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

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

THE FABULOUS NEW McLendon WINNER IN CHICAGO!

WYNR HAS WON CHICAGO

Represented Nationally by: HR Representatives, Inc.
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.
“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
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
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 gossips aver. 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 oficialdom 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

Inking 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 cattv rights. Marshall Pengra, KLTV manager, quoted price quoted was $35,000 as against approximate $10,000 figure quoted to competitive cattv 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.

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. Sweezy, 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

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 avail.

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

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. Swezy plumbs 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 okayes 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

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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.
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

...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

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-Knode 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 Sylvestre 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.

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 rewriting 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

John L. McClay, assistant to president of Westminster 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 Westminster'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 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


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 Hannan 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 necessity 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.
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.

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!

* 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.
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 respectful 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
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.

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 1990-2190 mc or 2550-2699 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. 20—Southern California Broadcasters Assn. luncheon meeting at Michael's Restaurant, Los Angeles. Principals of Davis, Johnson, Mogul & Columbato 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. 20-21—Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25—Hilton Inn, Atlanta, Ga.


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
OVERWHELMINGLY
THE LEADER* IN THE
SYRACUSE MARKET!

WSYR-TV

DELIVERS 50%* MORE HOMES
THAN STATION "B"

*ARB MARKET REPORT
MARCH, 1962

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

Sept. 21-22—New England Stereo-High
Fidelity Show, Mid-Town Motor Inn, 250
Huntington Ave., Boston. Admission will
be $3. 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 con-
ference, Green Meadows Inn, Columbus,
Ohio.

Sept. 21-22—Southwest area AWRT con-
ference, 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 edu-
cational-tv sponsored by SMPTE at Los
Angeles State College (see below). Mr.
Steel's report is based on a two-year sur-
vey of tape usage for training in the mili-
tary and aero-space television markets.

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

Sept. 28—Minneapolis Broadcasters Asso-
ciation, annual convention, Leamington Hotel,
Minneapolis.

Sept. 28-29—Institute of Radio Engineers,
15th annual broadcast symposium, Willard
Hotel, Washington, D. C.

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

OCTOBER

Oct. 1—Deadline for replies to FCC pro-
aposal 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, 10535-10680 and 11700-12300
so that certain portions can be used exclu-
sively for common carrier mobile and priv-
ate mobile uses.

Oct. 2—Advertising Research Foundation's
eighth annual conference, Hotel Com-
modore, New York. Keynote speaker will be
Birny Mason Jr., president of Union Car-
bide Corp. Subjects include: "The com-
puter's invasion of media planning" and
"What contribution can communication
theory make to constructing and evalu-
ating an advertising campaign?"

Oct. 2-3—New York High Fidelity Music
Show, N. Y. Trade Show Bldg.

Oct. 3—Deadline for comments on FCC
proposal to change requirements for ordi-
nary operators at certain classes of radio
stations so that part-time duty by first
class radiotelephone operators would be
permitted, provide the operator require-
ments for routine operation of the trans-
mitters 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).

NAB Fall Conferences
Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 25-26—Edgewater Beach, Chicago
Nov. 8-9—Sheraton-Dallas, Dallas
Nov. 12-13—Muehlbach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 16-17—Sheraton-Portland, Ore.
"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."

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, 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
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 George F. Kerner on Oct. 8, and Dr. Henry T. Head, head of the Ford Foundation and former president of Illinois Institute of Technology, on Oct. 9. Jerome Wexner, special scientific advisor to President Kennedy, will deliver final luncheon address before the NEC on Oct. 10.


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 entail: "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. 11th annual convention at The Plainsman Hotel, Williston, N. D.


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. 18-19—Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Barzin-Plaza Hotel, New York.

Oct. 16—Second annual Southeast Radio TV seminar (SKRTS), sponsored by Georgia Assn. of Broadcasters, on caty challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta, Ga.

Oct. 18—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association ob- serves its 50th anniversary. New York conference held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum. Oct. 18-19. Featured speakers will be Bennett Cerf, president of Random House; James P. Smith, president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa.; and William Dunham, PAAA president.

Oct. 18—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "How the smaller agency can get new business in unexpected places."

Oct. 18—Public hearings by the Canadian Board of Broadcast Governors, Ottawa.


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


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


Oct. 21-25—Society of Motion Picture & Television Engineers 52nd convention at The Drake in Chicago. Theme of the Chicago program is "Communications Progress—Television and Motion Pictures in Industry and Education."

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 disapproved 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? Certainly 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

MISSION TELECASTING CORP.  •  SAN ANTONIO, TEXAS

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
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, WEASt Savannah, Ga.

When readers turn writers

EDITOR: I've been deluged answering all your readers who commented on the Our Respect 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

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 335,500.
- 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.
#1 IN CINCINNATI

MORE

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
8,600 living proofs

EDITOR: Unequivocally we take exception to Dr. Glenn W. Thompson’s report to the American Psychological Asn. 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 hump of dissatisfaction have we heard regarding the products surveyed. 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 added gloom of midnight composition last week I willessly 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 ravaged the wits of the copy editor.)—Dawson B. Nail, associate editor, BROADCASTING, Washington, D. C.
$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, WCBS-TV, 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.
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.
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. Edward Petry & Co., Inc.
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 in 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 special 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 morning 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
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 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 said 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
What’s liked, disliked in radio personalities, newscasters

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<th>RADIO PERSONALITIES</th>
<th>NEWSCASTERS</th>
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<td>Voice</td>
<td>What is Liked</td>
<td>What is Liked</td>
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<td>Soothing, pleasant, soft or deep.</td>
<td>Either monotonous (no feeling), or cunctious, or too loud and shrill.</td>
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<td>Delivery</td>
<td>Delivery</td>
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<td>Clear, understandable; intermediate rate of speed.</td>
<td>Too emotional, dramatic, theatrical.</td>
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<td>Personality</td>
<td>Too fast, poor diction, unclear.</td>
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<td>Prejudiced, one-sided, not neutral, opinionated, reactionary, inaccurate.</td>
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<td>Sports Announcers</td>
<td>Well-informed on sports, concise, makes games exciting.</td>
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<td>National Personalities</td>
<td>Arthur Godfrey (controversial—liked very much by some and disliked very much by others)</td>
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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 34 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 great interest in news, interviews, discussions, sports and similar talk features, and also have a minimum-to-moderate interest in big music but do not tune to radio primarily for music.

No 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.

- Rock and roll listeners. - These total about 7% and their interest in other programming is “secondary.”

(The other 3% are “miscellaneous.”

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 “troika” by Mr. Ruegg, had three elements: (1) An analysis of existing information about CBS Radio affiliates in all Pulsed-rated 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 vice president for information services, and Harper Cerraine, research director.

BROADCASTING, September 17, 1962
WHAT'S RADIO'S SUCCESS SECRET? continued

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 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
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.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.
back" has been found by other fm surveyors, 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. Bradford 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.


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; WSST-TV, WNLU-TV, WSIV (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 completed 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.
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.
53 great “Films of the 50’s”

AUNTIE MAME
Rosalind Russell
Forrest Tucker
Peggy Cass

THE BAD SEED
Nancy Kelly
Patty McCormack
Erileen Heckart

DAMN YANKEES
Tab Hunter
Gwen Verdon
Ray Walston

NO TIME FOR SERGEANTS
Andy Griffith
Nino Adams
Myron McCormick

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

THE BAD SEED
Nancy Kelly
Patty McCormack
Erileen Heckart

THE PAJAMA GAME
Doris Day
John Raitt
Carol Haney

THE PRINCE AND THE SHOWGIRL
Marilyn Monroe
Laurence Olivier
Sybil Thorndike

SAYONARA
Marlon Brando
Red Buttons
James Shaver

MIRACLE IN THE RAIN
Jane Wyman
Van Johnson
Pegeen Castle

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

HELEN OF TROY
Rosella Podesta
Brigitte Bardot
Jacki Kerisse

THE LEFT HANDED GUN
Paul Newman
Lita Milan
Hard Hatfield

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. OFlschard 4-5105
DALLAS: 5641 Charles Town Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193
Network first-half gross: $387 million

TOILETRIES NEARLY $14 MILLION ABOVE SAME PERIOD IN 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 increased its six-month 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:

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<td>Apparels, footwear &amp; accessories</td>
<td>4,665,248</td>
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<tr>
<td>Beverages &amp; wine</td>
<td>4,038,424</td>
<td>3,188,027</td>
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<td>3,025,070</td>
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<td>9,243,941</td>
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**TOTAL** $387,772,615

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<td>+14.3%</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>48,787,065</td>
<td>40,844,056</td>
<td>+19.4%</td>
</tr>
<tr>
<td>Entertainment &amp; amusement</td>
<td>486,072</td>
<td>797,270</td>
<td>-39.0%</td>
</tr>
<tr>
<td>Food &amp; food products</td>
<td>67,841,854</td>
<td>63,936,840</td>
<td>+6.1%</td>
</tr>
<tr>
<td>Freight, industrial &amp; agricultural development</td>
<td>76,600</td>
<td>270,010</td>
<td>-69.0%</td>
</tr>
<tr>
<td>Gasoline, lubricants &amp; other fuel</td>
<td>9,243,941</td>
<td>8,784,000</td>
<td>+5.2%</td>
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<tr>
<td>Horticulture</td>
<td>304,325</td>
<td>165,790</td>
<td>+83.6%</td>
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<tr>
<td>Household equipment &amp; supplies</td>
<td>14,936,648</td>
<td>14,216,029</td>
<td>+5.1%</td>
</tr>
<tr>
<td>Household furnishings</td>
<td>1,732,665</td>
<td>1,845,537</td>
<td>-6.1%</td>
</tr>
</tbody>
</table>
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!
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 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 departure was quickly announced.

Meanwhile, at ABC, James C. Hager-ty, 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 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 Nationwide 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 pasttime," said Mr. Smith. Then he writes his first script and takes it to New York the day before air time, where he and Bill Koblin, 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-
Collins 20 KW FM puts WVCG IN THE TOP 15!

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


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.

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 rough 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 strengtheners; 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 fourpart 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; WNAK Yankton, S.D.; and KVTV (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 homemakers’ 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 Programming 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

BROADCASTING, September 17, 1962
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 hope 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" 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.

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.


Agency appointments...

- 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.,
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 campaigns started by local agencies that resulted in national prominence for their clients, said: “There’s money to be made from many so-called local accounts, 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.”

### Network TV Gross Billings, January-July

<table>
<thead>
<tr>
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<th>JULY</th>
<th>JANUARY-JULY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>1961</td>
<td>1962</td>
</tr>
<tr>
<td>ABC-TV</td>
<td>$14,296,570</td>
<td>$15,708,722</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>$21,194,266</td>
<td>$25,864,540</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>$19,876,871</td>
<td>$22,787,526</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$55,368,767</td>
<td>$64,360,788</td>
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**MONTH BY MONTH 1962**

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<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>$16,673,662</td>
<td>$25,528,518</td>
<td>$23,578,579</td>
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<tr>
<td>February</td>
<td>15,757,364</td>
<td>23,528,815</td>
<td>21,956,372</td>
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<tr>
<td>March</td>
<td>17,762,981</td>
<td>25,731,519</td>
<td>24,100,566</td>
</tr>
<tr>
<td>April</td>
<td>17,237,755</td>
<td>24,193,144</td>
<td>23,899,207</td>
</tr>
<tr>
<td>May</td>
<td>17,227,296</td>
<td>25,380,092</td>
<td>23,494,373</td>
</tr>
<tr>
<td>June</td>
<td>16,031,277</td>
<td>25,081,505</td>
<td>22,609,590</td>
</tr>
<tr>
<td>July</td>
<td>15,708,722</td>
<td>25,864,540</td>
<td>22,787,526</td>
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**BY DAY PARTS**

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<tr>
<td></td>
<td>1961</td>
<td>1962</td>
</tr>
<tr>
<td>Daytime</td>
<td>$14,886,654</td>
<td>$19,318,271</td>
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<tr>
<td>Mon.-Fri.</td>
<td>12,391,037</td>
<td>15,686,685</td>
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<tr>
<td>Sat.-Sun.</td>
<td>2,495,617</td>
<td>3,628,586</td>
</tr>
<tr>
<td>Nighttime</td>
<td>40,482,113</td>
<td>45,042,517</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$55,368,767</td>
<td>$64,360,788</td>
</tr>
</tbody>
</table>

**Source:** Tvb/LNA-BAR

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**EXCLUSIVE BROADCAST PROPERTIES**

**SOUTHWEST** — Fulltime radio station with owner-operator profit of over $25,000.00. Prices 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 25% 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. Price at $2,500,000.00 with 25% down.

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### Hamilton Sandis and Associates, Inc.

John F. Hardesty, President

America’s Most Experienced Media Brokers

**NEOGOTIATIONS - APPRAISALS - FINANCING OF CHOICE PROPERTIES**

**WASHINGTON, D. C.**
- Ray K. Hamilton
- 1713 14th St. N.W.
- Executive 3-3456
- Warren J. Brown
- New York

**CHICAGO**
- Richard A. Steihm
- John D. Steibens
- Tribune Tower
- Dilworth 7-7794

**DALLAS**
- Dewitt Lands
- 1511 Bryan St.
- Riverside 6-1125
- Joe R. Dowell
- New Orleans

**SAN FRANCISCO**
- John F. Hardesty
- Deit Schultz
- 111 Sutter St.
- 4th Floor

BROADCASTING, September 17, 1962
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 Maurice 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. “Fullest 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 RadioMarketing 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. Crawford 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.

Radio Movies Are Better Than Ever!

And Pittsburgh’s great movie station—WIIC—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)

WIIC 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!

WHEC-TV
CHANNEL 10, ROCHESTER, N.Y.
STIFF WARNING TO STATIONS

WALLE 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 WALLE) Raleigh, N. C., to Raleigh-Durham Broadcasting Co. from Raleigh Broadcasting Corp. for $180,000. On its first day of operation of WALLE, 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 WALLE will be sent to all stations before "taking further regulatory action in an individual case," the agency said. Stockholders in WALLE 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, WALLE 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."

WALLE pointed out that several stations had engaged in similar one-day programming in the past for a special promotion.

The FCC also charged WALLE with prematurely using its new call letters, 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 WALLE actions do not qualify "either as inductive 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 WALLE 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 WALLE in trouble. Here are WALLE aired comments which caused the FCC to crack down:

"Did you hear about the goose that got on the subway and got people 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 WALLE was "Lost."

Commissioner Robert T. Bartley dissented and voted for a hearing on Raleigh-Durham's qualifications to be a licensee. He said WALLE'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 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 1930 which specifically prohibited the registration of all descriptive trademarks.

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

FTC'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:

<table>
<thead>
<tr>
<th>Sunday</th>
<th>June 10, 1962</th>
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<tr>
<td>Monday</td>
<td>Feb. 19, 1962</td>
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<tr>
<td>Tuesday</td>
<td>Feb. 20, 1962</td>
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<tr>
<td>Wednesday</td>
<td>March 7, 1962</td>
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<tr>
<td>Thursday</td>
<td>Mar. 15, 1961</td>
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<tr>
<td>Friday</td>
<td>May 11, 1962</td>
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<tr>
<td>Saturday</td>
<td>Sept. 30, 1961</td>
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</table>

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.
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 Radio Company
Subsidiary of Harris-Intertype Corporation
Quincy, Illinois

Offices in: Houston, New York, Los Angeles, Washington, D.C.
In Canada: Canadian Marconi Company
CROSLEY KEEPS WLWI, 4-3

Indianapolis ch. 13 decision draws hot dissent;
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 ma-
jority 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) At-
lanta 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. Join-
ing Commissioner Hyde in approving
the Indianapolis-Atlanta actions were
Commissioners Robert E. Lee, T. A. M.
Craven and John S. Cross.

The dissent, described by a veteran
FCC official as the most discordant
court decision ever by commissioners,
were lodged by Chairman Newton
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 Com-
unciations Act—dealing with pay-
ments of expenses in return for the dis-
missal of competing applicants. All
three dissenters, in turn, cited the same
section as the basis for their dissent and
maintained that the decision flouts the
FCC's processes.

They charged the Atlanta sale consti-
tutes 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 encoun-
tered by the latter in processing its ch.
13 application for eight years. A con-
tingent 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 tem-
porary 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 with-
out 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. Cros-
ley also owns WLW-WLWT (TV) Cin-
cinnati, WLWD (TV) Dayton and
WLWC (TV) Columbus, all Ohio.

The four-man majority said that ex-
amination of documents submitted by
the two parties in answer to FCC ques-
tions "persuades the commission" that
WIBC expenses were "reasonable and
prudent" and that the "purchase price
for the Atlanta tv station does not re-
present 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 ar-
rangements for private purposes?"

It is clear, the chairman maintained,
that Crosley's agreement to sell WLWA
is "in consideration of WIBC's agree-
ment to withdraw." The FCC should
"at the very minimum," he said, hold
a hearing to determine the "reasonab-
leness" of the sales price for WLWA and
what other parties would be willing to
hold. Chairman Minow voted for re-
opening the record to determine whether
either Crosley or WIBC is qualified to
hold the license and to accept compet-
ing applications for ch. 13. "Surely
neither party now before us is in posi-
tion to claim protection from new com-
petitors," 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

MID-MICHIGAN'S BIG NO. 1 BUY
RADIO WILS ANG
1320
Represented by Venard, Rintelld & McConnell

BROADCASTING, September 17, 1962
whatever you knew about WKRC-TV coverage in the Ohio-Kentucky Indiana market is now obsolete by this new tower which is hundreds of feet higher than those of the other two Cincinnati channels.
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 Presiden\-tial 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.

Mr. Craven

Long service cited

Born in 1893 in Philadelphia, Mr. Craven was graduated from the U.S. Naval Academy in 1913. He holds 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 Wilmotte, he designed and built the first direction- al 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 God-\nard Space Flight Center at Beltsville, Md. Engineering papers are scheduled on fm stereo, uhf and uhf translators, uhf and uhf measurements, Telstar, international space communications, with recording. Jarrett L. Hathaway, NBC, will receive the Scott Helt award. Raymond F. Guy is chair-\man of the meeting.

win respect unless we ourselves respect them."

Commissioner Bartley - The real question before the FCC is whether WIBC would dismiss the 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 ex-\\\penses, he said. It appears, he said, that Crosley's original asking price for the Atlanta property was "negotiated at great length" before a figure accept-\\\able 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 de-voted "careful study." A second grant to Crosley would return the very situa-\\\tion 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 li-\\\censes is, in fact, trafficking," Commis-sioner Bartley said.

Commissioner Ford - Commissioner Ford also charged the majority decision "does violence to our processes, under-mining 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 be-cause it was locally owned and man-aged.

"However, in this case the willingness of WIBC to abandon its plans for Indian-apolis in order to take over a sta-tion 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 dissent, 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 in-terest 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
AGAIN THIS FALL IN BIRMINGHAM THE CREAM OF NBC AND CBS WILL BE ON WAPI-TV

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 ★ Jack Benny Show ★ Have Gun, Will Travel
Show ★ Perry Como Show ★ Route 66
★ Huntley-Brinkley ★ Alfred Hitchcock ★ Gunsmoke
★ Lucille Ball Show ★ Doctor Kildare ★ Route 66
★ Saints and Sinners ★ Hazel ★ Saints and Sinners

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

BROADCASTING, September 17, 1962
AT&T. Also tomorrow, the commission will attend a luncheon meeting of the National Mobile Radio System operation 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 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

“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 “Vancouver Radar Weather Control” between “Vancouver” and “Radar.”

Although KISN has not yet filed a formal answer with the commission, the station said in a release last week: “We find it not only hard to believe, but very humorous to say the least, that a slogan about a pause (made famous by a soft drink company of many years’ standing, ‘the pause that refreshes’) could be so expensive. This famous ‘pause’ we refer to, costs only a nickel, and in some vending machines one might even pay a whole dime. We are quite certain that no one ever thought a mature governmental agency would ever think it worth $2,000 for not taking that famous ‘pause.’”

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

CELEBRATING 40 YEARS OF SERVICE TO THE MID-SOUTH

Affiliated with CBS Radio / Represented by the Katz Agency
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).
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 McCrory 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. McCrory 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. McCrory 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 Kingstree, 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 Kingstree.

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.

Begun 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 unshakeable 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-

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**HOOPER RADIO AUDIENCE INDEX**

**WPOP OFFICIALLY ACCLAIMED #1**

**SHARE OF RADIO AUDIENCE**

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

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

Rep.: Adam Young, Inc.
Midwest Time Sales

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*BROADCASTING, September, 17, 1962*
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. Christiansen, 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 Hamm, 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.

DEINTERMIXTURE DEAD—FOR NOW

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

The FCC has officially rejected 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
Why Burgess Magnetic Recording Tape is 8 ways better!

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.
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. (WS-ITV), 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 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.
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 WBUG 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 WBUG’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 antitrust 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 antitrust violations by NBC. Now Philco “has the affrontery to ask this commission to request the Attorney General to make available the files in three antitrust 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.
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 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 work-shop, the car, the back-lawn—every-where." 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 eyv 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
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.

WNDT 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 WNDT, have expressed feelings that AFTRA has made WNDT 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 understanding and the support of all, including organized labor."

Richard Zimbert, director of business and legal affairs, WNDT, 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.
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 dropouts 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.

KZL-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.

**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-television 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
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
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 half 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 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 Joaquin Valley by only 5.4%, and the difference is smaller than for the 1950-60 decade, when Sacramento Valley had an increase to San Joaquin Valley's 24.6%. Between now and 1975, the experts estimate that Sacramento Valley residents will increase by 57.8% (from 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 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 succinct summary of the situation.

To return to the present, at census time, 1960, the Great Valley had 14.5% 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.)

### 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
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) 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 in 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 Tehachapas 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-
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 estimated 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

<table>
<thead>
<tr>
<th>County</th>
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<th>Total land area (in acres)</th>
<th>Land in farms (in acres)</th>
<th>Cropland harvested (in acres)</th>
<th>Irrigated* land in farms (in acres)</th>
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Source: 1959 Census of Agriculture
*Includes both cropland and pasture

The Devils Post-Pile National Monument, in the eastern Sierra Mountains, is in Madera county.

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 Carbide, 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 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

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Source: 1959 Census of Agriculture
*Includes both cropland and pasture

The Devils Post-Pile National Monument, in the eastern Sierra Mountains, is in Madera county.
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 candelabra 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.

CALIF. TV MARKETS
1. Los Angeles
2. San Francisco
3. Sacramento-Stockton
4. San Diego
5. Fresno
6. Salinas-Monterey
7. Bakersfield
8. Chico-Redding
9. Eureka
10. Santa Barbara

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
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; Camino 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 13,740 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 $4,556. 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 fifth (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, Madera 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.

San Joaquin 75% urban

Northeastern 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 49.9% in the over-$10,000-a-year bracket and 18.8% in the under-$3,000-anual class.

Personal income in 1959 was $70 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 manufacturing and 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 105,142 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 million). 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 $1,000. 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, 6,597 with sales, 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.
Central California is a $2 billion market - and KFRE alone delivers it

<table>
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<th>2 mv. contour</th>
<th>.5 mv. contour</th>
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<td>Farm income*</td>
<td>$1,280,511,991</td>
<td>$1,840,852,380</td>
</tr>
</tbody>
</table>

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

Fresno's only 50,000 watt station
The Port of Stockton is linked to the Golden Gate by a 32-foot channel 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., with 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 port California's only inland city's port. California's only inland city's port. California's only inland city's port. California's only inland city's port. California's only inland city's port. California's only inland city's port. California's only inland city's port. California's only inland city's port.

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.

Farms produce $142,131,-000 in 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 ($3.3 million) are the major items in this group.

Packaging Center = Manufacturing had 9,624 employees, with food processing and packaging 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

<table>
<thead>
<tr>
<th>County</th>
<th>All Employees</th>
<th>Payroll</th>
<th>Value Added by Manufacture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butte</td>
<td>3,047</td>
<td>$12,396</td>
<td>$21,475</td>
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<td>Colusa</td>
<td>100</td>
<td>$386</td>
<td>1,145</td>
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<td>Fresno</td>
<td>12,428</td>
<td>$54,757</td>
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<td>Glenn</td>
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<td>Kings</td>
<td>1,216</td>
<td>$5,837</td>
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<tr>
<td>Madera</td>
<td>863</td>
<td>$4,029</td>
<td>7,628</td>
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<tr>
<td>Merced</td>
<td>1,827</td>
<td>$7,033</td>
<td>17,748</td>
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<td>Sacramento</td>
<td>20,582</td>
<td>$125,839</td>
<td>246,501</td>
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<tr>
<td>Stan Joaquin</td>
<td>12,667</td>
<td>$61,314</td>
<td>147,580</td>
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<table>
<thead>
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<th>County</th>
<th>All Employees</th>
<th>Payroll</th>
<th>Value Added by Manufacture</th>
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<tr>
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<td>3,301</td>
<td>$16,424</td>
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<td>Stanislaus</td>
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<td>763</td>
<td>$2,783</td>
<td>4,955</td>
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<td>Tehama</td>
<td>1,816</td>
<td>$9,095</td>
<td>15,987</td>
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<td>Tulare</td>
<td>3,014</td>
<td>$12,274</td>
<td>24,879</td>
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<tr>
<td>Yolo</td>
<td>2,019</td>
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</tr>
<tr>
<td>Yuba</td>
<td>2,122</td>
<td>$6,589</td>
<td>30,689</td>
</tr>
<tr>
<td>Great Valley Total</td>
<td>79,255</td>
<td>$391,885</td>
<td>$840,900</td>
</tr>
<tr>
<td>% of State Total</td>
<td>6.7%</td>
<td>9.9%</td>
<td>6.9%</td>
</tr>
<tr>
<td>State Total</td>
<td>1,181,735</td>
<td>$6,601,089</td>
<td>$12,124,405</td>
</tr>
</tbody>
</table>

80 (SPECIAL REPORT: CALIFORNIA'S INLAND EMPIRE)
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
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
KOVR 13
METROPOLITAN BROADCASTING TELEVISION REPRESENTED NATIONALLY BY
METRO BROADCAST SALES
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!

In Sacramento

Buy With Confidence

Radio KCRA

First!

<table>
<thead>
<tr>
<th>HOME COUNTY</th>
<th>WEEKLY PERCENT PENETRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCRA</td>
<td>50%</td>
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<tr>
<td>Sta. B</td>
<td>47%</td>
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<tr>
<td>Sta. C</td>
<td>44%</td>
</tr>
<tr>
<td>Sta. D</td>
<td>35%</td>
</tr>
<tr>
<td>Sta. E</td>
<td>23%</td>
</tr>
<tr>
<td>Sta. F</td>
<td>19%</td>
</tr>
</tbody>
</table>

(Sources: NCS 1961)

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 of acres of wheat, thousands of heads of cattle, miles of forest and scores of employees 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 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 larges 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 $131 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, 11,791 at census time, with Tulare, 13,824, a close second.

82 (SPECIAL REPORT: CALIFORNIA’S INLAND EMPIRE)

Broadcasting, September 17, 1962
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 Ferm, 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

BROADCASTING, September 17, 1962
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.

A view of the state capital in Sacramento during the annual Camellia Festival. This attraction draws thousands to the city each year.

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.

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 Orovil 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 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 amount 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

<table>
<thead>
<tr>
<th>County</th>
<th>Farms</th>
<th>Total land area (in acres)</th>
<th>Land in farms (in acres)</th>
<th>Cropland harvested (in acres)</th>
<th>Irrigated* land in farms (in acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butte</td>
<td>2,448</td>
<td>1,054,320</td>
<td>670,119</td>
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<td>9,067,500</td>
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<td>Colusa</td>
<td>775</td>
<td>727,820</td>
<td>491,128</td>
<td>162</td>
<td>261,589</td>
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<tr>
<td>Glenn</td>
<td>1,425</td>
<td>842,880</td>
<td>648,569</td>
<td>288</td>
<td>47,986</td>
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<tr>
<td>Sacramento</td>
<td>2,351</td>
<td>629,120</td>
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<td>1,712</td>
<td>12,756</td>
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<td>880</td>
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<td>603,466</td>
<td>1,017</td>
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<tr>
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<td>768</td>
<td>407,680</td>
<td>49,634</td>
<td>546</td>
<td>136,228</td>
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</table>

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.

Of the county's 26,566 employed individuals at census time, 6,248 worked in trade, 3,115 in manufacturing (nearly half—1,405—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). Almond and prune crops account 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
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.

SACRAMENTO SEES FARMING REPLACE GOLD

Continued

credit 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 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. Sales 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
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-

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

Koh Reno • KFBK Sacramento • KBEE Modesto • KMJ Fresno • Kern Bakersfield

BROADCASTING, September 17, 1962
SACRAMENTO SEES FARMING REPLACE GOLD continued

gernment with 29,700 employes 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 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 11% 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 $3,670 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%
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 as of July 1, 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 $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...
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 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. Total 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 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 shokk 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.

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**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 pack-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

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Creator of advanced microwave systems and components for U. S. space and defense projects.

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(SPECIAL REPORT: CALIFORNIA’S INLAND EMPIRE)
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, 11.3% incomes of over $10,000 and 1960, 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 transcontinental 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 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.

### 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.

### 300 frost free days, California valley pride

Hot, dry summers; rain confined to the winter months; more than 300 frost free 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:

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<td>Bakersfield</td>
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Summers get pretty hot, with daytime temperatures of 100° and over a common occurrence, but the humidity is generally low and after sun-down 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 surveyors 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.

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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 subjected 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 equitably 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 recurrence 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.

92 (SPECIAL REPORT: CALIFORNIA'S INLAND EMPIRE)
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 fundering 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-off 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 divestment 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 Sindlinger 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.

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BROADCASTING, September 17, 1962
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 and sensationalism could be matched with two minutes of hard 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 significance 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 same sound of sound 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 had 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; Hollia Seavey, NAB; Bill Dalton, National Community Tv Assn.; R. Russell Eagan, Washington attorney; Charles Batson, WIS-TV Columbia, S. C.; Ben Williams, WTOP-TV Savannah, Ga.; Fred Weber, Friendly
Stereo increase seen by FCC spokesman

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 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
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 mega-watts 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 patterns 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, this 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:

<table>
<thead>
<tr>
<th>Period</th>
<th>Tv</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-July 1962</td>
<td>3,831,010</td>
<td>10,396,595**</td>
</tr>
<tr>
<td>Jan.-July 1961</td>
<td>3,184,514</td>
<td>8,567,889</td>
</tr>
<tr>
<td>Jan.-July 1962</td>
<td>3,173,566</td>
<td>5,721,663***</td>
</tr>
<tr>
<td>Jan.-July 1961</td>
<td>2,901,305</td>
<td>5,125,813</td>
</tr>
</tbody>
</table>

*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.: "superawing pistules.").

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.
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 crossroads 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 the 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

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Subsidiary of Ling-Temco-Vought, Inc.
Local specials planned by
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 deal 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 Marketing, headed by Wynn Nathan, 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...


Two Science Fiction Features (Allied Artists Ty): 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.; WTVN Minneapolis; KENS-TV San Antonio, Tex.; KCPC-TV Salt Lake City; WVOC-TV Norfolk, Va.; WHTN-TV Huntington, W. Va.; WLOS-TV Asheville, N. C.; WFLA-TV Tampa, Fla.; WALA-TV Mobile, Ala.; KBTY (TV) Denver; KSHO-TV Las Vegas; WBNS-TV Columbus, Ohio; KTVK (TV) Phoenix, Ariz.; WTVRM (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.; KHL-TV Holdredge, Neb.; WTTV (TV) Cadillac, Mich.; KVTV (TV) Sioux City, Iowa; KGNU-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.; KVO5-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; KVO5-TV; WNEW-TV; WTTG, and WNEP-TV.

The Law and Mr. Jones has been purchased by KVO5-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 stations 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
be." To make sure there is no misunderstanding of the programs, a WCKR spokesman 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 $150,636, 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-Schenck 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-
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 Miami, Fla., 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 KMOL-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.

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 affiliate and American International is foreign operations affiliate of Standard Oil Co. of Indiana.


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.


James Rayen, vp and account supervisor at Ted Bates & Co., New York, resigns. Mr. Rayen and his family are moving to Tucson, Ariz.


Oliver Toigo, executive on P. Lorillard Co. account at Lenne & Newell, New York, elected vp and assistant secretary-treasurer. Mr. Toigo will retain his current account responsibilities.

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, QuikSolve 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.


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.

John H. Mason, James F. Shea and Julian R. Sites 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.

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.


Dr. Rita Senf, former head of research design department of Lafayette Clinic, Detroit, joins Advertising Research Foundation, New York, as research editor. Thomas Croll 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 will continue Good Music format.

Jack L. Moore, general manager of WAYL (FM) Minneapolis-St. Paul, elected president of Contemporary Radio Inc., licensee of station. Other corporate officers elected: Troy L. Scat tarella, 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 WSAS-AM-FM Cincinnati, now general manager of KAAY (formerly KTHS) Little Rock, Ark., upon transfer of license from Radio Broadcasting Inc. to KAAY Inc. (Lin Broadcasting Corp.). KAAY 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 Kerr, music directors.

Randi Archer appointed assistant general manager and sales manager of WVID Seattle. Mr. Archer has been member of WVID 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.


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.

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...
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 Penney packer 5-3432.


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 Broadcasting 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.

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...
local sales staff. Wendell Mayes Stations are KBWD Brownwood, KNOW Austin, KCRS Midland, KXOL-AM-FM Fort Worth, all Texas; KTOP Oklahoma City; KSNN Snyder (50%) and WACO Waco (50%), both Texas.

Charles (Chili) Jones joins sales staff of WPDQ Jacksonville, Fla.

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 cay systems for seven years, most recently served as manager of H&B's system in Prescott, Ariz.


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, WWVH announcer, appointed farm director, replacing Mr. Corrigan who joined station in June 1958 as announcer.

Cliff 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 WNBF-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.

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 Meyershoff 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 Happel, 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 WIRT (TV) Flint; Messrs. Happel, 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.

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 Sportman'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...
Jerry 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 WAIR-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 KCPC-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 Dunne, 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-AM-FM New York, appointed promotion manager of WINS, that city.

Petey 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 KCPC-AM-FM-TV Salt Lake City, joins KGO-AM-FM San Francisco as promotion assistant to Ron Wren, manager of advertising and promotion.

Programming

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.

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 Commandor, 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 Englebard 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 Renault appointed manager of Toronto office of newly formed Academy Ty 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 CPOS.

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 Browning Laboratories Inc., manufacturer of fm multiplex equipment, Lacona, N. H. Mr. Midgley, who recently resigned from his duties with Kinsman Mfg. Co. in Lacona (electronic home organs), was previously with Price Waterhouse & Co. and Merrill, Lynch, Pierce, Fenner & Smith in Boston.

Esther 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 midwest regional sales manager of Oak Manufacturing Co. (electro-mechanical components), Crystal Lake, III. 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

a better on the air signal in 5 parts.

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

Subsidiary of Ling-Temco-Vought, Inc.
RED'S 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 Tele- vision 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 company, 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-
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 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 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 stirring 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 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 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 shows 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 arts 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 Michelle, acting on behalf of the Australian company.
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.


New tv stations

**ACTIONS BY FCC**

Oil City, Pa.—Great Lakes Tv Co. Granted cp for new uhf station to operate on ch. 64 (as satellite of WSEE-TV Erie). ERP 14.6 kw vis., 73 kw aur. Ant. height above average terrain 680 ft. Grant is subject to final action in Doc. 14584 which looks towards substituting ch. 64 for ch. 39 that station. Station is owned by Great Lakes Tv Co., licensees of WSEE Erie. Comr. Bartley disinterested and issued statement. Action Sept. 12.

**APPLICATIONS**


**NEW TRANSLATORS**

Cascade Broadcasting Co. Lakeport, Calif.—Waived Sec. 4.706(c)(4) of rules and granted applications for cps for two new uhf tv translators station to translate programs of KRON-TV (ch. 4), San Francisco, and on ch. 63 to translate programs of KCSM-TV (ch. 3), Sacramento; condition. Action Sept. 5.

Existing tv stations

**ACTIONS BY FCC**

* - Granted renewal of licenses of stations KHIX-TV Dickinson, N. D., and KXGN-TV Gideon, Mont.; each granted condition 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**

WIMI-TV Grand Rapids, Mich.—Ch. 13 Grand Rapids Inc.

WITF-TV North Platte, Neb.—North Platte Tv Inc.; changed from KNOP-TV.

WOKR (TV) Rochester, N. Y.—Ch. 13 of Rochester Inc.; changed from WZTV-AM.

**NEW AM STATIONS**

**ACTIONS BY FCC**

By Broadcast Bureau

Spokane, Wash. Moore Bestg.—Granted cp for new am station to operate on 550 kc, 50 kw DA-1D; conditions: P.O. address 904 Balfour Blvd., San Francisco. Estimated construction cost $73,350, first year operating cost $56,000. Principal is Gladys G. and Joseph A. Moore Jr. (joint tenants). Mr. Moore is in ship-building 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 WCWA Calhoun, Ga., for period terminating Sept. 1, 1963, and sent letter saying: "Commission records indicate that since 1350 W. has been licensed for new service at more than 10% below its authorized power in violation of Sec. 2.57(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 Form No. 1324) of commission's rules. Action Sept. 12.

By memorandum opinion & order, commission granted application of Howell County Bestg. Co. for mod. of license of WVCW Welch, W. Va., to change operation from uni. to SH with its present facilities 1346 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. 3.200(a) of rules to permit use of main studio of its WYTI radio in said city limits of Black Mountain. Action Sept. 12.

WBIL Leesburg, Fla.—Granted increased power on 1410 kc. D, from 1 kw to 5 kw;

**CALL LETTERS ASSIGNED**

KAAV Little Rock, Ark.—KAAY Inc.; changed from KTHS.

WDBV-B Ethridge, Tenn.—Class D, Christian Radio Foundation Inc.; changed from WBBV.

WJSU Donaldsonville, Ga.—Radio Donaldsonville.

WKDD Chicago, Ill.—The McLeod Corp.; changed from WGSS.

WKDD-F Nelsonville, Ohio.—Union Bestg., Inc.

WKGK Shreveport, La.—Klamat Inc.; changed from KOA.

KOAJ Shreveport, La.—McLeod Shreveport, Inc.; changed from free KRIH.

WMWA Madison, Wis.—St. Croix Bestg., Inc.

WYMN Ypsilanti, Mich.—Community Service Broadcasting Inc.

WJRL-Sauk Rapids, Minn.—Hi-Rite County Broadcasting Co.

KNOO North Platte, Neb.—North Platte TV Inc.

WKLY Henderson, N. C.—Radio Corp.; changed from WIXV.

WMDB Shenandoah, Va.—Shuck-By Trans-Audio Inc.

WSTD Nashville, Tenn.—Second Thursday Corp.

**APPLICATIONS**

WISE Springfield, Ohio—Mod. of cp (which authorized change in ant.-trans. location was ant. 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**

WMIR Inc., Miami, Fla.—Granted cp for new class C fm station to operate on 98.1 mc, with lease, 1 kw, 190 ft. Ant. height above average terrain 94 ft. FM address: 301 nw 27th st., Miami, Fla. Ant. estimated construction cost $2,100; first year operating cost $4,000. Principals are O. A. Prizzi, L. A. Prizzi, and Wolf E. Holt (75%), Robert N. Robinson (20%) and Connie I. Holt (10%). They also own WHLS-WO and WMB-AM. Mr. Charles Holt also owns interests in WHNY McComb, Miss. Action Sept. 7.

**APPLICATIONS**

Bowling Green, Ky.—Bowling Green Bestg., Inc.; changed from WDSG. They changed their holding company name to Southeastern Broadcasting Inc. Ant. height above average terrain 145 ft. P.O. address: Bowling Green, Ky. Estimated construction cost $16,800; first year operating cost $20,000. Principals are O. A. Prizzi, L. A. Prizzi, and Wolf E. Holt (75%), Robert N. Robinson (20%) and Connie I. Holt (10%). They also own WHLS-WO and WMB-AM. Mr. Charles Holt also owns interests in WHNY McComb, Miss. Action Sept. 7.

**Summary**

**OPERATING TELEVISION STATIONS**

Compiled by Broadcasting, Sept. 12.

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<th>Channel</th>
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<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>97</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>49</td>
<td>17</td>
<td>59</td>
</tr>
</tbody>
</table>

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC July 30

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (call on air)</td>
<td>6,290</td>
<td>458</td>
</tr>
<tr>
<td>Cps on air (new stations)</td>
<td>62</td>
<td>69</td>
</tr>
<tr>
<td>Cps not on air (new stations)</td>
<td>140</td>
<td>102</td>
</tr>
<tr>
<td>Total authorized Cps</td>
<td>8,602</td>
<td>1,027</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>434</td>
<td>135</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>447</td>
<td>148</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>411</td>
<td>104</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Licenses granted</td>
<td>439</td>
<td>135</td>
</tr>
</tbody>
</table>

*There are in addition 10 tv stations which are no longer on the air, but retain their licenses. +Includes one STA.*

**WSCH (FM) Hartford, Conn.—So. Church Bestg., Foundation Inc.; changer from WPTW (FM).**

**KDFN (FM) Doniphan, Mo.—J. G. Hunt.**

**WSJF-FM Bayamon, P. R.—Anthilies Bestg., Corp.**

**WMKT (FM) McKenzie, Tenn.—McKenzie Bestg., Co.**

**Ownership changes**

**KPSA Banning, Calif.—Seeks assignment of license from Calvin R. Jassop (88.2%) and Judith E. Jassop (11.8%), to Stevens Bestg., Inc., to Ray A. Fields, as sole owner and individual Consumer. Estimated construction cost $37,000. Mr. Fields is employee of two-way radio sales and service firm. Ann. Sept. 10.**

**KHEV (FM) Idaho.—Seeks assignment of license from Russell J. Hyde (70%) and Ima B. Loughton (30%), to Triumph Bestg., to Mr. Hyde, as sole owner, trias same. Estimated construction cost $12,700. Ann. Sept. 11.**

**WFWW-FM—Madisonville, Ky.—Seeks transfer of control of licensee corporation from Madisonville Publishing Co. (Edgar Arnold Jr., Kennedy Arnold, Edgar Arnold Jr., Howard Arnold and Mary A. Crary, solely own 310 of 419 shares outstanding), to W. H. Wells and Elmer Kelley Jr. (each 50%), Consideration $88,000. Ann. Sept. 7.**

**KHEV (FM) Idaho.—Seeks assignment of license from R. L. Turner, W. B. Kelly, and J. H. Crayle (each 15%), d/b/a as United County Bestg., co., to same trio corporation under same name. No financial consideration involved. Applicants are each 1/3 owner of WPTV Cookeville, Tenn. Ann. Sept. 11.**

**KXXK Lafayette, La.—Seeks transfer of negative control of licensee corporation from Paul H. Kurszew Jr. (50%), to Victor J. Kurszew Jr. (98%), Frank T. Kurszew (3%), and Orloine K. Chadwick (1%), and Shirley Louise Kurszew (2%), Transferee will retain total of 7,500 shares in transfer (not counting shares retained by transferee). Ann. Sept. 10.**

**KSM-FM—Mitchburg, Pa.—Seeks assignment of license from David M. Meyers, sole owner, d/b/a as The Wachusett Bestg. Corp. (for fm operation), to George L. and Marie Chaffee (62.5% and 37.5% respectively), tr/a as WGOM Inc. Consideration $27,000. Mr. Chaffee is stockholder and director advertising firm, Mrs. Chaffee is housewife. Ann. Sept. 11.**

**WSRO Malboro, Mass.—Seeks assignment of license from William F. Brewin, receiver in Bankruptcy, to Chair City Bestg., Corp. (70%), and all those persons owning stock in County Bestg., Inc. (licensee of WSRO), although their holdings will be reduced to 30% from their original 100% (Lewis F. Sargent, L. Lloyd & Millie, Norma H. Harket, Donald M. Askir, Carleton R. Lewitt, W. Clark, and Kenneth D. each 5%, and others.) Chair Bestg. owns WSCA Gardner, Mass., through Gardner Bestg., Inc.; Edward R. Wells is sole owner Chair Bestg., and has 25% interest in application for new station in Boston. Ann. Sept. 10.**

**WSAM-FM Saginaw, Mich.—Seeks assignment of licenses and cp from Nellie M. Knorr, as executrix, (55.41%), Basil M. Briggs and Van Patricke (each 14.49%), Jackson Bestg. & Tv Corp. (4.2%), voted by Mrs. Knorr, and others, d/b/a as Knorr Bestg. Corp., to Kenneth Hugh MacDonald, sole owner, trias same. Consideration $600,000. Mr. MacDonald is salesman in advertising firm, WPGAF Ann Arbor, Mich. Ann. Sept. 11.**

**KTRC Minneapolis, Minn.—Seeks assignment of license from Albert L. and Patricia W. Tedesco (60% and 30% respectively), d/b/a as Heneph Bestg. Assco., to same persons trias same. No financial consideration involved. Mr. Tedesco owns Broward County Bestg., licensee of WITX Oakland Fl., Fl., and 75% of North American Bestg. Co., licensee of WMNI Columbus, Ohio, and KDUE Hutchinson, Minn.; Mrs. Tedesco owns 15% of North American Bestg. Co. Ann. Sept. 10.**

**KMBY 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%), Noekwood, Keith, and Neal Brown, and Barbara Bixby (each 3.125%), d/b/a as Billings Bestg. Co., to Mr. Nybo (42.5%), Charles L. Crist (17.3%), and Genevieve Nelson (8.7%), trias same company. Total consideration $70,925. Ann. Sept. 7.**

**WBOC Bucyrus, Ohio—Seeks assignment of license from Jack H. Smith (79%), and Richard H. Smith (21%), d/b/a as Bucyrus Bestg. Inc., to Mr. Smith (79%), and Richard H. Smith (21%), for fm operation. Ann. 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's 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.

110 (FOR THE RECORD)

BROADCASTING, September 17, 1962
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCOE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 6, D. C.</td>
<td>Phone District 7-1205</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineer</td>
<td>1710 H St., N.W., Republic 7-2247</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineer</td>
<td>1405 C St., N.W.</td>
<td>Republic 7-6646</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>Kansas City 14, Missouri</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>Consulting Engineer</td>
<td>Applications and Field Engineering</td>
<td>232 S. Jasmine St.</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>Consulting Engineer</td>
<td>Broadcast Engineering Consultant</td>
<td>Box 220</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV Microwave</td>
<td>P. O. Box 13287</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>436 Wyatt Blvd., Washington 5, D. C.</td>
<td>Phone: 347-9061</td>
</tr>
<tr>
<td>MACKEY &amp; BAILLES</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television</td>
<td>527 Munsey Bldg., Sterling 3-0111</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Engineer</td>
<td>711 14th St., N.W.</td>
<td>Sheridan Bldg.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Engineer</td>
<td>P.O. Box 32</td>
<td>Crestview 4-8721</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Engineer</td>
<td>Box 68, International Airport</td>
<td>San Francisco 28, California</td>
</tr>
<tr>
<td>J. G. ROURNTREE</td>
<td>Consulting Engineer</td>
<td>P.O. Box 9044</td>
<td>Austin 17, Texas</td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting Engineer</td>
<td>Applications—Field Engineering</td>
<td>Suite 601</td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements</td>
<td>AM-FM-TV</td>
<td>103 S. Market St., Lee's Summit, Mo.</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>Specialists for Am-Fm-Tv</td>
<td>445 Concord Ave., Cambridge 38, Mass.</td>
</tr>
</tbody>
</table>
Help Wanted—Management

Radio

Sales

St. Louis . . . Good salesman, proven sales background. Management experience, or not. Must be aggressive, multiple chain sales, very good salary plus, please write fully. Box 413P, BROADCASTING.

Salesman-staff announcer wanted. Good salary-plus commutation. Pro's only please. Box 446P, 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. Home and studio to Harry Gann, KDAS TV, Hanford, California.

Opportunity for announcer-salesman. South of Boston. Send resume. Box 344P, BROADCASTING.

Sports

Immediate opening for a Football Commentator on AM radio in a large market. Must have 7 years major market experience. Send resume to: John Kasper, 204 W. Chicago Ave., Philadelphia, PA.

Help Wanted—Cont'd

Sales

Help Wanted—Cont'd

Technical

Help Wanted—Technical

Radio

WINA—50,000 watt powerhouse in Miami seeks top notch music director. Must now be in a comparable position. Complete resume with photo by letter to 346 Blechman Blvd., Miami, Florida.

Chief engineer with 1st class license wanted for immediate full time employment at WJWX-FM, 1 Burlington Street, Hartford, Conn.

Immediatem opening, 1st phone. 5 kw. DA. Experience required. Permanent position. Excellent opportunity for advancement and development in the suburban N.Y.C. area. Winip, Mount Kisco, N. Y.

Production—Programming, Others

Assistant news director. Must be man of multiple talents, who knows the music business, does good air show and can create good production. 10,000 watt top station in a three station market. Possible some TV exposure. Immediate opening. Send full details and first letter. Box 371P, BROADCASTING.

KWTX, Waco, Texas, needs good all around local news announcer. Must have with picture. Box 425P, BROADCASTING.

Radio program director. Must be man of multiple talents, who knows music, does good air show and can create good production. 10,000 watt top station in a three station market. Possible some TV exposure. Immediate opening. Send full details and first letter. Box 371P, BROADCASTING.

KWTX, Waco, Texas, needs good all around local news announcer. Must have with picture. Box 425P, BROADCASTING.

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 to: News Director, WOOL, 614 S. Main St., Bourbon, Ind.

Newsman wanted. Both No. 1 and No. 2 positions available. Send tape and resume to WYLB, Urbana, N. C.

Negro combo needed, capable of doing maintenance. Radio telephone license required. Box 579P, BROADCASTING.

RADIO

Situations Wanted—Management

Successful station manager. Married, 19 years experience in major market radio experience. Desires mid Atlantic area. Top references, Box 314P, BROADCASTING.

Sales manager desires management. Present earnings exceed $20,000, ten years in top 35. Contract only. Confidential. Box 410P, 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 background, proven industry leader, civic minded, responsible. Desires location south. Top employer references. Area $10,000. Box 450P, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 25¢ 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.
- Classified ads $450.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward resistance separate, please). All transcriptions, photos, etc, sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability for their custody or return.
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 any location, either coast or inland. Family oriented, much experience. Will assume full responsibility for all phases of operation. Box 5617P, BROADCASTING.


Manager: successful medium market radio manager desires improvement. Family man, thirty-five, knows programming, promotion, and is top salesman. Developer of strong personnel. In the West, willing to relocate. Box 5617P, BROADCASTING.

Sales


Announcers


Available young man for medium market. Likes fast to medium format. Box 5617P, 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 5662P, 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 as to tape. He'll go anywhere your station is. Box 5617P, BROADCASTING.

Announcer, D.J., experienced, married, efficient. Veteran, will relocate permanently. Box 5617P, BROADCASTING.

Top forty combo, lots of gimmicks, seven years, veteran, family. Tape, photo, resume. Metropolitan south only. $50 minimum. Box 5617P, BROADCASTING.

4½ years announcing experience all phases adult programming. Presently nite man, 5 k.w., net-affiliated, mid market. Sells soft but delivers hard results. Ready for bigger challenge, bigger market. Tape, photo, resume to prove it. If your sound is panhandle from podunkville, skip this ad please. Box 5617P, BROADCASTING.

Seeking first position, trained, will relocate, college graduate, news, rewrite, production chief, and occasional singer. Box 5617P, BROADCASTING.

Experienced, versatile news director, salesman, play by play announcer and personality disk-jockey. Two years college; broadcasting school graduate. Prefer Illinois. Box 5617P, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

TF (until forbid)

RATES

$2.00 per word—$2.00 minimum (Payments in advance)

HELP WANTED

management

sales

announcers

technical

production—programming

SITUATIONS WANTED

management

sales

announcers

technical

production—programming

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

BROADCASTING, September 17, 1962

113
Situations Wanted—(Cont'd)

Announcers


Swap, imagination, conscientiousness, one year experience in announcing and production. Know studio equipment very well; can handle any job. Excellent exposure being resume, picture, tape and other requirements. Box 510P, BROADCASTING.

Personality d.j. Tight production, ready to move to W. Will travel. Box 811P, BROADCASTING.

Announcer, 41... 2½ years experience in announcing and music, fully employed. East coast preferred. Will consider other areas. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. Box 4-Y565.

Announcer seeks position in east. Married. One child. TV experience. Box 335P, BROADCASTING.

Announcer, newscaster, will do sales, tight production, go anywhere, willing to work, like chance to prove himself. Box 336P, BROADCASTING.

Hold everything! Here I am. Young, alert, dependable, married, announcer/d. Tight board will still relocate. Box 361P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Resourceful newsmen seeks major market radio or tv position. Aggressive; can write, gather, deliver stories. On camera experience. Married, children, B.S. in Communications. Box 485P, BROADCASTING.

After nineteen years on the programming side radio and tv, I look forward to the ordinary? Family, reliable, sober, talented, honest, and dependable. I have done it, with success. Best references. Nothing down, up payment if there's a future. Box 145P, BROADCASTING.

Metro pd prefers production position, college grad., married, draft exempt, eight years experience and resume available. Major market anywhere. Box 520P, BROADCASTING.

Announcer, account executive: experienced, college, production, desire news exposure. Box 559P, BROADCASTING.

Network experienced major market news director wants challenge, opportunity, advancement to even larger market. Proficient in excel in commercials, copy, writing. linen, sub. Box 523P, BROADCASTING.

Answer this ad! Leads to an experienced and intelligent programmer, with a proven solid background. Age 36. pd prefers newscaster. College trained, financially able to pay own expenses. Box 551P, BROADCASTING.

Announcer—now working metropolitan area. Aggressive, mature, experienced all phases of gathering and delivery for radio. tv. Box 555P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Excellent opportunity for self starting salesmen willing to work selling local accounts. Guarantee with commission set-up and promotion of UHF in country Men with radio experience considered. Send resume to Dave Berlin, WBBA TV, York, Penna.

Announcers

If you are a top flight on air television or radio newscaster, send resume to Box 509P, BROADCASTING.

Staff announcer. Immediate opening in major southeastern market for top man, with emphasis on news and commercial. Send resume and SOF or VTR to Box 465P, 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 2271.

Situations Wanted—Management

Major tv outlet in southern California seeking top flight transmitter, maintenance, and operations supervisor. RCA TT500. Salary in excess of $10,000. Box 3637, Los Angeles, California.

Max power VHF television and associated tv outlet in midwest medium market has need for a Chief Engineer to work under supervision of Director of Engineering. Will consider man with supervisory experience who has a strong background in maintenance. Salary commensurate with experience. Reply to Box 444P, BROADCASTING.

Announcers

Exceptionally versatile personable tv announcer, newscaster, emcee. College grad., reliable, move anywhere, prefer southeast. Box 532P, BROADCASTING.

Help Wanted—Sales

Expansive in power and operating hours of tv station creates immediate need for additional newscast people. Samples of our tv and radio stations. Excellent working conditions with progressive opportunities. Contact WBAC-TV, Salisbury, Md. Ask for Mr. Ward.

Immediate opening, transmitter engineer. Some maintenance; all operational duties. TV experience desirable but not required. Thomas H. Jones Jr., Chief Engineer, WSVA AM-FM-TV, Harrisonburg, Virginia.

Situations Wanted—Management


Production—Programming, Others

TV, radio news man permanent opening for combination radio, tv news man. Must be experienced in gathering and writing local news. Also, TV newscast news delivery and still and motion picture coverage for tv. Send slides, tape an audition KXTV-KKRF, Pueblo, Colorado.

Tv Professionals—Expanding VHF in southeast capital city needs ambitious man with background and experience capable of preparing and airing major sports and entertainment programs. Excellent top man position. Noted for intelligent, responsible programming. Salary commensurate with experience. Excellent commission opportunities. Also desire a REPORTER-PHOTOGRAPHER-JOBS. Box 405P, BROADCASTING.

Will consider promising young man with good academic experiences wish to relocate. Fine opportunity to move up with top flight news station. Please forward complete resume and recent photo to Box 446P, BROADCASTING.

Production manager to supervise directing staff and integrate studio production with station operations. Previous supervisory experience essential. Send resume and photo to WTTW, Chicago.

Sales

Employed, seasoned announcer seeks staff position or plus host assignment on live children's program. Excellent opportunity for commercial experience in both. My good looks, 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. Has background in television sales, production and technical. Resume available, Box 568P, BROADCASTING.

Broadcasting, September 17, 1962
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 546P, BROADCASTING.

Experienced first class engineer, now radio chief, desires job in TV engineering under chief. Willing, sober, reliable. Best references. Box 559P, BROADCASTING.

Engineer with ten years of television experience, seven as maintenance chief. Presently employed, responsible position. References, prefer midwest. Box 522P, BROADCASTING.

Am considered by present management a superior engineer with thorough knowledge AM-FM (Theory & Practice). Want crack at TV (good theory, practice, etc.). Can make token investment as act of faith, in what I consider a good opportunity. Box 555P, 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.

WANTED TO BUY

Equipment

Complete nitewatch unit wanted. Also Miscellaneous parts 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. $25,000 to 100,000. Want to sell? All replies acknowledged. Private, reliable, confidential. Box 567P, BROADCASTING.

Interested in am ep or sensibly priced station in medium market. No brokers please. All replies held confidential. Box 477P, BROADCASTING.

Pennsylvania broadcaster interested in purchasing small station in New York, New York, Maryland, North Carolina. Replies confidential. Box 599P, BROADCASTING.

Experienced broadcaster seeks non-metropol-itan station billing $30 to $60,000. Have cash for down payment and operating. Location operating as a home. Box 569P, BROADCASTING.

FOR SALE

Equipment

Two audio jack panels (48 jacks each) Trimmed 98-08, seven ADC PJ-12 patch panels. Gray 168 transmission arm, John Reiser, 3166 Beechmont, Miami, Ohio.

SITUATIONS WANTED—(Cont'd)

Announcers

FOR SALE—(Cont'd)

Equipment

ATC cartridge machine, reconditioned with new nutrional heads, a-1 shape. $450. Gates CB-11 console tunable with gray arm and cartridge, $120. For bid, Sacramento, 1611 East Menlo, shorewood, Wisconsin.


1 Collins tape cartridge machine, $275 each. 2 Gates sta-levels, $150 each. Box 125, Lafayette Hi Virginia.

Closed circuit and broadcast television video monitors-model change and demo units, used with new warranty, 8", 16", 17", 19" CRT. Price $150.00 each and up. Call or write Minatel Electronics, Inc. 206 SE 2nd Richmond, St. Paul 12, New Brighton, Minnesota-phone number ME 3-1742.

One set of G.B, 20 kw (peak) Harmonic Transistor Wide Band, complete, in good condition. Reply to E. W. Tink, Director of Engineering, Midwest Communications, Des Moines, Iowa.

TV-cruiser-GMC diesel bus, excellent condition, Camera platforms, interior racks, electrical, system. 3.5 ton air-conditioning, storage compartments. Complete mobile cruiser ready for cameras, vision, etc. Reply Box 472P, BROADCASTING.

Gates Cartilage, 12 Playback Units and Record Amplifiers, approximately six months old, Good condition $795.00. Sparta Electronic Corporation, 8300 Freepor Boulevard, Sacramento, California.

New ITA multiplex $785, new cost $1250. Box 435P, BROADCASTING.

Xmission Line; Tefon insulated, 1/2" rigid, 5'/10' engineering with masts and all hardware. New unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra Western, 711 Middle Harbor Road, Oakland, 20 California. Templebar 2-5805.

Will buy or sell broadcasting equipment, Guarantee Radio & Broadcasting Supply Co. 1214 Turbide St, Laredo, Texas.

Am, fm, tv equipment including transmitters, amplifiers, public address equipment, monitors, cameras. Electrofind 440 Columbus Ave., N.Y. M. 4-3557.

For sale: RCA 1600 watt transmitter, model No. B7TP-1C. Crystal units and spaces for 102.9 and 103.3 mcs. All spare parts and tubes on hand. Approx. 110 feet. RG 11 coax. Asking price $2,800. Come and get it. Box 851P, BROADCASTING.

Television camera, easy to build by step instructions, suitable for Ram TV, educational, industrial, medical applications. Graffin instrument labs Inc. 60-30 34th Ave. Woodside, Long Island, New York.

Audio equipment... plug in amplifiers, vertical illuminators. List. Box 155P, BROADCASTING.

Complete UHF Dumont 1 transistor transmitter 1 kw $7500, KCHU TV, Box 18, San Bernardino, Calif. M. 4-3557.

One used RCA type S-D 5/1 kw broadcast transmitter complete except for interconnecting cables in condition with large stock of spare tubes and spare parts. For technical introduction write or call. L. A. Bragger, Chief Engineer, Radio station KSHB, University of Missouri. For bid blanks write or call, purchase University of Missouri. 464 Mollard Hall. Columbia, Missouri.

Measurement UHF Noise and Field strength meter model 123 less antenna. $150, Western Electric RS 5799L3 video monitor. $375.00. General range, $275.00. Communications Service Inc. 3209 Canton Street, Dallas, Texas.


SITUATIONS WANTED—(Cont'd)

Equipment


Must sacrifice. Two (3) G.P.L. Kine recorders (Model PA-303). One has a Mauer recording body, deluxe. Contains: Glass, $1742. $209.00, DB-1 condition. Box 325P, BROADCASTING.

BUSINESS OPPORTUNITY

Majority owner of AM station operating well in black needs long term financing to purchase 100% of station, pay other outstanding obligations of $160,000.00. Need 110 thousand for 16 years for lease-back, long term mortgage. SCIB, etc. Reply Box 321P, BROADCASTING.

MISCELLANEOUS

Comedy! "Days, Dates and Data" is a collectible G. I. approved, one-line fillers, program ideas, etc. Current sample $3.00—Shumba Cameo (Depl. B), 65 Parkway Court, Brooklyn, New York.

Soar with original, custom-made singers, jingles. Cash or tradeout. Non-profit or for profit organizations. BROADCASTING.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions, F.C.C. catalog. Orben Comedy Express, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, jingles, punch, new, rapidly recorded on Hi-Fi tape. Licenses required. Box 414P, BROADCASTING.

Stations


ITINERARY

FOR SALE—(Cont'd)

Equipment

Gates 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.

Elkins Radio License School of Brooklyn—Twelve weeks intensive, practical training. Finest, most modern equipment under expert instruction, G. I. approved. Box 529P, BROADCASTING.

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.

Elkins first license in six weeks. Complete, practical, theory and laboratory methods by master teachers. G. I. approved. Box 529P, BROADCASTING.

Elkins Radio License School of Chicago, 3209 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 Building, 333 Saint Charles Avenue, New Orleans, Louisiana.


Be prepared, First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of New Orleans, 1136 Spring St., N.W., Atlanta, Georgia.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instructors, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone man. Six weeks gets you license in operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.
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

**For Sale**

**KILOWATT DAILYMETER $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 25% cash. Easy payout.

**CONTACT TOM DILLAHUNTY**

Texarkana, Arkansas

22-7771

**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

**FLORIDA KILOWATT**

Good medium market. Small down payment. . . . 100 months on balance. $138,000. Present gross will make mortgage payments.

Box 587P, BROADCASTING

**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 $10,000, 2% down.

**JACK L. STOLL & ASSOCs.**

Suite 600-601 6381 Hollyw'ld Blvd.

Los Angeles 28, Calif. HO 4-7279

**Help Wanted (Cont'd)**

**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 man 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 Turner, Broadcast-2 8181 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

**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

**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, he is a future involving profit-sharing, land ownership. Low salary to start, rising with performance.

Box 529P, BROADCASTING

**For Sale**

**KILLOWATT DAILY $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 25% cash. Easy payout.

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Suite 600-601 6381 Hollyw'ld Blvd.

Los Angeles 28, Calif. HO 4-7279
Continued from page 110

to company of same name.

WCCA-TV Columbia, S. C.—Granted cp to change ERP to 1,170 kw, make changes in antenna, and antenna height to 810 ft.; and make minor color changes.

WHHI Portmouth, Va.—Granted mod. of cp to change antenna type and make license as night trans. (two main trans.)

Actions of Sept. 10

WRSC State College, Pa.—Granted petition for mod. of pre-sunrise operation conditioned to attach July 2 grant of cp to increase daytime power to 1 kw, to extent of availability, and to continue with 500 w between 4 a.m. and local sunrise until final decision on Oct. 19 or until further order to terminate such operation.

KSGO Santa Cruz, Calif.—Granted petition for cp to change ERP to 1,170 kw, increase antenna height and make changes in antenna.

Continued

BROADCASTING, September 17, 1962

KAHI Auburn, Calif.—Granted increased power on 950 kc, DA-D, to 5 kw from 1 kw, and change type ant.; conditions.


Rulemakings

PETITIONS

Board of Education of Ogden City, Utah, et al.—Petition of rules to reserve ch. 5 for educational use and reserve additional reservation from ch. 24, for the period ending Oct. 16.

University of Idaho, Moscow, Idaho—Requests additional reservations to reserve ch. 12 in that city for educational use. Ann. Sept. 7.

Miscellaneous

WARNINGS & FINDS


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. All four stations labelling WCCO-Min. Radio-TV Inc.; KSTP-TV, KSTP; WMPX-TV, Minneapolis, Minn.; and KMSP-TV, United TV Inc. Action Sept. 5.

Commission is notifying Star Broad- casting Co., Inc., of the capitalization at $8,000 for apparent willful and repeated improper identification of KSBN Vancouver, Wash. Action Sept. 5.
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 3/4 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.
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 graduated from Indiana U. at Bloomington, with a Bachelor of Science in Business Administration degree and as a major in accounting.

Marriage 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 Indiana.

(They have three sons, all in college, and make their home in suburban Stratford-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.
EDITORIALS

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 newscast 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 newscast 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

T HE 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 happened 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 piece-meal 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

M ORE 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.

"Our dumb cat did it again... tried to grab the NBC peacock!"

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BROADCASTING, September 17, 1962
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.

RCA The Most Trusted Name in Radio
Community service is an everyday activity

WISC-TV meets its community responsibility

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.