industry to become vice president of Cowles Broadcasting Co. In December 1949 he left the Cowles organization to become senior member of the consulting engineering firm of Craven, Lohnes & Culver, from which he was again named to the FCC.

Since last year Mr. Craven has headed an FCC group working on space communications. He has been an active participant in international radio conferences, including the 1927 Washington meeting which drew up the first major world-wide frequency allocation.

The broadcasting symposium will be Sept. 27-29. Sessions will be held at the Willard Hotel in Washington. Planned is a field trip to the Goddard Space Flight Center at Beltsville, Md. Engineering papers are scheduled on fm stereo, vhf and uhf translators, vhf and uhf measurements, Telstar, color tv and tv tape recording. Jarrett L. Hathaway, NBC, will receive the Scott Helt award. Raymond F. Guy is chairman of the meeting.

win respect unless we ourselves respect them."

Commissioner Bartley ■ The real question before the FCC is whether WIBC would dismiss its ch. 13 application if it were not given the opportunity to buy WLWA, Commissioner Bartley said. "The answer is clear," he charged. "WIBC would not."

According to the record, he said, purchase of a Crosley station by WIBC "was the moving factor" in negotiations for the ch. 13 withdrawal and therefore the WLWA sale constitutes something of value greatly exceeding WIBC's expenses, he said. It appears, he said, that Crosley's original asking price for the Atlanta property was "negotiated at great length" before a figure acceptable to WIBC was reached.

Commissioner Bartley also charged that the agreement itself is inconsistent with the public interest because it would "deal away, by private bargaining," the considerations to which the FCC devoted "careful study." A second grant to Crosley would return the very situation of concentration which the FCC deemed a serious disadvantage to Cros-

ley, he said.

"Serious questions arise, also, as to whether these applicants are abusing the commission processes to further their own private gains and whether their willingness to trade in permits and licenses is, in fact, trafficking," Commissioner Bartley said.

Commissioner Ford ■ Commissioner Ford also charged the majority decision "does violence to our processes, undermining the integrity of the comparative hearing procedure." He said he was particularly concerned because "WIBC has completely repudiated its proposal in the comparative proceeding." He said he voted for WIBC last fall largely because it was locally owned and managed.

"However, in this case the willingness of WIBC to abandon its plans for Indianapolis in order to take over a station many miles away tends to rebut the presumption [that local ownership makes the station more responsive to local needs] and seriously prejudices the applicant's position."

Eight Years Enough ■ Answering the dissents, Commissioner Hyde said that

all FCC actions are based on private proposals. He pointed out that both applicants had been found qualified and that the purpose of the hearing was to resolve a conflict for the same channel.

"A proposal to resolve the conflict was submitted which the commission finds consistent with law and in the public interest," he said. "The public interest is also served by bringing this protracted proceeding to a conclusion. Eight years of hearings and litigation are enough."

WIBC Inc. also operates WIBC-FM Indianapolis. WIBC is wholly owned by Richard M. Fairbanks and family, who also have a 30% interest in the *Indianapolis Star and News*. Crosley is a subsidiary of AVCO Corp., a publicly owned company.

FCC meeting schedule altered this week

The regular weekly meeting of the FCC has been moved up one day this week to tomorrow (Tuesday) because of a two-day session (Wednesday and Thursday) the commission plans with



TO MENTION A FEW:

- | | | |
|----------------------|--------------------|-------------------------|
| ★ The Defenders | ★ Red Skelton Show | ★ Sam Benedict |
| ★ Bonanza | ★ Dick Powell Show | ★ Rawhide |
| ★ Andy Griffith | ★ Garry Moore Show | ★ Sing Along With Mitch |
| ★ Empire | ★ The Virginian | ★ Perry Mason |
| ★ Danny Thomas Show | ★ Jack Benny Show | ★ Have Gun, Will Travel |
| ★ Huntley-Brinkley | ★ Perry Como Show | ★ Gunsmoke |
| ★ Lucille Ball Show | ★ Alfred Hitchcock | ★ Route 66 |
| ★ Saints and Sinners | ★ Doctor Kildare | |
| | ★ Hazel | |



WAPI-TV



CHANNEL 13 • BIRMINGHAM, ALABAMA
REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

AT&T. Also tomorrow, the commissioners will attend a luncheon meeting of the National Mobile Radio System convention in Washington at which Rep. Emanuel Celler (D-N. Y.) will be the principal speaker.

Rep. Celler, chairman of the House Judiciary Committee, and its Antitrust Subcommittee, will talk on alleged monopolies in the communications industry. Commissioner Robert E. Lee will address the Wednesday night convention banquet and several FCC staffers are on the program.

The FCC-AT&T meeting will be closed and will cover all phases of the telephone company's operations which are subject to FCC jurisdiction, a spokesman said.

Hearing set by FCC in Miami ch. 10 case

A hearing for ch. 10 Miami, Fla., was officially set by the FCC last week; however, no date was specified.

Named as parties were WLBW-TV, now operating on the channel (for renewal of license); Civic Tv Inc., South Florida Tv Corp. and Miami Tv Corp., for new station on ch. 10.

National Airlines (WPST-TV), which formerly operated on ch. 10 but whose grant was voided by the FCC for *ex parte* contacts, had also applied for the channel (BROADCASTING, July 30), but the FCC refused to accept its application. The company has appealed the FCC's denial to the U. S. Court of Appeals.

In ordering the hearing, the commission denied as premature petitions by Civic and South Florida for waivers of FCC rules concerning specification of transmitter locations. Those companies had asked the waivers on the possibility that should WPST-TV or WLBW-TV fail to gain the channel, they might be willing to sell already constructed and permissible transmitter sites and spare the winning applicant construction cost.

KISN finds 'pause' never taken expensive

"The most expensive pause that—presumably was never taken in the annals of time"—that's how KISN Vancouver, Wash., described the alleged infraction of station identification rules that led the FCC to cite the station for liability to a \$2,000 fine (BROADCASTING, Sept. 10).

The FCC claimed that KISN failed to properly identify its location because there was no pause in weather announcements from "KISN Vancouver Radar Weather Control" between "Vancouver" and "Radar."

Although KISN has not yet filed a formal answer with the commis-

HENRY HEARING FRIDAY

Little opposition expected to Memphis lawyer who is scheduled to take over Cross post at FCC

E. William Henry, selected by President Kennedy to succeed John S. Cross on the FCC, will appear before the Senate Commerce Committee Friday for a hearing on his nomination.

Indications are that the committee will swiftly approve the nomination, a seven-year-term, and send it on to the Senate for confirmation—possibly as early as Saturday, if the Senate is in session that day. Otherwise, that body would be expected to act on the matter early next week.

Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, will preside at what will be the second hearing held by the committee, in this Congress, on an FCC nomination. The first involved FCC Chairman Newton N. Minow (BROADCASTING, Feb. 13, 1961).

Mr. Henry is not expected to run into any trouble at the hearing. But committee members are sure to question him closely about what he believes the FCC's role with regard to broadcasting should be. To most committee members, the 33-year-old Memphis attorney is an unknown quantity. None had ever even heard of him before the President said he would appoint him to the FCC.

Favors Strong Line ■ In interviews since being tapped by the President, Mr. Henry has indicated that he favors a strong regulatory role for the commission and would, therefore, line up with Chairman Minow on most controversial votes. He feels the FCC should use its powers to make sure that broadcasters live up to their obligations. He also believes the commission has the power to regulate programming and should use it if the broadcasting industry "does not recognize it is dealing in

a public trust" (BROADCASTING, Sept. 10).

Besides broadcasting matters, the questioning is expected to deal with Mr. Henry's views regarding FCC regulation of the private corporation provided for in the recently enacted Communications Satellite Act (BROADCASTING, Sept. 3). That act assigns the FCC the responsibility of regulating the corporation that will own and operate the U. S. portion of the proposed space communications system. Two committee members, Sens. Ralph Yarborough (D-Tex.) and E. L. (Bob) Bartlett (D-Alaska), opposed the bill at least partly because they felt the FCC would lack the ability, will, or both, to perform this regulatory function.

Commissioner Cross, an Arkansas Democrat who joined the FCC in 1958 when former President Eisenhower named him to fill an unexpired term, was passed over for reappointment despite his avowed candidacy for a full seven-year term. His term expired June 30, but he is continuing to serve until the Senate confirms Mr. Henry.

FCC censures WCGA in Calhoun, Ga.

A sharp warning from the FCC accompanied the agency's disciplinary short-term renewal to WCGA Calhoun, Ga., for "a consistent pattern of willful failure to comply with the commission's rules and to answer commission correspondence."

On the basis of WCGA's assurances that the technical violations would not recur; that the station is now being operated in full compliance with the rules and that an apparent abundance of proposed commercials was not intended, the commission granted a one-year renewal of WCGA's license instead of setting the renewal for hearing.

Among the charges the FCC made against WCGA: operating since 1956 with power more than 10% less than authorized; that in a November 1960 inspection 12 violations of rules were cited and by January 1962, seven of the violations hadn't been rectified. The FCC said the station repeatedly ignored correspondence about the violations, stating, "It is our opinion that the attitude displayed by you is one of laxity if not almost complete disregard of the commission's rules."

The station had indicated in its 1961 renewal application that it proposed to broadcast no more than eight commer-

**GOOD MUSIC
IN MEMPHIS IS
WREC
RADIO 60**



Affiliated with CBS Radio / Represented by the Katz Agency



B.M.O.C.

Kelly Lee is the Big Man

On Campus with the

50,000 college students

in this vital segment of

the Southeastern market.



WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

cials in each 14½-minute segment and that it planned to broadcast spots of substantial length evenly distributed throughout the day. In fact, the station responded to an FCC query whether program service is not unduly interrupted; WCGA is airing nine commercial spots per hour and plans to broadcast approximately 13 per hour in the

coming renewal period, none to exceed one minute.

Commissioner Robert E. Lee dissented to only a short-term renewal, favoring a fine as well. Commissioner Rosel H. Hyde concurred in grant of renewal and dissented to the letter. Chairman Newton N. Minow did not participate.

ALL-BAND SWITCHOVER SET

FCC takes manufacturers' advice on plans for all-channel receiver specifications

The FCC proposed last week that any television set manufactured after April 30, 1964, be an all-channel set capable of receiving not only the 12 vhf channels but also the 70 uhf channels.

In issuing a proposed notice of rulemaking, the commission followed almost exactly the manufacturing industry's recommendations on the cut-off date and the performance standards for the uhf portion of the all-channel receiver. Comments are due by Oct. 22.

Following the all-channel tv set law, passed by Congress and signed by President Kennedy this summer (BROADCASTING, July 16), the FCC's rulemaking notice would amend Part 15 of its rules and regulations to name the cut-off date and list performance standards for the uhf circuit in vhf-uhf receivers.

These standards would require that the noise figure for any channel between 14 and 83 inclusive shall not exceed 18 db, and that the peak picture sensitivity, averaged for all channels between 14 and 83 inclusive, shall not be more than 8 db larger than the peak picture sensitivity in the same receiver averaged for all channels between 2 and 13 inclusive.

The FCC stressed that these are minimum requirements. It expressed the hope that "the tremendous increase in uhf tuner and receiver production, together with normal competitive forces, will lead to substantial improvement in uhf set capability, not only with respect to the foregoing characteristics . . . but also with respect to ease of tuning."

Changeover Without Disruption ■ In choosing the April 30, 1964 deadline for the manufacture of all-channel receivers, the commission explained that this was to give manufacturers the opportunity to incorporate approved standards in their 1965 models. The FCC noted that 1964 models already have been designed and that industry estimates it would cost over \$32 million to redesign and retool if the agency insisted on an earlier date.

It also pointed out that the 1964

date will permit a 10- to 15-fold expansion of uhf tuner production and help give the industry time to improve uhf circuitry.

Instructions call for manufacturers to mark cartons with the date of manufacture. The vhf-only sets are produced before the 1964 date, they may be shipped in interstate commerce, the commission explained, even after the April 30, 1964 deadline. There is nothing in the law, the commission pointed out, prohibiting the public from operating a "non-conforming" set as long as it wishes.

However, tv receivers must be all-channel on or after May 1, 1964 in order to be shipped in interstate commerce. Makers of vhf-only receivers after that date presumably could only sell them intrastate.

The FCC expressed the hope that all 1965 receivers will comply with the all-channel requirements, whether or not they are produced before or after April 30, 1964.

It pointed out that in the first six months of 1962, there were 275,446 tv sets with uhf produced; this is 8.35% of the total 3,295,501 tv receivers manufactured. In the same period in 1961, the FCC said, only 147,832 vhf-uhf sets were made, 5.28% of the 2,801,136 total manufactured.

Prices Up ■ The all-channel receivers are expected to be priced from \$20 to \$30 above the current prices for vhf-only sets. It has been indicated, however, that set owners may have to spend up to twice this amount for antenna installations in some areas. All-channel tv receivers now available to the public generally cost \$30 more than vhf-only sets.

The whole purpose of the all-channel regulation is to encourage the establishment of uhf stations. Some uhf broadcasters have failed because of the paucity of uhf receivers in their markets.

As part of this move, the FCC last week also withdrew deintermixture proceedings involving eight markets (see page 64).



PRODUCE IT TODAY SELL IT TOMORROW ANYWHERE IN THE U.S.A WITH



*35th Anniversary
1927-1962
first and finest Air Shipping service*

Ship tapes, films, platters by the swiftest, surest route from studio to station and you ease tight production schedules . . . prime reason for shipping by AIR EXPRESS. It's the only shipping service with air priority on all 38 scheduled U.S. Airlines . . . everywhere in the U.S.A., Puerto Rico and Canada. Cost is low—5 lbs. go 1,000 miles for \$3.53. 13,000 R E A Express trucks provide speedy door-to-door service, on or beyond airline routes. For shipping or receiving, whatever your business, be sure to specify AIR EXPRESS. It's as close as your telephone.
CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE



Stopover in Lagos on U.S. mission

J. Leonard Reinsch, executive director of the Cox radio and television stations and chairman of the U. S. Advisory Commission on Information (left), and his son, James, talk with U. S. Ambassador to Nigeria, Joseph Palmer III, at the opening of a 10-day press seminar in

Lagos, that nation's capital. Mr. Reinsch and his son returned recently from their month-long tour of a dozen African nations, during which Mr. Reinsch visited local television and radio stations and newspapers, as well as U. S. Information Service centers.

FCC CLEARS CBS IN CH. 11 ST. LOUIS

Agency won't reconsider, says no further action warranted

There was nothing improper in the actions of CBS Inc. in connection with the ch. 11 St. Louis comparative hearing, the FCC ruled last week in affirming a 1957 grant to the company.

In so doing, the commission dismissed two petitions by St. Louis Amusement Co., one of four other applicants who competed with CBS for ch. 11. The Amusement Co. had sought reconsideration of an extension of completion date for CBS on ch. 11 and the subsequent transfer of the channel to 220 Tv Inc., another original applicant.

Before it ever went on the air on ch. 11, CBS received FCC approval of its purchase of KWK-TV (ch. 4) St. Louis for \$4 million and the assignment of the ch. 11 permit (for no consideration) to 220 Tv Inc. (BROADCASTING, Oct. 28, 1957). CBS now operates KMOX-TV St. Louis on ch. 4 and 220 Tv Inc. is the licensee of ch. 11 KPLR-TV there.

Charges of *ex parte* contacts in the ch. 11 case had been raised in 1958 testimony before the House Legislative Oversight Subcommittee. Broadcaster-reporter-public relations man Tex McCrary said in a statement admitted in the subcommittee record that he talked to three commissioners about the case. This was in 1956, he said, and he was acting as a reporter and not for CBS.

Mr. McCrary was quoted as saying he was interested in the machinery of deciding the case and in trade press reports of several tie votes.

CBS Board Chairman William S. Paley and President Frank Stanton knew of his visits with the commissioners, but he was not acting on behalf of the network, Mr. McCrary said.

In its decision last week, the FCC said that after reviewing the congressional testimony and following its own investigation no further action is warranted in the case. The decision was unanimous.

St. Louis Amusement lost a 1958 decision in the U. S. Court of Appeals asking that the St. Louis ch. 11 grant be vacated; the U. S. Supreme Court refused to review the lower court ruling.

FCC asked to deny review urged by WDUL Tv Corp.

The Broadcast Bureau and WDSM-TV Superior, Wis. (Northwest Publications Inc.), last week urged the FCC to deny WDUL Tv Corp.'s request for reconsideration of the commission decision finding WDUL Tv "unfit to be a licensee." (BROADCASTING, Sept. 3).

The FCC made this characterization

in denying WDUL Tv a modification of construction permit for ch. 10 Duluth, Minn. (WHYZ-TV) on grounds of misrepresentations to the FCC and unauthorized transfer of control.

The bureau said WDUL Tv Corp. introduced nothing in its plea for reconsideration that the FCC had not already ruled upon. WDUL Tv Corp.'s multiple misrepresentations on applications were not "mere negligence," the bureau said, because the principals of the company were experienced broadcasters, not amateurs. Control was illegally transferred to Ashley L. Robinson, the bureau said: "Many of Robinson's activities went far beyond those duties normally assigned to a general manager, even one who is an 'unreported' 30% stockholder."

WDSM-TV added to the bureau's indictment that the hearing examiner had found WDUL Tv Corp. guilty also of premature construction and of seeking to improve its construction permit primarily to sell at a profit. The FCC properly concluded the company is unfit to be a licensee without the necessity of considering those two issues, WDSM-TV said.

Former WDKD dj faces hearing in December

The question of whether former disc jockey Charlie Walker's bucolic humor over WDKD Kingtree, S. C., constituted obscenity will be decided in December by a federal grand jury, a U. S. commissioner ordered after preliminary hearing last week in Florence, S. C.

The Walker program, including what the FCC termed remarks "crude, vulgar and susceptible of indecent, double meanings," was the crux of the agency's decision not to renew WDKD's license (BROADCASTING, July 30).

U. S. Commissioner W. B. Tyson ordered Mr. Walker held for the grand jury on charges that these programs violated Title 18, Sec. 1463 of the U. S. Criminal Code, which prohibits broadcast of "obscene or indecent" language.

The government's sole witness at the preliminary hearing was James O. Roper, who taped the Walker programs at intervals between October 1959 and May 1960, while employed by WJOT Lake City, S. C., a station some 20 miles from Kingtree.

Mr. Roper is now manager of WYMB Manning, S. C. Under questioning, he admitted he had attempted to hire Charlie Walker as a disc jockey for WYMB at \$100 a week on Jan. 12, 1962, less than two years after reporting the programs to the FCC.

WDKD attorneys have repeatedly questioned the methods by which the Walker tapes were obtained. Mr. Walker filed an affidavit relating the job offer from Mr. Roper, which was not

considered by the commission in its decision.

Since being fired by WDKD, on receipt of the FCC complaint, Mr. Walker has been a salesman for a meat products company, originally in Greenville, S. C., now in Kingstree. His only contact with radio has been in making commercial spots for a local merchant for use on WGTN Georgetown, S. C.

Senate group to review USIA appropriation

A Senate Appropriations subcommittee will hold hearings this week on a House-passed money bill containing \$149,225,000 for the U. S. Information Agency for the fiscal year that began July 1.

The House-approved figure is \$8.8 million less than the agency requested to carry on its world-wide informational programs. USIA officials, who will appear before the committee Wednesday and Thursday, are expected to ask that some of the cut be restored.

In making its original request of Congress, the agency had asked \$22,999,600 for the Voice of America program, an increase of \$2,793,800 over the amount it spent in fiscal 1962, and \$3,782,600 for television, a hike of \$1,739,700.

NBC's 'Newburgh' still worries Rep. Curtis

MISSOURIAN UPSET BY FCC REVIEW, WANTS ANOTHER

At a cost to the government of \$1,500, Rep. Thomas B. Curtis (R-Mo.) has informed the public—or that part of it which scrutinizes the *Congressional Record*—of his view that there is a lack of a code of ethics in television reporting of controversial issues.

His case in point, he told the House last week, is NBC's *White Paper No. 9*, "The Battle of Newburgh," which was broadcast last Jan. 28.

Rep. Curtis said the controversial program was biased—unfair in its treatment of Newburgh City Manager Joseph Mitchell and his strict welfare-program policies that have stirred nationwide controversy.

And to expose his charge to the public, he said, he was inserting the "pertinent portions" of his file on the broadcast in the *Record*. The "pertinent portions" proved voluminous, including 24 letters written by Rep. Curtis and others, and several documents, all of which covered 16½ pages of the *Record*, at \$90 a page.

Rep. Curtis didn't see the program himself, though he obtained a transcript of it early in his correspondence with NBC and the FCC. He became involved in the controversy stirred by

the program after receiving a letter from a constituent who said the program had so angered him he "just had to protest to someone." The transcript and the complaining letter, dated Jan. 31, were among the documents inserted in the *Record*.

Began in February ■ Rep. Curtis began writing letters on the subject early in February, and has continued through this month. In the course of his correspondence, he became something of a pen pal of Newton N. Minow, FCC Chairman; Robert Sarnoff, NBC board chairman; Robert D. Kasmire, coordinator of NBC corporate information; Robert D. Swezey, NAB Code Authority director; and City Manager Mitchell.

But nothing much changed between February and September, so far as Rep. Curtis and NBC were concerned. The congressman remains convinced "The Battle of Newburgh" was biased; NBC is unshakable in its confidence the program presented a fair report.

The NBC position was strengthened when the FCC, which had been drawn into the controversy by a complaint from Mr. Mitchell, informed the Newburgh city manager the commission found the program to represent "a con-



HOOPER RADIO AUDIENCE INDEX

CITY: HARTFORD - NEW BRITAIN, CONN.

MONTHS: JULY - AUGUST, 1962

WPOP

OFFICIALLY

ACCLAIMED

#1

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS IN USE	Sta. A	Sta. B	Sta. C	Sta. D	WPOP	Sta. E	Sta. F				OTHER AM & FM	SAMPLE SIZE
MONDAY THRU SATURDAY 7:00 A.M.-12:00 NOON	14.8	3.2	27.5	2.2	2.9	19.4	4.5	37.7				2.6	7,129
MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.	12.1	3.9	27.7	2.8	3.6	29.2	5.5	24.0				3.4	8,931
MONDAY THRU SATURDAY 6:00 P.M.-10:00 P.M.	10.2	3.8†	27.7	2.5	3.9	28.5	4.5†	24.8				7.2	5,997

† The above measurements are adjusted to compensate for the fact that Radio Stations WCCC and WRYM sign off at local sunset.

Phil Zoppi, Vice Pres. & Gen'l Mgr.
Irv Schwartz, Management Consultant

Rep.: Adam Young, Inc.
Midwest Time Sales

The Code of Practice governing the use of "RADIO HOOPERINGS" applies to this "RADIO AUDIENCE INDEX." © C. E. Hooper, Inc. 1962.

IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

TYPICAL PROGRAM SEGMENT

5:35-6:00 p.m., Sept. 21, 1962

In The Still of the Night

—Clebano Strings

Sentimental Journey

—Dinah Shore

Just In Time

—Pete King Chorale

It's All In The Game

—Lawrence Welk

Tangerine

—Frank Sinatra

Lingering Lovers

—David Carroll

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC

790 KC
5,000 WATTS



Magnuson easy winner of Washington contest

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, easily won renomination last week as he picked up more than half the combined vote cast in Washington's Democratic and Republican senatorial primary elections.

Returns still incomplete at week's end showed Sen. Magnuson winning all but 15,000 of the more than 280,000 votes cast in the Democratic primary. Sen. Magnuson, a member of Congress since 1937 and of the Senate since 1944, had only one opponent, John Patric, a bearded, self-styled non-conformist. Mr. Patric conducted no campaign and filed for the nomination "only as a protest."

The total vote in the Republican primary was some 200,000, with the victory going to Richard G. Christensen, a Lutheran minister from Edmonds. He received 170,000 votes to 30,000 for Ben Larsen, a high school principal. Both were seeking public office for the first time.

Cotton Winner, Too ■ In another senatorial primary contest last week, Sen. Norris Cotton (R-N.H.), second-ranking minority member of the Commerce Committee, won renomination in a contest with Norman

La Page, a Nashua accountant.

Sen. Cotton's Democratic opponent in the November election will be Alfred Catalfo Jr., former Democratic state chairman of New Hampshire. Sen. Cotton has been in Congress since 1947 and the Senate since 1955.

Two House Commerce Committee members also won renomination in primaries last week, Reps. Ancher Nelsen (R-Minn.) and Vernon Thomson (R-Wis.). Both were unopposed.

Rep. Nelsen, who is seeking his third term, will face Conrad Hammar, a member of the Democrat-Farmer-Labor Party, in November. Rep. Thomson, a former governor of Wisconsin who is completing his first term in the House, will be opposed by Democrat Walter Thoreson, a professor at LaCrosse College.

Rep. Peter H. Dominick (R-Colo.), another House Commerce Committee member, is leaving the House after one term to seek a Senate seat. He was unopposed in his bid for his state's Republican Senate nomination last week, and will run against the Democratic incumbent, Sen. John A. Carroll, for his second term.

scientific and responsible effort to review and analyze a [controversial] problem" (BROADCASTING, July 23).

Chairman Minow sent Rep. Curtis a copy of this finding (which was also included in the *Record*), but it didn't satisfy the Missourian. He wrote the chairman saying a number of his criticisms had not been answered, namely

that Chet Huntley, the program narrator, spoke as a "partisan."

Commissioner Robert E. Lee, who was acting chairman when that letter was received during the commission's August recess, replied the commission would consider the matter "at the earliest possible date" sometime in September.

DEINTERMIXTURE DEAD—FOR NOW

FCC calls moratorium; to study, observe all-channel sets

The FCC has officially interred its controversial proposal to delete single vhf stations and shift them to uhf channels in eight markets. Deintermixture is dead—for many years, at least—the commission announced last week as it terminated the eight proceedings.

In so doing, the FCC was complying with its promise to Congress to declare a moratorium on deintermixture if the all-channel set bill were passed in order to see what that legislation would do to solve tv channel allocation problems. The FCC told Congress that all-channel receivers might make unnecessary the "dislocation aspects" of deintermixture and accomplish the long-range goal of an all-channel system over a period of years.

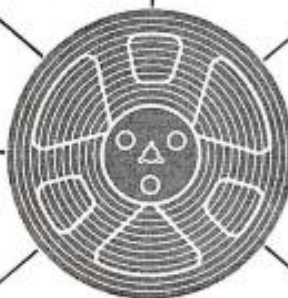
Commissioner Robert E. Lee was the

sole dissenter. He indicated his feeling that this action would finally tie the FCC to an 82-channel tv system. He also said the areas in which deintermixture has been proposed are fairly well saturated with uhf sets and that the uhf stations are losing money at this time; therefore, he argued, the all-channel set promises little relief to those operators who may be forced out of business, thus diminishing, not increasing the number of tv stations. Commissioner Lee also said it will be some time before the effectiveness of the all-channel set bill can be properly evaluated.

The deintermixture proposals were originally set for comments over a year ago (BROADCASTING, July 31, 1961). The eight markets designated (with the

"No Echo"

Why Burgess Magnetic Recording Tape is 8 ways better!





NO Echo

Lower print-through — Revolutionary Burgess dispersion processes greatly reduces the possibility of magnetic transfer from layer to layer. There is "NO ECHO" with Burgess tape, even after months of storage.



Greater tensile strength — new Burgess processes and formulas make Burgess tape 'tough' tape. Tensile strength is important wherever tape is given rough handling, as in schools and colleges.



Higher frequency response, greater sensitivity — Burgess uses only acicular oxide particles (and disperses them evenly) to achieve finer sensitivity and top frequency response. Burgess wide bias latitude produces professional results on all types of recorders.



Lower noise level — New dispersion techniques eliminates "clumps" of oxide on Burgess tape. You get a lower noise level and eliminate "hissing" or "popping".



Freedom from flake-off — New Burgess precoat formula eliminates flake-off, cuts the amount of head-cleaning necessary, and gives constant true-tone qualities.



Consistent satisfaction — Burgess new processes, monitored by rigid quality control, assure the user that Burgess tape is uniform from reel to reel. You get the same high reproduction quality today, tomorrow or next month.



Superior built-in lubricant — Enables tape to glide smoothly, without friction or squeaking over recorder head and guides. Prolongs the life of tape recorder heads.



Erases clean — Burgess tape erases clean and evenly on home recorders. No bulk eraser needed!

Full line of Mylar and Plastic tape in all popular sizes for general and popular use. Attractive display boxes for fingertip inventory. Also convenient counter displays — all this makes for a profit picture for you.

BURGESS BATTERY COMPANY

DIVISION OF SERVEL, INC.



MAGNETIC TAPE DIVISION,

FREEPORT, ILLINOIS · NIAGARA FALLS, CANADA

stations to be shifted to uhf) were: Madison, Wis. (WISC-TV); Rockford, Ill. (WREX-TV); Hartford, Conn. (WTIC-TV); Erie, Pa. (WICU-TV); Binghamton, N. Y. (WNBF-TV); Champaign, Ill. (WCIA-TV); Columbia, S. C. (WIS-TV), and Montgomery, Ala. (WSFA-TV).

The stations involved, the Assn. of Maximum Service Telecasters and others protested vigorously, claiming the solution to the tv allocations problem is side-by-side development of uhf with vhf.

The commission received voluminous comments, pro and con, on the proposals and responded to congressional pressure with its moratorium bargain. It accepted reply comments to complete the record in the rulemaking.

Last week the docket was closed and the proposals were doomed for the foreseeable future. Chairman Newton N. Minow did not participate.

Proposal to change ownership rule rejected

A December 1960 FCC proposal to relax its multiple-ownership rules for individual stockholders in small corporations was rejected as without merit by the commission last week.

Essentially, the proposed rule would have permitted an individual to own up

to 5% of a licensee corporation with not more than 50 stockholders without that ownership counting against the total number of stations an individual is permitted to own or have an interest in (seven each in am, fm and tv).

"... On the basis of our experience with multiple-ownership problems, we do not believe that the proposals have merit," the FCC said. "Their adoption would in fact depart from the spirit and general purposes of our multiple-ownership rules and serve to depreciate our judgment that ownership should participate in operation."

Any interest in a small corporation

should be considered against a stockholder's station ownership limits, the commission said, because opportunity for influence is present without regard to the amount of stock owned. Also, the FCC said, it would be faced with a "hopeless" task if called upon to decide when a small stockholder exerts a "substantial voice" in the licensee activities.

Present FCC rules, adopted in 1953, take into account ownership of any amount in licensees with less than 50 stockholders and over 1% (provided no office is held) in companies with more than 50 stockholders.

NETWORKS SAY 'NO' TO GOP—AGAIN

ABC, NBC refusal official; CBS expected to follow suit

The nation's tv networks have turned down a GOP request that tv affiliates be permitted to sell five minutes at the end of each network program during prime time to a local major-party candidate.

As of Sept. 13, both ABC and NBC replied that it wouldn't be feasible from a programming and commercial point of view to grant the request. As of the same date, also, CBS had not replied to the Republican National Committee suggestion, but it was indicated that the network would take essentially the

same position it did when an earlier GOP plan was proposed.

Last month, the Republicans asked the networks to relinquish the last five minutes of prime-time programming for local major-party candidates (BROADCASTING, Aug. 20). All three networks at that time begged off on administrative and legal grounds.

ABC replied to the Republicans' latest request that affiliates already have authority to pre-empt 30 minutes or one hour of network time to put on local political candidates.

The GOP proposal was contained in a telegram sent to the three tv networks by Rep. William E. Miller (R-N. Y.), national chairman; Sen. Barry Goldwater (R-Ariz.), chairman of the Republican senatorial campaign committee; and Rep. Bob Wilson (R-Calif.), chairman of the party's congressional campaign committee.

Stations' Plans ■ The networks' rejection of the second GOP plan came as a number of stations around the country proceeded with their own plans to present debates between state and local candidates and to cover state political conventions and primaries.

WQXR interference plea gets Minow's ear

WQXR New York which originates and fosters a quality music and cultural programming radio network, won partial support from FCC Chairman Newton N. Minow on an interference question.

The chairman would like the FCC to allow WQXR Broadcasting Co. the chance to show why it should be afforded protection from interference beyond that normally afforded because of the station's "unique program service." The commission last week made WQXR (1560 kc, 50 kw) a party to a hearing on the application of WBUX Doylestown, Pa., to increase power from 1 kw to 5 kw on 1750 kc.

Over the dissent of only the chair-



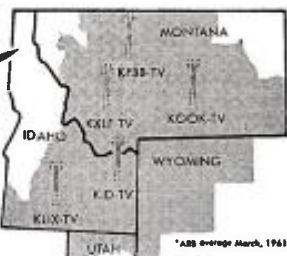
BIGGER than PORTLAND, OREGON

**One Buy Delivers
IDAHO - MONTANA
plus 11 counties in Wyoming
at lower cost per thousand**

SKYLINE TV NETWORK delivers more TV homes than the highest rated station in Portland—at less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract—one billing—one clearance. Over 267,880 unduplicated TV homes in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO—KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA—KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings
KBLL-TV Helena
Satellite to KXLF-TV





**Skyline
TV NETWORK**

P. O. Box 2191 Idaho Falls, Idaho

Call Mel Wright, phone area code 208-523-4567
or your nearest Hollingbery office or Art Moore in the Northwest

man, who concurred in other parts of the decision, the FCC refused to add an issue to permit WQXR to show that the proposed operation of WBUX will "harm the public by depriving it of unique program service rendered by WQXR beyond the normally protected contours." The interference issue was limited to the normal 0.5 mv/m contour of WBUX's operation from a proposed directional antenna.

Philco just fishing, NBC pleads to FCC

Philco Broadcasting Co. wants to go on a fishing expedition, using the FCC as rod-and-reel.

That, in essence, is what NBC told the FCC last week in urging the commission to deny Philco's petition that the agency acquire files in three anti-trust cases from the U.S. Department of Justice (BROADCASTING, Sept. 3). Philco claimed that these files would reveal illegal and anticompetitive acts by NBC which would have relevance in the NBC-Philco-RKO General hearing for ch. 3 Philadelphia (WRCV-TV), which the network seeks to swap (with WRCV-AM) for RKO's Boston properties, WNAC-AM-FM-TV. Philco also seeks ch. 3.

NBC said Philco has been claiming for five years it has evidence of anti-trust violations by NBC. Now Philco "has the affrontery to ask this commission to request the Attorney General to make available the files in three anti-trust cases" despite the fact that the Attorney General told the FCC over a month ago that the Justice Department did not wish to participate in the hearing or produce evidence, NBC said.

The network said Philco is trying to abuse FCC rules and processes which prohibit prehearing "discovery procedures." Instead of itself asking Justice for files which would not normally be made available to a private party, Philco has attempted to get the FCC to intercede on its behalf, NBC said. Philco's request is not even specific as to what materials it feels are necessary from the Justice files, NBC said. The FCC would not make its own confidential files available to a private litigant, such as Philco, NBC said; "obviously it follows" that the FCC should not intervene on behalf of such a party to obtain the investigative files of another government agency.

The FCC last week...

■ Granted The McLendon Corp. a modification of its license to change the identification of WIFE (FM) to Buffalo from Amherst, both New York. The WIFE transmitter location will remain unchanged. McLendon acquired the station March 26, 1960, from Western New York Broadcasting Co.

BROADCASTING, September 17, 1962



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U. S. Census

WSJS 
TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- ☐ 52 weekly issues \$7.00 ☐ 104 weekly issues \$12.00
☐ 52 issues & Yearbook published next November \$12.00

- ☐ Payment attached
☐ Please bill

name _____ title/position* _____
company name _____
address _____
city _____ zone _____ state _____

Send to home address—

* Occupation Required

CBS Radio affiliates approve new plan

PROGRAMMING IS CHANGED; COMPENSATION TO BE CASH-PROGRAM MIX

CBS Radio's new station compensation plan was officially reported accepted by the network's affiliates at their convention last week, after modifications were worked out in the course of the two-day meeting.

The chief changes in the blueprint were said to relate to programming. They include retention of *Art Linkletter's House Party* as an across-the-board strip, but deletion of one of the two five-minute *Dimension* features which the network had planned to insert into the stations' early-morning block.

With these changes and restoration of the *Leading Question*, *Church of the Air*, and *Invitation to Learning* programs, authorities said, the new plan is essentially as drafted several weeks ago—subject to affiliate approval—by network officials and affiliates' representatives (BROADCASTING, Aug. 6).

Change in Plan ■ The basic changes in the network-affiliate relationship will be these: (1) affiliate compensation, which for the last four years had been in the form of programming furnished by the network for sale by the stations, will be put on a combination cash-and-program basis; (2) the five-minute *Dimension* features will be increased from 52 weeks to 63, and (3) total of three rather than four entertainment programs will be dropped: Bing Crosby-Rosemary Clooney, which is now heard Monday through Friday mornings and the Sunday-afternoon dramatic block of *Suspense* and *Johnny Dollar*.

With the decision not to delete the Linkletter program, CBS Radio's regular schedule of strictly entertainment shows will consist of the morning Arthur Godfrey, Garry Moore and Linkletter programs and the New York

Philharmonic Orchestra broadcasts on Saturdays.

The new *Dimension* features being inserted into the lineup are at 8:30 and 10:30 a.m. Monday through Friday, beginning Dec. 31, and at 6:30 p.m. on Sundays beginning Oct. 7. The *Dimension* which CBS Radio had planned to introduce but which was withdrawn at affiliates' urging would have been at 7:30 a.m.

Delay Provision ■ Stations may delay their broadcast of the new 8:30 a.m. *Dimension* until 8:55 a.m. local time if they wish. The Linkletter program may be delayed to 1:10 p.m.

E. K. Hartenbower of KCMO Kansas City, chairman of the board of the affiliates association, and CBS Radio President Arthur Hull Hayes announced the convention's acceptance of the plan.

Mr. Hartenbower said the affiliates regard the resumption of cash payments to the stations as "a concrete demonstration of the networks' belief, and ours, in the future of radio." He said "we are happy that the new arrangement will maintain the high standards of news, information and public affairs programming which have been the hallmark of CBS Radio and by which the affiliates set such store."

President Hayes called the plan "the gratifying solution of a problem by making mutual concessions for mutual advantages. We take satisfaction not only in the payment plan but in the expansion of our news and informational services to radio listeners."

Other highlights of the ninth annual convention of the network's radio affiliates, held in New York, included:

■ Presentation of a detailed study on the characteristics of top-rated stations and listener preferences which was

greeted by widespread affiliate acclaim and a resolution of endorsement (see story, page 33).

■ Heard an address by CBS Chairman William S. Paley (see page 33), with greetings also from President Frank Stanton.

■ Heard reports on CBS Radio's sales progress, on its advertising plans and on CBS news.

Mr. Paley told affiliates there was "no blanket prescription for radio's problems, but he urged them to be "different" in "a big way" (see story, page 33).

He called radio "fundamentally pretty healthy," and pointed to the increase in the number of radio sets over the last decade to buttress this point. He noted that in 1952 there were 105.3 million sets in use, as compared with 183.8 million today, while car radios have climbed from 23.5 million to 46.9 million over that period.

Versatile Radio ■ Mr. Paley cited as the basic change in radio listening the movement out of "the living room into the kitchen, the bedroom, the workshop, the car, the backlawn—everywhere." The medium, he said, has become "an all-day companion . . . a portable news ticker, a travelling music hall, a roving conversationalist."

With music and news the prime ingredients of radio, Mr. Paley continued, he urged stations to carry music they considered most satisfactory for their markets. In turn, he pledged that CBS Radio would try to present "the best rounded informational programming."

Labor dispute fails to dim WNDT debut

Despite involvement in a thorny labor issue, WNDT (TV) Newark-New York continued with plans to start regular television service today (Sept. 17). The new etv station on ch. 13 scheduled a preview presentation of its programming last night, with appearances by FCC Chairman Newton Minow and Edward R. Murrow, director of the U. S. Information Agency.

WNDT officials had a strenuous schedule last week, preparing for the opening and at the same time attempting to settle a dispute with the American Federation of Television & Radio Artists about union jurisdiction over teachers and other non-performers appearing on the station (BROADCASTING, Sept. 10).

Station and union officials met

CBS Radio affiliates' new officers

Roster of officers, directors and committees of CBS Radio Affiliates Assn. for 1962-63 was announced Sept. 13 at end of convention in New York.

E. K. Hartenbower, KCMO Kansas City, and Joe L. Smith, WJLS Beckley, W. Va., reelected chairman and secretary-treasurer respectively; Michael R. Hanna, WHCU Ithaca, N. Y., elected vice chairman.

Directors: Joseph Close, WKNE Keene, N. H.; Mr. Hanna, Mr. Smith; J. Frank Jarman Jr., WDNC Durham, N. C.; F. C. Sowell, WLAC

Nashville; Ernest Lackey Jr., WHOP Hopkinsville, Ky.; Lee Fondren, KLZ Denver; William A. Roberts, KRLD Dallas; Westerman Whillock, KBOI Boise, Idaho.

Also, William Dean, WWL New Orleans; Wendell Adams, KINS Eureka, Calif.; Mr. Hartenbower.

Elected to committees were: executive, Messrs. Hartenbower, Hanna, Fondren, Whillock and Joe L. Smith; convention committee, Messrs. Hanna, Close, Roberts, and Adams; by-laws, Messrs. Fondren, Jarman and Lackey.

throughout the week with James J. McFadden, acting City Labor Commissioner, at his invitation, but no progress was reported. Additional conferences were planned for last Friday in a continuing attempt to establish "working ground rules" for the station's operation. It was still not known late in the week whether actor Zero Mostel, whose scheduled appearance on the opening night program touched off protests, would be permitted to appear. He was to give a lecture on the history of comedy.

WNBT has offered to negotiate contracts with AFTRA members appearing on the station, but the federation argues that its jurisdiction also applies to teachers and specialists not assigned by the New York Board of Education. AFTRA says the basic issue concerns tape reuse. Station officials maintain they would never ship a teacher's program to other stations without making arrangements for reuse in advance.

Various officials of National Educational Television, National Assn. of Educational Broadcasters, and Educational Broadcasting Corp., which owns WNBT, have expressed feelings that AFTRA has made WNBT a test issue in the hope of eventually obtaining coverage of all etv stations. It is believed that union recognition would result in rising costs that could curtail

etv programming, or force some stations off the air.

Dr. Robert C. Anderson, chairman of the Joint Council on Educational Broadcasting, urged AFTRA to stop what he called their "deplorable" and "obtrusive" actions. He further stated that "educational tv deserves the under-

standing and the support of all, including organized labor."

Richard Zimbert, director of business and legal affairs, WNBT, claims the station is willing to work out an agreement covering federation members, but it has no authorization to negotiate for non-performers.

NEWSMEN GOING WESTWARD

Seminars, fun, reports and sub hunting highlight mass meeting of radio-tv newsmen in San Francisco

Some of the nation's top newsmen are heading for San Francisco this week to attend the annual convention of the Radio-Television News Directors Assn. at the Sheraton-Palace Hotel Wednesday through Saturday (Sept. 19-22).

In addition to the presentation of awards, election of officers, speeches and media workshops, the convention includes reports on a survey of editorializing practices and a study of the effects of the Minneapolis newspaper strike on broadcasting news.

The School of Criminology, U. of California, will present a seminar on reporting crime news.

Navy Freebe ■ Delegates will be

guests at nine meals and cocktail parties sponsored by major U.S. corporations.

The first day of the convention (Sept. 19) will be at sea for "Operation Rad-tel," courtesy of the U.S. Navy and the Antisubmarine Warfare Force of the Pacific Fleet. Newsmen will be guests aboard nine warships: a submarine, an ASW aircraft carrier, three destroyers, and four destroyer escorts, and will see a demonstration by the force.

Film clips will be provided, and use of film and tape is being encouraged by the Navy. A few newsmen may be allowed on board a special helicopter flight during the ASW demonstration. Hometown interviews will be provided,

FCC TRANSLATOR RULES AMENDED!

Now you can bring TV to problem areas!

CLASS OF SERVICE This is a fast message unless its deferred character is indicated by the proper symbol.	WESTERN UNION TELEGRAM W. P. MARSHALL, PRESIDENT	SYMBOLS DL = Day Letter NL = Night Letter LT = International Letter Telegram
--	--	--

JP-1201 (4-60)

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

TO ALL BROADCASTERS

NEW FCC RULES AMENDMENT PERMITS WIDER USE OF TRANSLATORS

BY BROADCASTERS STOP LET EMCEE WITH THE WORLD'S MOST

COMPLETE SELECTION OF VHF AND UHF EQUIPMENT SHOW YOU

HOW TRANSLATORS CAN INCREASE COVERAGE STOP WRITE WIRE

PHONE ELECTRONICS, MISSILES & COMMUNICATIONS INC., 262 EAST

THIRD STREET, MT. VERNON, NEW YORK.

EMCEE

VHF & UHF TRANSLATORS

ELECTRONICS, MISSILES AND COMMUNICATIONS, INC.

262 East Third Street • Mount Vernon, N. Y. • MD-4-3017

ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
 262 East Third Street • Mount Vernon, New York

Gentlemen:

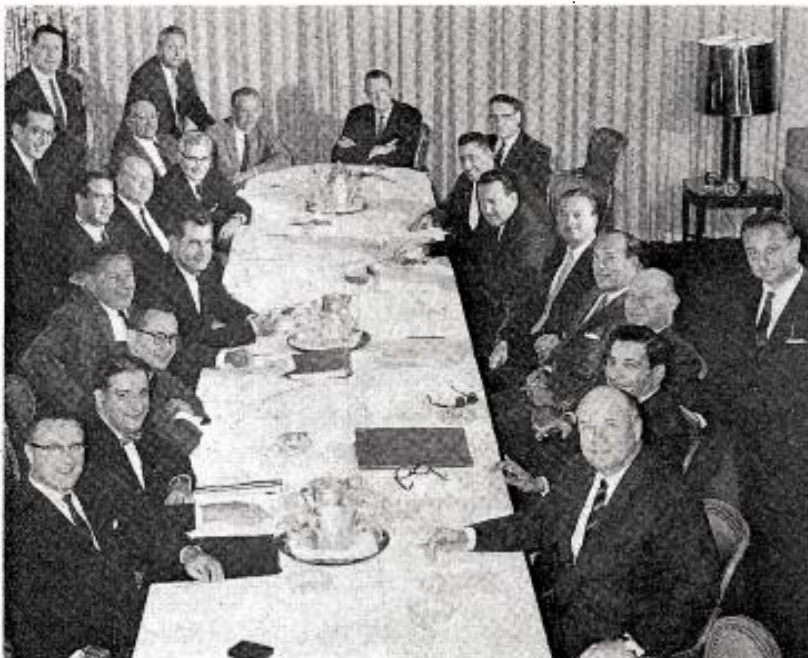
Please rush free planning package including data sheet, complete installation check list, coverage calculation form.

NAME _____

ADDRESS _____

CITY _____

STATE _____



ABC-TV, affiliates huddle in Beverly Hills

Product protection and stations' negative attitude toward split, piggy-back commercials were among topics discussed Sept. 7 at a meeting of ABC-TV, AB-PT and ABC-TV Affiliates Assn. executives, held in Beverly Hills, Calif. According to a report from ABC-TV, "considerable discussion" was given to these problems.

Also covered at the all-day conference were affiliate-network communications and their improvement, sales, programming plans, news and public affairs, sports, advertising and promotion.

Executives of the network, its parent organization and the affiliates association at the Beverly Hills meeting were:

Standing (l. to r.): Alfred Schneider, vice president and assistant to the executive vice president of AB-PT and ABC Division; Henry Levinson, ABC manager of affiliate communications, tv station relations; Edgar J. Scherick, vice president in charge of tv network sales; and Armand Grant, vice president in charge of tv daytime programming.

Seated (l. to r.): Michael Boland, ABC vice president in charge of

financial controls; Joseph Giaquinto, ABC-TV director of station clearance; Association Vice Chairman Thomas P. Chisman, president, WVEC-TV Norfolk; Donald Shaw, director of tv station relations; Howard W. Maschmeier, general manager of WHNC-TV Hartford-New Haven, Conn.; Daniel Melnick, ABC-TV vice president in charge of nighttime programming; Thomas Velotta, vice president in charge of administration, ABC News, Special Events and Public Affairs; D. A. Noel, general manager of WHBQ-TV Memphis; Association Treasurer, Martin Umansky, vice president of KAKE-TV Wichita, Kan.; Robert L. Coe, ABC vice president in charge of tv station relations; Association Chairman John F. Dille Jr., president of WSJV-TV South Bend-Elkhart, Ind.; Association Secretary W. W. Warren, vice president of KOMO-TV Seattle; Julius Barnathan, vice president and general manager of ABC-TV; Norman Louvau, vice president and general manager, KCPX-TV Salt Lake City; Everett H. Erlick, vice president and general counsel of AB-PT and its divisions; Leonard H. Goldenson, president of AB-PT; Simon B. Siegel, executive vice president of AB-PT; Mike Shapiro, general manager of WFAA-TV Dallas; and Thomas W. Moore, vice president in charge of the ABC-TV network.

Not in the picture are James G. Riddell, ABC vice president in charge of the Western Division and Lawrence T. Rogers II, vice president of Taft Broadcasting, WKRC-TV, Cincinnati.

and the tour will conclude with a news conference with Vice Adm. John S. Thach, force commander.

Awards ■ Four television and three radio stations have been cited in awards announced today (Sept. 17) for outstanding performance in broadcasting editorials, spot news and reporting of community problems. The stations will receive the awards Thursday.

Winners in the radio division:

KDKA Pittsburgh for the best editorial, a series on strip mining legislation; WGN Chicago for the best reporting of community problems, coverage of welfare funds problems with emphasis on aid to dependent children; KPRC Houston for the best spot news reporting, coverage of Hurricane Carla.

The television winners:

WBBM-TV Chicago for the best editorial documentary, "The Wasted Years," dealing with high school drop-

outs in Chicago and the resulting increase in juvenile crime; WTVJ (TV) Miami for the best editorial presented on a regular basis, "You Can Fight City Hall," the station's successful campaign for the reinstatement of a city manager fired without cause.

KLZ-TV Denver for the best reporting of community problems, the coverage, with significant interpretation, of the problems posed by commercial jet aircraft at Denver's Stapleton Field; KTLA (TV) Los Angeles, for the best spot news reporting, the coverage by live television of the Bel Aire residential fire in Hollywood.

The television contest was judged at Northwestern U., Evanston, Ill., under the direction of Prof. Baskett Mosse; the radio division at Indiana U. under Prof. Richard Yoakam.

Newspaper Shutdown ■ Broadcasters in Minneapolis-St. Paul, an area served by 17 radio and five television stations,

believed it was generally unnecessary that they increase their informational programming in the absence of the *Minneapolis Tribune* (morning) and *Star* (evening), shutdown during a 116-day strike of newspaper production unions against the two Cowles publications this spring.

This is one of the findings in *Broadcasters Assess Their Performance During a Newspaper Strike*, a report prepared for the RTNDA by Robert Lindsay, an instructor of journalism at the U. of Minnesota.

Area broadcasters did not substantially increase their informational programming, Mr. Lindsay found; many indicated they felt their programming was sufficient and an increase was unnecessary. They said there was no "news blackout," as implied in some newspaper stories.

Editorializing ■ According to an RTNDA survey, editorializing is be-

coming an ever-more popular programming concept with U.S. and Canadian broadcasters. What's more, at 60% of the responding stations which editorialize, management does the job.

This year 69% of the radio and television stations responding to the survey reported they editorialized. Last year RTNDA found only 42% were stating their editorial opinions (BROADCASTING, Oct. 2, 1961). Response came from 147 U.S. and 10 Canadian television stations and from 685 U.S. and 34 Canadian radio stations.

(A recent BROADCASTING survey of 205 representative radio and tv stations showed similar evidence of increased editorializing [SPECIAL REPORT, July 16]).

Paramount pay tv adds new blood

Prominent tv and motion picture executives and personalities are among the stockholders of a new corporation that will undertake the development of Paramount's Telemeter system of pay tv in the southwestern section of the U.S.

The new company, Home Theatres Inc., Little Rock, Ark., also includes among its stockholders officers of Midwest Video Corp., which holds a Telemeter franchise to introduce the system in the Arkansas city.

C. Hamilton Moses, president of Midwest Video and spokesman for the new company, said at a news conference in Little Rock Sept. 10 that the agreement with International Telemeter Co., a division of Paramount Pictures Corp., is for the use of its closed-circuit system of pay tv in other Southwestern cities. Midwest Video, which maintains community antenna systems and cable operations in many states, will operate the proposed new Telemeter system for Home Theatres in the Southwest.

Prominent Names ■ Among the stockholders of Home Theatres: Dick Powell, president of Four Star Television; Walter Hussman, publisher of a group of Southwest newspapers and president of KTAL-TV Texarkana, Tex.; Stanley and Richard Durwood, operators of a chain of motion picture theatres with headquarters in Kansas City; John Wayne, motion picture actor, and John W. Allyn, co-owner of the Chicago White Sox.

Mr. Moses acknowledged that a considerable number of details had to be concluded before actual operations were launched.

The single Telemeter system operating at present is in a suburban area of Toronto, Ont. Started two and one-half years ago by Famous Players Canadian Corp., a Paramount subsidiary, the experimental wire-link system has about 6,000 subscribers.

POLITZ KNOWS

WHEN PEOPLE LISTEN

IN WGY'S 25-COUNTY COVERAGE AREA

■ Sunday through Saturday WGY reaches an average daily audience of 278,000 listeners. The difference between the highest and lowest tune-in days is only 15%. Wednesday audiences are largest, with 66% or 307,000. And the Sunday audience, just 15% lower, numbers 236,000.

■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

982-24

WGY

810 KC
50 KW

A GENERAL ELECTRIC STATION
ALBANY - SCHENECTADY - TROY

United Press International news produces!



RADIO-TV DIVORCE URGED

WMCA's Labunski hits NAB's 'blurring' of media;
West Virginians told liquor ad ban needs review

In a sharp attack obviously aimed at NAB, Stephen B. Labunski, vice president and general manager of WMCA New York, urged last week that radio "divorce" television so far as trade associations and Washington representation are concerned.

He also advocated that radio's general policy against acceptance of hard-liquor advertising be brought out into the open and reviewed as part of the forthcoming "shirtsleeves conference" sponsored by the FCC and NAB to study radio problems.

Mr. Labunski's views were presented in a speech prepared for delivery at the Friday-evening dinner of the West Virginia Broadcasters Assn. meeting at the Greenbrier, White Sulphur Springs.

Earlier, Marcus Cohn, Washington communications attorney, warned against "running to the Hill for relief." This can mean more stringent laws, rather than policies and rules which

can be changed, Mr. Cohn said. "I'd rather argue with seven commissioners who change from time to time, than have a policy frozen into law." He reminded his listeners that in the 1930s there were proposals in Congress to require broadcasters to devote a certain percentage of their time to educational and religious themes.

Mr. Labunski did not name NAB as his target, but his meaning was clear. Nor did he offer a specific substitute for the current NAB radio-tv set-up. But he is known to feel that one desirable approach might be for RAB to expand its activities substantially into other areas besides sales, including Washington representation, and for NAB to revitalize and strengthen its own radio arm.

WMCA is a member of RAB but not NAB, although there have been frequent explorations of the question by WMCA and NAB officials, including

one recently. It does not currently accept liquor advertising, but although it has made no decision on the issue, is known to be conducting an intensive study which already has reached substantial proportions.

Two Different Worlds ■ Radio and television are two different things whose differences are "far more numerous and vastly more important than the largely accidental similarities," Mr. Labunski said. He speculated that radio could reach its objectives—including that of courtroom coverage—"a lot sooner if it divorces television, loudly and publicly." Radio is facing crises, Mr. Labunski said, but "what help are we getting from the major trade associations? Most of them are heterogeneous and include everybody and anybody with the price of admission—not only radio and television, but equipment manufacturers, film companies, jingle makers—they try to please everybody and so they end up pleasing nobody.

"Now is the time to face certain serious and complex problems head-on without fear of bruising vested interests unless these interests are *radio's* legitimate interests. Radio broadcasters can act forcefully and unequivocally only if they are unencumbered by companions who have interests which are either different from theirs, in conflict with theirs, or in some cases diametrically opposed to theirs.

"Nothing short of a clear point of view about this, followed by vigorous implementation of policies which are good for radio, will begin to solve the problems which plague radio today."

Divorce Proceedings ■ He said he didn't know what the outcome of the "shirtsleeves conference" would be, but that "if radio men will bring some pressure to bear we can perhaps accomplish one thing which in itself will help to define and illuminate radio's true problems. That is, to cause the divorce of radio from television—in trade associations and in the minds of governmental and industry leaders—once and for all."

"Once radio is single again," he said, "radio broadcasters can devote their full energies to the improvement and strengthening of their medium and help usher in an era of additional growth and further achievement which will make the last 15 years seem pale by comparison."

The WMCA manager went on to ask: ■ Couldn't radio's business failures be reduced if newcomers were given some idea of "what to look for," perhaps in cooperation with the small business administration?

■ Could NAB and the FCC find a practical way to compile for radio the same sort of figures that every other

Media continues on page 93



Golden West now in charge at KEX Portland

Golden West Broadcasters Inc. has officially taken control of KEX Portland, Ore., a 50 kw operation purchased from Westinghouse Broadcasting Corp. for \$900,000 last July (BROADCASTING, July 30).

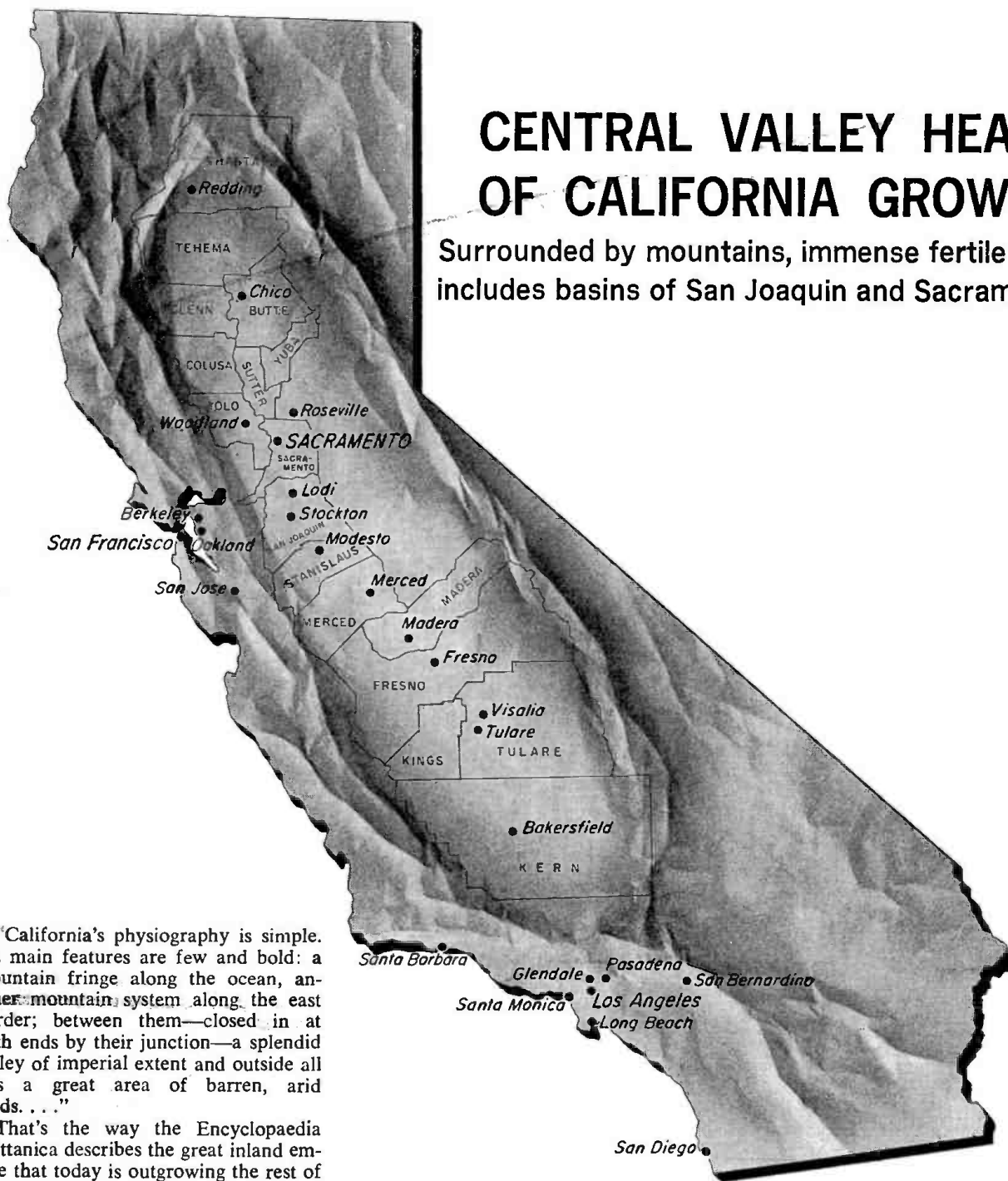
Present for the transfer and document signing Sept. 5 in Portland were (seated l-r) Donald H. McGannon, WBC president, and Robert O. Reynolds, president of Golden West.

Standing (l-r): P. G. Lasky, WBC vice president; Loyd C. Sigmon, Golden West executive vice president, and Bert S. West, KVI-KEX vice president.

Golden West, headed by Gene Autry, owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle; Mr. Autry controls KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona.

CENTRAL VALLEY HEART OF CALIFORNIA GROWTH

Surrounded by mountains, immense fertile area includes basins of San Joaquin and Sacramento



"California's physiography is simple. It's main features are few and bold: a mountain fringe along the ocean, another mountain system along the east border; between them—closed in at both ends by their junction—a splendid valley of imperial extent and outside all this a great area of barren, arid lands. . . ."

That's the way the Encyclopaedia Britannica describes the great inland empire that today is outgrowing the rest of that fast growing state. The Great Valley, with U. S. 99 running down its middle from Redding to Bakersfield is the heartland of California's agricultural wealth.

Here grow all the nation's clingstone peaches (and a quarter of the freestone, adding up to half the total of U. S. peach production), all the figs, all the raisins, all the almonds, all the olives raised in the entire United States. Here grows a healthy proportion of the country's cotton, and rice, and tomatoes and oranges and potatoes, pears and plums

and prunes, as well as pomegranates. Here are the fruit canning and packing and freezing and drying plants, and here are the plants that make the canning and drying and freezing apparatus, to say nothing of the cans and jars and boxes in which the fruit is shipped.

On the east is the Sierra Nevada, whose towering peaks include snow-covered Mt. Whitney, and whose gentle western slope is the site of much of the nation's most spectacular scenery, some of it preserved in Yosemite and

other national parks. On the west is the coastal range. Between them lies the Great Valley, 425 miles long and 40 to 80 miles wide, 25,000 square miles of level land, rich alluvial soil deposited through the ages on the valley floor by the two rivers that drain the area—the Sacramento and the San Joaquin. Where they meet, before flowing together into San Francisco bay, is the division between the two valleys, each named for its river, which make up the Great Valley. The Sacramento valley, to the

CENTRAL VALLEY HEART OF CALIFORNIA'S GROWTH continued

north, has nine counties but only two-fifths of the land area; the larger San Joaquin valley to the south, has only eight counties.

Home To Millions ■ The Great Valley, including more than a quarter of California's land area and nearly two-thirds of the state's harvested croplands, is home to 2.4 million Californians, 15.3% of the state's total population, as of July 1, 1962, according to official estimate of the state dept. of finance. Since at census time, April 1, 1960, the Great Valley population was 14.3% of the state total, in the past two and a fraction years, the valley has added people at a greater rate than the state as a whole. And the vital statisticians estimate that this will continue and, come 1975, 16.2% of California's population will live in this "splendid valley of

Joaquin Valley by only 5.4%, and the difference is smaller than for the 1950-60 decade, when Sacramento Valley had a 61.2% increase to San Joaquin Valley's 24.6%. Between now and 1975, the experts estimate that Sacramento Valley residents will increase by 57.8% (to 1,450,000), while the San Joaquin's population gain will be only 44.0% (to 2,147,200).

Rivers Major Factor ■ The rivers, which provide water for the farms, power for the factories and a variety of summer and winter sports for visitors, as well as transportation for farm corps and factory products, are a major factor in the growth picture. The new state water projects, added to those of the federal government, will increase the importance of the rivers to the state and in so doing will help to swell the

cinct summary of the situation.

To return to the present, at census time, 1960, the Great Valley had 14.3% of California's population, 13.5% of the state's total personal income, 12.8% of its retail sales (based on tax reports and so not including the two major items of food and gasoline which are not taxed by the state), 13.6% of the automobiles (1961). Farm produce of the Great Valley is close to \$2 billion annually, more than half of the state total. San Joaquin Valley alone produces a third of the state's output of mineral products, chiefly oil and gasoline. The San Joaquin Valley also produces more than 80% of California's wine (and the state produces 85% of the nation's supply).

The 1960 census reports that the Great Valley's 14.3% of the California population occupied 13.4% of the state's dwellings (farm families are usually larger), including 13.1% of the state's radio homes and 11.5% of homes with two or more radios, and 13.1% of the state's tv homes, including 8.7% of those with two or more tv sets. The Great Valley homes are 89.8% radio equipped (according to the census people, whose findings are being vigorously disputed as short-changing radio) and 86.8% have tv sets. The multiple radio homes added up to 34.3% of all homes and 7.3% were multiple tv homes.

The 1958 census of manufacturers (a little old now, but the only consistent overall data available) shows the 17 counties of the Great Valley to have 79,255 employed in manufacturing at that time (6.7% of the state total) with a total payroll of \$391,885 (5.9% of the state total). The value added by manufacture in the 17 counties was \$840.9 million (6.9% of the state total). (See table page 76.)

Sacramento, San Joaquin make Central Valley

Area	No. of Farms	Total land area (in acres)	Land in farms (in acres)	Cropland harvested (in acres)	Irrigated* land in farms (in acres)
Central Valley	47,363	26,593,280	16,820,311	5,182,383	5,127,997
California	99,260	100,206,720	36,861,162	8,025,508	7,386,748
Central Valley %	47.7	26.5	45.6	64.4	69.4

*Includes both cropland and pasture.

imperial extent."

This is a change of pace, for between the 1950 and 1960 censuses the Great Valley's population increased by only 36% while the state as a whole added 48% to the number of its inhabitants. And the pace is not uniform. In the period since the 1960 census, the population of the Sacramento valley increased by 10.5%, that of the San

population of the area through which they flow by making available more employment, more profits, more pleasurable recreation. There are those who believe the area surrounding Sacramento, the state capital, may by the year 2000 have more inhabitants than the metropolitan area of New York City. "We have the room to expand; they haven't," was one businessman's suc-

San Joaquin California production hub

CONTRIBUTES HEAVILY TO LIVESTOCK, PRODUCE AND MINERAL TOTALS

Animal, vegetable or mineral? In the San Joaquin Valley the answer is all three. These eight counties produced 36% of the livestock and poultry raised in California in 1961. Tulare County alone contributed over \$102 million to the eight-county total of \$437.43 million in this category last year, ranking second only to Los Angeles County in the entire state.

The San Joaquin counties produced 59.1% of the state's field and seed crops in 1961, Fresno County ranking first and Kern County second, with crops of \$165.6 million and \$123.9 million respectively in this class. They were the only two counties in California

to top the \$100-million mark. These eight counties were responsible for \$149 million worth of vegetables, melons and potatoes, 28.6% of the state's total. They produced 46.5% of the fruits and nuts, Fresno and Tulare counties standing one-two in this product class, with \$115.1 million and \$113 million respectively, only two of the state's 58 counties to top \$100 million in this category.

Nearly Half State Total ■ In value of total agricultural production, the San Joaquin Valley accounts for more than \$1.5 billion worth, 42.7% of the state total. Fresno, Tulare and Kern counties were the first three in the state, in that order, in value of agricultural output

in 1951. San Joaquin County ranked fifth, giving the Valley counties four out of the top five (and seven out of the top 15).

With a mineral output valued at 464.7 million in 1960, the San Joaquin Valley counties delivered 33.1% of the state's mineral wealth that year. Kern County ranked first among California counties producing \$350 million worth of mineral output, including more than 30% of the state's total output of petroleum.

The San Joaquin Valley has a population of 1,414,483 as of July 1, 1962, 8.7% of the state's total, slightly below its percentage at the time of the 1960

census. The percentage decrease is nothing new between 1950 and 1960 the eight counties increased their combined population by 24.6% while California as a whole counted a 48.5% increase. Between April 1960, and July 1962, the Valley increase was 5.4% to the state's 8.8%. And the population experts in the California Dept. of Finance estimate that between now and 1975 the San Joaquin Valley population will go up 44% while California overall will add 45.2%. Personal income (1959) and retail sales (1961) both come out to 7.65% of the state total, slightly below the population percentage, but that is normal in any largely agricultural area.

Fresno, No. 1 in agriculture

One of California's largest counties, with 60% of its acreage occupied by farms, Fresno is the number one county of the nation in the value of its agricultural produce; a position it has held for the past 12 years.

But less than one-third of the county's residents (32.7%) live on farms, the census takers found in 1960, when they reported population of 365,945. Since then California statisticians figure the count has risen to 389,200 as of July 1, 1962, and they estimate it will hit 603,100 by 1975.

Nonwhites accounted for 7.5% of the population and foreign born for 7.8% and, of the U. S. natives, 11 were born in California to nine who migrated to Fresno County from outside the state. The census people counted 106,844 households in the county, with an average of 3.37 persons and a 1959 median family income of \$5,634. Just over one-seventh of the Fresno families (14.8%) were in the over-\$10,000-a-year class and just over one-fifth (21.5%) had annual incomes of less than \$3,000.

Income Rising ■ Personal income for the county was \$792,762,000 in 1959, an increase of 79% from 1950. Per capita income, \$2,223 in 1959, rose only 38% in the same period. Taxable retail sales (omitting food and gasoline)



Fresno county is the leading grape producer in the nation. It is also first in freestone peaches, figs and cantelopes.

rose 62% from 1950 to 1960 and another point the following year to total \$523,615,000 in 1961. Auto registration in the county in 1961 totaled 153,653, or three autos to every two families in typical California fashion.

Fresno County leads the nation in the production of grapes, freestone peaches, figs, cantaloupes, barley and certified alfalfa seed and ranks second in cotton. The county's total agricultural output last year was valued at \$385,381,000, more than that of any other county in the entire U. S. Of the 1961 total, field and seed crops accounted for \$165.6 million, fruit and nut crops for \$115.1 million, livestock and poultry for \$78.4 million, and vegetable, melon and potato crops for \$25 million. Agriculture is also the largest source of employment in Fresno County. In July of 1961, agricultural workers totaled 65,900, or just under 40% of the 171,525 employed at any kind of work. Wholesale and retail trade ranked second, with 32,675.

Oil Important ■ Mining, which gave employment to 2,175 in Fresno County a year ago, produced \$88.2 million

worth of mineral products in 1960, including 421 troy ounces of gold valued at \$14,735, proof that there still is some gold in those California hills. Major item in the mineral list, however, was 23.3 million barrels of petroleum, \$74.1 million dollars worth, and natural gas added another \$7.2 million to the take.

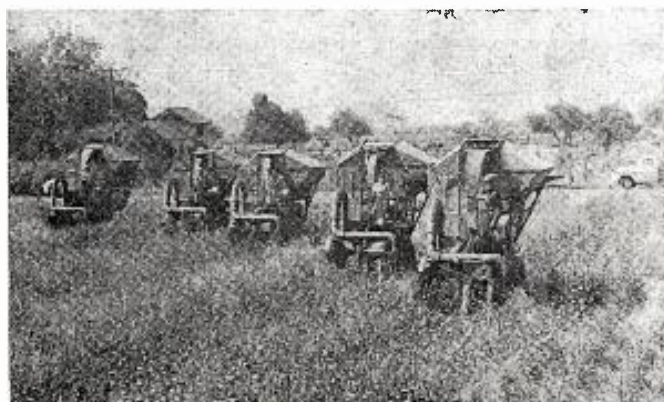
The county has 15 incorporated cities, of which the county seat, also named Fresno (Spanish for "ash"), is the largest, with 133,929 at the time of the 1960 census. An industrial survey in the fall of 1961 found 446 manufacturing plants in the Fresno metropolitan area, synonymous with the county. The six largest are: Vendorlator Mfg. Co. (vending machines), employing 675; Producers Cotton Oil Co., employing between 300 and 815, depending on the season; Sun-Maid Raisin Growers, 325-760; Schenley Industries (Roma wine), 300-700; Berven Rug Mills, 284; California Packing Corp. (dried fruits), 100-400.

A survey made by the *Fresno Bee* this spring reports that 75% of the county's homes are occupied by their owners. Reporting on ownership of major appliances, this survey reveals that 94.6% of the homes have tv sets, 13.3% reporting more than one. The number of radio homes was not reported, but 38.3% had transistor radios.

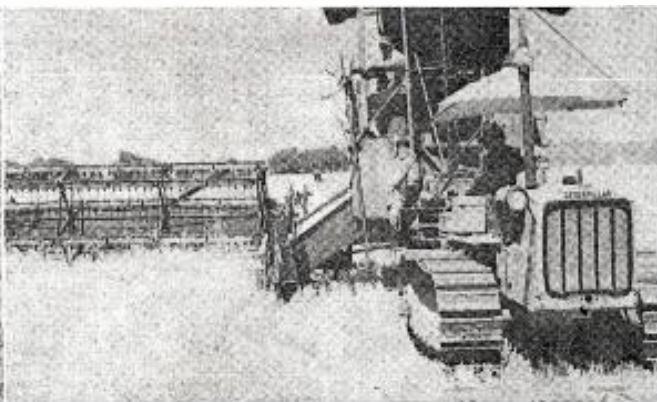
Kern mineral product leader

The San Joaquin Valley terminates in Kern County, where the Sierra Nevada and coastal ranges are joined by the Tehachapis across the southern end of the valley to wall in the county, except where its southeastern corner projects into the Mojave Desert. Third largest of California's counties, Kern County has a land area of 5.2 million acres, of which 3.5 million acres are farms and 581,887 acres harvested croplands.

Kern is the state's leading county in mineral production, \$350.4 million in 1960, with \$226.4 million in petroleum, the major item, and is third in the state in dollar value of farm prod-



Field crops in which Fresno excels include cotton (l), in which it ranks



second nationally and barley, in which it again leads the country. Harvesting

these two crops is a familiar sight in the valley.

SAN JOAQUIN CALIFORNIA PRODUCTION HUB continued

uce, \$234.5 million. Cotton is the chief agricultural product, amounting to about \$90 million a year.

Kern County's population rose 69% during the 1940's but slowed to a 23.5% increase in the following decade with a 1960 census count of 291,984. Since then it has risen 4.4% to 305,000 as of July 1 this year, according to state population experts, who estimate a further rise of 42.5% to 434,000 by 1975. Census takers found 93% of Kern County residents to be U. S. born and 45% to be California natives as well. There were 85,651 households in the county, with an average of 3.3 persons per family and a median family income of \$5,933 in 1959.

Income Soars ■ Personal income for the county rose from \$381.9 million in 1950 to \$690,118 million in 1959, a gain of 80.7%. Per capita income in the same period increased 42.6%, from \$1,678 to \$2,393. Taxable retail sales (not including food or gasoline) stood at \$228 million in 1950 and climbed 74.5% to \$398 million in 1960 and not quite 1% more in 1961 to a new high of \$401.4 million.

Despite the importance of agriculture in Kern County, less than a third of its resident population (31.8%) at census time lived in rural areas and of the 98,273 employed then, 18,329 worked in wholesale or retail trade to 14,906 in agriculture. Manufacturing had 9,638

employees in the county, construction employed 6,248 and mining 5,443. In 1961, there were 120,487 private cars registered in the county.

Bakersfield, county seat and largest city in Kern County, had a city population of 56,848 at the time of the 1960 census and an urbanized area (also called the Bakersfield labor market) population of 141,763, which the Bakersfield Chamber of Commerce esti-

next three years. Completion of a new civic auditorium is expected to provide a further stimulus to the city's convention activities.

Jet base booms Kings County

Smallest of the San Joaquin Valley counties, with more than three-quarters of its 892,800 acres occupied by farms, Kings County is located in the center of the valley. Its population rose by less than 7% between the 1950 and 1960 cen-

San Joaquin Valley includes eight counties

County	No. of farms	Total land area (in acres)	Land in farms (in acres)	Cropland harvested (in acres)	Irrigated* land in farms (in acres)
Fresno	8,341	3,816,960	2,284,792	910,345	978,800
Kern	2,061	5,217,280	3,540,507	581,887	596,785
Kings	1,509	892,800	678,005	406,978	408,309
Madera	1,667	1,372,160	860,647	222,546	207,626
Merced	3,465	1,268,480	966,345	280,968	361,854
San Joaquin	5,424	901,760	824,893	463,278	497,720
Stanislaus	6,000	960,000	847,395	280,847	355,423
Tulare	6,140	3,096,320	1,368,399	521,597	559,701
Total	34,607	17,525,760	11,370,983	3,668,446	3,966,218

Source: 1959 Census of Agriculture

*Includes both cropland and pasture

mates had grown to 160,400 as of last year. The state Dept. of Employment reports average employment of 103,379 for the first six months of 1962, with June's employment of 102,800 up 2.6% from June of 1961.

Industry Important ■ An industrial survey made last November counted 262 manufacturing and processing firms in the Bakersfield community. Some of the major companies are: Hopper Machine Works (steel fabrication), employing 260; Transonic (electronic components), 220; Pacific-Southern Foundries, 213; Calcot (cotton compress), 190; Continental Carbon, 80; Furniture City Mfg., 65; Ames-Harris-Neville (textile bags), 60; Huebsch Mfg. (commercial laundry equipment), 57.

Home building is up in Kern County this year. Building permits for the first five months of 1962 list 651 new residential structures valued at \$8.17 million, up 16% from the 601 residential permits valued at \$7.05 million for January-May 1961.

A few miles out of Bakersfield is Kern City, a senior citizen "active retirement" community with its own golf course, swimming pool, shopping center and clubhouse with facilities for most kinds of do-it-yourself activities, has been initiated by Del E. Webb Corp. and Kern County Land Co.

Convention business, aggressively promoted, is already a multimillion dollar enterprise for Bakersfield, with \$8.49 million confirmed for this year and an equal amount already lined up for the

suses, with 49,954 persons as the 1960 figure. But it shot up 20% in the next two years to 59,900 as of July 1, 1962, chiefly due to Lemoore Naval Air Station, a master jet base, which was activated in July of 1961 at a site 18 miles west of Hanford, Kings county seat, where most of the off-base personnel reside. Kings County is expected to add another 47.7% to its population by 1975, keeping pace with the rest of the state.

While its population was remaining virtually static, Kings County personal income rose 54.8% between 1950 and 1959, when it was recorded as totaling \$103 million. Per capita income in the same period increased by 45.8%, to \$2,090 in 1959. Median family income was \$4,957 for the county's 12,240 households, at census time, with an average of 3.48 persons. Taxable retail sales rose 40% during the 1950's to \$59 million in 1960 and added another 8% the following year for a 1961 total of \$63.8 million. (Gasoline and food sales are not taken into consideration in those figures.)

Farm Area ■ Agriculture was the largest source of employment at census time, with 4,868 of the county's 15,839 employed individuals doing some sort of farm work. As the Lemoore jet base reaches full employment, government employment will rival if not surpass agriculture in the county economy. Trade, with 2,848; manufacturing, with 1,240, and construction, with 1,048, were the other major fields of employ-

The Devils Post-Pile National Monument, in the eastern Sierra Mountains, is in Madera county.



29th TV market

According to ARB audience measurement "Sacramento-Stockton" is now the 29th TV Market in the U.S.

The ARB measurement which confirmed this higher market ranking was taken just six weeks after all three "Sacramento-Stockton" VHF stations began telecasting from the West's tallest tower.

This market, California's 3rd largest, is critical to sales efforts of all advertisers with Northern California distribution.

DID YOU KNOW?

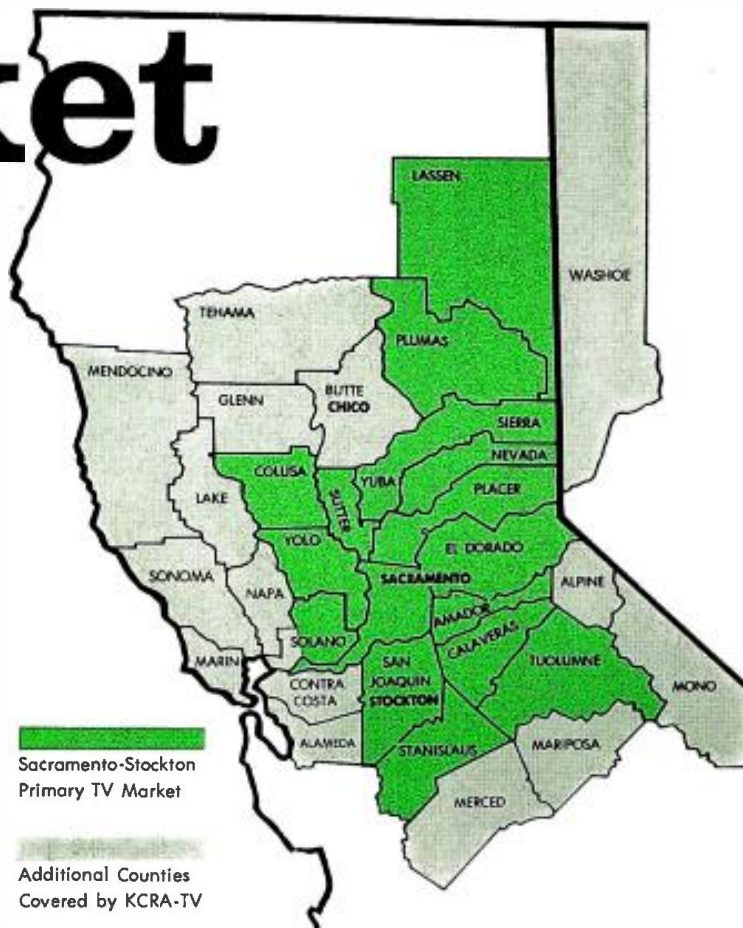
... from its new tower KCRA-TV now delivers more TV homes per quarter-hour than any station in Portland, Denver or San Diego ... more than three Los Angeles stations and one San Francisco station!

DID YOU KNOW?

... the new KCRA-TV tower supports the highest cantelabra in the world ... is more than twice as tall as any structure in California — and is 77' higher than the Empire State Building!

DID YOU KNOW?

... an up-to-date market book has been prepared for advertiser and agency use. It includes a list of the top U.S. TV Markets ranked for television advertising purposes ... plus complete definitions, maps, and characteristics for each California TV Market ... plus an analysis of the Sacramento-Stockton Market, station circulation, audience trends, newspaper circulations.



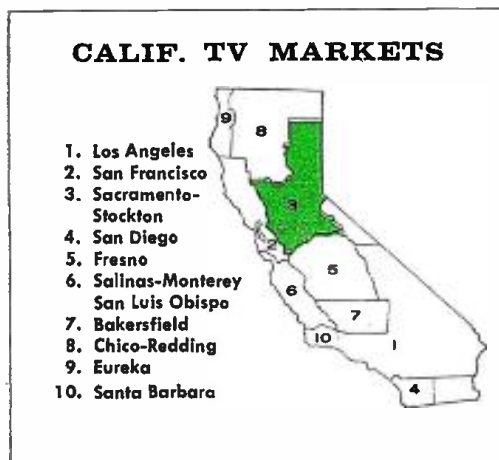
KCRA-TV
SACRAMENTO
CALIFORNIA **3**

Represented by **Edward Petry & Co., Inc.** The Original Station Representative

WRITE FOR COMPLETE MARKET DATA BOOK

ADDRESS REQUESTS TO:

ROGER COOPER, MANAGER,
RESEARCH & SALES DEVELOPMENT
DEPARTMENT B-2
KELLY BROADCASTING CO.
310 TENTH STREET
SACRAMENTO, CALIFORNIA



SAN JOAQUIN CALIFORNIA PRODUCTION HUB continued

ment when the census count was made. There were 19,508 cars registered in the county in 1961.

Agriculture's importance to the county is clearly shown by the fact that the value of farm produce in 1961 amounted to \$103,864,000. Nearly two-thirds of that sum (\$67.6 million) was in field and seed crops, chiefly cotton. Livestock and poultry were valued at \$28.7 million, the fruit and nut crop at \$5.4 million and the vegetable, melon and potato crop at \$1.8 million. Mineral production in 1960 was valued at \$12.7 million, with petroleum (\$5.0 million) and natural gas (\$2.3 million) the major items.

Hanford has 26 manufacturing plants, the five largest being: Armstrong Rubber, whose new \$25 million tire making plant has over 1,000 steady employees; Caminol Co., petroleum products (165), Hanford Milk and Swift, dairy products, with combined payrolls of about 75, Kings County Cement Pipe Co. (35).

Madera in California's center

Madera County gets its name from the Spanish word for "lumber" and lumbering is still carried on there, to the extent of over 50 million board feet last year, but agriculture is the most important feature of the county's economy, producing crops worth \$70 million in 1961, or roughly \$1,700 worth for each of the county's residents. The census takers counted them at 40,468 in 1960, but state experts put the present (July 1, 1962) total at 41,300 and estimate it will reach 52,400 by 1975.

The census reports 11,655 households, with an average population of 3.43 persons and a median family income in 1959 of \$4,596. Personal income for the county that year was \$89.9 million, a two-thirds increase over the 1950 figure of \$53.9 million. Per capita income in 1959 was \$2,204, up 50% from the \$1,469 in 1950. About a ninth (11.1%) of all families had incomes of over \$10,000 a year; nearly a third (29.8%) received less than \$3,000. Taxable retail sales (not counting gasoline and food) totaled \$41.1 million last year, up from \$40 million in 1960 and \$26 million in 1950.

Located in the geographical center of California, Merced County reaches eastward from the center of the San Joaquin Valley to the Sierra Nevada, one-third valley, one-third foothills and one-third mountain country. The valley produces cotton (\$16.7 million worth last year), grapes (\$11.3 million), peaches (\$1.5 million), turkeys (\$4.3 million). In the foothills grows the grain (\$4.9 million in hay alone) for the cattle

(\$14.2 million) with another \$5.3 million from milk. The mountain produce the lumber and some minerals (\$1.3 million worth last year).

The census reported 12,202 employed individuals in the county, nearly 4,000 in agricultural pursuits, 1,000 in government, 1,000 in manufacturing,



Fine Hereford beef cattle are a principal product of Madera county farms.

2,000 in trade and 600 in construction. There were 15,704 private cars registered last year. Madera, county seat, is the county's industrial center, with 48 manufacturing plants. The six largest are: Obertis Olive Co., with 110 employees engaged in packing olives and producing olive oil; Nobles Meat Co., 65; Thompson & Gill, farm equipment manufacturer, 30-60; Rogers Materials Co., concrete pipe, 40; B. J. Carney Co., wood treating 40; Mission Bell Winery, 35.

The mountain area of Madera County offers a variety of winter and summer recreation activities for residents and for the thousands of visitors who cross the county on their way to or from Yosemite National Park.

Merced named for river

Merced County, 1,995 square miles of alluvial plain lying between the coast range and the lower Sierra Nevada foothills, was named for the river called "El Rio de Nuestra Senora de la Merced" (the River of Our Lady of Mercy) in 1806 by Gabriel Moraga. Farms occupy more than 75% of the county's total land area and 64% of the county's residents were listed as rural dwellers by the 1960 census takers. The Merced population totaled 90,446 at that time and had risen to 95,200 by July 1, 1962, according to state statisticians who estimate that it will reach 123,400 by 1975.

At census time Merced County contained 25,468 households, with 3.45 persons apiece on the average and a median family income of \$4,806. Just under one-eighth of the families (11.8%) had annual incomes exceeding \$10,000; just over one-quarter (26.4%) made less than \$3,000 a year. Personal income for the county was \$187 million in 1959, a rise of 71.8% from 1950. Per capita income that year was \$2,094, up 34.8% from 1950. Taxable retail sales in 1961 amounted to \$93 million, a gain of 54.2% over the 1950 total of \$59 million.

Of 30,210 employed persons counted by the census, by far the largest number, 7,327 were employed in agriculture, 6,070 in trade, 2,222 in manufacturing (more than half in food processing) and 1,230 in construction, to list only the major categories. Auto registration was 33,874 in 1961.

Agricultural products raised in the county last year were valued at \$114.8 million, with livestock and poultry the largest class, \$46.2 million, followed by field and seed crops, \$35.7 million. Figs are an important item in Merced County. Felice & Perrelli, fruit and vegetable freezing firm, employs 750 at peak times. Both of those companies, as well as Continental Can, are located in Merced, county seat and largest city.

San Joaquin 75% urban

Northernmost county in the San Joaquin Valley, San Joaquin County's land area is more than 90% devoted to farms but its population is almost 75% urban, according to the 1960 census, which counted 249,989 people in the county. There were 74,657 households in the county, with an average population of 3.15 persons per family and a median family income in 1959 of \$5,889, with 14.9% in the over-\$10,000-a-year bracket and 18.8% in the under-\$3,000-annual class.

Personal income in 1959 was \$570 million, up 72.4% from 1950's \$330.8 million; per capita income was \$2,320 in 1959, an increase of 40.9% above \$1,646, the 1950 figure. Of the 88,331 persons employed at census time, 13,743 were engaged in some kind of manufacturing with food processing accounting for nearly half of the total; 17,131 were in trade, 11,925 in agriculture and 4,444 in construction. In 1961, there were 103,142 family autos registered in the county. Taxable retail sales that year totaled \$326,824,000 (excluding food and gasoline).

Rich Farm Products ■ Agricultural production in San Joaquin County last year was valued at \$184,606,000 divided more or less equally among field and seed crops (\$42.3 million), vegetable, melon and potato crops (\$46.8 million), fruit and nut crops (\$45.8 mil-

Central California is a \$2 billion market - and KFRE alone delivers it



2 mv. contour	.5 mv. contour
Population.....1,110,621	Population.....2,209,414
Households.....322,458	Households.....650,708
Consumer spendable income.....\$2,183,657,000	Consumer spendable income.....\$4,476,826,000
Retail sales.....\$1,543,526,000	Retail sales.....\$2,989,947,000
Farm income*.....\$1,280,511,991	Farm income*.....\$1,840,852,380

Sources: 1960 U. S. Census of Population, SRDS Consumer Market Data, June 1962;
*1961 County Ag. Commissioners' Reports.

Seasoned market men well understand that Central California is a big, rich but highly autonomous area. No San Francisco or Los Angeles station can even pretend effectively to penetrate its mountain barriers.

Inside, it's another story. There are a flock of stations but only one — 50,000 watt KFRE — delivers over 300,000 families with more than \$2 billion spendable income within its 2 mv contour. And KFRE doubles both figures to reach 25 of California's 58 counties within its .5 mv signal area.

You are entitled to it all, and you get it all on KFRE. May we help you put top power and top programming to work for you.

Ask your Blairman

A TRIANGLE STATION
KFRE
RADIO 940
CBS
FRESNO, CALIF.

Fresno's only 50,000 watt station

Operated by Radio and Television Div. / Triangle Publications, Inc. / 40th & Market St., Philadelphia 30, Pa.
WPIL-AM • FM • TV, Philadelphia, Pa. / WNEP-AM • FM • TV, Binghamton, N.Y. / WFSO-AM • FM • TV, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLVM-TV, Lebanon-Lancaster, Pa. / KFRE-AM • TV • KRPM, Fresno, Cal.
Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore



The Port of Stockton is linked to the Golden Gate by a 32-foot channel

which accomodates most ocean-going freighters. This is an aerial view.

lion) and poultry and livestock (\$47.7 million). The 10 leading crops for 1961 were tomatoes—\$20.0 million; milk—\$19.2 million; grapes—\$17.6 million; asparagus—\$15.4 million; beef—\$14.9 million; alfalfa—\$11.8 million; cherries—\$7.5 million; eggs—\$6.7 million; sugar beets—\$6.2 million; barley—\$6.2 million.

Mineral products in 1960 added \$5.8 million to the San Joaquin County revenues, chiefly \$3.5 million from natural gas and \$2.2 million from sand and gravel.

Some of the larger employers of the county are Tillie Lewis Foods, employing some 1,200 people at its tomato, fruit and vegetable packing plant; Fibreboard Paper Products Corp., well over 1,100 workers turning out cartons and other paper products; Diamond Walnut Growers handles most of the nation's walnut crop in the world's largest walnut processing plant the spreads over a 50-acre location.

Deep Channel ■ Stockton, county seat and industrial center of San Joaquin County, is linked to the Golden Gate by a 32-foot channel capable of accommodating all but the largest merchant vessels that since 1933 has the city's port California's only inland seaport (a distinction it will lose next year

when the new Sacramento port is ready for business). The Port of Stockton handled 3.4 million tons of cargo in 1961, more than 10 times the tonnage of its initial year. Most of the export tonnage is canned fruits and vegetables grown and processed in the San Joaquin Valley, but it also handles many tons of grain, coke, iron ore and petroleum products.

Lodi, some 14 miles north of Stockton, produces 97% of the world's supply of Tokay grapes and 18 active wineries in the area have 40,000 acres planted to grapes. Other thousands of orchard acres yield tree fruits. General Mills has a plant at Lodi and the Lodi Super Mold Corp. is the largest manufacturer of tire rebuilding equipment. Tracy, linked to the Bay area by a barge canal, is a major shipping point for tomatoes and asparagus and boasts the largest hay cooperative in the world. Heinz, Holly Sugar, Owens-Illinois, American Sisalkraft have plants there. Spreckels, Suga, Kraft, Manteca Canning, Best Fertilizers, Western Pyroment and Moffat's Manteca-Fed Beef have large facilities at Manteca.

More than \$20 million was expended in San Joaquin County in 1961 as capital investment in new and expanded industries, a record high that topped the

previous record of \$17.8 million in 1956. For the six-year period, 1956-61, \$86.5 went into industrial development in the county, \$51.8 for new industry, \$34.7 for expansion of industry already there.

Stanislaus agricultural

Stanislaus County, slowing down after a population spurt of over 60% in the 1940's, added only 23.6% to its residents during the next decade, for a total of 157,294 at the time of the 1960 census. California vital statisticians calculate that by July 1, 1962, the county had risen another 4.7% to 164,700, with still another 30.1% to be added by 1975, when the county will have 214,300 residents.

Personal income for the county amounted to \$317.5 million in 1959, up 74.3% from the 1950 figure. Per capita income in the same period rose 42.6% to \$2,048 in 1959. Taxable retail sales (excluding food and gasoline) in 1961 totaled \$205.8 million, 5.1% above 1960 and 73% above 1950, when the total was \$119 million. There were 47,875 households, with an average of 3.19 members for each family, in 1960, with a median 1959 family income of \$5,260. A ninth of the families (11.7%) had incomes of more than \$10,000 a year, while nearly one-fourth (24.5%) got less than \$3,000.

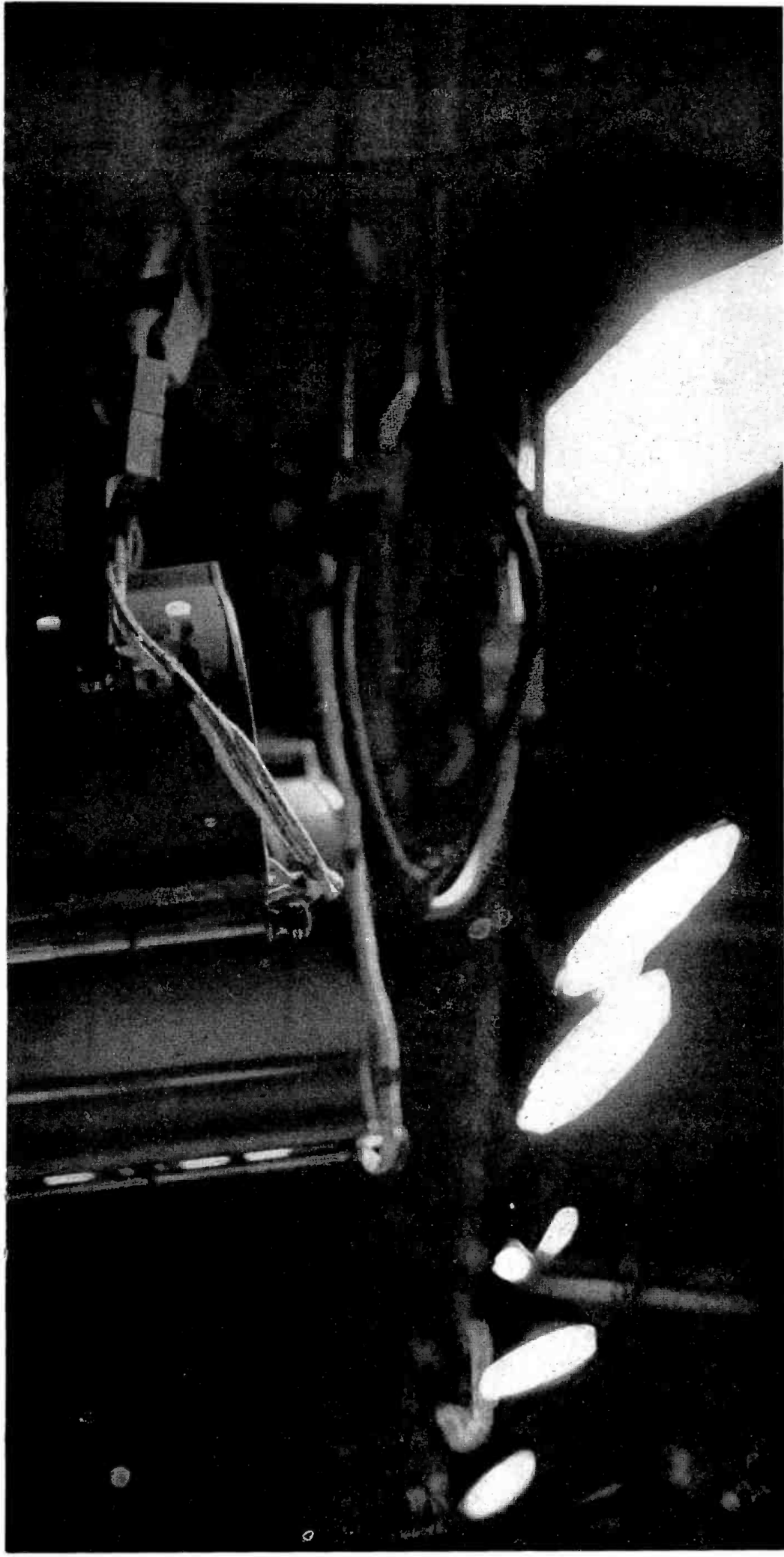
Farm produce contributed \$142,131,000 to county revenue in 1961. Livestock and poultry was the major class, accounting for \$69.5 million, more than twice as much as fruits and nuts, second category with \$30.1 million. Peaches (\$11.2 million), grapes (\$5.4 million) and walnuts (\$2.3 million) are the major items in this group.

Packing Center ■ Manufacturing had 9,624 employees, with food packing and processing accounting for more than two-thirds of this total (6,657). There were 10,148 engaged in various kinds of trade and construction employed 3,093. Last year a total of 70,320 family autos were registered in the county.

Permits for new buildings with a total value of \$27.6 million were issued in Stanislaus County in 1961, more than half (\$15.3 million) in Modesto, county

Some facts about the counties which make up the Great Valley

All Employees				All Employees			
County	Number	Payroll (000)	Value Added by Manufacture (000)	County	Number	Payroll (000)	Value Added by Manufacture (000)
Butte	3,047	\$ 12,396	\$ 21,475	Shasta	3,301	\$ 16,424	\$ 26,071
Colusa	100	386	1,145	Stanislaus	9,118	37,322	82,685
Fresno	12,428	54,757	131,055	Sutter	764	2,763	4,865
Glenn	467	2,082	3,164	Tehama	1,816	9,095	15,987
Kern	5,318	27,617	59,833	Tulare	3,014	12,274	24,879
Kings	1,216	5,687	13,298	Yolo	2,019	9,495	30,797
Madera	863	4,029	7,628	Yuba	708	3,372	5,689
Merced	1,827	7,033	17,748	Great Valley Total	79,255	\$ 391,885	\$ 840,900
Sacramento	20,582	125,839	246,901	% of State Total	6.7%	5.9%	6.9%
San Joaquin	12,667	61,314	147,680	State Total	1,181,795	\$6,601,089	\$12,124,405



THE

Programming is the power behind KOVR in Sacramento-Stockton! In addition to the exciting new ABC Lineup, KOVR is stronger now than ever before. For the youngsters, the new Mickey Mouse Club, Space Angel, Mister Magoo and many

POWER

other hit children's shows! Western-detective-action shows-Sugarfoot, Bronco, Asphalt Jungle, Hong Kong, The Aquanauts, and more! Movies! "The Caine Mutiny," Marlon Brando in "On The Waterfront," "Born Yesterday," Rita Hayworth as "Miss

IS ON

Sadie Thompson," Academy Award Winner, "All The King's Men!" Add the acclaimed Metropolitan Broadcasting Television Specials. That's power! In Sacramento-Stockton, the station to watch is

KOVR¹³

METROPOLITAN BROADCASTING TELEVISION
REPRESENTED NATIONALLY BY

METRO BROADCAST SALES

IN SACRAMENTO

BUY WITH CONFIDENCE

Radio KCRA

FIRST!

HOME COUNTY
WEEKLY PERCENT
PENETRATION

KCRA	50%
Sta. B	47%
Sta. C	44%
Sta. D	35%
Sta. E	23%
Sta. F	19%

(Sources: NCS 1961)

CONFIDENT OF AUDIENCE

... young adults wanting to improve their status — and with dollars to buy! Virtually, the most important retail customers in the world.

CONFIDENT OF STATION

... the locally owned and managed station with long community interests and with unequalled consumer acceptance. One of two local stations with original ownership.

CONFIDENT

OF GOOD COMPANY

... the quality buy of Sacramento and first choice of more national spot buyers than any other AM station in the valley.

PLUS!

... the only complete merchandising facilities and in-store chain tie-ins!

KCRA

SACRAMENTO

Represented by



KELLY BROADCASTING CO.

For pioneer Sutter gold meant ruin

For a true American tragedy, consider the Swiss explorer, John Augustus Sutter. Traveling with two companions by rowboat from San Francisco, on Aug. 12, 1839, he arrived at the confluence of the American and Sacramento rivers and said "This is for me." He obtained a grant of 11 square leagues of land from the Mexican governor and established Fort Sutter as the core of a community known as "New Helvetia" for his native Switzerland.

On the main line of Overland trail, Sutter's Fort became a famous landmark. Capt. Sutter had hundreds acres of wheat, thousands of heads of cattle, miles of forest and scores of employes who tended the growing things and operated the mills that turned the crops into grain, the cattle into meat and the trees into boards. He even operated a Sacramento River Line between New Helvetia (where Sacramento now stands) and San Francisco.

Gold Discovered — Things couldn't have been better for Capt. Sutter until he decided he needed another

mill and sent John W. Marshall out with a crew to find a good spot for one. They went up the American River and found what seemed a suitable millsite about 35 miles above Coloma. The crew was digging a millrace when, on Jan. 24, 1848, Mr. Marshall bent down and plucked a shining object from the water. It was California's first gold nugget and it started the gold rush that gave California its first population explosion.

But the discovery of gold on his land was anything but good for Capt. Sutter. His workers deserted his cattle, trees and crops to prospect for gold. Other gold hunters overran his lands in armies too large for him to halt. Worst of all, the United States Supreme Court declared his title to nearly 100,000 acres to be invalid. Bankrupt from attempting to clear subtitle to land he had leased or sold, Capt. Sutter spent his last years in Washington, D. C., petitioning Congress to recompense him for his losses. He died without ever getting any satisfaction from Congress.

seat and largest city. More than 70% of the families own their own homes. A survey made this spring by the *Modesto Bee* found 92.2% of the homes equipped with tv sets, 10.2% having more than one video receiver, and 37.4% had transistor radios.

Modesto is the home of the E & J Gallo winery and the location of major plants of American Can, National Can and Container Corp. California Vegetable Concentrates operates a dehydrating plant and Borden Co., with one of the largest milk plans in the San Joaquin Valley. Campbell Soup also has a plant in the Modesto industrial district.

Rich land marks Tulare

Tulare County, toward the south end of the San Joaquin Valley contains 3.1 million acres, but more than half of the land is publicly owned, including Sequoia and Kings Canyon national parks and the Inyo and Sequoia national forests at the eastern end of the county where the highest peak in the nation, Mt. Whitney, rises from the crest of the Sierra Nevada. But the 1.3 million acres of farmland, of which over half a million acres is harvested, is of such rich, alluvial soil that Tulare is number two among the nation's counties in cash value of its crops, which were valued at \$322.7 million in 1961, and the highest dollar return per acre.

Counted at 168, 403 in the 1960 census, Tulare County's population had increased by 12.8% since 1950 and grew

another 3.3% in the next two years to 174,000, according to California state experts, who estimate it will increase by more than 50% to 365,500 by 1975.

The census takers found 48,586 households in the county, with 3.37 persons in each, on the average, and a median family income of \$4,815. More than one family in 10 (11.7%) had an income of more than \$10,000 a year and more than one in four (27.0%) received less than \$3,000 a year. Personal income for the county stood at \$379.4 million in 1959, up 77% from \$214.4 million in 1950. Per capita income, in the same period, rose 56%, from \$1,422 in 1950 to \$2,283 in 1959.

Tulare County grows more olives than any other county in the nation and is an important citrus fruit and grape raising area, although cotton is the most valuable single crop, valued at about \$60 million a year. Altogether, Tulare's fruit and nut crops were valued at \$113 million last year, somewhat better than the livestock and poultry total of \$102.1 million and well ahead of the field and seed crops, valued at \$92.9 million. Mineral products brought Tulare County \$4.1 million in 1960.

As might be expected, agriculture is Tulare County's largest source of employment, accounting for one in three workers, who totaled 56,923 at the time of the 1960 census. There were 66,613 autos registered in 1961.

Visalia is the county seat and largest city, 15,791 at census time, with Tulare, 13,824, a close second.

***From the heart of California's
Great Central Valley, up
thru southern Oregon . . .***

**3 outstanding
radio stations sell
1½ Million Listeners**

KAGO Klamath Falls, Ore

Serving the rich Southern Oregon-Northern California border area, KAGO should be a part of every California marketing plan.

Totally dominant in ratings and service to its area, KAGO takes over where KGMS (Sacramento) leaves off. John Fern, Gen. Mgr.

KGMS Sacramento, Calif.

Good Music Sacramento, a superior adult programming service, is KGMS' pathway to sales . . . serving the entire Sacramento primary marketing area.

Large audiences and modest rates combine for an outstanding advertising value. John Bayliss, Gen. Mgr.

KFIV Modesto, Calif.

Filling out the complete service to the northern California Valley area is Modesto's leading station, KFIV.

Top ratings, tremendous community acceptance and loyalty make KFIV the superior buy in the area. Ted Wolf, Gen. Mgr.

OWNED AND OPERATED BY

A. J. Krisik
President

Ted Wolf
Executive Vice President

Judd Sturtevant
Director of Sales

All three sold in combination thru the All-Cal Network

***Represented
Exclusively by***

Venard, Torbet & McConnell, Inc.

New York Chicago Detroit Dallas San Francisco Los Angeles

Sacramento sees farming replace gold

NINE COUNTIES HAVE ANNUAL \$384 MILLION IN FARM PRODUCTS

It was gold that caused the first population explosion in the Sacramento Valley, but gold is an infinitesimal part of its economy today. The 1960 tabulation of mineral products of the Valley's nine counties lists a total output of 659 troy ounces of gold, worth \$23,965. The total value of all minerals produced came to only \$46.5 million, of which the major items were natural gas (\$26.1 million) and sand and gravel (\$14.3 million).

Agricultural products outrank minerals by more than eight to one. Total for 1961 in the nine Sacramento Valley counties was \$383.9 million, with field and seed crops (\$169.3 million), livestock and poultry (\$101.4 million) and fruits and nuts (\$73 million) the major items. Roughly 60% of the land area, 5.4 million acres out of a total of 9.0 million, is farm land, of which 1.5 million acres is harvested cropland.

Population Growth — The nine-county population rose by 61.2% from 1950 to 1960, when the census takers turned in a count of 831,867, while the population of the state was rising only 48.5%. Sacramento Valley registered a 10.5% gain between April 1, 1960, and July 1, 1962, for a total of 919,000, again better than the 8.8% gain for the state as a whole. The state experts who compiled those figures believe that the Sacramento Valley will continue to grow at a more rapid rate than the

California average, increasing another 57.8% (to 1,450,000) by 1975, while the state itself will have increased by only 45.2%.

Personal income for the Sacramento Valley counties added up to \$2,010 million in 1959, or 5.4% of the state total, which was just about average. as the 1960 census gave these nine counties 5.3% of the state's population. Taxable retail sales, totaling \$1,226 million in 1961, were also in line, amounting to 5.4% of the state total.

and a median family income of \$5,408, with 11.5% in the over-\$10,000 class and 22.2% in the under-\$3,000 class. Total personal income for the county in 1959 was \$169 million, up 80.7% from the 1950 total of \$93.7 million. Per capita income in 1959 was \$2,097, an increase of 44.3% over the per capita income of \$1,453 in 1950. Taxable retail sales in 1961 totaled \$117.9 million (gasoline and food being excluded). This was a rise of 10.4% from 1960's \$107 million, which itself

Nine counties make up the Sacramento Valley

County	No. of Farms	Total land area (in acres)	Land in farms (in acres)	Cropland harvested (in acres)	Irrigated* land in farms (in acres)
Butte	2,448	1,064,320	670,119	201,672	159,476
Colusa	768	737,920	491,128	227,623	128,340
Glenn	1,425	842,880	648,569	185,265	136,228
Sacramento	2,351	629,120	546,988	178,851	171,049
Shasta	880	2,430,720	603,466	21,435	46,213
Sutter	1,712	388,480	406,563	259,037	203,891
Tehama	1,455	1,904,640	1,254,707	64,138	57,717
Yolo	1,017	661,760	566,199	326,282	205,961
Yuba	700	407,680	261,589	49,634	52,904
	12,756	9,067,520	5,449,328	1,513,937	1,961,779

Source: 1959 Census of Agriculture
*Includes both cropland and pasture.

Gasoline and foodstuffs are not taxable in California and so those sales are not included in the taxable sales total.

The Sacramento Valley counties are listed below, with their economic profiles:

Farm, grazing lands in Butte

Butte County stretches from the Sacramento River on the west through rich farm and grazing lands that produce more than a dozen million-dollar-a-year crops to the spectacular scenery along the Feather River as it pierces the Sierra Nevada range. Work is beginning on the \$120 million Oroville Dam, key to a statewide \$1.75 billion project that will make the Feather River the major source of water for most of California. The county's population, counted as totaling 82,030 by the 1960 census, a 26.3% rise from 1950, is estimated by state population experts to have reached 92,800 as of July 1 of this year and is expected to climb to 125,000 by 1975.

Majority Rural — The 1960 census takers found Butte's population divided into 47% rural (7.3% farm and 39.7% non-farm) and 53% urban. There were 27,303 households in the county, with 2.95 persons per family on the average

was 69.8% ahead of the 1950 total of \$63 million.

Of the county's 26,566 employed individuals at census time, 6,248 worked in trade, 3,115 in manufacturing (nearly half—1,409—in lumber and wood products). 3,083 in agriculture, 2,281 in construction. There were 39,271 private autos licensed in the county last year.

Agricultural production for Butte County totaled more than \$48 million last year, of which fruits and nuts accounted for over \$14 million, about half from almonds alone (Butte County produces virtually all the U. S. almonds and about 20% of the world supply). Peach and prune crops amount to about \$2.5 million a year and olives to over \$1 million. Livestock and poultry topped \$9 million in 1961 and field crops totaled \$22.9 million.

Mining in 1960 employed only 122 Butte County workers but produced \$4.9 million worth of mineral products, chiefly natural gas, \$3.1 million, and sand and gravel, \$1.6 million, but also including 74 troy ounces of gold, \$2,590. The hunting and fishing, camping and hiking facilities of the Feather River area, added to its natural beauties, attract many visitors to the country.

Oroville, the county seat, has seven

A view of the state capitol in Sacramento during the annual Camelia Festival. This attraction draws thousands to the city each year.





Population: 1 million



Spendable Income: \$1 3/4 billion



Retail Sales: \$1 1/3 billion



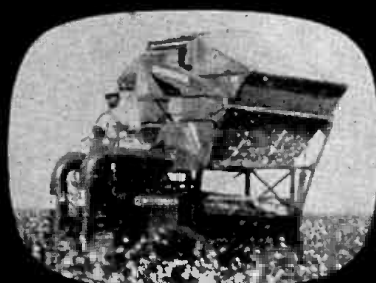
Agricultural Income: \$1.1 billion



Tourists: 2 million annually



Cattle, Dairy Income: \$243 million



Cotton Income: \$213 million



Raisin Income: \$50 million



Grape Income: \$140 million

Three times the power... in the world's richest agricultural market

By any measure — power, picture, people or spendable income — Channel 30 is the top TV buy in Central California. With three times the power of the next strongest Fresno station — 1,392,000 watts of power — KFRE-TV delivers 1/3 more families with almost \$500,000,000 more spendable income within its Grade B contour. Much more, of course, in the usable fringe area beyond.

It takes a Fresno station to cover California's rich central valley. And it takes Channel 30's power to cover it right. Ask Blair TV.

Sources: SRDS Consumer Market Data, June 1962;
U.S. Census of Pop. 1960;
U.S. Census of Ag. 1959;
Calif. Statistical Abstract, 1961.



Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WPIL-AM • FM • TV, Philadelphia, Pa. / WNSF-AM • FM • TV, Binghamton, N.Y. / WFBO-AM • FM • TV, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLVH-TV, Lebanon-Lancaster, Pa. / KFRE-AM • TV • KRPM, Fresno, Cal.
Triangle National Sales Offices: New York / Chicago / Los Angeles / Baltimore

KFRE-TV
FRESNO, CALIFORNIA
CBS-TV Channel 30 BLAIR-TV

SACRAMENTO SEES FARMING REPLACE GOLD *continued*

wood processing companies and four olive canners and processors. Diamond National Corp. operates a wood processing plant in Chico, with matches as a major item.

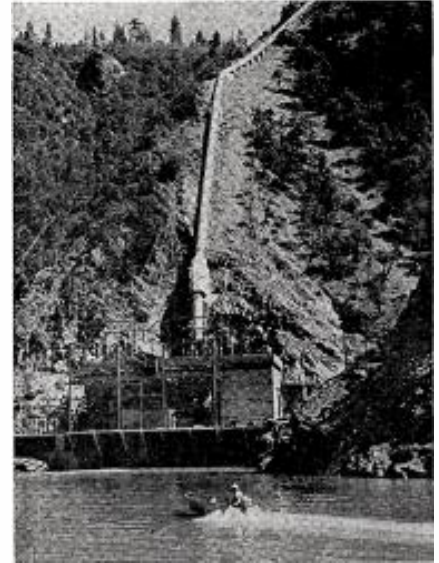
Colusa, mountains and farms

Half mountains, the rest fertile farm land which the pioneer settlers of over a century ago quickly put to work raising wheat and other produce to feed the goldseekers in neighboring areas, Colusa County is predominantly agricultural today. More than 70% of the county's people live in rural sections; the town of Colusa, county seat and its largest community, had only 3,518 residents at census time out of a county total of 12,075.

The county's growth of 3.6% from 1950 to 1960 is well below the state average and is not expected to increase. State data put it at 12,400 on July 1,

1962, and expect it to reach 14,600 by 1975. The census takers counted 3,918 households, with an average population of 3.03 persons and a median family income of \$5,604, with 13.7% in the over-\$10,000-a-year class and 18.6% with less than \$3,000. Personal income for the county totaled \$36.5 million in 1959, up 34.5% from \$26.2 million in 1950. Per capita income was \$3,041 in 1959, an increase of 33.2% from 1950's \$2,282. Taxable retail sales (excluding gasoline and food) totaled \$19.37 million last year, 15.7% ahead of 1960's \$17 million, representing a 21.4% rise from \$14 million in 1950.

More than a third of the county's 4,563 workers at census time were employed in agriculture, which produced \$33.7 million worth of crops last year, two-thirds of them field crops, with fruits and nuts accounting for \$5.3 million and livestock and poultry for \$4.9 million. Mineral products were valued



The Jaybird pipeline is a link in the line connecting Sacramento with its water supply in the mountains.

at \$2.7 million in 1960, principally 9.2 billion cubic feet of natural gas worth \$2.4 million. There were 5,722 automobiles registered in 1961.

Sunsweet Growers maintains a prune drying and packing plant in Colusa, and there is a rice drying plant there and two in Williams. Located at an important highway junction, Williams is also a shipping point for livestock, chiefly sheep and lambs. Pacific Vegetable Oil Corp., a major producer of safflower oil based food products, has a processing plant in Colusa.

Glenn agricultural county

Glenn County, in the west central section of the Sacramento Valley, is primarily agricultural, with four-fifths of its area in farms. Its population grew only by 11.6% from 1950 to 1960, when the census registered 17,245 residents. State estimates give the county a population of 19,400 as of July 1, 1962, and look for it to reach 23,000 by 1975. Total agricultural income was \$47.3 million last year, \$21.7 million coming from livestock and poultry. Chief field crops are rice, barley and hay, with almonds and prunes the major nut and fruit products. Sale of mineral products, which totaled only \$190,000 in 1950, had risen to \$8.5 million by 1960, largely from 30 billion cubic feet of natural gas valued at \$8.1 million. Food packing and processing are the principal industries, employing half of the county's 566 manufacturing workers in 1960. But agricultural employment towered above all other work in the county, with 2,209 of the total of 6,489 employed individuals doing some sort of farm work.

Personal income in Glenn County in 1959 totaled \$40.4 million, up 43.6% from \$28.1 million in 1950. Per capita

GROWING

With Northern California's
fabulous GOLDEN EMPIRE!

★ **KHSL-TV • Television • Chico, Calif.**

The Pioneer Station in the area

and

★ **KHSL • Radio • Chico, Calif.**

★ **KVCV • Radio • Redding, Calif.**

27 Years of Service

AFFILIATED WITH CBS NETWORK

Represented by:

Venard, Torbet and McConnell, Inc.

income was \$2,365 in 1959, up 29.3% from \$1,829 in 1950. The 5,316 households counted in the 1960 census had an average population of 3.17 and a median income of \$5,290, with 10.9% in the over-\$10,000-a-year class and about twice as many with less than \$3,000 in annual family income. Taxable retail sales (excluding food and gasoline) rose 40% during the 1950's, from \$15 million in 1950 to \$21 million in 1960, and 2.9% more to total \$21.6 million in 1961. There were 7,571 automobiles registered in the county last year.

Butterfat production is an important Glenn County activity, with some \$5 million a year worth processed by Alta Dairy, Rumiano Cheese Co. and Pet Milk Co. The Holly Sugar Corp., beet sugar processing plant at Hamilton City, turns out more than \$3 million in refined sugar annually.

Sacramento state's capital

The Sacramento Valley reaches its southern end with Sacramento County, whose county seat, the city of Sacramento, is also California's capital. City, county and valley all derive their names from the Sacramento River, which the area's first white explorer, Gabriel Moraga, in 1808, named in honor of Holy Sacrament.

One of the fastest growing counties in the state, Sacramento increased its population by 81% between the 1950 and 1960 censuses to cross the half-million mark. By July 1, 1962, the California Dept. of Finance estimated 567,400 residents in the county, predicted that by 1975 the total would reach 910,000 and Sacramento boosters have no doubt they'll be members of the select more-than-a-million group before the 1980 census is taken.

The 1960 census showed 150,936 households in Sacramento County, with an average of 3.24 persons per household, and a median family income of \$7,100, with 23.4% in the \$10,000-and-over class and only 10.3% with family incomes below \$3,000 a year, appreciably better off than the state average. Taxable retail sales totaled \$761.8 million in 1961, up 3.5% from 1960 and well over twice the 1950 total of \$341 million.

Employment High - Average employment for 1961 totaled 192,600 civilians plus more than 10,000 military personnel, chiefly stationed at Mather and McClellan Air Force bases and the signal depot, where some 17,000 civilians were also employed. All in all, governmental payrolls account for civilian pay of \$334,600,000 and military pay of \$48,775,000, or a total of \$383,375,000, well over a third of the county's total annual payroll of \$1,043,175,000.

Manufacturing ranks second to gov-

For the busy bee ... a sweet bouquet



And the busy media strategist knows a single buying decision — BEELINE RADIO — will give him a sweet bouquet of stations. The five McClatchy stations cover the rich markets of Inland California and Western Nevada and reach more radio homes than any other combination of stations in the area. And at the lowest c/M. (Nielsen Coverage Service Report #2, SR&D)

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



SACRAMENTO SEES FARMING REPLACE GOLD *continued*

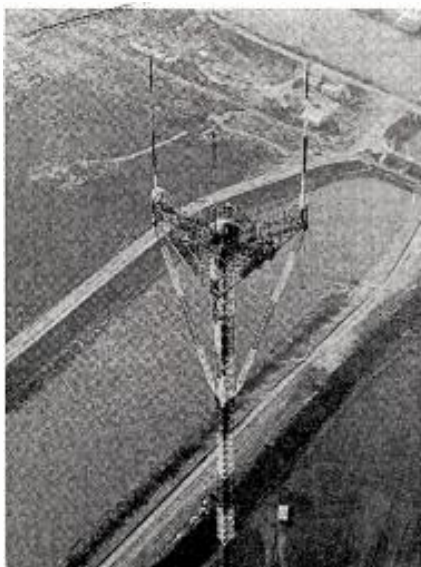
ernment with 29,700 employees at \$213,850,000 a year, as of January 1962. During 1961, weekly earnings of manufacturing workers averaged \$121.95, \$4.98 higher than the 1960 average. Seasonal variations, especially in the food industries, cause total employment to vary as much as 7,000 workers throughout the year. Food canning and processing, once the major manufacturing activity of the county, has taken second place to aerospace, with more than 17,000 individuals employed at building rockets and missiles, chiefly at the Aerojet-General plant established in the mid-1950's.

Agriculture employed 7,300 workers with an annual payroll of \$19 million, and the sale of agricultural products contributed \$64,351,088 to Sacramento County's revenue in 1961, including approximately \$20 million from field crops, \$9 million from orchard crops, \$1.5 million from vegetable crops, \$14 million from livestock and poultry and \$11 million from milk, eggs and honey. Mining provided employment for only about 400 workers who earned \$2 million and the sale of mining products brought just under \$20 million.

As a typical California county, Sacramento had more automobiles than dwellings, 220,432 autos or one for every 2.5 people compared to one

residence for every 3.4 people.

More than two-thirds of all the free-flowing water in the state of California flows through Sacramento County and is available for industrial use in almost unlimited quantities. Water controls like the Folsom and Shasta dams have not only eliminated the winter flood problem but also provide electricity for commercial use at rates well below those of other cities. Plentiful water



This candelabra antenna serves three television stations — KCRA-TV and KXTV (TV) Sacramento and KQVR (TV) Stockton. It stands 1,549 feet above average terrain and is located midway between the cities.

and cheap power, along with its central location and good shipping facilities, are major reasons why Sacramento has added 90 plants in two years.

Over 95% of all homes in metropolitan Sacramento have tv sets and 17.6% have more than one, according to the 1962 consumer analysis of the *Sacramento Bee*. Transistor radios were found in 39.8% of all households.

Tourism Important in Shasta

Shasta County, where the mountains descend into the northern end of the Sacramento Valley just above Redding, had a population of 59,468 at the time of the 1960 census chiefly native Californians. The number of Shasta residents rose 63.3% between 1950 and 1960 and will go on growing, according to state statisticians, who put the July 1, 1962, total at 67,200 and look for 88,400 by 1975.

Half of the people of Shasta County live in town; 45.9% are rural non-farm residents and 4.1% live on farms, which

contributed \$10.8 million to the county's economy in 1961, more than half from the sale of beef and dairy cattle. Lumber and wood products are the county's largest industry, with 2.5 million acres of standing timber, mostly fir and pine, and an allowable cut of 500 million board feet a year. Two giant firms, U. S. Plywood and Ralph L. Smith (recently merged with Kimberly-Clark) and about 15 smaller companies employ 3,700 workers who earn \$17.2 million and turn out plywood, Novoply and other wood products worth \$25 million a year.

Tourism is an important part of the Shasta economy, with Lake Shasta and Lassen Peak (the only active volcano in the U. S.) offering fishing, hunting, swimming, boating and camping facilities, plus skating, skiing and tobogganing in winter within an hour's drive of Redding. Minerals, chiefly coal, iron, copper, zinc and limestone, add some \$2 million to county revenue but provide employment for less than 100 workers. Retail trade, on the other hand, has a payroll of over 2,500.

There are 18,315 households in the county, with average of 3.22 persons per family with a median income of \$5,989. One-seventh of the families (14.4%) have incomes exceeding \$10,000 a year and one-sixth (17%) fall below the \$3,000-a-year level. Automobile registration in 1961 totaled 26,208, or one car for every 2.27 persons. Total personal income for the county was \$120.7 million in 1959, more than double the 1950 total of \$57.4 million. Per capita income in 1959 was \$2,103, up 33.6% from \$1,574 in 1950. Taxable retail sales totaled \$94.8 million in 1961 (food and gasoline not included), 8.2% better than 1960's \$88 million and 115% above the 1950 figure of \$44 million.

Sutter mostly agriculture

Located between Colusa and Yuba counties, with the Sacramento River as its west boundary and the Feather River on the east, Sutter County is one of the state's smallest. Its 607 square miles are better than 95% farms; its population at the time of the 1960 census was 56% rural. The then count of 33,380, up 27.2% from 1950, had risen to 35,800 by July 1, 1962, according to state estimates which anticipate a continued growth to 43,200 by 1975. At census time the county had 9,967 households with an average of 3.3 persons and a median income of \$5,670 in 1959. Personal income for the county totaled \$75.5 million that year, 69.5% better than the 1950 total of \$44.5 million, and per capita income was \$2,596, up 44.7% from 1950's \$1,794. Taxable retail sales (excluding food and gasoline) in 1961 totaled \$34.5 million, 11% above 1960 and nearly 150%

K-JOY has the biggest

AUDIENCE SHARE*†

RATINGS*†

TOTAL LISTENERS*

ADULT LISTENERS*

TOTAL HOMES REACHED*

NATIONAL AND LOCAL BILLING

*PULSE, Stockton Metropolitan Area: M-F, 6 AM-Midnight, April 1962

†HOOPER RADIO AUDIENCE INDEX: Stockton, California, 7 AM-10 PM, M-F, April-May 1962

DIAL 1280

STOCKTON, CALIFORNIA

represented by **DAREN F. MCGAVREN CO.**

See Brigitte Bardot in "La Parisienne"

Distributed thru United Artists

more than in 1950, when the total was \$14 million.

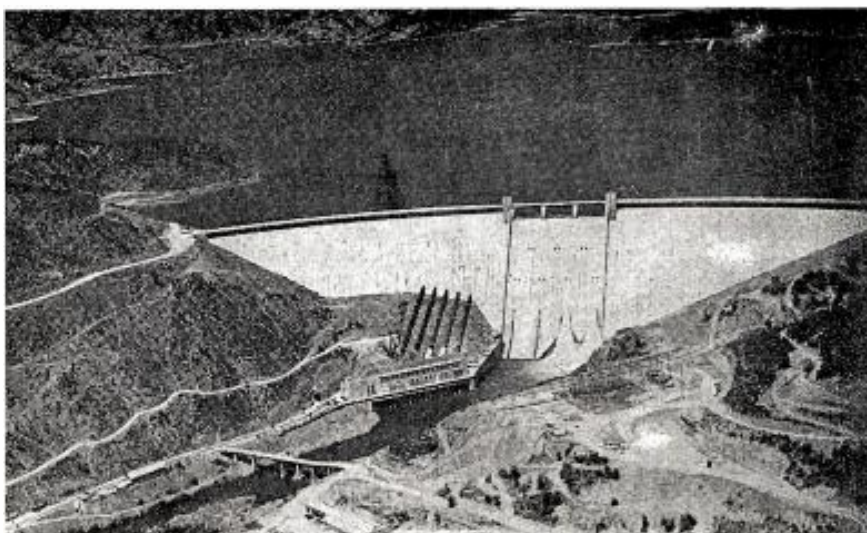
Of the 11,256 employed at census time, 3,030 worked in agriculture; 2,366 in trade; 1,278 in construction and 902 in manufacturing. One worker in nine worked at home; one in 16 walked to work; the rest used private cars, of which there were 14,481 registered last year.

The county raised \$55.6 million worth of agricultural products in 1961, peaches, prunes, rice, walnuts and almonds are the chief crops. Mineral products for 1960 were valued at \$699,000.

American National Growers Corp. and California Packing Corp. operate two of four fruit packing plants in Yuba City, county seat, where there is also Van Dyke's Rice Dryer.

Tehama sheep, cattle center

Tehama County, with 25,305 inhabitants counted in the 1960 census, 31.3% more than in 1950, had grown to 27,500 as of July 1, 1962, and will reach 38,100 by 1975, according to the California Dept. of Finance. A 40-mile-wide strip of rich land between the Sierra Nevada on the east and the Coastal Range on the west, Tehama County is a major producer of agricultural products and livestock, together valued at



The enormous Shasta dam has done much to eliminate flooding during the winter-spring season. Lake Shasta is

a tourist attraction and offers swimming, fishing, boating and other facilities.

\$21.6 million last year. It is the center of Northern California's sheep and cattle industry and is noted for olives, peaches, almonds and walnuts. Lumber and wood products is the major manufacturing operation, employing some 1,400 workers with an annual payroll of over \$8 million. Diamond National, headquartered at Red Bluff, county seat,

is the largest wood processor, employing about 900 workers.

Corning, in the center of the olive country, has five plants devoted to processing and packing olives and olive oil. The Sacramento River, bisecting the country from north to south, and the numerous streams that feed it provide good fishing, camping

1848 ~ GOLD DISCOVERED NEAR SACRAMENTO

1962 ~ GOLD DISCOVERED IN SACRAMENTO!

FOR GOLDEN RESULTS ADVERTISERS ARE RUSHING TO

KROY RADIO

*32.7 Hooper—7 A.M.—6 P.M.

30.2 Pulse 6 A.M.—12 Mid.

* Hooper (July-Aug. '62)
Pulse (June '62)

REPRESENTED BY DAREN F. Mc GAVREN CO.

Complete Merchandising Department

and hunting that attract many visitors to Tehama County. Mineral products, mostly sand and gravel, produced revenues of \$1.3 million in 1960.

The 1960 census counted 8,002 households in Tehama County, with an average of 3.13 persons apiece. Average family income in 1959 was \$5,589, with 10% in the over-\$10,000 bracket and twice that number with annual incomes of less than \$3,000. Personal income that year totaled \$58.1 million for the county, more than 2.5 times the 1950 total of \$23.1 million, and \$2,353 per capita, up 65.6% over 1950's \$1,421. Taxable retail sales increased from \$17 million in 1950 to \$27 million in 1959 and the same in 1960, rising to \$28.2 million in 1961.

Licenses were issued for 10,667 family cars last year, averaging 1.3 per family. About 60% of Tehama residents live in rural areas, and agriculture gave jobs to 1,341 of the county's 8,736 employed persons at census time. There were 2,158 employed in manufacturing (two-thirds in lumber and wood products, as has been noted) and 1,412 in trade.

Yolo proud of its rich soil

"Anything that grows anywhere in the world will grow better in Yolo County" is an old saying firmly planted in the



Picking canteloupes is back-breaking labor, even with help of a loader

rich soil of the plain that covers 70% of the county, whose 1961 agricultural product was valued at \$83 million. A breakdown for 1960 lists 12 more-than-\$1 million crops; tomatoes, \$12.9 million; barley, \$11.5 million; sugar beets, \$8.8 million; livestock, \$7.2 million; rice, \$5 million; almonds, \$3.5 million; alfalfa, \$3.5 million; melons, \$3.2 million; grain sorghum, \$3.2 million; field corn, \$3.1 million; safflower, \$2.5 million; and beans (dry), \$2.1 million.

Yolo's residents totaled 65,727 in the 1960 census, a rise of 61.7% since 1950. The 1961 auto registration figures show 28,178 passenger cars, just about two for every three families. Median family income was \$6,240 in 1959. To-

tal personal income for the county that year was \$137 million, more than double the 1950 total of \$57.4 million. Per capita income was \$2,162 in 1959, also more than double 1950's \$870 million. Taxable retail sales (not counting food and gasoline) in 1961 were \$87.5 million, up 7.2% from 1960 and 13.6% better than the \$37 million in 1950.

The 1960 census reported 24,881 employed persons in Yolo County, of which 4,351 were employed in trade, 3,470 in agriculture, 2,715 in manufacturing (half in food packing and processing) and 1,705 in construction. Mining employed 73 persons, and produced products worth \$3 million in 1960, 85% in sand and gravel.

A Spreckels Sugar beet sugar refinery at Woodland, county seat, employs 550 at peak times and American Crystal Sugar's refinery in the East Yolo district centered on West Sacramento directly across the river from Sacramento has 250 employees peak. The Rice Growers Assn., with 450 employees, a Swift meat packing plant, a box shuck factory and a bulk cement plant are also located at West Sacramento, which anticipates an influx of industrial concerns attracted by the Sacramento-Yolo Port facilities. Davis is also the site of one of the U. of California campuses, with an annual payroll of \$13.6 million.

Yuba slopes from mountains

Yuba county, between Sutter and Nevada counties, slopes westward from mile-high peaks of the Sierra Nevada to levels so low along the Feather River on the western boundary that levees are required in the area near Marysville. Population, totaling 33,859 at the time of the 1960 census, included 4% foreign born and 5.4% nonwhite (largely Chinese, who have erected a temple to the river god Bokai outside of Marysville, where the headquarters of two of the largest tongs in the U. S., Hop Sing and Suey Sing, are located). The Yuba population increased 38.7% from 1950 to 1960, rose farther to 41,900 by July 1, 1962, according to state statisticians, who predict that by 1975 it will equal 70,800.

Eliminate Propagation Fades From Your TV Signal



Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg preamplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot-diameter antenna to one of 12 to 20 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

WHAT IS A MICROMEG? It is a low-noise, low-signal-level RF parametric amplifier. It is available in several indoor and outdoor models covering the UHF, 2000Mc, and 6000Mc range. Power requirement: 110V AC. A semiconductor varactor diode causes amplification by pumping power from a local RF source to the signal. APPLICATIONS include translators, remote pick-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

Installing a Micromeg parametric amplifier is equivalent to boosting transmitter power four to ten times.



Micromega Corporation



4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137

Creator of advanced microwave systems and components for U.S. space and defense projects.

The 1960 census takers reported 9,855 households in the county, with an average of 3.28 persons and a median family income of \$5,031 in 1959, with 11.3% incomes of over \$10,000 and 21.2% less than \$3,000. Personal income for the county totaled \$67.6 million that year, up 78% from 1950; per capita income was \$2,216, up 30% from 1950. Taxable retail sales (excluding food and gasoline) totaled \$60.77 million in 1961, 9.8% above 1960 and 73.6% better than 1950's \$35 million. There were 15,190 autos registered in 1961.

Agriculture, employing 1,275 persons in 1960, produced crops worth \$19.3 million in 1961, most importantly peaches and pears, rice and beans. Retail and wholesale trade had 2,115 employees; construction, 1,241; manufacturing, 1,124. Yuba was the largest gold-producing county up to World War II, averaging over \$3 million a year just before the war, but in 1960 only 124 were employed at all mining operations in the county.

Marysville, county seat, is located at a main intersection of north-south and east-west highways and several trans-continental truck lines have terminals there. The state division of highways is a major employer, with 1,100 employees, same number as those of Peter Kiewit Son's Co., fruit packing plant. Yuba College is opening this fall on a 157-acre campus, financed by a \$2.8 million bond issue.

The Sacramento and San Joaquin river systems converge in the Delta, a roughly triangular area of about 1,000 square miles located between the cities of Sacramento and Stockton just east

Peaches shame Georgia

Georgia is known as "The Peach State," yet there are two California counties, Stanislaus and Sutter, either of which tops Georgia's peach production. Records of the U. S. and California departments of agriculture show that in 1961 Georgia's peach output amounted to 124,800 tons. Stanislaus county produced 249,000 tons, Sutter county 138,925 tons. Add the Fresno county output of 195,281 tons of peaches and these three Great Valley California counties produced more than twice as many peaches as the combined output—447,500 bushels—of nine southern states: Georgia, North and South Carolina, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma and Texas.

of the entrance to the San Francisco Bay. The Delta comprises some 700 square miles of lowlands, islands of rich farmland generally below sea level and protected by levees from more than 1,000 miles of meandering waterways, plus more than 300 square miles of uplands, dependent on the Delta for water supplies. The Delta, which joins the Sacramento and San Joaquin valleys, is the hub of a statewide water transfer system through which water from the northern streams will be channeled to the San Joaquin Valley, the San Francisco Bay area, the central coast and Southern California.

300 frost free days, California valley pride

Hot, dry summers; rain confined to the winter months; more than 300 frostfree days a year. That's the weather formula for California's Great Valley and that (combined with ample irrigation) is what makes the valley one of the greatest agricultural areas on earth.

Here are average high and low temperatures for five Great Valley cities, beginning with Redding at the northern tip of the valley and ending with Bakersfield at the southern end:

	Jan.	April	July	Oct.
Redding	37-54	48-71	67-96	52-77
Sacramento	39-50	48-70	58-90	50-76
Stockton	37-53	47-71	58-90	50-75
Fresno	38-54	48-74	65-99	51-70
Bakersfield	36-58	48-77	65-100	50-81

Summers get pretty hot, with day-

time temperatures of 100° and over a common occurrence, but the humidity is generally low and after sundown the temperature drops rapidly to a more comfortable level. Air conditioning is almost universal in public places and office buildings and is becoming standard for residences as well. Surveys by the McClatchy newspapers this year show air conditioners in 23% of the homes in Sacramento, 18% in Fresno and 15% in Modesto. Automobile air conditioning is not yet the rule, but an air conditioned car no longer causes comment. The McClatchy surveyers found 5.8% of the Sacramento autos, 11.3% of those in Fresno and 3.6% of the Modesto cars equipped with air conditioners, just about double the number reported in 1961.

MORE LOCAL ADVERTISERS USE KRAK THAN ANY OTHER SACRAMENTO RADIO STATION

Follow the
leaders to

KRAK • Sacramento

50kw • 1140kc • ABC Basic
Represented by Adam Young

Reprints of the BROADCASTING Special Report on California Central Valley

20¢ per copy

or in quantities: 100 \$17.50, 200 \$27.50,
300 \$35.00, 400 \$42.50, 500 \$50.00, 1,000
\$87.50.

Address Reader's Service:
BROADCASTING Publications,
Inc.
1735 DeSales Street, N.W.
Washington 6, D. C.



This is an artist's conception of the Oroville Dam and Reservoir. The dam, to be highest in the U. S., is expected to be completed by 1968.

OROVILLE MAY SOLVE WATER PROBLEM

Huge dam is key unit in curing ancient headache

In mid-August California Governor Edmund G. Brown signed the largest contract ever awarded by the state, calling for the expenditure of \$120,863,333 for the construction of Oroville Dam on the Feather River in Butte County, five miles above the city of Oroville. When it is completed in 1968, the Oroville Dam will be the highest in the nation, 735 feet high, 25 feet higher than Hoover Dam. It will create a 3.5 million acre-foot reservoir (an acre-foot is enough water to cover an acre of ground for a depth of one foot, or 325,851 gallons), with a surface area of 15,500 acres and a shoreline of 167 miles.

The Oroville Dam is the key unit of

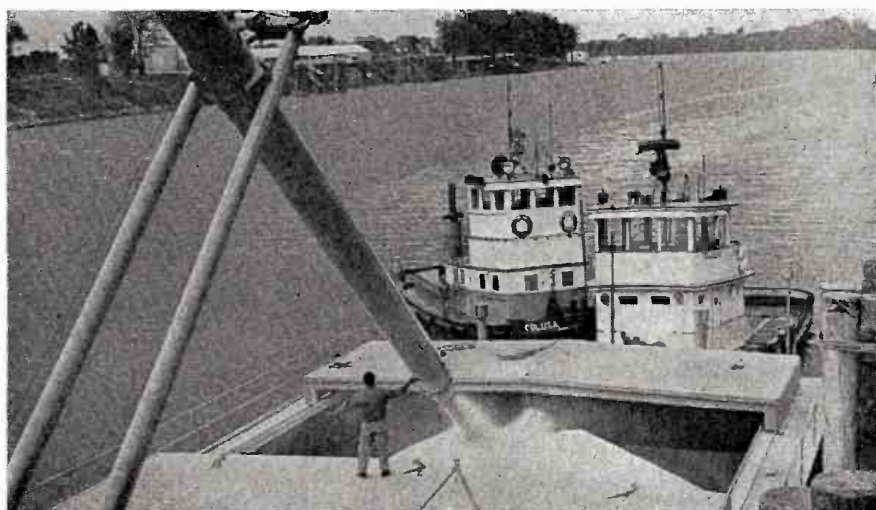
the \$1.75 billion Feather River Project, first step of The California Water Plan to be built by the State in an attempt to solve one of its major problems—water. The experts say that there is enough water in the state for all of its present needs and the foreseeable future. The catch is that more than 70% of the state's stream flow occurs north of Sacramento, and nearly 80% of the need is to the south, with mountain ranges in between. A second hitch is that California summers are long and dry. Most of the rain and snow falls in a few months in the winter and early spring and the stream flow follows the same pattern, which on occasion has sub-

jected a community to winter floods and summer drought in the same year.

Where It Goes ■ Agricultural irrigation accounts for 90% of the California water consumption, but industrial growth in the state demands ample water for manufacturing purposes as well. To can one case of lima beans takes 250 gallons of water; to test an airplane engine requires 50,000 gallons. Urban dwellers, with dishwashers, garbage disposals, automatic laundry equipment and other high water using devices, require some 200 gallons per day per person. Both industry and city people demand more electric power, the total amount generated for use in the state rose from around 13 billion kilowatt-hours in 1940 to nearly 38 billion kilowatt-hours in 1953 and by the year 2,000 California's energy demands will exceed the state's present power capability by 10 times or more.

Here are some of the reasons why California is investing billions of dollars in the Oroville Dam and other reservoirs and in the elaborate labyrinth of canals and pipelines needed to deliver water equably to users throughout the state: to provide water and power to those who need it, when they need it; to control water flow and prevent the reoccurrence of such disastrous floods as those of 1955 and 1958; to provide more areas for recreation, which already is a billion-dollar industry, half as large as agriculture, in California; and to allocate water so as to minimize conflicts arising from demands of fishermen who want fast-flowing streams and farmers who want water for irrigation, or opposing requirements of power generation and flood control.

Long-Standing Problem ■ The California Water Plan is only the latest attack on a problem that dates back to the late 18th century, when the Spanish padres, who were the first settlers, established their missions near streams so as to insure a ready supply of irrigation water for their orchards and gardens. Later, the gold miners dug ditches to bring water from mountain streams to their mines, canals that farmers took over for irrigation purposes when the gold rush boom had petered out. Metropolitan areas developed their own systems to provide water for their ever-growing populations. For the past 30 years the federal government, largely in the interests of flood control and land conservation and reclamation, has played a major role in California's water resources development. Shasta Dam on the Sacramento, Friant Dam on the San Joaquin and Folsom Dam on the American River, to mention only three, are part of the Central Valley Project, constructed and operated by the Federal Bureau of Reclamation to supply water and power where needed and to improve river navigation.



Milled rice being loaded on a Sacramento River barge at Sacramento. Rice place for shipment to the Orient. The facilities are only one of its kind.

medium has on the amount of money spent with it by individual advertisers?

■ Couldn't *something* be done, legally, to reduce "destructive business practices" in radio?

■ Could some plan of close cooperation with colleges and universities be devised "to assure a steady flow of gifted young men and women into careers in radio?"

■ Could the FCC speed up decisions on long-pending radio matters, so broadcasters could plan better?

■ What could the FCC do, directly or indirectly, "to make radio news more important to government and business leaders and other opinion makers?" If an FCC spokesman can influence thinking about radio by criticizing it, couldn't he elevate the importance of radio news—and thereby make all radio news more saleable—by making a "positive utterance" about it?

Cocktail Hour ■ In adding liquor advertising to his suggestions for the FCC-NAB session, Mr. Labunski raised an inflammable issue and may have had NAB's anti-liquor-advertising stand in mind.

He noted that liquor is one of the few remaining big sources of "new" income for radio and might even save some stations that are foundering financially. Despite differences of opinion on acceptance at this stage, the WMCA vice president said, "pretty much everyone agrees that sooner or later—two years, five years or ten years from now—liquor advertising on the air, strictly controlled and tastefully presented, will be generally accepted."

With tongue-in-cheek he asked if the FCC couldn't work out with key congressional leaders "a trade-out of political time, during election campaigns, in return for the right of on-the-spot radio coverage of House and Senate debates as well as congressional committee hearings?"

In developing his argument for divorcement of radio from television, Mr. Labunski noted these differences:

Small vs. Big ■ Radio is a small business, largely an individual station enterprise, locally oriented, with widely diverse programming; television is usually "big" business, "primarily a network phenomenon," nationally oriented in most respects and carrying either network programming or local features that usually "resemble one another rather closely."

Despite the differences, he protested, radio and tv are treated as "an inseparable couple," and this linking is particularly evident in connection with questions like the suspension of the equal-time law and broadcast efforts to get access for courtroom coverage. Of

the latter he said:

"I don't think anybody would seriously argue that a few discreetly placed radio microphones in the courtroom would disrupt the proceedings or violate anybody's rights. It's those damned cameras, klieg lights and the confusion associated with television equipment and techniques. . . . It's not radio's fault that television is so awkward. Let them fight their own battles . . . television is often a burden to radio, and it's time to recognize it. . . ."

Sindlinger is named analyst by ABC Radio

Sindlinger & Co., Norwood, Pa., has been named as market analyst for ABC Radio, Robert T. Pauley, president of the network, told a news conference in New York last Tuesday (Sept. 11).

ABC Radio had been a Nielsen subscriber until early last summer but decided to seek a new service, claiming radio was being "short-changed" (BROADCASTING, June 11).

CBS, NBC and Mutual are subscribers to the expanded Nielsen Radio Index. Mr. Pauley expressed the "hope" that other networks would follow ABC in subscribing to Sindlinger, even

though they retain Nielsen.

People-Oriented ■ In contrast with the Nielsen service, which is machine-oriented, the Sindlinger approach is "people-oriented," according to Mr. Pauley. Details of operation were described by Albert E. Sindlinger, president of the company that bears his name. It involves interviewing by telephone of not fewer than 28,000 persons a month. The interviews will be conducted on a daily basis.

Among the factors to be rated by Sindlinger are complete auto listening, location of listening within the house, all listening other than home or car, marital status, current consumer confidence, consumer buying forecast confidence, buying plans for specific items, and purchases and inventory of specific products.

Mr. Sindlinger reported that interviewing began on July 7 and the first report will be issued on Sept. 15. Thereafter, it will be released on a two-week basis. Ratings will be provided for all networks for each quarter-hour.

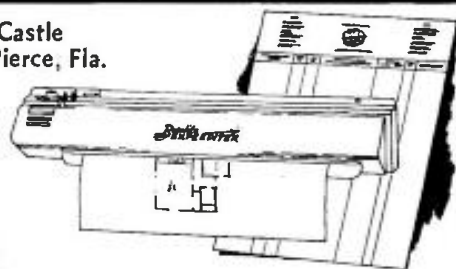
ABC Radio is paying approximately \$100,000 a year. Mr. Sindlinger noted that the cost of the syndicated service will be about \$500,000 a year but added that helping to defray expenditures will be related projects performed for advertisers and other interested groups.



"Here's how the NEW Rotolog SAVES OUR TRAFFIC DEPARTMENT TIME & MONEY!"

Mr. Charles Castle
WARN, Ft. Pierce, Fla.

"Typing daily logs was taking too much time in our traffic department. It took us 5 hours to complete the following day's log. We wanted to switch to the more efficient Diazo method of reproduction, but felt that the equipment was too expensive. Then we discovered that the Rotolite Whiteprinter cost us only \$129.50. Complete. Now we type our daily logs *once* for each day on rugged, transparent Rotologs. Any number of copies can be run off quickly and easily. From week to week only the date, and any spot or program changes need be erased and retyped on the master—and so the masters are kept current easier than by any other method we've ever heard about. Now it re-



quires approximately 40 minutes for both A.M. and P.M."

This is what Mr. Charles Castle, General Manager of Station WARN in Ft. Pierce, Fla. has to say about Rotolog—the modern traffic system for Radio and Television stations. Send today for complete details.

Rotolite

SALES CORP.

Stirling, New Jersey

Rotolite Sales Corp.
Stirling, N. J. KK-9
Please send complete details about your low-cost Rotolog system for radio stations.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

ATTORNEY SEES DANGER IN NAB CODE

McKenna warns against its and government interference

Broadcasters were warned last week that reliance on the NAB's radio and tv codes may not be the best answer to the threat of encroaching government regulation.

James A. McKenna Jr., Washington attorney, in referring to comments made in recent months by FCC Chairman Newton N. Minow and Commissioner Robert E. Lee who suggested the industry's time limitations on commercials be incorporated into FCC rules, warned that this way was substituting "the devil we know for the devil we don't know."

Taking issue with Robert D. Swezey, director of NAB's Code Authority, who was also on the program, Mr. McKenna told members of the Michigan Assn. of Broadcasters, meeting at Hidden Valley, Mich., last week:

"If our system of broadcasting is to maintain its vitality, its freedom, its position of world leadership, it is essential, I believe, that responsibility and control be in the hands of the licensee. It would be a mistake for him to delegate or surrender it either to the FCC or to a code authority."

Speaking of the codes' limitations on commercials, Mr. McKenna recommended that an average rather than numerical limitation be placed on commercials.

Mr. McKenna also opposed any agreement to limit the number of radio stations in a single market on the basis of economics. If this comes about, he said, there will be further government intervention in programming and rate regulation. Broadcasters, he warned, may even find themselves in competition with each other for their facilities.

The thrust of Mr. McKenna's speech was an attack on current FCC practices which enter the realm of programming. The proposed program form, logging proposals and public statements by commissioners of their programming likes and dislikes all come close to censorship, the Washington lawyer declared. Even the "promise vs. performance" test is treading on programming.

"I can find no instance," he said, "where a broadcaster has been hauled over the coals because he lowered his promised percentage of entertainment in order to increase his percentages of educational, discussion and agricultural programs . . . Here is proof positive, I think, that content, as judged by the personal views of the majority of the commission, is playing a role in the licensing function."

Numbers No Answer — Mr. McKenna also inveighed against the attempt to secure quality programs by establishing quantitative standards. He asked how 15 minutes of local news dealing mostly with trivia, gossip, crime and sensationalism could be matched with two minutes of hard local news and the rest of the time devoted to important national and international affairs. Or, how a 30-minute educational program, ineptly produced and of limited audience appeal, could be compared with a single outstanding educational production once a week or once a month.

Mr. Swezey, on the other hand, contended that government will move into broadcast programming more and more unless the NAB's codes are made to work. Governmental regulation will come, Mr. Swezey said, "only if the industry demonstrates that without government intervention it is incapable of enforcing its own standards."

Mr. Swezey warned that government regulation is closer than ever before. Various members of Congress have stated they believe it is desirable, Mr. Swezey noted. This attitude has come about because of the quiz scandals, payola, "mediocre and objectionable" programming, Telstar, and the signifi-

cance of international communications, he said.

Out of Rut — Donald C. Groves, of Zimmer, Keller & Calvert, Detroit, called for more experimentation in radio programming.

Decrying a lack of experimentation, Mr. Groves admonished: "The sameness of sound in radio tends to encourage passive listening habits."

Mr. Groves was one of a panel of three advertising executives speaking at the Michigan meeting. Others were Ben J. Green, Geyer, Morey & Ballard, Chicago, and Watts Wacker, D. P. Brother Co., Detroit.

Mr. Groves criticized the dual rate structure in radio and tv, urging a single rate. He also called on radio management to become more personally acquainted with advertisers and agencies.

Mr. Green stressed the need for merchandising an advertiser's product after he has bought time. Mr. Wacker called for greater "creative" selling, less reliance on ratings and more information on type of audience.

A group of broadcasters discussed public affairs programming. On the panel were Robert S. Kieve, WBBF Rochester, N. Y.; Ben Hoberman, KABC Los Angeles, and Wade St. Clair, WBT Charlotte, N. C.

Station's views asked on ITA logging plea

ITA Electronics Corp., Lansdowne, Pa., has asked broadcasting stations for their comments on an ITA petition to the FCC asking that automatic program logging be permitted immediately. ITA, manufacturer of the Documentor for automatic logging, sent all stations a copy of the rulemaking request filed with the FCC last month (BROADCASTING, Aug. 20).

The Documentor can record a station's entire daily programming on a single nine-inch disc, ITA said. The company said the proposed automatic logging rules change should be divorced from other proposed changes in logging requirements and from the controversial program reporting forms (BROADCASTING, Sept. 3).

Catv high on agenda of seminar in Atlanta

A full discussion of community antenna operations and their relationship to broadcasting will be the featured topic at the second annual Southeast Radio and Tv Seminar Oct. 16.

Panel members will be Kenneth A. Cox, FCC; Hollis Seavey, NAB; Bill Dalton, National Community Tv Assn.; R. Russell Eagan, Washington attorney; Charles Batson, WIS-TV Columbia, S. C.; Ben Williams, WTOG-TV Savannah, Ga.; Fred Weber, Friendly

WITHIN A STONE'S THROW
OF COMMUNICATIONS ROW!
FOR TRAVELERS AND GOURMETS!

A Bigger and Better

Berkshire
HOTEL

Madison Avenue at 52nd Street
NEW YORK CITY

Just steps from anywhere . . .
now with 500 individually decorated
rooms and suites — and completely
air conditioned.

Color brochure available.

The magnificent new
BARBERRY

17 E. 52 St.

Your rendezvous for dining
deliberately and well . . .
open every day of the week
for luncheon, cocktails,
dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138



Group. Also invited to participate on the panel but not yet confirmed are Rep. Kenneth A. Roberts (D-Ala.), George C. Hatch, KUTV (TV) Salt Lake City and Bill Grove, KFBC-TV Cheyenne, Wyo. Raymond E. Carow, WALB-TV Albany Ga., and vice president, television of the Georgia Assn. of Broadcasters, will act as moderator.

The SERTS meeting, which takes place following the 1½ day NAB regional meeting, will be at the Dinkler-

Plaza Hotel, Atlanta. The session will start at 1:30 p.m.

L.A. uhf delays start

KMEX-TV Los Angeles, uhf (ch. 34) all-Spanish language tv station, has postponed its debut date from Sept. 15 to Sept. 30 to give television set dealers and service men more time to install the convertors adapting vhf tv receivers to get uhf reception as well. Reporting

that 15,000 convertors have been sold, Julian M. Kaufman, KMEX-TV vice president, said that this unprecedented volume of sets to be modified is too great for technicians to handle in the two days originally allotted to test pattern broadcasting. Instead, KMEX-TV is giving them two weeks of the test pattern to enable them to complete the conversions before the start of regular programs, which he said, would hinder rather than help the job.

EQUIPMENT & ENGINEERING

Stereo increase seen by FCC spokesman

KASSENS TELLS EIA MEETING HE EXPECTS RULES CHANGES TO HELP FM

The number of fm stations broadcasting in stereo will increase from the present 150 to 250 by Jan. 1 and may go as high as 300, Harold L. Kassens, FCC staff executive, said last week at a meeting of the Electronic Industries Assn. in New York.

The EIA fall conference attracted some 300 management representatives to nearly 50 working sessions on industry problems. The conference ran from Sept. 11 to Sept. 13.

Mr. Kassens also reported on his talks with representatives of receiver manufacturers in EIA regarding complaints received by the FCC with respect to substandard fm stereo sets and station signal quality. Noting that the complaints are "not extensive" and "somewhat localized," Mr. Kassens said he "doesn't think the problems are as serious as some say."

"The number of complaints is not great when it is considered that there are thousands of receivers on the market and 150 fm stereo stations are on the air," he said. He indicated that the stations and manufacturers are not always responsible for the complaints, pointing out that not all music recordings are up to standard stereo quality. The music industry, however, continues to improve its own standards, he said.

Rules Discussed ■ FCC's proposed revision of fm broadcast rules, which it's believed will foster the growth of fm, was among the topics discussed by Mr. Kassens, who is chief of the FCC's Aural Existing Facilities Branch.

Mr. Kassens said the proposal to license stations in three classes—Class A with a maximum of 3 kw power, B up to 50 kw, and C up to 100 kw—is intended to limit station power in the more populous sections of the country. He said that present operators of marginal am stations will be encouraged to convert to fm when they realize that the new frequency assignment plan will assure them of guaranteed service areas

protected against interference.

He explained that the range of protection for Class A stations would be 15 miles while Class B and Class C operators could expect no interference for 40 and 65 miles, respectively. The new plan, effective Sept. 10, has met opposition from some fm stations (BROADCASTING, Sept. 10).

The executive committee of EIA's consumer products division last Wednesday authorized the formation of a third section in its division. Presently comprised of phonograph and radio sections, the division will add a new products section.

L. M. Sandwick, division chairman, said the new products section will include manufacturers of such entertainment instruments as electronic organs, tape recorders and high fidelity components. He noted that a "vehicle" has been lacking to get this group of manufacturers interested in EIA and "to get them to join." He said the section will be organized shortly.

Fidelity Definition ■ A topic of major interest before the radio-phonograph sections last week was Mr. Sandwick's report on efforts to formulate a "minimum definition of the term high fidelity," which will be submitted late this year to the Federal Trade Commission. The FTC last spring requested the EIA to prepare the definition along with standards of measurement.

Mr. Sandwick said industry agreement has been reached on both the definition and the standards of measurement. He stated that the document will not be publicly divulged until after the FTC has received it. The document, which is based on questionnaires circulated among 1,000 individuals in the industry (15% return), is expected to be ready for presentation to the FTC within 90 days.

Charles F. Horne, EIA president, in a news conference last Tuesday, issued his analysis of the "state of the U. S.

electronics industry."

While the entire electronics industry is expected to reach a new peak of \$13.1 billion in sales in 1962, Mr. Horne said, substantial rises in sales of the consumer products and parts segments also are expected by EIA's marketing specialists. He estimated that 1962 sales of tv sets, radios (excluding auto radios) and phonographs would total about 10% above 1961 in units and would show dollar volume at the

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1: PERFORMANCE

With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.

Write for details today.

Continental
Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

factory level of \$2.1 billion, slightly above 1961.

Mr. Horne observed that consumer products inventories at factory and distributor levels are 20% greater than last year, but added that "there is no evidence that this build-up will slow down fall production."

Bill Significant ■ Mr. Horne called the passage by Congress of the bill requiring tv set manufacturers to produce all-channel receivers a "significant development . . . that could upset the slide rule calculations of our marketing experts."

"The immediate effect of this legislation," he said, "will be to raise the average price of tv receivers—once all-channel sets become the rule—by an average of between \$25 and \$30 with additional antenna and installation costs of as much as \$60." He said the industry will be able to complete its conversion to all-channel manufacture in about two years.

RCA antenna system goes to South Bend uhf station

A television broadcasting antenna system, capable of radiating five megawatts of effective power has been shipped by RCA's Broadcast and Communications Products Division, Camden, N. J. to WSBT-TV South Bend, Ind., a uhf station.

The new antenna, designed for uhf broadcasting, has 232 oblong slots which are fed varying amounts of power to shape the tv signal into the pattern prescribed for the individual station's coverage area. The antenna also uses an "electrical beam tilt," which depresses the main signal beam so that it strikes the earth at point near the horizon, thus keeping maximum energy in the useable areas.

C. H. Colledge, RCA division vice president, said the uhf broadcast equipment market is beginning to feel the "stimulating" effects of federal legislation providing financial aid for educational broadcasters and calling for

manufacture of all-channel tv sets.

He predicted that the RCA division would show a five-fold sales increase in uhf transmitters and a three-fold increase in uhf antennas for 1962.

Set sales brisk in July, EIA says

Radio and tv set production and sales continued up for the first seven months of 1962, the Electronic Industries Assn. reported last week. EIA also pointed out that July was the second best month of the year for distributor sales of radio sets—921,089 radio receivers were sold by distributors, a drop of 80,000 from June's 1,040,598 (the best month of the year).

Production and sales figures are as follows:

Period	PRODUCTION	
	Tv	Radio
Jan.-July 1962	3,631,910*	10,398,695**
Jan.-July 1961	3,184,514	8,567,689
SALES		
Jan.-July 1962	3,173,566	5,721,663***
Jan.-July 1961	2,901,305	5,125,813

*Includes 303,805 tv receivers with uhf tuners compared to 171,065 in same period last year.

**Includes 3,675,423 auto radios and 527,545 fm radios, compared to 2,701,919 auto radios and 404,709 fm radios in the same seven months last year.

***Does not include auto radios.

Telstar adds color to its accomplishments

Color television successfully flashed across the Atlantic Ocean from England to the U. S. via Telstar last week when a team of physicians at the Royal Naval Air Station at Culdrose, England, examined seven patients all suffering from psoriasis, a skin disease. The closed circuit telecast, sponsored by Smith, Kline & French Labs., a medical drug company, was seen in Washington, D. C., by 1,500 doctors attending the International Congress of Dermatology. It was the first live color relay via Telstar.

The 17-minute segment went from

Culdrose to the British space station at Goonhilly Downs to Telstar and was received by the AT&T's space station at Andover, Me., and relayed to Washington over AT&T land lines and microwave relays. The two-way audio portion of the program was carried separately by telephone cable and short wave.

Reception was considered "adequate" by the medical audience, with the color accentuating some of the more significant details of the disease (e.g.: "superating pustules.").

Electronics firm being bought by TelePrompTer

TelePrompTer Corp., New York, announced last week it agreed to the acquisition of Conley Electronics Corp., Evanston, Ill., with a related \$2.4 million loan from the Continental Illinois National Bank & Trust Co., Chicago.

Stockholders will be asked at a meeting on Oct. 9 to approve the mortgages on some of TelePrompTer's community antenna tv systems to secure the loan and \$778,000 principal amount of debentures. The debentures would be issued as part of the purchase price of Conley Electronics, totalling \$1 million.

Collins' net increases

Slump in sales but boost in net for the fiscal year was reported by Collins Radio Co., Cedar Rapids, Iowa, last week. Sales for the company year, ended July 31, were \$208 million compared to \$216 million in 1961. Net earnings, however, were \$2,675,000 (\$1.20 cents per share) for the latest year, compared to \$2,545,352 (\$1.15 cents per share) for the same period last year. The 1961 earnings included a non-recurring credit of \$538,553 (24 cents per share). The firm had a backlog of orders as of July 31 of \$230 million, compared to \$136 million backlog on the same date the year before.

Technical topics...

New RCA offering ■ RCA Electron Tube Division, Lancaster, Pa., has made available a new low-light level image orthicon for color and black and white tv cameras. The tube was previously available only as a part of the color image orthicon set, RCA—4415-4416. It is now being offered as a single tube.

More space ■ Rauland Corp., wholly-owned tube manufacturing facility of Zenith Radio Corp., Chicago, has acquired new building on an eight-acre site at Niles, Ill., adjoining an 18-acre plot acquired earlier for expansion. New 100,000 sq. ft. structure will be used to expand research activities.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

5th/3rd Bank Building, 381-7775
Richard C. Crisler—Paul E. Wagner—Alex Howard

LOS ANGELES—

Lincoln Dellar & Co., 691 Siene Way, GR 2-7594

NEW YORK—

733 Third Avenue, Murray Hill 7-8436

Hope gone on ASCAP fee compromise

COURT'S DECISION, WHICH WILL GO AGAINST STATIONS, EXPECTED SOON

The long-drawn litigation over television fees for the use of ASCAP music reached a crucial cross-roads late last week.

Attorneys for the All-Industry Tv Station Music License Committee and for ASCAP abandoned hope of reaching an agreement that would end the litigation.

This cleared the way for filing of the court's decision on the basic issue of the case. (For Friday developments, see page 9.)

The decision was expected to go against the stations and be carried to the Supreme Court.

Chief Judge Sylvester J. Ryan of U. S. Southern District Court in New York, who is presiding over the case, would say only that the decision was ready and that he was sure it would be appealed—and might not be upheld.

He and counsel for both sides appeared agreed that the appeal, plus hearings necessary after that, will delay final determination of new ASCAP rates for television until at least mid-1963.

The futility of further efforts to negotiate a settlement was evident at the end of a 70-minute conference in Judge Ryan's chambers late Thursday.

Judge Ryan probed both sides in search of a possible basis for a negotiated settlement. But from the start, counsel for each side took the position that they would welcome further negotiations—but only if the other side backed down from its demands.

Judge Ryan made clear that he had written his decision months ago and if there was now no hope of an amicable settlement he would file the opinion as soon as it could be typed up and proofread—possibly by sometime last Friday or today (Sept. 17).

This opinion will deal with the all-industry committee's right to get the kind of ASCAP license it's suing for. It is seeking terms which would require

that music used in future feature films and syndicated programs be licensed "at the source"—at time of production—thereby relieving stations of the need to pay ASCAP directly for such music.

Judge Ryan said last winter that he didn't think ASCAP could be required to issue that kind of license. And all-industry committee counsel on Thursday made plain that they expect the decision to go against them.

R. R. Irvine, of the New York law firm of Donovan, Leisure, Newton & Irvine, said at one point that the committee intended to appeal the judge's decision—then caught himself and added that he assumed from the tenor of Judge Ryan's remarks that the decision would be adverse to the all-industry group.

To Both Sides ■ Judge Ryan interjected that he had directed "the tenor of my remarks to both sides," but said he was sure that this decision would be appealed by one side or the other. He added that there was "no assurance it will be affirmed" by the Supreme Court.

He estimated, as did other participants, that new ASCAP license terms almost certainly cannot be finally determined in less than a year or 18 months—unless by agreement among the parties.

Mr. Irvine said the stations would welcome further negotiations—but not unless there was a prospect of getting a "substantial reduction" in the ASCAP rates.

Herman Finkelstein, general counsel of ASCAP, said ASCAP was not prepared to discuss a reduction; that ASCAP thinks it's entitled to higher rates unless there's a "solution of the BMI problem."

This referred to ASCAP's long-standing efforts to divorce Broadcast Music Inc., its only major competitor, from ownership by broadcasters. In a settlement attempt last March, later turned down by the all-industry committee, ASCAP agreed to grant a 17% reduction in tv station rates if broadcasters would give up BMI (BROADCASTING, March 12, *et seq.*).

In last Thursday's session Judge Ryan asked whether Mr. Finkelstein thought there was any possible basis for settlement that did not involve the broadcasters' divestiture of BMI.

Mr. Finkelstein indicated he did. He said that as a "minimum," however, BMI would have to be required to install a distribution formula that would

apply to all of its members, so that BMI could not make "special deals."

ASCAP has long contended that BMI lures ASCAP members into the BMI fold and acquires important television music sources through "special deals."

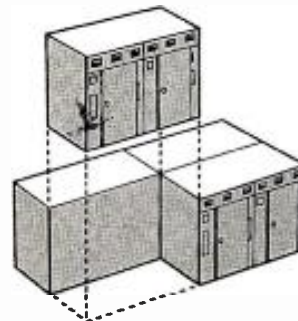
Mr. Irvine replied that the Justice Dept. has indicated it is seriously investigating such charges and that accordingly he didn't regard them as important to the negotiations now as they were last spring.

Judge Ryan asked Mr. Finkelstein whether he thought ASCAP and the television interests could get together on a settlement that didn't involve BMI.

Mr. Finkelstein said he didn't think it could be done if Mr. Irvine continued to insist on a rate reduction. "We think the rates should be increased," he noted again.

Motions Filed ■ Last week's conference followed the filing of a motion by CBS (BROADCASTING, Sept. 10)—and a similar one by the all-industry committee—asking that ASCAP be required to set aside a reserve fund from

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 2: DRIVER STAGE

for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups. Write for details today.

Continental Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

ABC gets playoff rights

If a playoff series between the Los Angeles Dodgers and the San Francisco Giants becomes necessary in the tight race for the National League pennant, ABC will do the radio and tv broadcasts.

If the two teams wind up in a tie the series will be played Oct. 1-2 and if a third game is needed to break the tie, Oct. 3.

Local specials planned by new VBS

To provide local television stations with entertainment specials, VBS Assoc. Inc., New York, a production company headed by Victor Borge and Geoffrey Selden, is offering for syndication six one-hour programs of varied formats.

Titled *Six Pac*, the programs are being sold to stations on a package basis. The six filmed programs are *The Best of Borge*, consisting of old and new routines spotlighting the comedian; *Genius At Work*, which includes four films on well-known painters, with Vincent Price as narrator; a one-hour feature film on the life of the late James Dean; an original musical comedy, *Money Is*

Everything; Recording Session, a behind-the-scenes view of a session featuring a well-known record artist, and *The Jim Moran Show*, based on the zany antics of the well-known publicist, Jim Moran.

Mr. Selden, president of VBS and until recently a production executive with the Wm. Esty Co., believes the *Six Pac* can be an attractive commodity for a regional advertiser seeking "out-of-the-ordinary entertainment fare" on a regular basis. The series will be offered to stations for a late October start. Tv Marketeers, headed by Wynn Nathain, is handling distribution of the new VBS series.

which to rebate broadcasters for any rate reduction they win in the new licenses.

Broadcasters are currently paying at the old rates, but changes in the new licenses will be retroactive to last Jan. 1. The motions asked that 20% of the current fees be set aside. ASCAP counsel opposed this bid as unfair and unjustified, but said ASCAP would be glad to set aside a percentage if the broadcasters were required to set aside

the same amount against the possibility that rates will be increased.

Judge Ryan indicated that he thought the idea of some sort of reserve fund was "fair," probably with broadcasters as well as ASCAP contributing at a rate of around 10%, but he said this was only his reaction and he would reserve decision until he'd had a chance to study all the papers filed by the parties. He indicated his decision in this question would come after Sept. 26 or Sept. 27.

Film sales...

The Story of . . . (United Artists Tv): Sold to Corn Products Co., through Lennen & Newell, New York, for WFIL-TV Philadelphia; to International Latex, through Reach McClinton & Co., New York, for WBNF-TV Binghamton, N. Y.; to Coca-Cola Bottlers, Louisville, through J. MacWynn Adv., for WHAS-TV, that city, and to San-A-Pure Dairy, through Central Adv. for WIMA-TV Lima, Ohio. Now sold in over 104 markets.

Bowery Boys (Allied Artists Tv): Sold to WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City; KOVR (TV) Stockton, Calif., and WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois. Now in 20 markets.

Two Science Fiction Features (Allied Artists Tv): Two newly released to tv features—*Brain from Planet Arous* and *Terror in the Haunted House* sold to KTTV (TV) Los Angeles; WPRO-TV Providence, R. I.; WTEN (TV) Albany, N. Y.; KRIS-TV Corpus Christi, Tex.; WOKR-TV Rochester, N. Y.; WOR-TV New York; KTAL-TV Shreveport, La.; WTCN-TV Minneapolis; KENS-TV San Antonio, Tex.; KCPX-TV Salt Lake City; WVEC-TV Norfolk, Va.; WHTN-TV Huntington, W. Va.; WLOS-TV Asheville, N. C.;

WFLA-TV Tampa, Fla.; WALA-TV Mobile, Ala.; KBTU (TV) Denver; KSHO-TV Las Vegas; WBNS-TV Columbus, Ohio; KTVK (TV) Phoenix, Ariz.; WTVM (TV) Columbus, Ga.; KATC-TV Lafayette, La.; WISN-TV Milwaukee. Now in 22 markets.

Post-48 Columbia Features (Screen Gems): Sold to WLWT (TV) Cincinnati; WLWC (TV) Columbus, and WLWD (TV) Dayton, all Ohio; KOVR (TV) Stockton, Calif.; WTVH (TV) Peoria, Ill.; KYW-TV Cleveland; WBZ-TV Boston; WSAZ-TV Huntington, W. Va.; KHOL-TV Holdrege, Neb.; WWTU (TV) Cadillac, Mich.; KVTU (TV) Sioux City, Iowa; KGUN-TV Tucson, Ariz., and KNOP-TV North Platte, Neb. Now in 100 markets.

Four Star sales total \$750,000 in month

Four Star Distribution Corp. has completed more than \$750,000 in sales in the four weeks it has been offering film series for syndication, Len Firestone, vice president and general manager, announced last week.

Sales made are: *The Detectives* to WTVT (TV) Tampa, Fla.; KVOS-TV Bellingham, Wash.; WTIC-TV Hartford, Conn.; WNEW-TV New York; WTTG (TV) Washington; KOA-TV Denver, and WNEP-TV Scranton-Wilkes Barre, Pa. *Target: The Corruptors* has been sold to KTVT (TV) Ft. Worth; KVOS-TV; WNEW-TV; WTTG, and WNEP-TV.

The Law and Mr. Jones has been purchased by KVOS-TV, KOA-TV and WGN-TV Chicago. And *Stagecoach West* was sold to WNEW-TV and WTTG.

Mr. Firestone said initial sales were "especially significant" because most tv stations had their schedules set before Four Star started to offer its properties. He added that the company is giving the station the option of starting programs up to Oct. 1, 1963, providing them with the opportunity of scheduling programs to which they had been committed earlier this year.

Reds slam WCKR shows of Moscow Radio items

WCKR Miami has become a new target for the propaganda attacks of Radio Moscow's North American Service. The Soviets don't like the Miami station's rebroadcasts of excerpts from Radio Moscow programs, and said so in a four-minute commentary beamed to North America on Sept. 9.

WCKR began rebroadcasting excerpts from Radio Moscow two weeks ago. The purpose, station manager Milton Komito said at the time, was to demonstrate to Miamians "how subtly dangerous these broadcasts can



**COATS &
BURCHARD
COMPANY**

appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

4413 RAVENSWOOD AVE. • CHICAGO 40, ILLINOIS
SERVICE — COAST TO COAST
Industrial • Commercial • Institutional Appraisals

be." To make sure there is no misunderstanding of the programs, a WCKR newsman provides a full explanation of the Soviet broadcasts.

The Radio Moscow commentator protesting the station's rebroadcasts accused WCKR of attempting to keep its listeners ignorant of "the truth about the Soviet Union." The commentator, whose remarks were taped by WCKR, said the station's intention is "simply to pick a few sentences here and there from the Soviet broadcasts and to present them in a most unattractive light."

In commenting on this criticism, Mr. Komito said the Radio Moscow programs contain very little about life in the Soviet Union but a good deal about "so-called American imperialism and aggression." He said these were the statements "that we want our listeners to hear first-hand, and which we label dangerous."

Lee Hills, executive editor of the Knight Newspapers, part owner of WCKR, expressed surprise that Radio Moscow "objected to WCKR's method of interjecting comment." Mr. Hills, who recently returned from Russia, said "this is exactly their own technique."

Desilu first quarter income shows gain

Desilu Productions grossed \$3,377,845 in the quarter ended July 28, first quarter of the company's fiscal year. This represents a 12% increase over the same period of last year, when the gross income was \$3,006,270. Net income for the 1962 quarter was \$14,305, equivalent to one cent per share of common stock. This compares with a net loss of \$130,638, or 11 cents per share, a year ago.

The increased gross for the quarter, normally the low segment of the year, was attributed by President Desi Arnaz to one month of increased production of Desilu-owned programs and to the achievement of Desilu Sales, syndication subsidiary which has written contracts of over \$2 million since its start in January of this year.

Operations of Desilu Sales are expanding most satisfactorily, Mr. Arnaz reported. It has just secured sales rights to the new series of 26 half-hour *Jazz Scene USA* films produced by Steve Allen, both within the U. S. and abroad, in addition to the 33 foreign theatrical films which the company is now syndicating to tv stations in this country on a first-run basis. Desilu Film Distributing Co., Desilu Sales division handling distribution of motion pictures to theatres, has lined up 1,385 playdates in the U. S. for "The Scarface Mob," theatrical film based on the first two segments of the tv series, *The Untouchables*.

Daystar offering six pilots for next year

NEW SERIES MADE IN ASSOCIATION WITH UA-TV, ABC-TV

Daystar Productions is producing six pilots for series aimed at the 1963-64 season in association with United Artists Television and ABC-TV, Leith Stevens, Daystar executive producer, announced last week. Sextet includes one new series created by Mr. Stevens, one joint venture with outside creators and four spin-offs from *Stoney Burke*, which debuts this fall on ABC-TV, Mon., 9-10 p.m.

The new projects are: *Mister Kingston*, glamour-suspense series with an ocean-going luxury liner as its setting. ABC and UA-TV are financing the pilot, to be filmed Oct. 17 with Mr. Stevens producing and directing from his own script; an untitled science-fiction series to be produced jointly with Troy-Schenk Productions, to be co-produced by Alex Singer and Frank Moss, with Mr. Singer directing from Mr. Moss's script. Pilot to be filmed early in December. Both are 60-minute series.

The four *Stoney Burke* spin-offs are: *Kincaid*, created by Bob Barbash, detailing the work of a big-city police officer assigned to the juvenile division. Pilot goes into production Oct. 31. *Border Town*, based on the relationship between an American sheriff and a Mexican peace officer located across the border from each other. Filming of the pilot will start Nov. 8. An untitled series with a weapons expert as the central character. Mr. Stevens will write the pilot, to roll Nov. 19. *Tack Reynolds*, half-hour series centering on stock car racing and starring Michael Burke. "The Mob Riders" segment of *Stoney Burke*, directed by Mr. Stevens from his own script, is the hour-long pilot for this 30-minute series. All the other spin-offs are full hour shows, the same as the *Stoney Burke* programs.

These new programs, all to be produced as joint ventures of Daystar and

UA-TV, with ABC-TV financing the pilots, make up an integral part of UA's new move in television, according to Richard Dorso, UA-TV executive vice president. "In this move," he said, "United Artists is initiating a program of associations with major talent in all creative fields which will result in new television production companies which are independent in the true sense of the word."

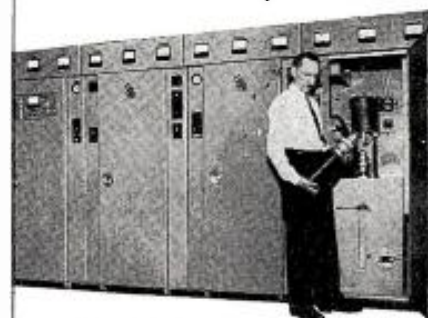
American history series set for CBS-TV in 1963

A new weekly half-hour film series, *The Fighters*, featuring authentic dramatizations of episodes in American history, will be on CBS-TV in the 1963-64 season. The announcement is of special interest on three counts:

- *The Fighters* will be produced by CBS-TV's program department but it will be a CBS News' public affairs department presentation.

- It will have Robert Herridge as its producer (he also is a writer and may author some of the scripts in this series). Mr. Herridge was brought to network tv in 1956 by Hubbell Robin-

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 3: AMPLIFIER for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

*Pat. No. 2,836,665

Continental
Electronics

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
LTV Subsidiary of Ling-Temco-Vought, Inc.

Best residual month

Television residual fees are mounting. Payments by the Screen Actors Guild to its members during August for re-runs of tv films alone totalled \$758,073, the highest amount since the first tv residual collections in December 1953, according to SAG.

The total to date is \$26,987,123 John L. Dales, SAG national executive secretary, said last week.

These figures do not include payments on tv commercials (paid directly to actors), or sums paid for tv use of theatrical features.

son, CBS-TV's senior programmer. He had been associated as producer with such series as *Studio One*, *The Seven Lively Arts* and *Camera Three* (award-winning series on WCBS-TV New York).

■ The series' blueprinting would appear to have joint planning of Mr. Robinson and CBS News President Richard S. Salant.

SG has best year

The best annual earnings in the company's 13-year history was reported last week by Screen Gems Inc. (tv production and distribution). Gross income for the fiscal year ended June 30 was \$52,188,900 compared to the previous year's \$55,821,052. Net profit after taxes in the 1962 fiscal year was \$3,466,293 (\$1.37 per share) compared to last year's \$2,665,371 (\$1.05 per share). Screen Gems, controlled by Columbia Pictures Inc., owns WAPA-TV San Juan, P.R., and one-third of WOLE-TV Aguadilla, P.R. Columbia

Pictures owns KCPX-AM-FM-TV Salt Lake City.

Screen Gems sells 73 post-'50 features

Screen Gems has signed an agreement to license 73 post-'50 Columbia feature films to four CBS-owned tv stations—WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis—on a long-term basis, it was announced last Friday (Sept. 14) by Robert Seidelman, vice president in charge of syndication for Screen Gems.

The purchase price was not disclosed, but Mr. Seidelman said SG received "the highest price per picture" in its history.

Included in the package are "From Here to Eternity," "The Eddy Duchin Story," "The Key," "The Last Angry Man" and "Operation Madball." Telecasts of the Columbia Features will begin early next year.

Screen Gems is starting an intensive sales campaign to sell the features in other markets. Mr. Seidelman noted that two years ago, Screen Gems released its 210-title "post-'48" package and initial sales were made to CBS-owned tv stations. That package is now in over 100 markets.

NBC Films series bought by educational stations

NBC Films is moving into educational television with the sale of its *Cameo Theatre* series to six non-commercial stations. The 26 one-hour dramas were selected from the *Matinee Theatre* series originally on NBC-TV.

The six stations are WXGA (TV) Waycross, Ga.; WTHS-TV Miami, Fla.; WIL-TV Champaign-Urbana, Ill.; WUFT-TV Gainesville, Fla.; WKNO (TV) Memphis; and WFSU-TV Tallahassee, Fla.

NBC Films is also considering development of programs specifically for the educational market.

FATES & FORTUNES

BROADCAST ADVERTISING

Richard H. Danielson, assistant advertising manager of American Oil Co., Chicago, promoted to advertising manager, effective Nov. 1, succeeding **Robert B. Irons**, who will become marketing manager of American International Oil Co., New York. American Oil Co. is national marketing manufacturing affiliate and American International is foreign operations affiliate of Standard Oil Co. of Indiana.



Mr. Danielson

Robert H. Comfort, executive vp and director of sales and advertising of Borden's Pioneer Ice Cream Div., elected vp of parent Borden's Milk & Ice Cream Co., New York.

LeRoy V. Bertin, formerly with Triangle Publications as regional general manager of *Tv Guide* magazine, joins **Bernard B. Schnitzer Inc.**, San Francisco advertising agency, as vp and account executive.

Arnold Winograd, Edward H. Weiss & Co., Chicago, joins **Norman, Craig & Kummel**, New York, as supervisor on Schenley account. Before joining Weiss, Mr. Winograd was with Pabst Brewing Co., Milwaukee.

Ernest J. Ham Jr., former marketing supervisor for grocery products at Ted Bates & Co., joins **Wesley Assoc.**, New York, as executive on American Bakeries (Taystee bread) account.

A. Edward Gross, executive vp in charge of sales, merchandising and marketing of American Calmal Corp., Hialeah, Fla., named national sales director of **Thomas Organ Co.**, subsidiary of Pacific Mercury Electronics, Sepulveda, Calif.

James Rayen, vp and account supervisor at Ted Bates & Co., New York, resigns. Mr. Rayen and his family are moving to Tucson, Ariz.

J. A. (Jack) Gottfried, formerly with Netedu Adv., St. Joseph, Mich., joins **W. S. Hill Co.**, Pittsburgh advertising agency, as copywriter and account executive.

Oliver Toigo, executive on P. Lorillard Co. account at Lennen & Newell, New York, elected vp and assistant secretary-treasurer. Mr. Toigo will retain his current account responsibilities.



Mr. Toigo

Robert W. van Camp, manager of new products department of household products division of Colgate-Palmolive Co., New York, named group product manager responsible for Dynamo, Quik-Solve and other new products under development. **F. Beaven Ennis**, product manager on Action heavy-duty chlorine bleach, promoted to group product manager on Action, Soaky and related products.

Edward M. K. Murray, vp of J. Walter Thompson Co., New York, appointed

ed group chairman of Hospital Trustees Div. of 1962 United Hospital Fund of New York.

June Colbert, creative head on Lilt account at Grey Adv., New York, joins **BBDO**, Chicago, as creative supervisor on Alberto-Culver account.

Arthur E. Ericksen, assistant advertising manager of Brown & Williamson Tobacco Co., Louisville, Ky., joins **MacManus, John & Adams**, Bloomfield Hills, Mich., as executive on Standard Oil Co. of Indiana and American Oil Co. accounts. Prior to joining Brown & Williamson, Mr. Ericksen was executive on Lucky Strike account at BBDO in New York.



Mr. Ericksen

John H. Mason, **James F. Shea** and **Julian R. Slon** join headquarters staff of American Assn. of Advertising Agencies in New York. They will assist respectively in areas of membership, statistical data and media-research. They were all formerly associated with magazine work.

Gordon Edwards, executive vp of Kraft Foods Div. of National Dairy Products Corp., and **Paul L. Thoren**, president of Central West Utilities Corp., elected to board of directors of Television-Electronics Fund, Chicago-based mutual fund. They fill vacancies created by death of **Andrew H. Phelps** and resignation of **Edward A. Ravenscroft**.

Robert A. Milford, formerly with McCann-Erickson, Kudner Agency and William Esty Co., joins New York staff of Leo Burnett Co. as tv commercial producer. **James L. Sagebiel**, former associate editor of *Rogue* magazine and onetime news writer at CBS, Chicago, joins Burnett's Chicago staff as copywriter.

James D. Mantice, formerly with Leo Burnett Co., Chicago, joins copy staff of Clinton E. Frank Inc., that city.

Michael Koelker joins creative staff of Universal Adv. Agency, Omaha.

Arthur J. Sasso, account executive at McCann-Erickson, New York, joins Newman Martin Inc., Bloomfield, N. J., advertising agency, as director of marketing. Mr. Sasso will direct account development and serve on plans board.

Arthur B. Dunbar Jr., member of editorial staff of American Aviation Publications, Washington, joins news service of Assn. of American Railroads, that city, effective Oct. 1.

Dr. Rita Senf, former head of research design department of LaFayette Clinic, Detroit, joins Advertising Research Foundation, New York, as research editor. **Thomas Crowl** joins ARF as research associate.

THE MEDIA

Fred Harm, executive vp and general manager of WNMP Evanston, Ill., resigns to become general manager of WAIT Chicago, effective today (Sept. 17). Prior to joining Semrow Broadcasting Co. (WNMP), Mr. Harm was vp of Plough Broadcasting Co. and general manager of its Chicago outlet, WJJD-AM-FM. FCC recently approved \$1 million sale of WAIT by Robert Miller to new Chicago group headed by Maurice Rosenfield (BROADCASTING, Sept. 3). WAIT



Mr. Harm

THIS CONTEST OPEN TO RADIO STATIONS ONLY

WIN ONE MONTH'S FREE PROGRAMMING of the world's most popular all time mystery-drama radio series *absolutely free*.

Finish this famous phrase in 7 words
"The weed of crime bears bitter fruit"

Only one station in each market can win. In case of duplicate correct replies, the earliest postmark, phone call or wire will decide. Judges decision is final in all cases.

We aim to bring mystery-drama programming back to radio. If you are interested in this effort on behalf of your station, please advise and we will provide full details.

Charles Michelson, Inc.
45 West 45th St., New York 36 PL 7-0695

Elected to TvB board

Frank M. Headley, president of H-R Television Inc., New York, elected to board of directors of Television Bureau of Advertising, succeeding **Lewis H. Avery**, president of Avery-Knodel Inc., who resigned. Term on board to be filled by Mr. Headley runs until November 1963. Mr. Headley is past president of Station Representatives Assn., co-founder of National Assn. of Radio Station Representatives and charter member of Radio & Television Executives Society.



Mr. Headley

will continue Good Music format.

Jack I. Moore, general manager of WAYL (FM) Minneapolis-St. Paul, elected president of Contemporary Radio Inc., licensee of station. Other corporate officers elected: **Troy L. Scatarella**, vp; **Bruce B. James**, secretary, and **Lloyd P. Sherman**, treasurer. Mr. Moore will continue as general manager of station.

Thomas R. Bishop, former general sales manager of WSAI-AM-FM Cincinnati, now general manager of KAAV (formerly KTHS) Little Rock, Ark., upon transfer of license from Radio Broadcasting Inc. to KAAV Inc. (Lin Broadcasting Corp.). KAAV staff includes: **Len Carl**, commercial manager; **Marvin Vines**, farm service director; **Mike McCormick**, program director; **John K. Anderson**, managing editor of news and director of public affairs; **George J. Jennings**, chief news editor; **Ron Robbins**, **D. Holiday**, **Sonny Martin** and **Buddy Karr**, music directors.

Randy Archer appointed assistant general manager and sales manager of KVI Seattle. Mr. Archer has been member of KVI staff for past three years and sales manager of station for last 18 months.

Art Simmers, local sales manager of WPTR Albany, N. Y., promoted to general sales manager. Mr. Simmers joined WPTR as account executive last January and was named local sales manager in May.

James T. Aubrey Jr., president of CBS-TV, appointed to board of advisors of Musical Theatre Academy of New York, which specializes in training young actors for musical theatre.

William K. McDaniel, executive vp

of NBC Radio; **Frank Pellegrin**, executive vp of H-R Representatives, and **Arthur Simon**, advertising manager of *Radio-Tv Daily*, appointed to executive board of New York chapter of Broadcast Pioneers.

Thom Robertson, formerly with WEZE Boston, named local sales manager of WMEX, that city.

Richard F. Loveton appointed national sales representative of KNXT (TV) Los Angeles and CBS Television Pacific Network. **Gary Litaker**, for past year with KNXT's film department, named to station's sales research staff.

Ben Wickham, director of national sales of Show Corp. (film and program distributors), appointed manager of stations services of Television Information Office, New York.

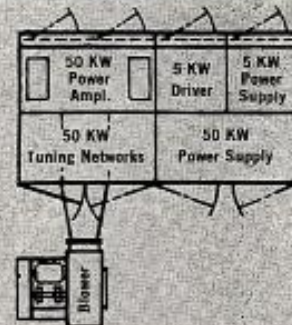


Mr. Wickham

Ben Brady, executive in charge of programming for western division of ABC-TV network, elected vp. Mr. Brady joined ABC-TV in his present position last month (FATES & FORTUNES, Aug. 27).

Earl F. Reilly Jr., station manager of KING-AM-FM Seattle, appointed local

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 4: COMPACTNESS

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

**Continental
Electronics**

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS

Subsidiary of Ling-Temco-Vought, Inc.

sales manager of KING-TV, that city. **William Clark**, vp and general manager of WCUE-AM-FM Akron, Ohio, and former program director of KING-AM-FM, returns to Seattle outlet as manager, replacing Mr. Reilly. **Leon Bullitt**, account executive with KING-TV, transfers to merchandising department of King Broadcasting Co. (owner of KING-AM-FM-TV) as assistant merchandising manager. All moves are effective Oct. 1.



Mr. Prater

Robert Prater, national sales coordinator in charge of sales for franchisers at Muzak Corp., New York, named manager of Philadelphia office of Broadcast Time Sales. BTS has moved Philadelphia office to larger quarters at 706 S. Washington Square. Phone Pennypacker 5-3432.

George Schmidt appointed New York sales manager of Radio-Tv Representatives, replacing **Tom Carroll**, who resigned to join H-R Representatives, New York, as account executive. **Tom O'Brien**, formerly with The Bolling Co., joins rep firm's New York office as sales executive.

Larry Watson, sales manager of WSOQ North Syracuse, resigns to become manager of WSTS Massena, both New York.

Charles Rogers, for past year with Breen & Ward, New York-based station rep firm, joins WTOP-TV Washington as account executive.

Jack Pohle, former account executive with CBS Radio Spot Sales department in Hollywood and since September 1961 in active military service, returns to that department in similar capacity.

Edwin M. Fisher, former eastern radio sales manager of Crosley Broad-



Salute Don Davis on service to broadcasting

Don Davis, retiring as a broadcasting executive (BROADCASTING, Sept. 10), was awarded a silver cup engraved with the words: "In recognition of his 31 years of broadcasting—responsible, creative and fun."

Mr. Davis was president of WHB Kansas City and when Cook Paint & Varnish Co. acquired KMBC-AM-FM-TV in 1953 became its president. When the stations were sold to Metromedia last year he became vice president in charge of Kansas City operations. Present for the ceremony, and shown (l-r) are Henry Goldenberg (foreground), chief engineer, KMBC-AM-TV; Dick Smith (face

half hidden), KMBC station manager; John T. Schilling (at Mr. Smith's left), who with Sam Adair and Mr. Goldenberg built the first WHB in 1921, and who retired in December from his position as general manager, KMBC-AM-TV; Edwin L. Dennis, local sales manager, KMBC-TV; Mr. Davis (holding cup); Edwin Birr, WHB salesman; M. H. Straight, former WHB continuity writer, now advertising manager of Spencer Chemical Co.; Mori Greiner, station manager, KMBC-TV and John Thornberry, former newscaster, now manager of the Kansas City Boys' Club.

casting Corp., appointed account executive of QXR Network, New York. Prior to joining Crosley, Mr. Fisher was vp and national sales manager of *Television* magazine, and earlier, merchandising and sales service manager of *Time* magazine.

George Babick, for three years with sales staff of H. J. Heinz Co., Chicago, joins sales staff of WTMJ-TV Milwaukee. **Paul Steele**, formerly with KTCA-TV (educational) St. Paul, joins WTMJ-TV as producer-director. **James**

Schlosser, member of WTMJ-AM-FM-TV news staff since 1947, elevated to assistant news editor supervising night shift. **Roger Peterson**, recent graduate of U. of Minnesota, joins WTMJ news staff.

Mark S. Ellentuck named business manager of ABC-TV Spot Sales, New York. Mr. Ellentuck was in ABC-TV network program accounting unit where he supervised contractual arrangements between program producers and network.



Mr. Ellentuck

Robert Bell, with Bernard Howard & Co., New York-based rep firm, for past two years, elected vp and general manager of firm's Chicago office.

Jerry Hahn, for past five years assistant manager of KCRS Midland, appointed director of operations of KXOL-FM Fort Worth, both Texas. **Bob Burton**, KXOL's program director since 1959, named operations manager of KTOK Oklahoma City. **J. Fred Perry**, commercial manager of KBWD Brownwood, Tex., transfers to KCRS as assistant manager and local sales manager. **Ken Schulze**, KBWD program director, appointed to station's

First Full Discussion of Problems of Stereo Broadcasters
Engineering Papers To Be Read
FM STEREO BROADCASTING
Chairman, Warren L. Braun—WSVA AM-FM-TV

AES CONVENTION
HOTEL BARBIZON-PLAZA, NEW YORK CITY, OCTOBER 15-19

Studio Equipment—8 papers	Magnetic Recording—7 papers
FM Stereo Broadcasting—14 papers	Disc Recording & Reproduction—14 papers

For Program, write: AES, Box 12, Old Chelsea Sta., N.Y.C. 11

local sales staff. Wendell Mayes Stations are KBWD Brownwood, KNOW Austin, KCRS Midland, KXOL-AM-FM Fort Worth, all Texas; KTOK Oklahoma City; KSNY Snyder (50%) and WACO Waco (50%), both Texas.

Charles (Chili) Jones joins sales staff of WPDQ Jacksonville, Fla.



Mr. Moffat

Howard W. Moffat appointed general manager of Community Antenna Co., Reno, Nev., division of H&B American Corp., succeeding **Jack Sutherland**, who will continue with firm in consulting capacity. Mr. Moffat, who has managed catv systems for seven years, most recently served as manager of H&B's system in Prescott, Ariz.

Ethan A. H. Shepley, educator, lawyer and chairman of board of directors of Washington U., St. Louis, named to board of directors of National Educational Tv & Radio Center, New York. He was Washington U. chancellor from 1954 to 1961.

Ivan Tonicic, assistant manager of Montgomery Ward Co., Akron, Ohio, joins sales staff of WTRF-TV Wheeling, W. Va.

Benjamin F. Williams, for past year announcer and account executive at WEAD College Park, Ga., assumes added duties as chief engineer.

Win Jolly, announcer and producer at WTAQ La Grange, Ill., promoted to program director and production manager.

Buddy Womick, program manager of WESC-AM-FM Greenville, appointed program director of WSPA-AM-FM Spartanburg, both South Carolina.

Bill Sanders, formerly with KTHT Houston, and **Duke Rumore** join staff of WYDE Birmingham, Ala., as program director and d.j., respectively.

Edward J. White and **Donald E. Hardin** appointed account executives of WKRC-TV Cincinnati.

Kay Howe, women's director at KHOW Denver, assumes added duties as assistant to general manager.

Barbara Case promoted to national sales department of KTTV (TV) Los Angeles. Before joining station eight months ago, Miss Case was sales service manager of WABC-TV New York.

Harold E. (Hal) Starr, former program director of KGW Portland, Ore., joins KBTR Denver, in similar capacity.

John J. Corrigan, for past three years farm director of WWVA-AM-FM

Wheeling, W. Va., and host of station's *1170 Club*, promoted to program director. **Lee Sutton**, WWVA announcer, appointed farm director, replacing Mr. Corrigan who joined station in June 1958 as announcer.

Clyde White, former program director of WTAY Robinson, joins WIZZ Streator, both Illinois, in similar capacity. **Jim Gill**, recent graduate of U. of Illinois who worked part-time at WDAN Danville, to WIZZ as news director.

Karl Friedline, production manager of WFBG-TV Altoona, Pa., appointed program director of WNBK-AM-FM-TV Binghamton, N. Y. Mr. Friedline is succeeded by WFBG-TV producer-director, **Colson Jones**. **Joseph Houston**, art director of WFBG-AM-FM-TV, promoted to position of producer-director, replacing Mr. Jones. Both stations are owned by Triangle Broadcasting Co.



Mr. Houston

Bruce Houston, formerly with Chicago office of Gill-Perna Inc., joins New York sales staff of Robert E. Eastman & Co. Before joining Gill-Perna, Mr. Houston was broadcast buyer at Arthur Meyerhoff Assoc.

Jack L. Williams, assistant program manager of WBZ-AM-FM Boston, appointed program manager of KDKA-AM-FM Pittsburgh, replacing **Dominic Quinn**, who recently was named program manager of WINS New York. Three stations are owned by Westinghouse Broadcasting Co.

Gerald P. Sadlier and **Arthur J. Singer** join staff of WEDH (TV) (etv ch. 24) Hartford, Conn., as producer-directors. Mr. Sadlier had been with WYES-TV (etv ch. 8) New Orleans, La., as production manager and producer-director. Mr. Singer has worked with KGBH-TV (etv ch. 2) and WBZ-TV, both Boston, Mass.

Wayne Henry, formerly with KALL Salt Lake City, joins KBOI-AM-FM-TV Boise, Idaho, as director-announcer.

Stan Ross, formerly with Wade Adv. and Fuller & Smith & Ross, joins western division of ABC-TV network as producer of on-the-air promotion spots.

Gerald Gehl, cameraman; **Warren Hoppel**, **Thomas Wagner** and **Donald Kemp**, engineers; **K. Charles Jameson**, producer-director, and **William Bouse**, film supervisor, join staff of WMSB (TV) Onondaga, Mich. Mr. Gehl was formerly with WJRT (TV) Flint; Messrs. Hoppel, Jameson and Bouse were with U. of Michigan Tv Center in

Ann Arbor; Mr. Wagner was with engineering staff of WATT Cadillac, and Mr. Kemp was chief engineer of WSWM (FM) East Lansing.

Clint Morehouse, former announcer-director at WICU-AM-TV Erie, Pa., joins WSEE (TV), that city, as production director.



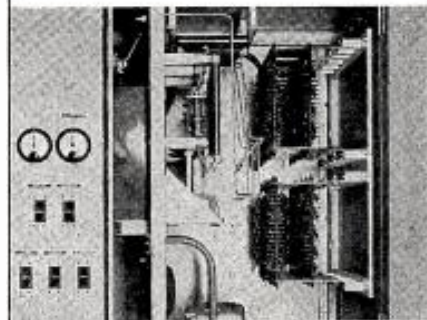
Mr. Fishburn

Junius Fishburn, midwestern tv manager of Metropolitan Broadcasting since 1957, joins New York sales staff of ABC-TV Spot Sales. Before joining Metropolitan, Mr. Fishburn was with Chicago office of Edward Petry Co. for eight years.

Richard Sutliff, staff reporter with *Terre Haute* (Ind.) *Star*, joins WTHI-AM-FM, that city, as news director. **Shelton Fisher**, WTHI-FM operations director, assumes added duties of publicity director of WTHI-AM-FM. **Darl Wible**, member of WTHI news staff, appointed chief sportscaster, host of *Tv Sportsman's Club*, and radio-tv editorial writer. **Ronald Hardman**, news reporter, resigns to accept assignment as reporter with *Terre Haute Star*.

Kenneth S. Armstrong, news director of WJW-TV Cleveland, appointed

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 5: SILICON RECTIFIERS

are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help.

Write for details today.

*Continental
Electronics*

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS
Subsidiary of Ling-Temco-Vought, Inc.

director of news and public affairs, replacing **Robert E. Huber**, who was recently promoted to program manager of Cleveland tv outlet. Mr. Armstrong joined WJW in 1950.

Raymond C. Laws, former assistant news director of WHAM and WROC-TV, both Rochester, N. Y., and since November 1961 reporter for Rochester *Democrat and Chronicle*, appointed news director of WOKR (TV), interim operation, that city. **Rita Smith** joins WOKR as hostess of station's *Romper Room* program.

Allen Powers, WSJS-AM-FM Winston-Salem, N. C., and **Jack Fox**, WROZ Evansville, Ind., join staff of WAIR-AM-FM Winston-Salem as news director and air personality, respectively.

Edgar E. Backus, formerly with WKLZ Kalamazoo, joins news staff of WJRT (TV) Flint, both Michigan.

Charles Ryan, former news director of WAJR-AM-FM Morgantown, appointed news editor of WSAZ-TV Charleston, both West Virginia.

Tom Taube, former news director of WSJM St. Joseph, Mich., joins news staff of WSBT-AM-TV South Bend, Ind.

Bob Hahn, former announcer with KRON-TV San Francisco, joins news staff of KCPX-TV Salt Lake City.

Joe Parenzan and **Robert Sinn**, both recently released from military service, join KNX-AM-FM Los Angeles as research and merchandising coordinator and director of transcription-record library, respectively.

Bill Dorais joins KCBS-AM-FM San Francisco as editorial assistant to Jules Dundes, general manager of station and vp of CBS Radio.

Reuben Webster and **Martin Morris** appointed commercial coordinator and nighttime operations supervisor, respectively, of WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Jack Naimo and **Jon Norman** join KGLA (FM) Los Angeles as air personalities.

Thomas N. Mourning named assistant to Dan Martin, director of creative services of KSDO San Diego.

Barbara Bellino, secretary with KTLA (TV) Los Angeles, signed to long-term contract as hostess of station's *Romper Room* show.

Gary Owens, d.j. at KFWB Los Angeles, joins KMPC, that city, effective Oct. 1, in similar capacity. He replaces **Jerry Dexter**, who leaves station later this month.

Michael Hauptman, former director of advertising and promotion of WABC-

Guest of honor

Dr. Preston Bradley, pastor of People's Church of Chicago for 50 years and claimant to country's oldest continuous broadcast on American radio—38 years, is to be honored Friday evening (Sept. 21) by state and city officials at dinner celebration with estimated 5,000 guests at McCormick Place. Dr. Bradley's broadcasts currently are carried by local stations WCFL, WFMF (FM), WGN and WLS. Dinner will be video taped for hour-long delayed special by WGN-TV and half-hour show on WGN radio.



Dr. Bradley

AM-FM New York, appointed promotion manager of WINS, that city. **Pete Myers** and **Dick Clayton** join WINS in late September as air personalities. Mr. Myers is currently with WNEW New York, and Mr. Clayton is with WIL St. Louis.

Bill Hudson named director of promotion and production of WKDA Nashville, Tenn. **Eddie Kilroy**, formerly with KILT Houston, Tex., joins WKDA as morning personality.

Dale Eichor, former announcer-engineer at KDSN Denison, Iowa, and recently in military service, joins announcing staff of KMA Shenandoah, Iowa.

Jackie van Wagoner, formerly with KCPX-AM-FM-TV Salt Lake City, joins KGO-AM-FM San Francisco as promotion assistant to Ron Wren, manager of advertising and promotion.

PROGRAMMING



Mr. Young

John E. (Jack) Young, southern division manager of UPI Newspictures, named UPI southern division representative for Georgia and South Carolina. **Fred W. (Bill) Lyon Jr.**, UPI Atlanta Newspictures bureau manager since 1958, appointed southern division Newspictures manager, succeeding Mr. Young. **Gary Haynes**, Newspictures bureau manager in Philadelphia, replaces Mr. Lyon as Atlanta bureau manager. Mr. Young joined Acme Newspictures, forerunner of UPI Newspictures in 1948. He was appointed to his present post in 1952.

Jerry K. Levine appointed advertising manager of Paramount Pictures Corp. Previously, Mr. Levine served for three years as eastern advertising manager of Columbia Pictures, assistant to advertising manager of Paramount, and as account executive with Donohue & Coe, New York.

Alan Silverbach, director of international sales of Twentieth Century-Fox Television, New York, appointed director of both international and domestic syndication sales, effective Oct. 1. He replaces **Howard Anderson** as domestic sales manager. Mr. Anderson is leaving company to accept three-year administrative assignment in missionary system of Church of Jesus Christ of Latter Day Saints (Mormon) in Los Angeles. **William L. Clark**, western division manager, is transferring to New York as eastern division manager.



Mr. Silverbach

Leonard E. Hammer, former eastern division sales manager of National Telefilm Assoc., named director of station representative sales of Seven Arts Assoc., New York. Mr. Hammer fills post formerly held by **Kirk Torney**, deceased.

Van Alexander, **Dave Cavanaugh** and **Mack David** elected to two-year terms as national trustees of National Academy of Recording Arts & Sciences.

Stanley Shpetner, with Columbia Pictures for past four years, signed by Screen Gems to produce pilot of *The Commandos*, full-hour tv series dealing with American and British commando activities during World War II. Series is scheduled for 1963-64 season.

Walter Grauman signed to multiple directing contract by Desilu Productions to direct spin-offs from current Desilu series.

Roger Englander signed for sixth year as producer-director of four CBS-TV *Young Peoples Concerts*, tentatively scheduled for Oct. 14, Nov. 3, Jan. 12, and Feb. 9.

INTERNATIONAL

Ruby Renaut appointed manager of Toronto office of newly formed Academy Tv Film Productions of Canada.

William H. Hawkins, general manager of CFOS Owen Sound, Ont., has been loaned by station to Bureau of Broadcast Measurement, industry cooperative audience measurement service, as temporary general manager while BBM executives look for new manager. Mr. Hawkins has been BBM director for

Gold medal winner

Pierre Mertz, engineering consultant for broadband transmission problems, has been awarded the David Sarnoff Gold Medal for 1962, an annual presentation of the Society of Motion Picture & Television Engineers. Mr. Mertz will receive the medal during the society's semi-annual convention at the Hotel Drake in Chicago, Oct. 23.

Among Mr. Mertz's contributions to broadcasting are the development of a mathematical theory of scanning in tv and studies of the effects of noise and echoes on quality of television pictures.

Mr. Mertz began his career with American Telephone & Telegraph Co. in 1918. He joined Bell Telephone Labs in 1934 and stayed until 1958. Since 1958, Mr. Mertz has been a private consultant. He is a fellow member of the Institute of Radio Engineers as well as of SMPTE.

past seven years as well as director of Canadian Assn. of Broadcasters. He will spend part of each week at BBM office in Toronto, and remainder of week at CFOS.

Francis R. Kirton, musical director of CJAD Montreal, named program director of CJFM-FM, that city. **Tony Bennett** appointed CJFM's sales manager.

Ken Soble, president and general manager of CHCH-TV Hamilton, Ont., and owner of CHMI, that city, presented with Human Relations Award for 1962 by Canadian Council of Christians and Jews at Royal York Hotel, Toronto, on Sept. 7. Award was presented to Mr. Soble for his leading role in sports, cultural activities, welfare and synagogue work in Hamilton.

Doug MacKinnon, formerly with Young & Rubicam Ltd., Toronto, to

sales service department of CTV Television Network, that city.

Gordon Jones appointed commercial manager of CHCA-TV Red Deer, Alta.

Barry Cramer and **Gordon Grant** join CHAN-TV Vancouver, B.C., as merchandising manager and commercial coordinator, respectively.

EQUIPMENT & ENGINEERING

Phillip L. Gundy, vp and assistant to president of Ampex Corp., Redwood City, Calif., resigns to join Technical Systems Inc. (investing firm specializing in electronic and other technically oriented companies), Los Angeles, as executive vp and director. Mr. Gundy had been with Ampex for nine years.

Norman I. Midgley elected vp and general manager of Brown-Ing Laboratories Inc., manufacturer of fm multiplex equipment, Laconia, N. H. Mr. Midgley, who recently resigned from similar duties with Kinsman Mfg. Co. in Laconia (electronic home organs), was previously with Price Waterhouse & Co. and Merrill, Lynch, Pierce, Fenner & Smith in Boston.



Mr. Midgley

Esterly C. Page, veteran broadcast engineer and recently chairman of Page Communications Engineers, Washington, appointed director of technical support for National Military Command System, reporting directly to Dr. Harold Brown, research and engineering chief of Dept. of Defense. Mr. Page formed Page Communications Engineers (now subsidiary of Northrop Corp.) after World War II.

Hugh P. Moore, president of Technical Systems Inc., Los Angeles technical investment firm, and **Dr. Lester C. Van Atta**, director of Hughes Aircraft Research Laboratories, Malibu, Calif., elected to four-year terms on board of directors of Western Electronic Show & Convention (WESCON). They succeed retiring members **Bruce S. Angwin** of General Electric Co., Los Angeles, and **Donald C. Duncan** of Duncan Electronics, Costa Mesa, Calif.

James H. Fessler joins National Transistor, division of National Computer Products, Lawrence, Mass., as west coast field sales engineer.

Norman J. O'Malley, senior patent counsel with patent responsibilities for several divisions of Sylvania Electric Products, New York, named general patent counsel with over-all responsibility for Sylvania's patent activities, including license negotiations.

Verner L. Howell Sr. appointed mid-west regional sales manager of Oak

Manufacturing Co. (electro-mechanical components), Crystal Lake, Ill. Mr. Howell joins Oak after 18 years of sales and sales management experience with Stancor Electronics, Chicago.

DEATHS

Anthony V. B. Geoghegan, 65, executive vp of Young & Rubicam, New York, and often referred to as "dean of media men," died Sept. 12 at Nassau Hospital on Long Island. Mr. Geoghegan, who had been ill recently, joined Y&R in 1924 as head of media department.

John C. Morse, 65, senior vp of Honig-Cooper & Harrington, Los Angeles, died Sept. 6. Mr. Morse, who was president of Dan B. Miner Co. prior to its merger with Honig-Cooper four years ago, was past president of Advertising Club of Los Angeles and past chairman of Los Angeles chapter of American Association of Advertising Agencies.

Frank W. Yeagley, project engineer on multi-megawatt BMEWS (Ballistic Missile Early Warning System) radar transmitter and 1-megawatt commercial broadcast radio transmitter for Continental Electronics Manufacturing Co., subsidiary of Ling-Temco-Vought, died Sept. 5 in Dallas, Tex. Mr. Yeagley joined Continental in 1956.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1—PERFORMANCE
comparable to FM

PART 2—DRIVER STAGE
power increase capabilities from 5 kw to 10 kw to 50 kw

PART 3—AMPLIFIER Weldon Grounded Grid Circuit (Pat.)

PART 4—COMPACT DESIGN
requires just 72 square feet

PART 5—SILICON RECTIFIERS
used throughout the 317B

**Continental
Electronics**

MANUFACTURING COMPANY
BOX 17040 • DALLAS 17, TEXAS

LTW Subsidiary of Ling-Temco-Vought, Inc.



**MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS**

In the Radio-TV Publishing Field
only BROADCASTING qualifies
for membership in Audit Bureau
of Circulations and Associated
Business Publications

REDS USING MORE CLANDESTINE RADIO

USIA reports mounting Communist propaganda offensive

Communist countries are continuing to step up their radio broadcasts to the free world, with an increasing emphasis on clandestine operations, the U. S. Information Agency reported last week.

The agency said total Red bloc broadcasts reached 3,680 hours weekly on June 30, an increase of 219 hours in six months. Included in these broadcasts was the output of three covert stations put on the air since January to attack the governments of Portugal, South Vietnam and Thailand, the USIA said.

These stations, which conceal their true location and ownership, boosted the total of clandestine Communist broadcasts to 323 hours weekly on June 30, compared with 244 hours on Dec. 31. This is a six-month increase of 30% and represents a tripling of such broadcasts in the past five years, according to USIA.

Against this mounting Communist propaganda offensive, the USIA's Voice

of America was broadcasting by short-wave a total of 740 hours and 15 minutes on June 30, an increase since Dec. 31 of about 20 hours. Not included in the USIA report, however, were the foreign broadcasts by the BBC and other Western countries.

New film firm to do 23 programs for ATV

Several top documentary and current affairs reporters in England are leaving BBC-TV to form their own outfit, Tv Reporters International. This new company already has signed a contract with Associated TeleVision Ltd., one of Britain's major tv companies, to produce 19 half-hour and four one-hour filmed programs beginning in March 1963. Contract has been estimated to be worth \$364,000.

Three members of BBC-TV's *Panorama* program, Robert Kee, Ludovic Kennedy and James Mossman will leave BBC when their contracts expire. They are already listed as shareholders of the new company, along with Lord Francis-Williams and Malcolm Muggeridge.

The company reportedly is also negotiating with Canadian tv and newspaper magnate Roy Thomson.

All the films made for ATV will be distributed in the U. S. A., Canada, and Latin America by Independent Television Corp., ATV's wholly owned subsidiary.

Trans-Canada Telemeter to install more pay tv

Trans-Canada Telemeter, Toronto, is expanding its pay-tv services in the western Toronto suburban area. The semi-annual report of the parent com-

pany, Famous Players Canadian Corp. Ltd., Toronto, on Sept. 7 stated that it is considering additional installations in other Toronto and Canadian areas. Trans-Canada Telemeter operated in the Etobicoke suburban area of Toronto since February 1960. For the past year it had close to 6,000 subscribers, and recently announced plans for an annual assessment in addition to fees for watching its shows. The pay-tv service competes with viewing of three U. S. border stations, two Toronto and one Hamilton tv station.

Made-in-Canada sets up in half-year sales

Sales of made-in-Canada radio sets in the first half of this year totaled 287,487, compared with 258,148 for that period last year. Sales were up in automobile and home sets and radio-phonograph combinations, and were down on portable sets.

Sales of made-in-Canada tv sets were also up, to 172,879 in the January-June period as against 137,565 units last year, the Dominion Bureau of Statistics, Ottawa, reports.

Included in the report is data on imported radio and tv sets for the first two months of this year, accounting for 87,016 radio sets mostly transistor type, and 5,442 tv sets.

Abroad in brief...

More ratings data ■ Elliott Haynes Ltd., Toronto, Ont., market research firm is augmenting its national television audience measurement service in 21 urban markets with addition of coincidental telephone surveys in 14 rural markets. Total number of calls will be increased by 610 calls in small towns and farm homes, to a total of 1,750 calls across Canada.

Fellowships given ■ Foster Adv. Ltd., Toronto, has announced the gift of three annual graduate fellowships in marketing. The fellowships are worth \$1,000 each against tuition fees and living expenses of a student specializing in marketing, during the second year of a two-year postgraduate course in the school of business. Students attending U. of Toronto, Queen's U. at Kingston, Ont., and Western Ontario U. at London, Ont., are eligible. The awards will be made by university authorities.

B&B subsidiary ■ General Public Relations Ltd., London, has been formed as a wholly-owned public relations subsidiary of Benton & Bowles Inc., New York. Gale D. Benn, a vice president of B&B's general public relations, New York, has been appointed managing director of the London subsidiary, ac-

Turnabout

CHCH-TV Hamilton, Ont., is starting a series to comment and criticize newspapers in the way that print media have handled radio and television programming. Ken Soble, president of CHCH-TV and CHML Hamilton, told broadcasting and advertising executives at the Canadian National Exhibition at Toronto, that he felt it was high time broadcasters returned the compliment of the press which, he admitted, has kept broadcasters on their toes in the field of programming.

For Convenient,
Low-Cost Remote Control

SPECIFY **rust** SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make _____ Model No. _____

Name _____ Title _____

Station _____

Address _____

City _____ State _____



**GENERAL ELECTRONIC
LABORATORIES, INC.**

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.



C-108-0C



C-108-1C

The sun never sets on BBC-TV Enterprises' programs

BBC-TV Enterprises, the foreign sales arm of the British Broadcasting Corp., is showing itself to be the leader in the efforts of foreign film producers and distributors to break into lucrative U. S. television markets.

An arm twisting pressure—"we buy yours; you should buy ours"—has been building and causing concern among domestic producers (BROADCASTING, March 26).

BBC-TV Enterprises has placed more than 3,900 programs in 86 countries in a virtual "global selling binge" since its founding in April 1960.

Aggressive Salesman ■ Pushing hard into the U. S. itself, BBC-TV sales here have tripled in the firm's 1961-62 fiscal year. BBC Director-General Hugh Carleton Greene told a Hollywood audience in April he foresaw an increasing demand by U. S. tv networks for BBC-produced programs.

Heading up the British sales unit is Ronald Waldman, 48, an honor graduate from Oxford who entered show business in 1935 on \$7 a week. Under his direction, BBC-TV Enterprises operates on four levels: promoting the sale of its programs in the world market; buying programs from other countries for use on BBC-TV; arranging co-productions with foreign producers; and conducting other BBC-TV business with British and foreign television companies.

Mr. Waldman's unit is a self-contained organization, paying for its own staff, services, material and equipment. It has no shareholders and pays no dividends; profits revert to BBC-TV for use in meeting increasing production costs of its own programs.

Quick Profit Maker ■ When founded it was given a big chunk of cash by the BBC which expected the new unit to show a loss the first year, break even the second, and to make money in the third. BBC-TV Enterprises was making a profit after the first few months.

Among BBC-TV programs sold in the U. S. are such armchair tourist material as films of the Grand National race, the Cup Final (the "world series" of British soccer) and the Oxford-Cambridge boat race.

National Educational Television & Radio Center, New York, is a good U. S. customer, having purchased seven and a half hours of *Adventures of Tom Sawyer*, a children's serial, and six half-hours of *Zoo Quest for a Dragon*, filmed in Madagascar. But sales to the U. S. are relatively small and resistance is high.

Says Guy Carr of the sales section, "At present the U. S. A. is not fully aware of the potential value of BBC-TV programs. As one of the leading nations it can't afford to look only at its own tv programs."

The Conservative Viewer ■ One sales problem cited was "the enormous built-in conservatism of the American viewer." Mr. Carr believes that long term prospects "are promising but there is nothing startling in the near future."

New Zealand and Australia are presently the BBC-TV's best customers. Both are markets where U. S. companies compete with the British.

Programs are sold on an individual basis. Highest prices are asked of U. S. customers; lowest are offered new stations in underdeveloped countries in Africa and Asia. The British pay about \$2,500 top price for U. S. productions, but ask a going U. S. rate of from \$35,000 to \$45,000 for their films.

Gordon Smith, purchasing manager of BBC-TV Enterprises explains, "Our policy is to find the best from the world markets—especially material which we can't produce ourselves and which we believe our audiences would like to see." BBC-TV policy is to fill 85% of screen time with its own programs. Most of the remaining 15% is programmed with American material.

U. S. Tv Excellent ■ It's not only due to language similarity, stresses

Mr. Smith; it's because America supplies excellent material, particularly in two types of program. One is the western. "O non-American western is a contradiction in terms," he said. The other is the high class comedy show with international stars such as Jack Benny, Burns and Allen, Phil Silvers and Bob Hope.

BBC-TV also buys U. S. adventure thrillers. "Americans, with their vast technical expertise, are exceptionally good at these," Mr. Smith said. "The best of American tv is the best by any standards," he added.

Occasionally the British buy public affairs material from the U. S. These buys have included shows from NBC-TV's *Project 20* and *White Paper* series and CBS-TV's *Twentieth Century* and *CBS Reports*.

Another source of BBC-TV material is such a series as *The Third Man*, a co-production of BBC-TV and National Telefilm Assoc. Inc., New York. The British unit also makes special films aimed directly at foreign markets either on speculation or on customer's order. The organization plans to expand its special film production with commentaries in European languages, part of a campaign to penetrate the non-English speaking markets. The company draws upon the BBC's many linguists who work on overseas radio programming for these non-English soundtracks.

Rights Review ■ Only U. K. tv rights are purchased on American programs. Merchandising rights are not bought but as these could be a source of additional revenue, the question of these is "under review."

Other foreign material bought for BBC-TV is mainly documentary or cartoon films, which can be dubbed easily with an English commentary, and Canadian short films.

But Telstar may dramatically change the pattern of sales and exchange between BBC-TV and American networks. It has certainly brought in a new era of Trans-Atlantic tv.

cording to Harry Carlson, president of GPR.

Color tv for Germans ■ The introduction of color television to West Germany and West Berlin will be coordinated by the Color Television Committee, set up by the regional broadcasting

organizations there, the West German receiver equipment industry and the Bundespost (Federal Post Office). The first private color transmission tests are expected within the next few weeks.

Features sold in Australia ■ RKO Radio Pictures, a division of RKO General

Inc., has sold a group of its *Million Dollar Movie* features to Television Corp. Ltd. of Australia and its associated television stations. Negotiations were conducted in New York by Harry Gittleson of RKO and Charles Michelson, acting on behalf of the Australian company.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 5 through Sept. 12 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, *—educational, Ann.—Announced.

New tv stations

ACTIONS BY FCC

Oil City, Pa.—Great Lakes Tv Co. Granted cp for new uhf tv station to operate on ch. 64 (as satellite of WSEE-TV Erie); ERP 14.6 kw vis., 7.9 kw aur. Ant. height above average terrain 580 ft. Grant is subject to final action in Doc. 14364 which looks towards substituting ch. 64 for ch. 39 in that city. Station is owned by Great Lakes Tv Co., licensee of WSEE Erie. Comr. Bartley dissented and issued statement. Action Sept. 12.

APPLICATIONS

Melbourne & Eau Gallie, Fla.—Mel-Eau Bestg. Corp. Uhf ch. 37 (608-614 mc); ERP 407.85 kw vis., 220.24 kw aur. Ant. height above average terrain 1006 ft., above ground 1045 ft. Estimated construction cost \$95,000; first year operating cost \$296,000; revenue \$382,000. P.O. address Box 1318, Eau Gallie, Fla. Studio and trans. location 2 miles east of Eau Gallie. Geographic coordinates 28° 08' 31" N. Lat., 80° 36' 28" W. Long. Type trans. RCA TTU-25B; type ant. RCA TFU-25G. Legal counsel Fuller Warren, Miami, consulting engineer not retained. Principals: Charles E. Varner and Wallis R. Kinney (each 50%). Messrs. Varner and Kinney each own 50% of WMEG Eau Gallie, and WDCF Dade City, both Florida. Ann. Sept. 11.

Chicago, Illinois—Kaiser Industries Corp. (Bestg. Division) Uhf ch. 38 (614-620 mc); ERP 200 kw vis., 100 kw aur. Ant. height above average terrain 928 ft., above ground 965 ft. Estimated construction cost \$1,252,250; first year operating cost \$750,000;

revenue \$700,000. P.O. address 300 Lakeside Dr., Oakland 12, Calif. Studio and trans. location Chicago. Geographic coordinates 41° 53' 18" N. Lat., 86° 37' 45" W. Long. Type trans. RCA TTU-12A; type ant. RCA

TFU-25G. Legal counsel Wilmer, Cutler & Pickering, Washington, D. C., consulting engineer Janskey & Bailey, same city. Principals: ownership is by Kaiser Industries. Other Kaiser stations are: KHVH-TV Honolulu, and KHJK-TV Hilo, both Hawaii. Kaiser is applicant for new tv stations in Detroit on ch. 50, Corona-Los Angeles on ch. 52, Burlington, N. J., on ch. 41, San Francisco on ch. 44. Ann. Sept. 7.

Burlington, N. J.—Kaiser Industries Corp. (Bestg. Division) Uhf ch. 41 (632-638 mc); ERP 170 kw vis., 85 kw aur. Ant. height above average terrain 1,093 ft., above ground 1,052 ft. Estimated construction cost \$1,837,610; first year operating cost \$650,000; revenue \$600,000. P.O. address 300 Lakeside Dr., Oakland 12, Calif. Studio location Burlington; trans. location Philadelphia. Geographic coordinates 40° 02' 39" N. Lat., 75° 14' 31" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-25G. Legal counsel Wilmer, Cutler & Pickering, Washington, D. C., consulting engineer Janskey & Bailey, same city. Principals: ownership is by Kaiser Industries. Other Kaiser stations are: KHVH-TV Honolulu, and KHJK-TV Hilo, both Hawaii. Kaiser is applicant for new tv stations in Detroit on ch. 50, Corona-Los Angeles on ch. 52, in Chicago on ch. 38, and San Francisco on ch. 44. Ann. Sept. 7.

Detroit, Mich.—Kaiser Industries Corp. (Bestg. Division) Uhf ch. 50 (686-692 mc); ERP 225 kw vis., 112.5 kw aur. Ant. height above average terrain 441 ft.; above ground 448 ft. Estimated construction cost \$1,225,643; first year operating cost \$800,000; revenue \$750,000. P.O. address 300 Lakeside Dr., Oakland 12, Calif. Studio and trans. location Detroit. Geographic coordinates 42° 23' 41" N. Lat., 83° 08' 58" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-25G. Legal counsel Wilmer, Cutler & Pickering, Washington, D. C., consulting engineer Janskey & Bailey, same city. Principals: ownership is by Kaiser Industries. Other Kaiser stations are: KHVH-TV Honolulu, and KHJK-TV Hilo, both Hawaii. Kaiser is applicant for new tv stations in Chicago on ch. 38, Corona-Los Angeles on ch. 52, in Burlington, N. J., on ch. 41, and San Francisco on ch. 44. Ann. Sept. 7.

Lima, Ohio—Citizen Communications Co. Uhf ch. 73 (824-830 mc); ERP 234.6 kw vis., 120 kw aur. Ant. height above average terrain 262.39 ft., above ground 296 ft. Estimated construction cost \$287,772; first year operating cost \$204,400; revenue \$230,350. P.O. address 711 W. Vine St. Lima. Studio and trans. location Lima. Geographic coordinates 40° 43' 12" N. Lat., 84° 05' 03" W. Long. Type trans. GE TT-25-A; type ant. GE TY-25-H. Legal counsel Robert F.

Jones, Washington, D. C., consulting engineer George P. Adair, same city. Principals: Sam Kamin and James A. Howenstine (each 49.75%), Milton Kamin and Catherine B. Howenstine (each .25%). Messrs. Kamin and Howenstine are applicants for new am in Lima. Ann. Sept. 12.

NEW TRANSLATORS

Cascade Engineering Co. Lakeport, Calif.—Waived Sec. 4.702(c)(4) of rules and granted applications for cps for two new uhf tv translator stations on ch. 77 to translate programs of KRON-TV (ch. 4), San Francisco, and on ch. 83 to translate programs of KCRA-TV (ch. 3), Sacramento; condition. Action Sept. 5.

Existing tv stations

ACTIONS BY FCC

■ Granted renewal of licenses of stations KDIX-TV Dickinson, N. D., and KXGN-TV Glendive, Mont.; each grant conditioned that trans. type-acceptance does not extend to include transmission of color tv and color operation with this equipment would be in violation of commission rules. Action Sept. 5.

CALL LETTERS ASSIGNED

WIIM-TV Grand Rapids, Mich.—Ch. 13 Grand Rapids Inc.
KNOP (TV) North Platte, Neb.—North Platte Tv Inc.; changed from KNOP-TV.
WOKR (TV) Rochester, N. Y.—Ch. 13 of Rochester Inc.; changed from WRTM-TV.

New am station

ACTION BY FCC

By Broadcast Bureau

Spokane, Wash., Moore Bestg.—Granted cp for new am station to operate on 550 kc, 500 w DA-D; conditions. P.O. address 904 Balfour Bldg., San Francisco. Estimated construction cost \$73,350, first year operating cost \$90,000; revenue \$100,000. Principals are Gladys G. and Joseph A. Moore Jr. (joint tenants). Mr. Moore is in shipbuilding and securities. Mrs. Moore is his wife. Action Sept. 7.

Existing am stations

ACTIONS BY FCC

■ Commission granted Gordon County Bestg Co. renewal of license for WCGA Calhoun, Ga., for period terminating Sept. 1, 1963, and sent licensee letter which said: "Commission records indicate that since 1956 your station has been operated at more than 10% below its authorized power in violation of Sec. 3.57(a) of commission's rules. On numerous occasions you have been requested to file necessary applications and take appropriate measures to resolve this matter. Our records further indicate that you have consistently ignored or tardily acknowledged all of commission's letters in this regard. This attitude on your part with respect to filing of required information is further illustrated by your consistent failure to file required annual financial reports (Form No. 324) within time period required by Sec. 1.341 of commission's rules. Action Sept. 12.

■ By memorandum opinion & order, commission granted application of McDowell County Bestg. Co. for mod. of license of WOVE Welch, W. Va., to change operation from unl. to SH with its present facilities 1340 kc, 250 w-N, 1 kw-LS. Action Sept. 12.

WIFE (FM) Amherst, N. Y.—Granted mod. of license to change station identification and main studio to Buffalo without change in trans. location. Action Sept. 12.

WMIT (FM) Clingman's Peak, N. C.—Granted mod. of license to change station location to Black Mountain and waived Sec. 3.205(a) of rules to permit use of main studio of its WFGW located outside city limits of Black Mountain. Action Sept. 12.

WBIL Leesburg, Fla.—Granted increased power on 1410 kc, D, from 1 kw to 5 kw;

EDWIN TORNBURG

& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531



conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 12.

CALL LETTERS ASSIGNED

KAAY Little Rock, Ark.—KAAY Inc.; changed from KTHS.
WGNP Indian Rocks Beach, Fla.—World Christian Radio Foundation Inc.; changed from WJBI.
WSEM Donaldsonville, Ga.—Radio Donaldsonville.
WYNR Chicago, Ill.—The McLendon Corp.; changed from WGES.
KTDL Farmerville, La.—Union Bcstg. Inc.
KREB Shreveport, La.—KREB Inc.; changed from KOKA.
KOKA Shreveport, La.—McLendon Shreveport Bcstg. Inc.; changed from KREB.
WMWA Madawaska, Me.—St. Croix Bcstg. Co.
WYNZ Ypsilanti, Mich.—Community Service Bcstrs. Inc.
WVAJ Sauk Rapids, Minn.—Hri-County Bcstg. Co.
KNOP North Platte, Neb.—North Platte Tv Inc.
WIZS Henderson, N. C.—Radio Corp.; changed from WHVH.
WMBT Shenandoah, Pa.—Schuykill Trans-Audio Inc.
WSTH Nashville, Tenn.—Second Thursday Corp.

APPLICATION

WIZE Springfield, Ohio—Mod. of cp (which authorized change in ant.-trans. location, changes in ant. system and remote control operation.) to increase daytime power to 1 kw from 250 w and install new trans. Ann. Sept. 12.

New fm stations

ACTION BY FCC By Broadcast Bureau

WMIE Inc., Miami, Fla.—Granted cp for new class C fm station to operate on 99.1 mc; ERP 18 kw; ant. height 175 ft. Action Sept. 6.

Montgomery, Ala.—Broadcast Service of Montgomery Inc. Granted cp for new class C fm station to operate on 101.9 mc, 32 kw remote control permitted. Ant. height above average terrain 145 ft. P.O. address Box 1008, Hattiesburg. Estimated construction cost \$18,500; first year operating cost \$20,000; revenue \$40,000. Principals are Charles W. Holt (70%), Robert N. Robinson (20%) and Connie I. Holt (10%). They also own WHSY Hattiesburg, Miss. Mr. Charles Holt also has interest in WHNY McComb, Miss. Action Sept. 7.

APPLICATIONS

Bowling Green, Ky.—Bowling Green Bcstrs. Inc. 101.1 mc, ch. 266, 8.6 kw. Ant. height above average terrain 197 ft. P.O. address Box 1050, Roanoke, Va. No construction cost as applicant will use previous fm operation, and operating cost and revenue figured with am operation. Principals: Cy N. Bahakel, sole owner. Mr. Bahakel owns directly or indirectly, WLBj Bowling Green, WWOd-AM-FM Lynchburg, WRIS Roanoke, both Virginia; WABG-AM-TV Greenwood, WKOZ Kosciusko, both Mississippi, WKIN Kingsport, Tenn., and KXEL Waterloo, Iowa. Ann. Sept. 10.

Reno, Nevada—U. of Nevada. 88.1 mc, ch. 201, 10 w. Ant. height above average terrain 80 ft. P.O. address Reno. Estimated construction cost \$11,600; first year operating cost \$5,000. Principal: Dr. Charles J. Armstrong, president of university. Ann. Sept. 1.

*Potsdam, N. Y.—Thomas S. Clarkson Memorial College of Technology. 88.1 mc, ch. 201, 10 w. Ant. height above average terrain 55 ft. P.O. address Potsdam. Estimated construction cost \$2,580; first year operating cost \$1,125. Principals are college trustees. Ann. Sept. 12.

Cincinnati, Ohio—Edward D. Skotch. 98.5 mc, ch. 253, 30.9 kw. Ant. height above average terrain 285 ft. P.O. address 735 Cedar Crest Lane, Cincinnati 30. Estimated construction cost \$23,603; first year operating cost \$36,000; revenue \$45,000. Mr. Skotch is sole owner, and is 1/2 owner and manager of WZIP, same city. Ann. Sept. 12.

CALL LETTERS ASSIGNED

Existing fm stations
KHSJ-FM Hemet, Calif.—Ramona Bcstg. Co.
KPLX (FM) San Jose, Calif.—G. Stuart Nixon.
*KSFS (FM) San Jose, Calif.—San Jose State College.
KREP (FM) Santa Clara, Calif.—R. E. and Marcella Podesta (joint tenants).

BROADCASTING, September 17, 1962

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 12

	Lic.	ON AIR	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,691		61	149	432
FM	960		67	174	144
TV	498		63	87	658

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 12

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 30

	AM	FM	TV
Licensed (all on air)	3,690	958	495 ¹
Cps on air (new stations)	62	69	66
Cps not on air (new stations)	140	171	85
Total authorized stations	3,892	1,027	657 ²
Applications for new stations (not in hearing)	411	126	49
Applications for new stations (in hearing)	23	13	49
Total applications for new stations	434	139	655
Applications for major changes (not in hearing)	402	94	41
Applications for major changes (in hearing)	9	10	8
Total applications for major changes	411	104	49
Licenses deleted	2	1	0
Cps deleted	2	0	1

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

WSCH (FM) Hartford, Conn.—So. Church Bcstg. Foundation Inc.; changer from WFNQ (FM).

KDFN (FM) Doniphan, Mo.—J. G. Hunt. WRSJ-FM Bayamon, P. R.—Antilles Bcstg. Corp.

WMKT (FM) McKenzie, Tenn.—McKenzie Bcstg. Co.

Ownership changes

APPLICATIONS

KPAS Banning, Calif.—Seeks assignment of license from Calvin R. Jasspon (88.2%) and Robert J. Stern (4.8%), d/b as Stevens Bcstg. Inc., to Ray A. Fields, as sole owner and individual. Consideration \$35,000. Mr. Fields is employe of two-way radio sales and service firm. Ann. Sept. 10.

KHYD (FM) Fremont, Calif.—Seeks assignment of license from Russell J. Hyde (70%) and Lawrence B. Loughran (30%), d/b as Triumph Bcstrs., to Mr. Hyde, as sole owner, tr/as same. Consideration \$2,700. Ann. Sept. 11.

WFMW-AM-FM Madisonville, Ky.—Seeks transfer of control of licensee corporation from Madisonville Publishing Co. (Edgar Arnold Sr., Kenneth Arnold, Edgar Arnold Jr., Howard Arnold and Mary A. Cray, jointly own 310 of 410 shares outstanding), to H. W. Wells and Elmer Kelley Jr. (each 50%). Consideration \$88,000. Ann. Sept. 7.

WMSK Morganfield, Ky.—Seeks assignment of license from R. L. Turner, W. B. Kelly, and J. B. Crawley (each 1/3%), d/b as Union County Bcstg. Co., partnership, to same tr/as corporation under same name. No financial consideration involved. Applicants are each 1/3 owners of WPTN Cookeville, Tenn. Ann. Sept. 11.

KXKW Lafavette, La.—Seeks transfer of negative control of licensee corporation from Paul H. Kurzweg Jr. (50%), to Victor J. Kurzweg Jr. (8 1/4%), Dr. Frank T. Kurzweg (8 1/4%), Loraine K. Chadwick (8 1/4%), and Shirley Louise Kurzweg (12 1/4%). Transferee will retain 12 1/4%. Consideration \$1 per share with total of 7,500 shares in transfer (not counting shares retained by transferee). Ann. Sept. 10.

WFGM-AM-FM Fitchburg, Mass.—Seeks assignment of license from David M. Meyers, sole owner, d/b as The Wachusett Bcstg. Corp. (for am operation) and Music Service Corp. (for fm operation), to George

I. and Marie Chatfield (62.5% and 37.5% respectively), tr/as WFGM Inc. Consideration \$272,000. Mr. Chatfield is stockholder and director averting firm, Mrs. Chatfield is housewife. Ann. Sept. 11.

WSRO Malboro, Mass.—Seeks assignment of license from William F. Brewin, receiver in Bankruptcy, to Chair City Bcstg. Corp. (70%), and all those persons owning stock in County Bcstg. Co. (licensee of WSRO), however, their holdings will be reduced to 30% from their original 100% (Lewis F. Sargent 62%, Lloyd M. Mills, Norman B. Hartnett, Doanald M. Askin, Carleton R. Leavitt, J. W. Clark, and Kenneth Crotty each 5%, and others.) Chair Bcstg. owns WGAW Gardner, Mass., through Gardner Bcstg. Co. C. Edward Rowe is sole owner Chair Bcstg. and has 20% interest in applicant for new am in Boston. Ann. Sept. 10.

WSAM-AM-FM Saginaw, Mich.—Seeks assignment of licenses and cp from Nellie M. Knorr, as executrix, (55.41%), Basil M. Briggs and Van Patrick (each 14.48%). Jackson Bcstg. & Tv Corp. (4.42%), voted by Mrs. Knorr, and others, d/b as Knorr Bcstg. Corp., to Kenneth Hugh MacDonald, sole owner, tr/as as individual. Consideration \$300,000. Mr. MacDonald is salesman-ager of WPAG Ann Arbor, Mich. Ann. Sept. 11.

KTRC Minneapolis, Minn.—Seeks assignment of license from Albert S. and Patricia W. Tedesco (85% and 15% respectively), d/b as Hennepin Bcstg. Assoc., to same persons tr/as as corporation. No financial consideration involved. Mr. Tedesco owns Broward County Bcstg., licensee of WIXX Oakland Pk., Fla., and 75% of North American Bcstg. Co., licensee of WMNI Columbus, Ohio, and KDUZ Hutchinson, Minn.; Mrs. Tedesco owns 15% of North American. Ann. Sept. 10.

KBYM Billings, Mont.—Seeks assignment of license from Kenneth Nybo (42.5%), Elizabeth Brown (25%), C. Sande, B. Forbes, G. Nelson, and A. L. LaBar (each 5%), Roewood, Keith and Neal Brown, and Barbara Bixby (each 3.125%), d/b as Billings Bcstg. Co., to Mr. Nybo (73.9%), Charles L. Crist (17.3%), and Genevieve Nelson (8.7%), tr/as same company. Total consideration \$73,625. Ann. Sept. 7.

WBCO Bucyrus, Ohio—Seeks assignment

of license from Thomas P. Moore, Elfreda Mercier, and Orville J. Sather (each 1/3%), d/b as Crawford County Bcstg. Co., to same persons tr/as corporation called Broken-sword Bcstg. Inc. No financial consideration involved. Ann. Sept. 7.

Hearing cases

DESIGNATED FOR HEARING

WJPA Washington, Pa.—Designated for hearing application to increase daytime power to 1 kw from 250 w, continued operation on 1450 kc with 250 w-N; made WMBA Ambridge, party to proceeding. Action Sept. 12.

Semo Bcstg. Corp., Silkeston, Mo. & Brownsville Bcstg. Co., Brownsville, Tenn.—Designated for consolidated hearing applications for new am stations to operate on 1520 kc—Semo with 1 kw-N, 5 kw-LS, DA-2, and Brownsville with 250 w, D; made WHOW Clinton, Ill., KOMA Oklahoma City, Okla., and WKWB Buffalo, N. Y., parties to proceeding. Action Sept. 12.

Tri-City Bcstg. Co., Belpre, Ohio & The Radiocasters, Marietta, Ohio—Designated for consolidated hearing applications for new daytime am stations to operate on 910 kc—Tri-City with 1 kw, and The Radiocasters with 5 kw, DA; made WAVL Apollo, Pa., WPFM Middletown, Ohio, WMMN Fairmont, W. Va., WBYE Roanoke, Va., and FAA parties to proceedings. Action Sept. 12.

■ By order, commission designated for hearing mutually exclusive applications of L. B. Wilson Inc., for renewal of license of its station WLBW-TV on ch. 10 in Miami, Fla., and Civic Tv Inc., South Florida, Tv Corp., and Miami Tv. Corp. for new stations on that channel. It denied as premature petitions by Civic and South Florida for waivers of commission rules or policies concerning specification of locations. Action Sept. 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to Sept. 27 time to respond to petition for reconsideration and grant without hearing, or in alternative for mod. of order and consolidation of proceedings filed by William L. Ross in proceeding on his application for new am station in River-ton, Wyo. Action Sept. 11.

■ Granted petition by Broadcast Bureau and extended to Sept. 17 time to respond to petition by Dorlen Bcstrs. Inc., Waldorf, Md., to enlarge issues and to Oct. 5 to file replies in proceeding on Dorlen's am application, et al. Action Sept. 11.

■ Dismissed as moot petition to enlarge issues and motion to find Onondaga Bcstrs., Syracuse, N. Y., in default and to dismiss applicant, filed by Radio Voice of Central New York, Inc. Syracuse, and motion to enlarge issues filed by Broadcast Bureau; Onondaga's application was dismissed with prejudice on Aug. 30; Wide Water Bcstg. Inc., East Syracuse, and Radio Voice of Central New York Inc., Syracuse, both N. Y., are remaining applicants in consolidation. Action Sept. 11.

Delay for overlap rule

Some dozen communications law firms, on behalf of their clients, Friday asked FCC to extend comment deadline on FCC proposal to restrict allowable duopoly and overlap of multiple-owned stations from Sept. 20 to Oct. 22 (AT DEADLINE, July 16).

FCC has proposed "to sharply revise approach toward duopoly . . . utilized for more than 20 years," lawyers said and that they've been unable to give matter proper study.

■ Cancelled Sept. 10 oral argument in proceeding on am application of Georgetown Bcstg. Co., Georgetown, Tex.; Har-benito Radio Corp. (KGBT), Harlingen, Tex., withdrew exceptions. Action Sept. 7.

■ Granted petition by Gila Bcstg. Co., and Clifford D. Bloom, trustees in bankruptcy for Gila Bcstg. Co., and extended to Nov. 8 time to file exceptions in proceeding on renewal of licenses of stations KCKY Coolidge, KCLF Clifton, KGLU Saf-ford, KVNC Winslow, KZOW & KWJB-FM Globe, all Arizona. Action Sept. 7.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Because of current workload of Hearing Examiner Annie Neal Huntling, and with consent of parties, transferred proceeding on am application of Storer Bcstg. Co. (WJBK), Detroit, Mich. to Hearing Examiner Arthur A. Gladstone for completion of presiding officer duties and preparation and issuance of initial decision. Action Sept. 10.

■ On own motion, by reason of field hearing schedule of presiding hearing examiner which will require his presence in Camden, Ark., during early part of November, continued hearing in proceeding on am application of St. Martin Bcstg. Co., St. Martinville, La., from Nov. 1 to Nov. 21.

■ Granted petition by Miss-Lou Bcstg. Co. (KFNV), Ferriday, La., for dismissal of its application, but dismissed application with prejudice and terminated proceeding. Action Sept. 9.

■ Granted petition by Broadcast Bureau and changed place of hearing in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Arkansas, from Washington, D. C., to Camden, Ark.; further ordered that Hearing Examiner Thomas H. Donahue, who presently has hearings scheduled for Oct. 22 in Arkansas, will preside at hearing in this proceeding which is scheduled for Nov. 1. Action Sept. 6.

■ Referred to commission for its consideration joint petition by The Goodwill Stations, Inc. (WJRT), ch. 12, Flint, Mich., and Lake Huron Bcstg. Corp., for approval of agreement looking toward dismissal of Lake Huron application for new tv station to operate on ch. 12 in Flint and grant of renewal of license of WJRT. Action Sept. 5.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ridsen Allen Lyon and continued Sept. 6 evidentiary hearing to Sept. 10 in proceeding on his application for new am station in Charlotte, N. C., and that of York-Clover Bcstg. Inc., for change of facilities of station WYCL York, S. C. Action Sept. 6.

By Hearing Examiner Thomas H. Donahue

■ Issued order following prehearing conference held Sept. 5 and set forth certain agreements reached in proceeding on application of KATV Inc. for mod. of cp to change trans. location and increase ant. height of its tv station KATV (ch. 7), Little Rock, Ark.; hearing to be held as now scheduled in Pine Bluff, Ark., on Oct. 22, at place to be designated by subsequent order. Action Sept. 5.

■ Dismissed as moot request by Onondaga Bcstrs., Syracuse, N. Y., for delay of one week to file exhibits in proceeding on its am application; application was dismissed with prejudice on Aug. 30. Action Sept. 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Monroeville Bcstg. Co., Monroeville, Pa., and extended to Sept. 20 time to file findings and conclusions and to Oct. 4 for replies in proceeding on its am application and that of Miners Bcstg. Service, Inc. (WMBA), Ambridge-Aliquippa, Pa. Action Sept. 4.

By Hearing Examiner Millard F. French

■ Granted motion by Broadcast Bureau and extended from Sept. 4 to Sept. 17 time for filing proposed findings and from Sept. 11 to Sept. 24 for replies in proceeding on am application of Elbert H. Dean and B. L. Golden, Lemoore, Calif. Action Sept. 5.

■ Granted petition by Poplar Bluff Bcstg. Co. (KWOC), Poplar Bluff, Mo., and continued hearing date and changed certain procedural dates in proceeding on its am

application; hearing scheduled for Oct. 24. Action Sept. 5.

■ Because of pendency of petition to dismiss, continued without date Sept. 6 hearing in proceeding on am application of CHE Bcstg. Co., Albuquerque, N. M. Action Sept. 4.

By Hearing Examiner Isadore A. Honig

■ On own motion, ordered that proposed findings and conclusions to be filed within 30 days from date of release of instant order and replies within 10 days after expiration of such 10-day period and closed record in proceeding on am application of WEZY Inc. (WEZY), Cocoa, Fla. Action Sept. 4.

■ Granted petition by Broadcast Bureau and extended from Sept. 4 to Sept. 10 time to file proposed findings and from Sept. 17 to Oct. 1 for replies in proceeding on am applications of Western Bcstg. Co., and R. L. McAllister, both Odessa, Tex. Action Sept. 4.

By Hearing Examiner David I. Kraushaar

■ Issued order formalizing agreements and rulings made at Sept. 7 further prehearing conference in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois; continued Sept. 19 hearing to Oct. 16. Action Sept. 7.

■ Granted request by Leader Bcstg. Co., Edwardsville, Ill., and scheduled further prehearing conference for Sept. 7 in proceeding on its am application and that of Salem Bcstg. Co. (WJBD), Salem, Ill. Action Sept. 4.

By Hearing Examiner Jay A. Kyle

■ Due to conflict in hearing schedule, continued Nov. 5 hearing to Nov. 19 in proceeding on applications of Capitol Tele-casting Co. and Austin Bcstg. Inc., for new tv stations to operate on ch. 24 in Austin, Tex. Action Sept. 5.

■ Pursuant to Sept. 5 prehearing conference, scheduled further prehearing conference for Jan. 4, 1963, in proceeding on applications of Chronicle Publishing Co., and American Bcstg.-Paramount Theatres Inc., to increase ant. height of their tv stations KRON-TV (ch. 4), and KGO-TV (ch. 7), respectively, both San Francisco, Calif. Action Sept. 5.

■ Pursuant to Sept. 5 prehearing conference in proceeding on am applications of Sheffield Bcstg. Co., and J. B. Falt Jr., both Sheffield, Ala., directed applicants to exchange their direct affirmative cases on or before Oct. 5, and each party to notify other parties of witnesses desired for cross-examination on or before Oct. 12. Action Sept. 5.

By Hearing Examiner Herbert Sharfman

■ Granted request by SPA Bcstrs. Inc. (WSPN), Saratoga Springs, N. Y., and scheduled further prehearing conference for Sept. 6 in proceeding on its am applications et al. Action Sept. 6.

■ Granted motion by Greenville Bcstg. Co., Greenville, Ky., and reopened record and received in evidence two letters dated Aug. 14, from L. B. Neflinger, executive vice president of The First State Bank, Greenville, as Exhibits V-A and V-B, and deferred closing of record to later order in proceeding on its am application which is consolidated for hearing with Hayward F. Spinks, Hartford, Ky.; further ordered that within 10 days of release of memorandum opinion counsel for Spinks and Broadcast Bureau may file requests for cross-examination of witnesses on exhibits and/or file substitute proposed findings of fact and conclusions and replies. Action Sept. 4.

■ Because of pendency of petition by Broadcast Bureau to change place of hearing, on own motion, continued Sept. 12 hearing to date to be set by subsequent order in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Ark. Action Sept. 4.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Sept. 11

KSIG, KSIG Bcstg. Inc., Crowley, La.—Granted relinquishment of positive control by Hirsch J. Scholl through sale of stock

Continued on page 117

PROFESSIONAL CARDS

JANSKY & BAILEY

Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCEE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION

527 Munsey Bldg.
Sterling 3-0111
Washington 4, D. C.
Member AFCEE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCEE

A. D. Ring & Associates

41 Years' Experience in Radio
Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCEE

Lohnes & Culver

Munsey Building District 7-8215
Washington 4, D. C.
Member AFCEE

RUSSELL P. MAY

711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCEE

L. H. Carr & Associates

Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR. CONSULTING ENGINEERS

INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCEE

GUY C. HUTCHESON

P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI

1405 G St., N.W.
REpublic 7-6646
Washington 5, D. C.
Member AFCEE

GEO P ADAIR ENG. CO. CONSULTING ENGINEERS

Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCEE

WALTER F. KEAN CONSULTING RADIO ENGINEERS

Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCEE

HAMMETT & EDISON CONSULTING RADIO ENGINEERS

Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN

Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCEE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCEE

J. G. ROUNTREE

CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES

CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCEE

JOHN H. MULLANEY and ASSOCIATES

A Division of Multronics, Inc.
2000 P St., N.W.
Washington 6, D. C.
Columbia 5-4666
Member AFCEE

A. E. Towne Assoc., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON

Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON

CONSULTING RADIO ENGINEER
622 Heskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR

Consulting Engineer
AM-FM-TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUTler 1-1551

ERNEST E. HARPER ENGINEERING CONSULTANT AM FM TV

2414 Chuckanut Shore Rd.
Bellingham, Washington
Telephone: Regent 3-4198

RAYMOND E. ROHRER & Associates

Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

SPOT YOUR
FIRM'S NAME
HERE...

To Be Seen by 100,000* Readers
—among them, the decision-making
station owners and managers,
chief engineers and technicians—
applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

THE CAPITOL RADIO ENGINEERING INSTITUTE

ECPD Accred. Tech. Inst. Curricula
3224 16 St., N.W. Wash. 10, D.C.
Industry-approved home study and residence
programs in Electronic Engineering
Technology including Specialized TV
Engineering. Write for free catalog.

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcripts or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager large midwest market willing and able to qualify for further responsibility. Resume and performance information preliminary to interview. Box 501P, BROADCASTING.

Seattle, General Manager, sales manager. Emphasis on sales. Established, full time facility. Unusual opportunity. Prefer northwest. Complete details including personal sales record, salary requirements first letter. Box 502P, BROADCASTING.

Sales

St. Louis . . . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus, please write fully. Box 141P, BROADCASTING.

This is a sincere effort to find a young man—experienced and GIFTED in radio sales (and with some announcing ability) who will be able to develop to become manager of WSIV at Pekin, Illinois. It is the only radio station in a thriving, growing city of 30,000. Present owner who has managed station since going on the air in 1946, and who has shown a healthy profit each year, will train young man. Salary \$125.00 a week during training period first year, then minimum of \$125.00 a week plus 10% of profits as manager. Persons applying should be one who naturally is thrifty; and it should NOT be a young man who eats the frosting off his cake first. Give details of education, experience, health of self and family. Successful applicant may have opportunity to share ownership in new venture. Apply only if you are 1) gifted in sales, 2) young, 3) can announce some, 4) civic minded, 5) have at least two years college.

Salesman-staff announcer wanted. Good salary-plus commission. Pro's only please. Box 448P, BROADCASTING.

Want salesman/announcer. Small southern market. Complete resume. Box 576P, BROADCASTING.

Opportunity for announcer-salesman. Southwest of Chicago. Send resume. Box 584P, BROADCASTING.

Attention, disc jockeys who sell your own shows . . . put it on channel 21, independent, progressive, Fresno market station with rates that compare with radio. Late night or afternoon. Extremely rewarding commissions. Resume and pics to Harold Gann, KDAS TV, Hanford, California.

"Major market—competitive market. Seven AM and two FM radio stations. Only three or four real salesmen selling broadcasting in town, and we have one of them but need one more. If you have ever announced do not apply. Must be married, obligated and want to make more than just a living. We do not want more than two salesmen but both must be salesmen, not order takers, draw artists, excusers, copy or technician artists, program directors, no advertising agency experience. All we want is a Number One, self-starting salesman. Do not apply unless you are a salesman because no one will be fooled. The man doing the hiring knows nothing but sales and can tell a phony. Over \$2,000 billing at 15% commission awaits the man that can triple this billing. Write direct, sending photo, story of self and family and sales record, to Sam E. Pendleton, P. O. Box 20,000, KSET Radio, El Paso, Texas."

Help Wanted—(Cont'd)

Sales

Immediate opening salesman. Salary, commission. Send snapshot, experience, references. KCHJ, P. O. Box 1000, Delano, California.

Experienced radio salesmen that are interested in working in Chicago land for a fulltime well respected am station. Because of major change in station, we want men that can and must earn over \$10,000 per year. Time is of the essence. Write giving details to RADIO WJOB, 372 W. Ontario, Chicago 10.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Experienced sales manager, capable handling promotion, local and national sales growing syndicated news program service. Investment opportunity to \$25,000. Send full resume, references, and photo. Public Affairs Radio, Inc., 150 Broadway, New York 38, New York.

Announcers

"Announcer-dj-1st phone!" 1 kw daytimer with fast pace sound! Small market. Be your own boss—run your own show! Those with limited experience can get a good start here. Just send tape, we'll let you know if you can make the grade. New Mexico growing community! Start \$70! Include short resume with tape. Box 413P, BROADCASTING.

Announcer-salesman, experience. East Coast. Box 384P, BROADCASTING.

Experienced announcer for Texas network station. Do not send tape. Box 393P, BROADCASTING.

Opportunity, married staff announcer. Outline experience. KFRO, Longview, Texas.

Station in very small Virginia town looking for a fulltime salesman and announcer-salesman or announcer with first class ticket. Decency and responsibility prime requirements. WMNA & WMNA FM, Gretna, Virginia.

Indiana daytimer with new fm, needs experienced morning man. Phone first desirable, but not necessary. Some news and sports. Contact V. J. Kasper, General Manager, WILQ AM-FM, Frankfort, Indiana.

Technical

Engineer of good character, best technical classifications. South Texas station. Box 414P, BROADCASTING.

One of America's top radio stations energetic, enterprising and experienced news director needed immediately. If you can get the news first and air it colorfully and factually, send tape, resume and picture to Frank Page, KWKH, Box 1387, Shreveport, La.

Girl for traffic and continuity. Send complete information to Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

First ticket engineer for 1000 watts day in southern Maine. Write or call: John A. Carlson, WSME radio station, P. O. Box 1220, Sanford, Maine. Phone 2464 or 2465.

Chicago am-fm regional, directional. Chief engineer, experienced, permanent. Open now for qualified man. Complete details, salary requirements, first letter. Walter Kean, 19 E. Quincey, Riverside, Illinois.

Help Wanted—(Cont'd)

Technical

WINZ—50,000 watt powerhouse in Miami seeks a top notch music and promotion director. Must now be in a comparable position. Complete resume with photo by letter to 340 Biscayne Blvd., Miami, Florida.

Chief engineer with 1st class license wanted for immediate full time employment at WSCH-FM, 1 Buckingham Street, Hartford 3, Conn.

Immediate opening, 1st phone. 5 kw DA-D. Experience required. Permanent position. Excellent opportunity for advancement and development in the suburban N.Y.C. area. WVIP, Mount Kisco, N. Y.

Production—Programming, Others

Newsman to take over strong local news department, must gather, edit and present news, and handle short daily board shift. Will have full time use of mobile unit. Contact Frank Haas, WMRI, Marion, Indiana, NO 4-7396.

Radio program director. Must be man of multiple talents, who knows good music, does good air show and can create good production. 10,000 watt top station in a three station market. Possibly some tv exposure. Immediate opening. Send full details first letter. Box 571P, BROADCASTING.

KWTX, Waco, Texas, needs good all around local newsman. Must be able to gather, photograph, write, and present local news on television and radio. Prefer applicants from Texas, but will consider others. Send tape, resume, references to: News Director, KWTX, Waco, Texas.

News reporters/photographer wanted . . . must be experienced writer. Motion camera experience helpful, not absolutely necessary. Will consider newspaper or extensive radio news background. Apply immediately News Director, WCIV (Charleston, S. C.) Highway 703, Mt. Pleasant, S. C.

Have immediate opening on Illinois regional production staff for a creative male writer who has a good commercial voice. Box 575P, BROADCASTING.

Newsman wanted. Both No. 1 and No. 2 positions available. Send tape and resume to WTLB, Utica, New York.

Negro combo needed, capable of doing maintenance. Radio telephone license required. Box 579P, BROADCASTING.

RADIO

Situations Wanted—Management

Successful station manager. Married, family 10 years major market radio experience. Desires mid Atlantic area. Top references. Box 314P, BROADCASTING.

Sales manager desires managership. Present earnings exceed \$20,000, ten years in top 35. Contract only. Confidential. Box 418P, BROADCASTING.

Manager sales manager, Pennsylvania broadcaster, nine years present position. Young hard aggressive worker. Interested in good solid offer. Willing to invest. Box 440P, BROADCASTING.

Manager, thoroughly qualified. Documented sales and administrative ability. Mature, civic minded, responsible. Desire locate south. Top employer references. Area \$10,000. Box 450P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager with successful record in medium Florida market wants to relocate as manager with growth-minded ownership. Thorough knowledge of sales, programming, administration, engineering. Will consider all owners who want genuine, thorough management, and who will encourage unlimited growth. Box 565P, BROADCASTING.

General manager, 17 years. National, regional and local sales background. References. Top announcer, and 1st phone. Box 566P, BROADCASTING.

Manager: successful medium market radio manager desiring improvement. Family man, thirty five, knows programming, promotion, and is top salesman. Developer of strong personnel. In the West, willing to relocate. Box 567P, BROADCASTING.

Sales

Salesman-announcer. New England only! Contact Bud Wilkey, Orange, Mass. Kingsdale 4-2780.

Announcers

Have first phone will travel. Presently employed d.j. desires different location. Age 20—married—year experience. Robert E. Lee, 461 Florida Avenue, Winter Garden, Florida. 656-4255.

Capable young man for medium market. Likes fast to medium format. Box 500P, BROADCASTING.

Available at last! After three years government employment (mainly, the army), available mid October. 2½ years commercial experience, 24, single. Versatile, reliable, industrious, efficient. Non screamer, knows music. Prefer midwest, will consider others. Tape, picture, resume. Box 504P, BROADCASTING.

\$95 minimum. Ohio, Indiana, Kentucky. College graduate, 2 years commercial experience. Hard, dependable worker. Box 506P, BROADCASTING.

Attention Ohio, Penna, or vicinity, bright, smooth, mature delivery. Now in major s.w. market with top afternoon spot. Yankee wants to get home. Your format no problem for eight year veteran. 28. All markets considered. For a BIG Sound Write Box 507P, BROADCASTING.

He'll go places. He can sell, he can announce, he likes to work, and he likes people. He'll be glad to send you his resume and tape. He'll go places anywhere your station is, Box 508P, BROADCASTING.

Announcer, dj, experienced, married, effective newscaster. Veteran, will relocate permanently. Box 561P, BROADCASTING.

An appeal for each of your listener's needs—a soothing sound when the need is—for relaxation; an informative sound when the need is—for news and shopping reminders. Tape, resume, photograph forwarded upon request. Box 562P, BROADCASTING.

Top forty combo, lots of gimmicks, seven years, veteran, family. Tape, photo, resume. Metropolitan south only. 130 minimum. Box 549P, BROADCASTING.

4½ years announcing experience all phases adult programming. Presently nite man, 5 kw, net-affiliated, mid market. Sell soft but deliver hard results. Ready for bigger challenge, bigger market. Tape, photo, resume to prove it. If your sound is panickyville from podunkville, skip this ad please. Box 563P, BROADCASTING.

Seeking first position, trained, will relocate, college graduate, news, rewrite, production conscious, professional singer. Box 510P, BROADCASTING.

Experienced, versatile news director, salesman, play by play announcer and personality disk-jockey. Two years college; broadcasting school graduate. Prefer Illinois. Jay K. Holloway, Paxton, Illinois, phone 1112.

Situations Wanted—(Cont'd)

Announcers

150 mile vicinity of N.Y.C. DJ, announcer, 4½ years experience. Family man. Box 573P, BROADCASTING.

Announcer, d.j., good tight board, married. Willing to relocate. Box 512P, BROADCASTING.

Available immediately, 1 year experience, pace radio. Already in top 50 market. Radio school graduate. Plan marriage. Need security. Box 513P, BROADCASTING.

Young, experienced, announcer, desires position in midwest. Excellent newscasting. Box 547P, BROADCASTING.

Top rated deejay, four years medium major market, excellent references. Box 514P, BROADCASTING.

Experienced announcer—first class licensed combo chief. Available immediately. No tapes sent. Recommendations. Good pay, living, working conditions wanted. Mid Atlantic or Florida. Mr. Downie, 23 North Governors Avenue, Dover, Delaware, 734-3328.

Situations Wanted—(Cont'd)

Announcers

Experienced chief-engineer, announcer in all phases, five years, plus college, desires good, sound position in the middle Atlantic states. Will be available in mid October after release from service. Box 516P, BROADCASTING.

1st phone, announcer, experienced, tight board, creative, ham license prefer Chicagoland. Box 574P, BROADCASTING.

Negro, announcer, special programming, radio-television. Graduate outstanding broadcasting school, adult, married, 3 year college, will relocate. 5018-10th Street N.E., Washington, D. C. Lawrence 6-7930.

News director of network affiliate, seeking larger market. Good voice, veteran, married. Experienced in all phases of radio. Prefer midwest. Box 519P, BROADCASTING.

Attention midwest, announcer/dj. First phone, experienced, good voice. Top rated morning man in metro market. Married, \$140 week. No small markets please. Box 515P, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space
Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

☐ Bill

Situations Wanted—(Cont'd)

Announcers

Newscaster, d.j. Experienced, not a floater, operate fast board, tight production. Authoritative news. Not a prima donna. Box 509P, BROADCASTING.

Swap, Imagination, conscientiousness, one year experience in announcing and production for challenging position in radio. Know studio equipment very well; can handle emergencies. Letter describing opening brings resume, picture, tape and other requirements. Box 510P, BROADCASTING.

Personality dj. Tight production, ready to move up. Will travel. Box 511P, BROADCASTING.

Announcer, dj . . . 2½ years experience . . . veteran, 23, single, presently employed. East coast preferred. Will consider other areas. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. NY 4-3685.

Announcer seeks position in east. Married. One child. TV experience. Box 333P, BROADCASTING.

Announcer, newscaster, will also do sales, tight production, go anywhere, willing to work, like chance to prove himself. Box 337P, BROADCASTING.

Hold everything! Here I am. Young, alert, dependable, married, announcer/dj. Tight board. Will relocate. Box 361P, BROADCASTING.

Technical

First phone, presently temporarily employed at major UHF, desires position as studio engineer, prefer east. Box 394P, BROADCASTING.

Chief engineer now employe of am-fm station, seeking new position in radio station or related field in New York. New Jersey area by October the 15th. No announcing. Box 253P, BROADCASTING.

Outstanding record in management with emphasis on sales desires change to medium or small market. Increase in sales with new ideas my specialty. Box 505P, BROADCASTING.

Chief 3½ years, sales, announcer, permanent, \$100. Kelly 929 East Westfield Boulevard, Indianapolis, Indiana.

Engineer; 1st phone, Kansas City area, available immediately. Call GL 2-8063.

First phone with directional experience wants to learn announcing. Maintenance ok. Married, 22, white. Sober, dependable. Any area considered. Call Alpine 2-3475 Asheville, North Carolina, 27 Belmont Ave., Larry Rodgers.

Transmitter and two-way engineer. Rt. 2, Box 483-A. Griffin, Georgia.

Top-flight engineer capable of design, construction & maintenance. Have managed and engineered FM Stereo station from ground up. Reply only if position is for chief, director of engineering or is otherwise connected with management or ownership. Can and will invest if opportunity indicative. First phone, B.S., previous R & D exp., teaching exp., successful FCC appls., etc. Will answer all replies immediately. Prefer east or west coast unless unusually superb opportunity. Box 551P, BROADCASTING.

Production—Programming, Others

Aggressive news director, family, four years in television. Neat, public relations, news, hustler, worker. Prefer small Texas city. Presently four station market. Box 503P, BROADCASTING.

Ownership change available immediately! Radio-tv director of news! 15 years experience at progressive news stations. Organization and maintenance of top flight departments. Tv exp. includes filming 16mm B&H BOLEX and ORICON SOF. Processing, editing of film. SOF interviews. Writing narration. Also, top rated airman. Box 464P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Resourceful newsman seeks major market radio or tv position. Aggressive; can write, gather, deliver, edit film. On camera experience. Married, children, B.S. in Communications. Box 465P, BROADCASTING.

After nineteen years on the programming side of radio and tv, why should I look for the ordinary? Family, reliable, sober, talented, honest, and humble. Name it, I've done it, with success. Best references. Nothing down, easy payments—if there's a future. Box 518P, BROADCASTING.

Metro pd prefers production position, college grad., married, draft exempt, eight years experience. Production audition and resume available. Major market anywhere. Box 520P, BROADCASTING.

Announcer, account executive: experienced, college, production, desire news exposure. Box 582P, BROADCASTING.

Network experienced major market news director wants challenge; opportunity; advancement to even larger market. Proficient as administrator; broadcaster; writer; interviewer. Pleasant authoritative voice. Desires radio and/or television. Box 553P, BROADCASTING.

Answer this ad! Leads to an experienced and intelligent programman, with a proven adult music talk format. 14 years, 10 pd, married, college, presently employed Chicago. Perform well in all capacities and supervision. Box 554P, BROADCASTING.

Newsman—now working metropolitan area. Aggressive, mature, experienced all phases of gathering, editing, air edelivery for radio-tv. Box 555P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opportunity for self starting salesman willing to work hard selling local accounts. Guarantee with commission set-up with protected account list. Oldest UHF in country. Men with radio experience considered. Send resume to Dave Berlin, WSBA TV, York, Penna.

Announcers

If you are a top flight on the air television newscaster, we want you. Salary open. Send resume and SOF or audio tape to Redd Gardner, General Manager, KCRG TV, Cedar Rapids, Iowa.

Staff announcer. Immediate opening in major southeastern market for top man, with emphasis on news, sports and commercial. Send resume and SOF or VTR to Box 449P, BROADCASTING.

A CBS affiliate in sunny San Antonio, Texas, seeking versatile staff announcer, rush audio or video tape and job history to, Program Director, KENS TV, Box #2171.

Technical

Major tv outlet in southern California seeking top flight transmitter, maintenance and operations supervisor. RCA TT50 AH. Salary in excess of \$10,000. Box 36537, Los Angeles, California.

Max power VHF television and associated AM outlet in midwest medium market has need for a Chief Engineer to work under supervision of Director of Engineering. Will consider a man with supervisory experience who has a strong background in maintenance. Salary commensurate upon experience. Reply to Box 444P, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 433P, BROADCASTING.

Control room-transmitter engineer for up state New York station with planned improvements. Must have first class license. Send details in first letter. Box 439P, BROADCASTING.

1st phone, studio-transmitter duty. Open immediately. Reply or call Vern Totten, Chief Engineer, KXLF TV, Butte, Montana.

Help Wanted—(Cont'd)

Technical

Expansion in power and operating hours of tv station creates immediate need for additional experienced first phone engineers for our tv and radio stations. Excellent working conditions with progressive organization. Contact WBOC-TV, Salisbury, Md. Ask for Mr. Ward.

Immediate opening, transmitter engineer. Some maintenance but mostly operational duties. TV experience desirable but not requisite. Thomas B. Jones Jr., Chief Engineer, WWSA AM-FM-TV, Harrisonburg, Virginia.

Experienced studio and maintenance technicians. Permanent positions in expanding operation. Scale to \$170 weekly. Contact Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 27, Illinois.

Production—Programming, Others

TV, radio news man permanent opening for combination radio, tv news man. Must be experienced in gathering and writing local news, radio news delivery and still and motion picture coverage for tv. Send pictures, tape an d resume KKTU-KGHI, Pueblo, Colorado.

Tv Professionals—Expanding VHF in southeastern capital city needs ambitious man with solid background in announcing, capable of preparing and airing major sports and news programs. Multiple ownership station noted for intelligent, responsible programming. Salary commensurate with experience. Excellent company benefits. ALSO desire a REPORTER-PHOTOGRAPHER to join present six-man news team. Will consider promising young man with good basic experience or journalism graduate. Fine opportunity to move up with top flight news station. Please forward complete resume and recent photo to Box 446P, BROADCASTING.

TV station in large midwestern market wants experienced Weathercaster. Must be personable and believable, with working knowledge of fundamental meteorology. Excellent opportunity. Send video tape or audio tape and pictures, plus resume, including minimum salary requirements to Box 447P, BROADCASTING.

Production manager to supervise directing staff and integrate studio production with station operations. Previous supervisory experience essential. Send resume and photo to Fred Griffiths, WJAR-TV, Providence, Rhode Island.

TELEVISION

Situations Wanted—Management

15 year broadcasting executive seeking management slot with chain or medium major market station. Solid background in all operations procedures, creative functions, programming, commercial production—behind a desk in the control room or studio. Mature, responsible, dedicated professional. Excellent record as agency v.p. and with top station group. If you need know-how and flexibility at the management level, your inquiry will be welcomed. Box 521P, BROADCASTING.

Sales

Employed, seasoned announcer seeks staff position plus host assignment on live children's and/or teen's show. Extensive commercial experience in both. My good taste, youthful appearance, intelligent attitude valuable to prestige station searching for clean-cut personality to complement station image. Box 435P, BROADCASTING.

Top production man, now employed operations manager seeking opportunity to prove self in television sales. Exceptional background. Resume available. Box 569P, BROADCASTING.

Announcers

Exceptionally versatile personable tv announcer, newscaster, emcee. College grad., 39, reliable, move anywhere but prefer southeast. Box 522P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

College graduate, young, married, two years radio experience, currently in five station market. Desire start in television, have good knowledge of TV, experienced in directing, and production. Box 548P, BROADCASTING.

Technical

Experienced first class engineer, now radio chief, desires job in tv engineering under chief. Willing, sober, reliable. Best references. Box 550P, BROADCASTING.

Engineer with ten years of television experience, seven as maintenance chief. Presently employed, responsible position. References, prefer midwest. Box 523P, BROADCASTING.

Ampex VTR maintenance engineer, etv or commercial, 4 years tv operation, and maintenance experience, age 27, responsible, prefer midwest or south. Box 468P, BROADCASTING.

Am considered by present management a superior engineer with thorough knowledge AM-FM (Theory & practice). Want crack at TV (good theory—little practice). Can make token investment as act of faith in what I consider a good opportunity. Box 552P, BROADCASTING.

Production—Programming, Others

Director, production supervisor: desires permanent position in larger market. Genuine professional interest. Experience in film, programming, news, with emphasis on directing-local production. College graduate, married, reliable. Will relocate. Box 557P, BROADCASTING.

News director or editor. Six years experience reporting, writing, producing newscasts, documentaries, editorials. Medill graduate. Box 558P, BROADCASTING.

WANTED TO BUY

Equipment

Complete nitewatch unit wanted. Also Magnacorder transports and/or complete units. Box 577P, BROADCASTING.

1 kilowatt am transmitter in good condition. KSJB, Jamestown, North Dakota.

WANTED TO BUY

Stations

Problems got you? Located in Ohio, Penna, Delaware, Maryland, Virginia, North Carolina, etc. Market 25,000 to 100,000. Want to sell? All replies acknowledged. Private group of advertising executives. Box 365P, BROADCASTING.

Interested in am cp or sensibly priced station in medium market. No brokers please. All replies held confidential. Box 437P, BROADCASTING.

Pennsylvania broadcaster interested in purchasing small radio station, Ohio, Virginia, New York, Maryland, North Carolina. Replies confidential. Box 599P, BROADCASTING.

Experienced broadcaster seeks non-metropolitan station billing \$30 to \$60,000. Have cash for down payment and operating. Location open—looking for a home. Box 560P, BROADCASTING.

For Sale

Equipment

Two audio jackpanels (48 jacks each) Trimm 98-02, seven ADC PJ-12 patchcords. Gray 108 transcription arm. John Reiser, 31054 Beechnut, Wayne, Michigan.

For Sale—(Cont'd)

Equipment

ATC cartridge machine, reconditioned with new nutronic heads, a-1 shape: \$450. Gates CB-11 console turntable with gray arm and cartridge: \$120. F. A. Stelloh, 1618 East Menlo, Shorewood, Wisconsin.

One complete, ready to use, nothing else to buy: G.E. Studio Camera chain, Houston fearless tripod, 3 B&L lenses, G.E. Monitor. Power supplies, channel amplifier. Write WSIL TV, Harrisburg, Illinois.

7 Collins tape cartridge machine, \$275 each. 2 Gates sta-levels, \$150 each. Box 125, Lafayette Hill, Penna.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—price \$150.00 each and up. Call or write Miratel Electronics, Inc., 1st St. SE&Richardson, St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

One set of G.E. 20 KW (peak) Harmonic Filters Type 4P12C1 for ch. 7 in good condition. Reply to E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Tv cruiser—GMC diesel bus, excellent condition. Camera platforms, interior racks, electrical system, 25 kw Onan Generator, 5 ton air-conditioning, storage compartments. Complete mobile cruiser ready for cameras, video recorders. For details write Box 472P, BROADCASTING.

Gates Cartritape, 2 Playback Units and Record Amplifiers, approximately six months old. Good condition \$795.00. Sparta Electronic Corporation, 8430 Freeport Boulevard, Sacramento, California.

New ITA multiplex \$875, new cost \$1295. Box 438P, BROADCASTING.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind 440 Columbus Ave., N.Y.C.

For sale: RCA 1000 watt fm transmitter, model No. BTF-1C. Crystal units and spares for 102.9 and 103.9 mcs. All spare parts and tubes on hand. Approx. 180 feet. RG 19-1Cox. Asking price \$2,800. Come and get it. Box 336P, BROADCASTING.

Television camera kit, easy to build step by step instructions, suitable for Ham TV, educational, industrial, medical uses. Craftsmen Instrument Labs Inc., 60-30 34th Ave., Woodside, Long Island, New York.

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 158P, BROADCASTING.

Complete UHF Dumont TV transmitter 1 kw \$7,500. KCHU TV, Box 18, San Bernardino, California.

One used RCA type 5-D 5/1 kw broadcast transmitter complete except for interconnecting cables. In excellent condition with large stock of spare tubes and spare parts. For technical information write or call, L. A. Brogger, Chief Engineer, Radio station KUOM, University of Minnesota. For bid blanks write or call, purchasing agent University of Minnesota, 404 Morrill Hall, Minneapolis 14, Minnesota.

Measurement UHF Noise and Field strength meter model 125 less antenna. \$150. Western Electric KS 5799L3 video monitor. \$97.50. General radio 916A Bridge. \$275. Communications Service Inc., 3209 Canton Street, Dallas, Texas.

WE 23-c console \$350.00. Rust remote 108-OF Control \$425.00. Magnecord PT6G amplifier \$75.00. Good condition both operation and appearance. Harold Roney, Hendersonville, Tennessee.

For Sale—(Cont'd)

Equipment

Gates 101 Tape Unit. Needs cleaning and adjustment. Holds 101 spots. \$495.00. Sparta Electronic Corporation, 5430 Freeport Boulevard, Sacramento, California.

Must sacrifice. Two (2) G.P.L. Kine recorders (Model PA-303). One has a Mauer sound recording head. Equipment in A-1 condition. Box 525P, BROADCASTING.

BUSINESS OPPORTUNITY

Majority owner of AM station operating well in black needs long term financing to purchase 100% of station, pay other personal obligations. Value of station 160-180 thousand. Need 110 thousand for 10-15 years, buy-leaseback, long term mortgage. SBIC, etc. Reply Box 321P, BROADCASTING.

Miscellaneous

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00—Show-Blz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Soar with original, custom-made stingers, jingles. Cash or tradeout. Non-profit organization. Box 528P, BROADCASTING.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road Kansas City 9, Missouri.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Free brochure with information covering our 8 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Fall course starts November 6.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Instructions—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 19, January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Opportunities for Salesmen, Program Directors, and Announcers. Chain expanding into 2 Major Markets. Rush your Story, Reference, Picture and Tape to:

Radio Broadcast Services
131 Adams N.E.
Albuquerque

Management

BELIEVE IN AUTOMATION?

Young, successful station manager, ready for promotion and stymied with ownership not aware of changes. This man will have a chance to organize and direct sales for radio automation. If he can understand and sell to stations everywhere, there is a future involving profit-sharing and ownership. Low salary to start, rising with performance.

Box 529P, BROADCASTING

Announcers

WANTED

Experienced announcers with deep, mellow, warm and mature voices. 50,000 watt station needs voices to match beautiful sound of music. Send tape, resume, picture and salary expected. Confidential.

Box 401M, BROADCASTING

Technical

RADIO CHIEF ENGINEER

WROW, full time regional at Albany, New York, needs well qualified chief. No announcing required. Write B. H. Smith, P. O. Box 10, Albany, New York.

Help Wanted—(Cont'd)

Sales

WANTED SALESMAN,

for metropolitan market to become part of expanding organization. Unlimited opportunity. Need man not afraid of competitive situation and with ability to sell top rated station with fine community image.

Box 568P, BROADCASTING

BROADCAST SALES ENGINEER WANTED

ITA is again looking for qualified sales engineers. This is the fourth time we have run this ad. Each time we have done so, we have selected a number of aggressive broadcast engineers who are now engaged in a successful career of selling.

We are looking for people with a strong technical background in AM, FM and TV who are confident they can represent and sell ITA equipment. Position requires responsible individuals capable of handling a lucrative territory. A good salary plus incentive and travel expenses are provided to the qualified applicants. Applications will be accepted from all parts of the country. Send resume to.

ITA ELECTRONICS CORP.
BROADCAST SALES DEPT.
130 EAST BALTIMORE ST.
LANSDOWNE, PA.
ATTENTION: A. S. TIMMS

SALES

Midwest metro full-time needs experienced salesman immediately. Top earnings for top man in 27th market. Send resume to Jim Nathan, Sales Manager, WINN Radio, Louisville, Kentucky.

TELEVISION

Help Wanted—Management

WXIX-TV CHANNEL 18

Looking for a hard hitting commercial staff, for hard sell station. Right men must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

For Sale

Stations

KILOWATT DAYTIMER \$20,000

Single station southern market with 20,000 in county. Building and property not included but can be rented for \$100 on long lease or purchased reasonably. Requires experienced buyer with minimum of 29% cash. Easy payout.

CONTACT TOM DILLAHUNTY

Texarkana, Arkansas
22-3771

AM CONSTRUCTION PERMIT

Fulltime, two-tower facility assigned to major Southwest market. Partially constructed. Available for actual investment of less than \$40,000 terms. Includes sixteen acres of land.

Box 526P, BROADCASTING

Old established Washington State station, medium-sized community. Partnership change requires sale. No brokers.

Write Box 527P, BROADCASTING

FLORIDA KILOWATT

Good medium market. Small down payment . . . 100 months on balance, \$138,000. Present gross will make mortgage payments

Box 587P, BROADCASTING

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

N. C.	single	daytime	\$ 36M	terms
Ala.	single	daytime	85M	29%
Pa	small	fulltime	125M	10M
Ala.	small	daytime	60M	29%
Ga.	medium	daytime	65M	18M
Fla.	medium	daytime	125M	35M
N. Y.	medium	fulltime	230M	50M

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

NORTHEAST. Exclusive. Full time station. Gross billing now averages \$6,000 per month. National business over \$1,500 a month. Owns land and studio building. Asking \$120,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

to company of same name.

WCCA-TV Columbia, S. C.—Granted cp to change ERP to 174 kw vis., and 87.1 kw aur.; make changes in ant. system and ant. height to 610 ft.; and make minor correction to coordinates.

WHIH Portsmouth, Va.—Granted mod. of cp to change type day trans. and retain license as night trans. (two main trans.)

Actions of Sept. 10

WRSC State College, Pa.—Granted petition for mod. of pre-sunrise operation condition attached to July 3 grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with non-DA with 500 w between 4 a.m. and local sunrise until final decision in Doc. 14419 or until further ordered to terminate such operation, whichever occurs first.

KSCO Santa Cruz, Calif.—Granted petition for mod. of pre-sunrise condition attached to March 7 grant of cp to increase daytime power to 10 kw, to extent of authorizing operation with non-DA with 1 kw between hours of sunrise at Dallas and Santa Cruz until final decision in Doc. 14419 or until further ordered to terminate such operation, whichever occurs first.

WLAT Conway, S. C.—Granted cp to install new trans. as auxiliary-day and/or alternate-main trans. night at main trans. site.

W02AA, W04AB, W12AC Gatlinburg, Tenn.—Granted mod. of cps to change type trans. and type antenna for vhf tv trans. stations.

WKCW Warrenton, Va.—Granted change in remote control authority.

WPRC Lincoln, Ill.—Denied petition for continuance of existing 500 w non-directional pre-sunrise operation after 1 kw daytime operation is commenced under cp granted Oct. 10, 1961 as modified Nov. 1 prohibiting 1 kw operation during pre-sunrise hours.

Actions of Sept. 7

WAMO-FM Pittsburgh, Pa.—Granted SCA on multiplex basis.

K70AL, K73AD, K77AV, Palm Springs Translator Station Inc., Palm Springs and Desert Hot Springs, Calif.—Granted assignment of licenses to H & B Communications Corp.; consideration \$40,000.

WRIT-FM Milwaukee, Wis.—Granted license for fm station.

KFDI Wichita, Kan.—Granted licenses covering installation of new daytime main trans.; and use of present alternate main night and auxiliary day trans. as main night and auxiliary day trans.

KBMV Billings, Mont.—Granted license covering increase in daytime power and installation of new trans.

KFAR-AM-TV, KTKN, KENI-AM-TV, All-Alaska Bcstrs. Inc., Fairbanks, Ketchikan, Anchorage, Soldotna and Nenana, all Alaska—Granted mod. of licenses and cps to change name to Midnight Sun Bcstrs. Inc.

WDNC-FM Durham, N. C.—Granted cp to change type trans. and type ant.; condition.

WMC-FM Memphis, Tenn.—Granted cp to decrease ant. height to 910 ft. and change type ant.; condition.

WNSH-FM Highland Park, Ill.—Granted mod. of cp to change ant.-trans. location.

WDUN-FM Gainesville, Ga.—Granted mod. of cp to change type ant. and type trans.

WEDA-FM Grove City, Pa.—Granted mod. of cp to change type trans. and type ant.

WKMK Blountstown, Fla.—Granted mod. of cp to change studio and remote control location and change type trans.

WKBX Kissimmee, Fla.—Granted authority to remain silent for period ending Oct. 31.

WKJK Granite Falls, N. C.—Granted extension of completion date to Dec. 31.

Action of Sept. 7

WGRY Gary, Ind.—Denied petition for continuance of existing 500 w non-directional pre-sunrise operation after 1 kw daytime operation is commenced under cp granted Oct. 10, 1961 as modified Nov. 1 prohibiting 1 kw operation during pre-sunrise hours.

Actions of Sept. 6

WPRN Butler, Ala.—Granted change of facilities from 1220 kc, 1 kw, D, to 1240 kc, 250 w-N, 1 kw-LS; conditions.

KAHI Auburn, Calif.—Granted increased power on 950 kc, DA-D, to 5 kw from 1 kw, and installation of new trans.; condition.

■ Granted renewal of license for following stations: KALL Salt Lake City, Utah; KATN Boise, Idaho; KBBC Centerville, Utah; KBRV Soda Springs, Idaho; KCLS Flagstaff, Ariz.; KCLV Clovis, N. M.; KCPX Salt Lake City, Utah; KFUN Las Vegas; KGGM Albuquerque; KHOB Hobbs, all New Mexico; KIFN Phoenix, Ariz.; KIKO Miami, Ariz.; KIDX Provo, Utah; KLAS Las Vegas, Nev.; KLEA Lovington, N. M.; KLMX Clayton, N. M.; KMOP Tucson, Ariz.; KNDE Aztec, N. M.; KOBE Las Cruces, N. M.; KOH Reno, Nev.; KOLD Tucson, Ariz.; KONI Spanish Fork, Utah; KOOL Phoenix, Ariz.; KOTS Deming, N. M.; KOY Phoenix, Ariz.; KPHO Phoenix, Ariz.; KQEO Albuquerque, N. M.; KSEI Pocatello, Idaho; KSUN Bisbee, Ariz.; KSVC Richfield, Utah; KTAR-AM-FM Phoenix, Ariz.; KTEE Idaho Falls, Idaho; KTHE Thermopolis, Wyo.; KTNM Tucumcari, N. M.; KUTA Blanding, Utah; KVOD Albuquerque, N. M.; KVOW Riverton, Wyo.; KVSF Santa Fe, N. M.; KWEI Weiser, Idaho; KWCK Willcox, Ariz.; KWIC Salt Lake City, Utah; KWNA Winnemucca, Nev.; KWYO Sheridan, Wyo.; KYCA Prescott, Ariz.; KYUM Yuma, Ariz.; KYVA Gallup, N. M.; KDEF-AM-FM Albuquerque, N. M.; KCPX-FM Salt Lake City, Utah; KOOL-FM Phoenix, Ariz.; KOZE-FM Lewiston, Idaho; *KBYU-FM Provo, Utah; *KFCA (FM) Phoenix, Ariz.; *KUSU-FM Logan, Utah; KGGM-TV Albuquerque, N. M.; KLEW-TV Lewiston, Idaho; KOOL-TV Phoenix, Ariz.; KTVB (TV) Boise, Idaho; *KNME-TV Albuquerque, N. M.

KWAC Bakersfield, Calif.—Granted license covering increase in daytime power and changes in trans.

KCRA-TV Sacramento, Calif.—Granted license covering trans. and ant. for auxiliary purposes.

*WMHT (TV) Schenectady, N. Y.—Granted license for non-commercial educational tv station.

KATU (TV) Portland, Ore.—Granted license for tv station.

WRVA-TV Richmond, Va.—Granted licenses covering modified trans. (main trans. and ant.); and changes in auxiliary facilities (auxiliary trans.).

KFDA-TV Amarillo, Tex.—Granted cp to make changes in tv station, change type trans. and make other equipment changes; condition.

KSET El Paso, Tex.—Waived Sec. 3.188 (b) (1) of rules and granted cp to change trans. location; conditions.

WFTL Ft. Lauderdale, Fla.—Granted cp to install fm ant. on top of am tower (increase height).

KVOR Colorado Springs, Colo.—Granted cp to install new main trans. at present location.

WQSN Charleston, S. C.—Granted cp to install new auxiliary trans. at main trans. site.

WLIB New York, N. Y.—Granted cp to install new trans.

WABJ Adrian, Mich.—Granted mod. of cp to change ant.-trans. location retain licensed ant. height, and make changes in ground system.

WFRL Freeport, Ill.—Granted mod. of cp to install one instead of two new towers, retain old tower and ant. system, decrease height of new tower, and make changes in ground system; conditions.

KDCE Espanola, N. M.—Granted mod. of cp to change ant.-trans. and studio locations and change type trans.; condition.

■ Granted licenses covering changes in following stations: KHQ-TV Spokane, Wash. (main trans. and ant.); KIRO-TV Seattle, Wash.; KCRA-TV Sacramento, Calif. (main trans. and ant.); *WTHS-TV Miami, Fla.

■ Following stations were granted extensions of completion dates as shown: WNBZ-TV New Bern, N. C., to Feb. 21, 1963; WCSH-TV Portland, Me., to Dec. 7; WBNB Charlotte Amalie, V. I., to Nov. 30; KDCE Espanola, N. M., to Dec. 1; KPRI (FM) San Diego, Calif., to April 13, 1963; KRON-FM San Francisco, Calif., to March 16, 1963; WRVM-FM Rochester, N. Y., to March 6, 1963; WKJB-FM Mayaguez, P. R., to Feb. 8, 1963.

■ Granted mod. of cps to change type trans. for following stations: K08CG, Apple Valley Tv Assn., South Wenatchee and Lower Squilchuck Area, Wash., and changes in ant. system; condition; K10CM, K12CF, Apple Valley Tv Assn., Inc., same area, and changes in ant. system; condition, WWWW Rio Piedras, P. R.; WEAC Gaffney, S. C.; WJAC Johnstown, Pa.; KELR El Reno,

Okl.; KUDL Fairway, Kan.; WAPE Jacksonville, Fla.; condition.

Kent County Development Corp., Jayton, Tex.—Granted cp for new vhf tv translator station on ch. 7, to translate programs of KDUB-TV (ch. 13), Lubbock, Tex.

Actions of Sept. 5

KCBY-TV Coos Bay, Ore.—Granted license for tv station.

K13BU Halley, Idaho—Granted license for vhf tv translator station.

K73AT Elgin, LaGrande, Union and Baker, Ore.—Granted license for uhf tv translator station.

*WNDT (TV), Educational Tv for Metropolitan Area Inc., Newark, N. J.—Granted mod. of license to change name to Educational Bcstg. Corp. (main trans. and ant. and auxiliary trans.).

KGHL-TV Billings, Mont.—Waived Sec. 3.613(b) of rules and granted mod. of license to change studio location.

KHJK (TV) Hilo, Hawaii—Granted cp to change ERP to 4.68 kw vis., 2.4 kw aur.; change type ant., make changes in ant. system and equipment and change ant. height to minus 680 ft.

KFBB-TV Great Falls, Mont.—Granted cp to change ERP to 100 kw vis., and 50 kw aur.; change type trans. and make changes in equipment.

WITI Milwaukee, Wis.—Granted cp to move auxiliary transmitters to Shorewood, Wis. (main trans. and ant. location).

KDZA Pueblo, Colo.—Granted mod. of cp to change type trans.

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of permit to Sept. 28, 1963, to transmit via direct relay, air or rail express, CBS TV network programs to specified Canadian tv stations; conditions.

WDNC-FM—Durham, N. C.—Granted authority to remain silent for period ending Oct. 15.

■ Following stations were granted extensions of completion dates as shown: *KLRN (TV) San Antonio, Tex., to Dec. 5; WJTV (TV) Jackson, Miss. (main trans. and ant.), to Nov. 10.

Actions of Sept. 4

■ Granted change in remote control authority for following stations: KBOL Boulder, Colo.; WHFM (FM) Rochester, N.Y.

■ Remote control permitted for following stations: WFSR Bath, N. Y.; WLIB New York, N. Y. (main trans.); WROZ Evansville, Ind.; condition.

Action of Aug. 29

WXUR-FM Media, Pa.—Remote control permitted.

Rulemakings

PETITIONS

■ Board of Education of Ogden City, Utah, Ogden, Utah—Requests amendment of rules to reserve ch. 9 for educational use and remove the educational reservation from ch. 24. Ann. Sept. 7.

■ University of Idaho, Moscow, Idaho—Requests amendment of rules so as to reserve ch. 12 in that city for educational use. Ann. Sept. 7.

Miscellaneous

WARNINGS & FINES

■ Commission is advising Raleigh Bcstg. Corp. and Raleigh-Durham Bcstg. Inc., that it is allowing Feb. 6 grant of assignment of license of WILE (formerly WSHB) Raleigh, N. C., from Raleigh to Raleigh-Durham to remain in effect but admonishes that station for its first day of programming under the new ownership. Comr. Bartley dissented, and issued statement. Action Sept. 12.

■ Four Minneapolis, Minn., tv stations are being notified by commission that they are liable for forfeiture of \$500 each for failure to identify sponsor of locally sponsored program broadcast by all four stations. Stations are WCCO-TV, Mirwest Radio-TV Inc.; KSTP-TV, KSTP, Inc.; WTCN-TV, Time-Life Broadcast, Inc.; and KMSP-TV, United Tv Inc. Action Sept. 5.

■ Commission is notifying Star Broadcasting Inc., that it is liable for forfeiture of \$2,000 for apparent willful and repeated improper identification of KISN Vancouver, Wash. Action Sept. 5.



YOUR KEYS DEMONSTRATE THE LOW COST OF COPPER

Most keys are made of copper metals—and for good reasons. These bright and colorful metals won't rust, they work easily in locks, have strength for hard use. A house key weighs about $\frac{1}{4}$ oz.—less than one cent's worth of metal at refinery prices. Fabricating, sales, distribution bring the cost

considerably higher — but still, the price is so small that it's not really worthwhile to make keys of metals that rust or are weak enough to twist off in the lock. And notice that bead chain. It's made of copper metal, too—solid brass. Automatic machines knock chains out by the mile at a cost

so low that a quantity user can buy them for less than a penny apiece. In the things you buy or make, take the clue from your keys. Copper metals are strong, lasting and easy to fabricate—and a little copper goes a long way.

62201A

ANACONDA[®]

BROADCASTING, September 17, 1962

OUR RESPECTS to Raymond William Welpott, NBC vice president

A new challenge is met with foresight, experience & creativity

NBC's newly elected executive vice president of owned stations and spot sales—Raymond W. Welpott—recalls his tv-pioneering years in Schenectady, N. Y., as a period when “people who had arrived in radio, were getting their feet wet in television.”

Only literally wet. And not only their feet but quite often a drenching from head to toe.

It was in the 1940's and Mr. Welpott was associated with WGY, WGFM (FM) and WRGB (TV).

The picture drawn by Mr. Welpott is of many a telecast interrupted midway in a dramatic sequence. A water connection would let go and a torrential down-pour would saturate cast and equipment.

The water was necessary to cool mercury vapor lenses then used for studio lighting.

Top Executive ■ Mr. Welpott today is on high ground at NBC, functioning in the capacity of one of its top administrators. Though high, the ground is not “dry” in the sense of being “dull.” If anything, this veteran broadcaster expects his job will become even more exciting.

NBC added titles and responsibility for Mr. Welpott—he's now executive vice president of NBC-owned stations and of NBC Spot Sales, a member of the network's board and continues as general manager of WRCV-AM-TV Philadelphia.

And, it's apparent, Mr. Welpott wants to further station gains which he feels have been established by his predecessor, P. A. (Buddy) Sugg, who last spring stepped out of the job for health reasons (WEEK'S HEADLINERS, June 18).

Says Mr. Welpott: “This is an opportunity of continuing the progress the (owned) stations have made in this area of public, community service initiated by Buddy Sugg.”

Future Guidelines ■ Mr. Welpott feels broadcast stations can further enhance their community images by improving public affairs programming and the way ahead, he avers, now appears open. This area, he predicts, will add to NBC's contribution already made by its “tremendous strides in program service” (providing a wide diversity of programming—informational, educational and entertainment).

Ray Welpott came up through the financial ranks and is known as the keen, able administrator.

He's also aware of the creative elements which go into broadcasting and he has worked professionally with program concepts and ideas.

At WRCV-TV, for example, he got

the wheels spinning for a presentation of American musical artists who earned top honors in the Moscow international music competition.

The presentation was made up of three half-hour special programs and shown locally. Typical of Mr. Welpott, his idea was based on a local angle: One of the winners was a Philadelphian and the other two had studied at the Curtis School of Music, and had been in Philadelphia. The shows were successful and are being offered to and telecast by other NBC-owned stations.

Mr. Welpott makes the point that he spent his early years in television, at a time when the station (WRGB) was a spawning ground for creative talent and management people—and of course there was an inter-relationship with the groups learning from each other.

Uncanny Seer ■ A long-time associate of Ray Welpott's sees him as an executive with even a more uncanny ability: “Ray can interpret the future, not only as to its economics but also the changes and needs indicated for programming.”

“He can anticipate the changing audience and its structure, accurately putting a finger on the future.”

Raymond W. Welpott was born in St. Louis on March 24, 1915. He attended schools there and in June 1937 he was graduated from Indiana U. at Bloomington, with a Bachelor of Science in Business Administration degree and as a major in accounting.

Matrimony accompanied this matriculating: He was married in June 1937 “between final exams and commencement.” His wife is the former Carolyn Jane Matthews, also a student at Indi-

ana. (They have three sons, all in college, and make their home in suburban Stafford-Wayne, Pa.)

Kept the Books ■ He worked his way through school by tutoring, selling groceries and marking papers. At GE he was given a junior management training course, focusing on accounting and business law, and eventually turning to the area of the “more interesting and stimulating” work of caring for the books in GE's broadcast operation.

Mr. Welpott entered the field as one in which each day promised to be “different, holding open a new challenge and a new opportunity.”

An industrial accountant at GE, Mr. Welpott made the jump to broadcasting in early 1941 when he became a broadcast accountant, maintaining the account books for the am-fm-tv and five shortwave stations operated by the company.

Within five years he was assistant to the station manager for radio and tv, and subsequently became assistant manager for the radio and tv stations and, in 1955, for the burgeoning WRGB only.

He left WRGB and GE in June 1957, serving WKY-AM-TV Oklahoma City for a year as vice president (WKY Television System Inc.) and general manager, and on June 15, 1958, joined NBC in New York, and 10 weeks later went to the Philadelphia stations.

Man in Charge ■ His Quaker City roots go deep and they'll still thrive there. And while Mr. Welpott will continue to headquarter in that city, daily operation of the owned-stations and spot sales will originate as usual in New York at Rockefeller Center where NBC is headquartered. The entire operation, however, now reports to Mr. Welpott, who is in New York from time to time for management meetings.

Mr. Welpott is the type of broadcast veteran who has seen industry battle-action. Some years ago, he was instrumental in sparking and then leading an affiliates move to improve their financial and contractual arrangements with the network (NBC) in tv compensation.

Says Mr. Welpott: “a broadcaster must be a joiner and determine how best to serve the community.” (He means it—he's now associated with eight civic groups in Philadelphia either as a director, trustee or chairman; holds membership in 31 other organizations). His favorite pastime of golf.

Mr. Welpott also says of the broadcaster: “He must be a chief public relations officer for the station in the market he serves.” This latter statement also typifies its speaker.



NBC's Welpott
Wants more public service

Worst foot forward

IT is one of the tritest axioms in broadcasting that the public address system never works during any meeting of broadcasters. As an inside joke this may be worth a small laugh. But it isn't very funny if broadcasters blow the technical set-up when outsiders are present, especially if the outsiders are people whom broadcasters are trying to impress.

As reported here last week, inept filming of a Federal Bar Assn. panel discussion on the television of government proceedings provided the panelists who were against television coverage with a built-in case. A television newsreel cameraman took a position squarely in front of the stage, blinded the participants and audience with ill-placed lights and caused the panelists to suspend talking every 20 minutes while he changed reels. The members of the panel who were trying to argue that television could be unobtrusive might as well have stayed home.

The film coverage was arranged by the bar association itself, and the newsreel man was summoned at the last minute without adequate word about the job, so we cannot pin the blame for the filming on anyone from broadcasting. It does seem, however, that in Washington, D. C., where the bar association convention was held, there are enough broadcasting interests to assure that a meeting of that kind can be covered professionally. In the view of the lawyers who observed the panel session, broadcasting was represented by the film cameraman. It wasn't the kind of representation that will help to open any doors.

Police blotter

THE FCC has become a police court. It is a rare week indeed when the commission does not revoke or refuse to renew a broadcast station license, or fine a station from \$500 to \$10,000 or issue a short-term renewal.

Just two years ago the FCC acquired its broadened authority and its police court status. The authority to fine and issue short-term licenses was sought by the then GOP-controlled FCC while Congress was considering means of preventing payola and quiz-rigging. In the near-hysteria the "Communications Act Amendments, 1960" became law.

What has happened since, under the New Frontier, is known to every browbeaten licensee. The FCC now has a complete set of regulatory controls. It is using them to coerce stations into accepting what the FCC's vocal minority—soon destined to become its majority—regards as proper programming evaluation and taste.

Simple technical infractions of any one of hundreds of regulations are being used to discipline stations to set examples for the whole roster of licensees. Because of the endless regulations on the books, inadvertent violations probably have been committed by every licensee.

It is happening now—even before the New Frontier gets its four vest-pocket votes. Take, for example, the citation of four Minneapolis-St. Paul television stations as being liable for \$500 fines for "apparent" violation of the sponsor-identification rules.

In identical letters to the stations, the FCC said the broadcast of taped one-minute spot announcements on Feb. 22 favoring a proposed ordinance which would forbid Minneapolis stores from doing business on Sundays, without identifying the sponsor as the Downtown Council, constituted "willful or repeated violations."

No doubt this was a technical violation. The stations contend there were extenuating circumstances because the tapes had been delivered late in the day with the urgent request that they be aired the same night. The Downtown Council is made up of reputable businessmen. It all hap-

pened on the same day on all four stations. How then could the "violations" be willful or repeated? The stations felt they were meeting community needs.

We cite the Twin Cities case merely as a current example of the ends to which the FCC is going in using its police powers.

It long has been apparent that the only solution reposes in the very same Congress that has been delegating piecemeal to the FCC powers that it should not have and with which it is abrogating the First Amendment by indirectly tampering with freedom of speech.

The need, as we have been saying for months, is for an entirely new Communications Act to replace the present antiquated, patched and re-patched law of 1934. The demand must come from the broadcasting grass-roots. The FCC, by its extreme actions, may be inspiring licensees to take up the fight.

Perils of birth control

MORE and more radio broadcasters are expressing misgivings about the forthcoming conferences between the FCC and NAB on ways to correct what the NAB hierarchy has already decided is the "overpopulation" of radio stations.

Some of these broadcasters went along with the NAB's original plan to study the station population question and are now having second thoughts. Others have been leery of it since the beginning.

The realization is spreading that the conferences are destined to include discussions of ways to impose economic criteria in the granting of station construction permits and perhaps in the elimination of some stations that are now in operation. The consequence of a policy of economic protection must be a policy of economic control. As more broadcasters are now aware, they cannot ask the government to accord them economic security without also inviting it to set limits upon the profits they can make.

In recent weeks two broadcasters, Gordon McLendon of the McLendon stations and Steve Labunski of WMCA New York, and a Washington communications lawyer, James McKenna, have made public their concern about the possibility of a protectionist policy in radio. Others have privately expressed similar fears.

When the FCC-NAB conferences begin, the McLendons and Labunskis and McKennas ought to be represented. Plainly the NAB does not speak for all radio broadcasters in this matter.



Drawn for BROADCASTING by Sid Hix

"Our dumb cat did it again. . . tried to grab the NBC peacock!"



The Voice of the Land

It's a big land . . . a proud land . . . that sweeps from sea to sea. Only a strong voice can fill it . . . reach it . . . move it to its very heart.

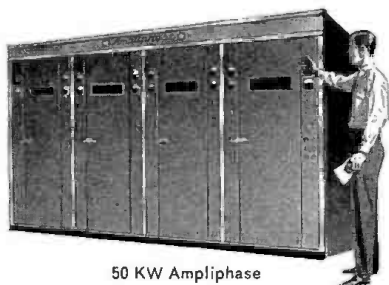
Listen to this voice. It talks to motorists as they crowd the busy roads. It gives a warning to farmers that frost is ahead. It sings a sweet song to lovers. It carries the news to businessmen. It wakes millions every morning and sends them off to work . . . informed . . . entertained . . . often inspired. For this is a practical voice, a spiritual voice, the very voice of America. *It is the voice of AM Radio.*

RCA has played an essential part in the steady progress

of AM. You will find the RCA nameplate proudly affixed to transmitters whose owners never toy with quality . . . never compromise with dependability. You will find the RCA nameplate your highest assurance of superior performance no matter what your broadcast requirements may be. Why not call in your RCA Broadcast Representative today. He speaks your language.



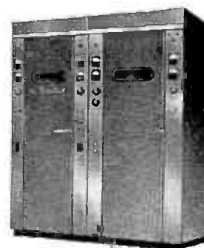
The Most Trusted Name in Radio



50 KW Ampliphase



5/10 KW Type BTA-5U/10U



5 KW Type BTA-5T



250/500/1000 W Type BTA-1R1

Community service is an every day activity



WISC-TV

meets its community responsibility

Ralph Metz, Executive Secretary, United Community Chest outlines campaign goals. Left to Right: Don Andresen, Public Service Director, WISC-TV and United Community Chest, Chairman of Television Publicity; Miss Agnes Griffith, Acting Executive Secretary, Visiting Nurse Service; Robert Schumpert, Executive Secretary, University YMCA; Miss Doris Steeves, Executive Secretary, Girl Scouts; Robert McGee, Executive Secretary, Wisconsin Welfare Council; Miss Frances Baldwin, Executive Secretary, Family Service; John Meier, Director, Opportunity Center; Wallace McGill, Assistant Executive, Boy Scouts; Miss Marion Karr, Social Worker, Lutheran Welfare Society; Dr. Leland K. Reek, Executive Director, Dane County Guidance Center; Jack Borders, Director, Safety Service, Red Cross.

Not alone to Madison but to every community in Channel 3's wide coverage area does WISC-TV voluntarily respond with public service.

Civic and service organizations in Wisconsin, Illinois and Iowa know they can depend on WISC-TV for carefully planned assistance.



WISC-TV
MADISON, WISC.



Represented Nationally by Peters, Griffin, Woodward, Inc.