



# BROADCASTING

THE BUSINESS WEEKLY AND RADIO

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DEC62  
SEPTEMBER 24, 1962

Squeeze play for code compliance  
from government, industry ..... 27

NEWSPAPER special market  
report on the Heart of America ..... 59

Tv stations in the mood to outlaw piggyback  
commercials ..... 28

NAB's closed door won't deter film makers  
from exhibiting in Chicago ..... 48

COMPLETE INDEX PAGE 7

MORNINGSIDE COLLEGE  
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SIOUX CITY, IOWA



*Congratulations to*

# WOAI

## SAN ANTONIO

on its 40<sup>th</sup> year  
of superior public service  
in the Southwest.

**Edward Petry & Co., Inc.**

Radio Division  
The Original Station  
Representative

# SIoux CITY

*Iowa's first  
All-America City...*



*... is sold on KTVV, Channel 9  
Sioux City's first station*

## **FIRST... where it counts!**

In Sioux City things are first where it counts. More than nine years ago KTVV, Channel 9 went "on the air" and became Sioux City's first television station. Today . . . Sioux City still looks to KTVV, Channel 9, for the progressive television that is so important to a market on the move. When the situation calls for aggressive community action folks have learned they will find support on KTVV, Channel 9.

In Iowa too, things are first where it counts. In 1962 Sioux City became the first All-America City in Iowa.

This honor was bestowed on Sioux City by Look Magazine and the National Municipal League for important community progress achieved by the aggressive citizens of Sioux City. It's this same, nationally recognized aggressive leadership that has made Sioux City the prosperous trading center of Siouxland and it's 750,000 people.

Sell the important All-America Sioux City market on KTVV, Channel 9, Sioux City's first station. See your Katz man.

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



# KTVV

CHANNEL 9 • SIOUX CITY, IOWA  
CBS • ABC



### PEOPLES BROADCASTING CORPORATION

KTVV	• • •	Sioux City, Iowa
WNAX	• • •	Yankton, South Dakota
WGAR	• • •	Cleveland, Ohio
WRFD	• • •	Columbus-Worthington, Ohio
WTTM	• • •	Trenton, New Jersey
WMMN	• • •	Fairmont, West Virginia

# EXPOSICION DOBLE\*



## "TELAMIGO"—ENGLISH/SPANISH NEWS SIMULCAST

Miami's Latin-American population numbers in the scores of thousands—many of them Spanish-speaking only—most of them political refugees from communist Cuba—all of them hungry for up-to-the-minute news of the world, and of the island they hope will once again be free.

It is for the benefit of these Spanish-speaking residents that WCKT has inaugurated a project of twice-daily simulcasts of prime-time news, entitled TELAMIGO.

As the regular 6 PM and 11 PM WCKT newscasts

are presented, the Spanish translation originates at the WCKT studios and is carried by a Miami Spanish language radio station to South Florida's Latin-American population. The Spanish language viewer watches WCKT and listens to the radio for the television sound. This "Double Exposure" is a hopeful effort to bring the people of two countries together in the struggle against Castro-communism. TELAMIGO is a WCKT idea—one of many public services in WCKT's program of citizenship and showmanship.

\*Spanish translation of DOUBLE EXPOSURE

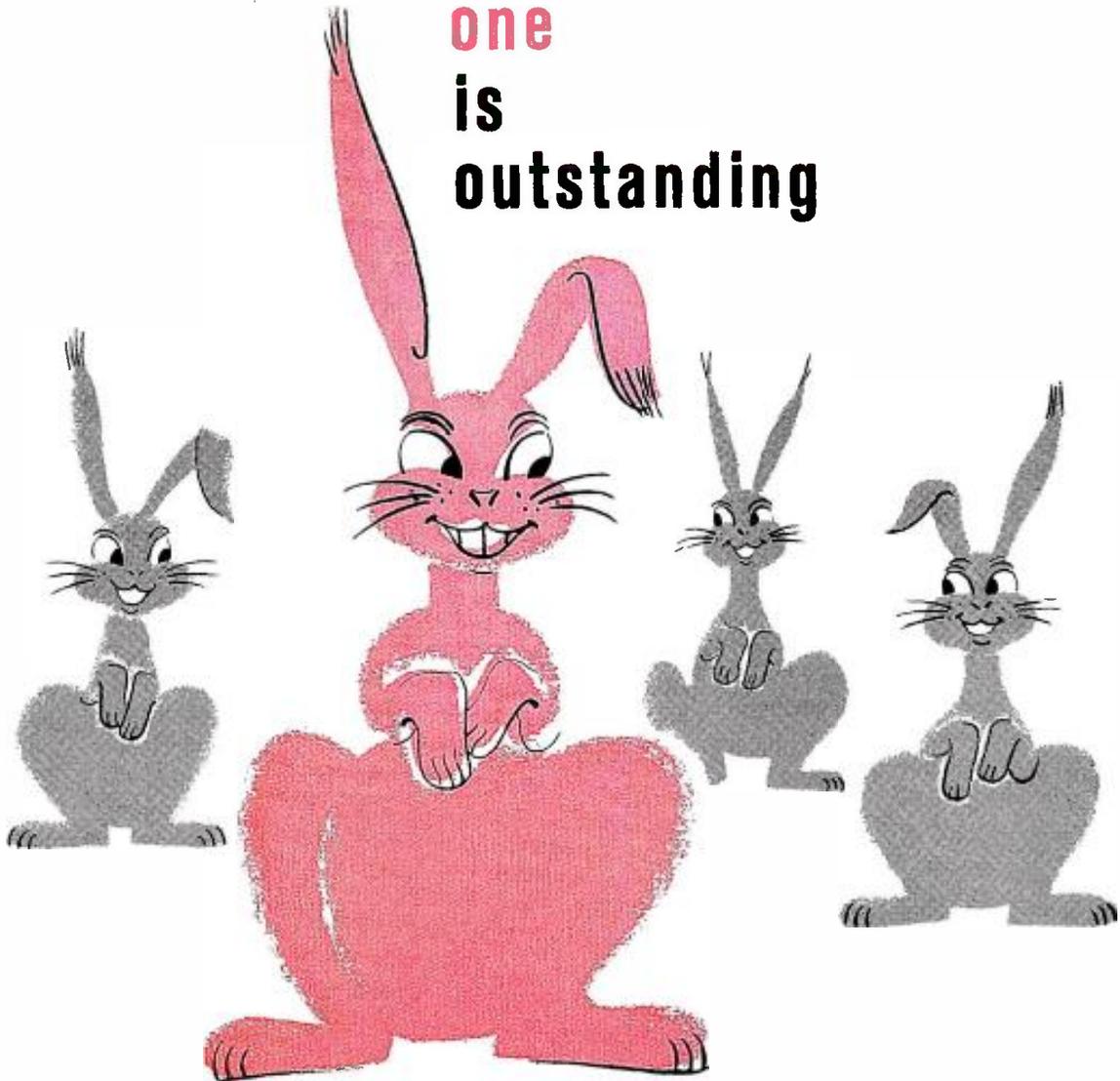


**BISCAYNE TELEVISION CORPORATION**

WCKT—CHANNEL 7 • MIAMI • WCKR—RADIO 61



**one  
is  
outstanding**



**THERE IS ALWAYS A LEADER**, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

<b>WGAL-TV</b> <i>Channel 8</i> <b>Lancaster, Pa.</b>	<b>NBC and CBS</b> STEINMAN STATION Clair McCollough, Pres.
---	---

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

## WHDH-TV by 3-2 vote?

Action may come this week in long-pending Boston ch. 5 *ex-parte* case and betting odds are that *Herald-Traveler's* WHDH-TV will retain assignment by 3-2 vote, possibly with four-month short-term license which will permit other aspirants to file for facilities for regular license. Until now, vote has been stalemated, with two commissioners (T. A. M. Craven and Robert T. Bartley) not participating and with Fred W. Ford undecided, while others split 2-2. Speculation is that Mr. Ford will swing in favor of *Herald-Traveler*, joining Commissioners Rosel H. Hyde and Robert E. Lee. Expected to reaffirm opposition are Chairman Newton N. Minow and Commissioner John S. Cross, with former favoring new hearing.

*Unlike other ex-parte cases, FCC in Boston case did not disqualify any of three remaining contestants but gave WHDH-TV and Massachusetts Bay Tv comparative demerits. Third applicant—Greater Boston Tv Corp., which originally had been recommended for grant by examiner—was not given direct demerit. Four-month license for WHDH-TV would be in keeping with precedent established in both Miami ch. 10 and 7 cases. Commissioner Craven disqualified himself because his former engineering firm had represented one of original applicants in Boston television case, while Commissioner Bartley did not set for October 1961 oral argument.*

## WLWA becomes WAI

Atlanta's ch. 11 WLWA (TV) becomes WAI (Eyes of Atlanta) with formal transfer this week of ownership from Crosley to Richard M. Fairbanks, owner of WIBC Indianapolis. FCC last week authorized call letter change of ABC affiliate purchased by Fairbanks for \$3.3 million in transaction whereby Crosley retains ch. 13 WLWI (TV) Indianapolis. Blair Tv becomes national representative in lieu of Crosley's own representation organization.

*Joseph M. (Joe) Higgins, vice president-general manager of WIBC (and former general manager of WTHI-TV Terre Haute) becomes vice president-general manager of Atlanta operation, with President Fairbanks planning to spend at least half time in Atlanta. Other than change in resident management (Crosley's James H. Burgess will be reassigned within Crosley organization) Fairbanks plans to retain entire present staff of ch. 11 outlet.*

# CLOSED CIRCUIT<sup>8</sup>

## ASCAP fight—second round

Getting ready for Round Two of suit against ASCAP, members of Negotiating Subcommittee of All-Industry Tv Station Music License Committee held strategy meeting in New York last Wednesday at call of committee chairman Hamilton Shea, WSVA-TV Harrisonburg, W. Va., with committee counsel also on hand. Understood they reaffirmed decision to appeal federal court's ruling that ASCAP cannot be required to grant new form of license they're seeking (BROADCASTING, Sept. 17). This would be in line with vote taken during NAB convention last April to appeal if necessary.

## Politics on etv

Mandate that educational tv stations should carry political broadcasts are contained in FCC policy statement now under consideration (CLOSED CIRCUIT, Sept. 3). New guidelines on Sec. 315 have been before FCC since first of month. Statement updates earlier political broadcasting guides but would be first to cover etv. Etv stations have been confused on issue, with some feeling they are proscribed under rules from airing candidates and sought clarification. Dispute surrounds staff-proposed language covering etv on ground it constitutes order that etv *shall* give time to politicians. Etv stations are forbidden by law from selling time.

## Minow abroad

FCC Chairman Newton Minow has accepted invitation of BBC to inspect new plant and facilities of British state-controlled operations in London and probably will make trip after first of year. He's withholding actual date until after new Communications Satellite Corp. is organized. Chairman Minow met BBC's Director-General Hugh Carleton Greene when latter was in Washington last March to address duPont Awards dinner. They saw eye-to-eye on programming.

## AT&T's pitch

Closed door sessions of AT&T with FCC last week brought plea from company that it be allowed to continue research and expansion that have given this country world's most efficient service without disrupting influence of rate investigation. AT&T now realizes return from 7.1% to 7.35%

whereas Federal Power Commission allows pipelines 10% return. AT&T feels 8% is reasonable.

*Any reduction of rates (such as 1955 and '57 negotiated adjustments of \$50 million each) would affect AT&T's ability to finance its tremendous expansion projects under favorable conditions, it was argued. AT&T's case in chief was presented through outside consultants who made their own economic analyses of utility's operations.*

## McLendon inquiry

Controversy over change to all-Negro format by McLendon Corp.'s WYNR Chicago (BROADCASTING, Sept. 17, 3) has caused FCC to launch on-the-spot investigation. FCC personnel from Washington were in Chicago for several days investigating charges made against WYNR (formerly WGES). Government men reportedly quizzed individuals who had allegedly been contacted by station in study of Chicago market needs. WYNR based decision to drop foreign language programming in part on results of this study.

## Cross to NASA?

There's possibility, after all, that Commissioner John S. Cross will remain in government after he's succeeded on FCC by E. William Henry, whose confirmation may come this week (see page 9). While Mr. Cross was noncommittal, it's learned that he is reconsidering offer of executive post with National Aeronautics and Space Administration originally offered him at time Mr. Henry was nominated (BROADCASTING, Sept. 3). Mr. Cross will decide whether to accept NASA telecommunications post or become consultant in communications field presumably by time his successor takes his oath.

## Harrington promotion

John Harrington, chief of FCC Complaints & Compliance since that office was formed two years ago, will be named to one of two vacancies on FCC legal staff as assistant general counsel, it was learned last week. Vacancies occurred when Dee Pincock and John Cushman were promoted to Review Board and chairman's office, respectively. Other key FCC staff vacancies include chief of Opinion & Reviews, head of Renewals & Transfers, secretary, and Mr. Harrington's successor.

Another example of the  
 Storer Stations' Community service: **“Thoughtful,  
 courageous, imaginative  
 WITI-TV editorials  
 are helping Wisconsin  
 citizens to understand  
 key public questions  
 by presenting soundly  
 reasoned opinions.”**

Senator William Proxmire  
 1962 CONGRESSIONAL RECORD – SENATE

**IMPORTANT STATIONS IN IMPORTANT MARKETS**

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBG</i>	CLEVELAND <i>WJW</i>	NEW YORK <i>W'HN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>	<b>STORER</b> BROADCASTING COMPANY
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>	

# WEEK IN BRIEF

Fat goes into the fire as FCC Commissioner Lee proposes that radio and tv codes' time limitations on advertising become official regulations. NAB's Collins and Swezey decry move; vow their opposition to suggestion. See...

## SQUEEZE PLAY FOR CODE... 27

Tv stations seem ready to outlaw "piggyback" commercials. SRA survey shows substantial number don't like multiple commercials; feel codes should be tightened to not more than two "integrated" announcements. See...

## END TO PIGGYBACKS?... 28

What was once the breadbasket of America, the wheat plains of Kansas, Missouri, Iowa and Nebraska, is now a throbbing heartland of aeronautical factories, crops and cattle. A BROADCASTING market survey. See...

## HEART OF AMERICA IN TRANSITION... 59

Film distributors planning own exhibit at NAB convention in Chicago next year. Group plans special showcasing next door to convention headquarters. There are rumors some have resigned NAB membership. See...

## FILM MAKERS SKIRT NAB BAN... 48

House trustbuster castigates FCC for slowness in investigating AT&T and getting those rates down. Celler also cites FCC for "delay and inaction" in settling tv's allocations problems. See...

## CELLER TURNS UP BURNERS... 118

Downyflake Foods is boosting promotion of its children's programs on assumption personality admiration can be translated into product identity. "Name the Twins" contest is first in planned campaign. See...

## HOW DOWNYFLAKE SELLS... 42

NBC's Philadelphia stations may be in jeopardy. Justice Dept. tells FCC that NBC must divest itself of WRCV-AM-TV come Dec. 31, even though FCC hearings can't be completed by then. Network to seek extension. See...

## NBC's PHILADELPHIA SHOWDOWN... 119

Law school professor proposes establishment of local Citizens Advisory Councils to aid broadcasters in meeting special interests. Ideas are challenged by industry spokesmen and revision is underway. See...

## ADVISORY COUNCILS CHALLENGED... 120

Consent decree signed by MCA and Justice Dept. permits acquisition of Decca and Universal but prohibits for five years MCA handling Universal's post-1948 film features if offered for showings on tv. See...

## MCA-UNIVERSAL CLEARED... 52

Hughes' spokesman claims high altitude Syncom satellite is best space communications method. This is disputed by NASA official who feels medium altitude satellites best and quickest for operational system. See...

## SYNCOM, TELSTAR COMPARED... 124

### DEPARTMENTS

AT DEADLINE .....	9	INTERNATIONAL .....	132
BROADCAST ADVERTISING .....	32	LEAD STORY .....	27
BUSINESS BRIEFLY .....	46	THE MEDIA .....	125
CHANGING HANDS .....	126	MONDAY MEMO .....	22
CLOSED CIRCUIT .....	5	NEW PRODUCTS IN TV .....	36
DATEBOOK .....	15	OPEN MIKE .....	18
EDITORIAL PAGE .....	154	OUR RESPECTS .....	153
EQUIPMENT & ENGINEERING ....	115	PROGRAMMING .....	48
FANFARE .....	133		
FATES & FORTUNES .....	135		
FILM SALES .....	50		
FOR THE RECORD .....	141		
GOVERNMENT .....	116		



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Sew what? This is a picture of an idea . . . conceived by Casey Cohlmiya, our Promotion Manager . . . executed by his wife . . . to complete an advertiser's campaign.

The story behind the picture is both a tribute to Mrs. Cohlmiya's skill and an illustration of a resourceful Promotion Department in action.

Some time back U. S. Rubber decided to sponsor the well-known cartoon series, Felix the Cat, to sell Keds playshoes. It seemed a "natural" to Casey to merchandise the show by bringing Felix to life . . . to have an actor in costume appear at

key retail outlets and further the sale of Keds. So far, so good.

But after many increasingly frantic phone calls and letters . . . and two days before the first in-person appearance was scheduled, no source had been found for a cat costume. Although there were plenty of mice, rabbits, horses, dogs, and kangaroos.

A less spirited group might have given up. But not Casey's. One girl rounded up furry black material. Another found the perfect Felix mask. An artist made the pattern. And Mrs. Cohlmiya burned the midnight oil sewing.

Result, a satisfied client, a grateful husband who let us print this only with the express understanding that this was "Mrs. Casey's" last time at bat.



WFAA-TV

## HENRY HAS EASY TIME AT HEARING

Committee quizzes nominee; concerned about liquor spots

E. William Henry, nominated to be member of FCC, told Senate Friday he feels commission should concern itself with alleged overcommercialization of broadcasters, as well as their programming.

Mr. Henry testified at 35-minute Senate Commerce Committee hearing on his nomination to succeed John S. Cross for seven-year term.

Questioning of Mr. Henry also disclosed committee is again concerned about reports of hard-liquor advertising on radio and television.

Mr. Henry said commission "must be careful not to censor." But, he said, commission should measure broadcaster's performance against his promise at renewal time, adding that overcommercialization and programming are proper factors to consider.

Mr. Henry, 33-year-old-Memphis attorney, had easy time at hearing. Only two committee members, both Democrats, attended—Sens. Strom Thurmond (S.C.) and Ralph Yarborough (Tex.). Neither pressed nominee.

Mr. Henry said he had no experience in communications but would bring to commission "some degree of ability" as lawyer, "willingness to work hard" and "very earnest desire to be of service."

Committee is expected to approve nomination early this week and send it on to Senate for confirmation. Sen. Thurmond said he knows of no opposition.

FCC nominee said he plans to assume new post Oct. 1, if confirmed by that time.

**Liquor Advertising** ■ Hard-liquor advertising issue was raised by Committee Counsel Nicholas Zapple, who asked Mr. Henry to investigate, after his confirmation, "recurrent reports" that stations are accepting such advertising.

Mr. Zapple recalled that Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of parent Commerce Committee and its Communications Subcommittee, warned broadcasters last year they faced legislation banning hard-liquor advertising unless they rejected it themselves (BROADCASTING, Aug. 28, 1961).

Other issues touched on included:

■ Political broadcasting. Sen. Yarborough, chairman of committee's Watchdog Subcommittee, said complaints to FCC about political broadcasts jumped this year to "over 600," more than in any previous year. He said commission now

"is moving faster" in handling complaints, but has equivalent of only two fulltime employes to process them. He urged that additional personnel be assigned to this task.

■ Communications Satellite Corp. Sen. Yarborough said "tough commission" will be needed to regulate corporation to be created under legislation enacted this year. He had opposed legislation in part out of belief commission wouldn't do regulatory job required of it. Mr. Henry said he would do his best "to follow letter and spirit" of law.

■ International Telecommunications. Mr. Zapple said committee will ask commission and Dr. Irvin Stewart, director of telecommunications, for recommendations regarding "orderly development" of telecommunications in international field. He said views would be requested early next year.

■ Commission backlog. Mr. Zapple asked Mr. Henry to assume responsibility for determining whether additional personnel or changes in Communications Act are needed to provide solution to problem of case backlog.

Mr. Henry was accompanied to hearing by Sen. Estes Kefauver (D-Tenn.) who warmly endorsed him for commission post. Sen. Albert Gore (D-Tenn.), who was unable to be present, submitted letter adding his approval of Mr. Henry's nomination.

### Bypass bid plan

Producers of tv filmed commercials are heartened by decision of one leading advertising agency to abandon competitive system of bidding in selecting producer. Instead, agency has hired knowledgeable staff commercial producer. When agency decides that film house appears to be one it wants for particular job, it asks that bid be submitted to staff producer. He, in turn, will compute his own bid. If it matches his, outside producer will get job: if not, they will discuss areas of differences and attempt to reach settlement. Importance: It removes bidding of one outside producer against another, which many claim depresses prices and lowers quality.

## FTC cites toy firm; NAB ok's toy spots

Ideal Toy Co., Jamaica, N. Y., was charged Sept. 23 by Federal Trade Commission with false advertising in connection with tv commercials for two toys, Thumbelina doll and Robot Commando.

Two tv commercials for these toys have been held acceptable by NAB Code Authority, which will send subscriber tv stations this week long list of tv commercials approved for holiday season.

NAB's list approves one commercial for Thumbelina (No. 57-60R2) and one for Robot Commando (No. 55-60R2). In all NAB approved tv commercials for seven Ideal Toy Co. items. NAB plans to issue additional list of approved commercials at later date.

FTC complaint says controlling device for robot must be manually set for each act by robot, claiming it will not function, as depicted in tv advertising, by blowing into microphone or sound of voice.

Ideal's Thumbelina doll, according to FTC, does not move from side to side or move its arms apart while lying on its side, as claimed in commercials. Ideal has 30 days to answer charges.

## News broadcasts best, Minow informs RTNDA

Most memorable broadcasts of the past year have been produced by newsmen, FCC Commissioner Newton N. Minow wired Radio Television News Directors Assn. convention in San Francisco (see page 130).

William G. Garry, news director, WBBM-TV Chicago, was elected president; Edward F. Ryan, news director, WTOP-AM-FM-TV Washington, D. C., is first vice president. Other vice presidents: Bob Gamble, WFBM-AM-FM-TV Indianapolis (radio) and Sheldon Peterson, WTCN-AM-TV Minneapolis (tv).

### Listerine switch

Word will be out today on Warner-Lambert Pharmaceutical Co.'s Listerine antiseptic and toothpaste and Pro-Phylac-Tic brush products move from Lambert & Feasley Inc. to J. Walter Thompson, effective Oct. 1. Listerine account, with estimated billings of \$5 million, has been at Lambert & Feasley since Warner-Lambert founded "house agency" in 1922. Listerine antiseptic billing is mostly in broadcast—adver-

## WEEK'S HEADLINERS

**Henry E. Rhea**, vp of ITA Electronics Corp., Lansdowne, Pa., and director of engineering of broadcast division of Triangle Publications Inc., elected ITA president, succeeding **Bernard Wise**, who becomes special consultant for broadcast and industrial transmission equipment. Mr. Rhea began his career as tv development engineer with RCA in Camden, N. J., in 1935. He remained with company concentrating on broadcast equipment for tv until 1948 when he joined staff of Triangle's WFIL-TV Philadelphia. Mr. Rhea was named director of engineering of Triangle Stations in 1955.



Mr. Rhea

**Theodore L. Stromberger**, senior vp of Fuller & Smith & Ross, New York, named western region senior vp, new post created to provide top corporate management representation for client and prospect development in agency's three western offices. He assumes new post Oct. 15 with headquarters in F&S&R's Los Angeles office. Mr. Stromberger was president of Stromberger, LaVene, McKenzie, west coast agency which merged with Fuller & Smith & Ross on Jan. 1, 1960. He will continue as member of F&S&R board of directors and of executive committee.



Mr. Stromberger

## Budd seeks formula for media values

There are still unknown quantities in evaluating media effectiveness, Rex M. Budd, Campbell Soup Co.'s advertising director, warned Sept. 21 at media evaluation session of National Industrial Conference Board in New York.

Mr. Budd said areas remain open in print and broadcast media. In tv, he said, there's conflicting research on: "claimed values of commercials in a sponsored tv program" compared to values of participating minutes: what's comparative value of 60-second commercial in tv vs. full-page insertion; and of 30 as against 60-second spots.

He stated linear programming in media analysis and evaluation can supply quick answers to data fed into computers. But, he added, they cannot "think for us . . . cannot supply factual data where none exists." One has to resort to judgment, Mr. Budd said, noting also various conflicts in print media (subscriber vs. newsstand reader, cut-price vs. full-price subscriber, box-car figures vs. documentation of relative, differing subscriber groups).

Also coming under Mr. Budd's inspection: rising media costs—"the raw cost of one of our prime-time evening tv periods increased 209%" from 1952-1961, full-page four-color ad in 28 leading magazines is up 95.3% and aggregate line rate in daily newspapers advanced 37.6% in that period.

Import of Mr. Budd's speech: pre-evaluation of media, including careful research and on-air testing, has long way to go; current post-evaluation—also through research—goes part way toward indicating whether or not advertiser is doing what he set out to do.

## UA in expansion move

United Artists Television has added two independent producers and plans to sign agreements with up to 12 others in next three months. Company also announced allocation of \$1 million for program development and production of pilot films. Producers already signed: Walter Grauman, for one-hour pilot about novelist; Richard Beer, producer-writer, who will produce half-hour situation comedy about pro-football player. Both films will be done in Hollywood.

## WGMA hearing closed

Record was closed Friday in license renewal hearing of WGMA Hollywood, Fla., after almost year of litigation (BROADCASTING, Nov. 20, 1961). At issue was character qualifications of co-owners Jack Barry and Daniel Enright to be licensees. They were producers of allegedly rigged quiz programs *Tic Tac Dough* and *Twenty One*.

For other personnel changes of the week see FATES & FORTUNES

tiser is in network tv prime time (seven shows), heavy in spot tv and spot radio. L&F keeps other, lesser-broadcast billing accounts.

## WERI Westerly sold

Station sale announced Friday: WERI Westerly, R. I., has been sold by Dr. Augustine L. Cavallaro Sr. and family to Westerly Broadcasting Co. for \$185,000. Westerly Broadcasting is 60% owned by William E. (Pete) Matthews, recently retired Young & Rubicam media executive (CLOSED CIRCUIT, Sept. 17). Station is fulltime 250 w on 1230 kc. Hamilton-Landis & Assoc. handled transaction.

## AFTRA solution reviewed

Mediator in performers union strike against new etv station WNDT (TV) Newark-New York on Sept. 21 relayed proposals of Mayor Robert Wagner to both sides in dispute. Station and American Federation of Tv & Radio Artists representatives are scheduled to meet this morning (Sept. 24) to discuss mayor's suggestions, which were not revealed publicly. AFTRA members Thursday endorsed a week-old strike called by its leaders (early story page 125, editorial page 154).

## Kennedy, Eisenhower appear

Remarks of former President Dwight D. Eisenhower and President John F. Kennedy will open first program of CBS-TV's new *College of the Air* series, "The American Economy," Sept. 24. Total of 238 stations will carry series in time periods of their own choosing.

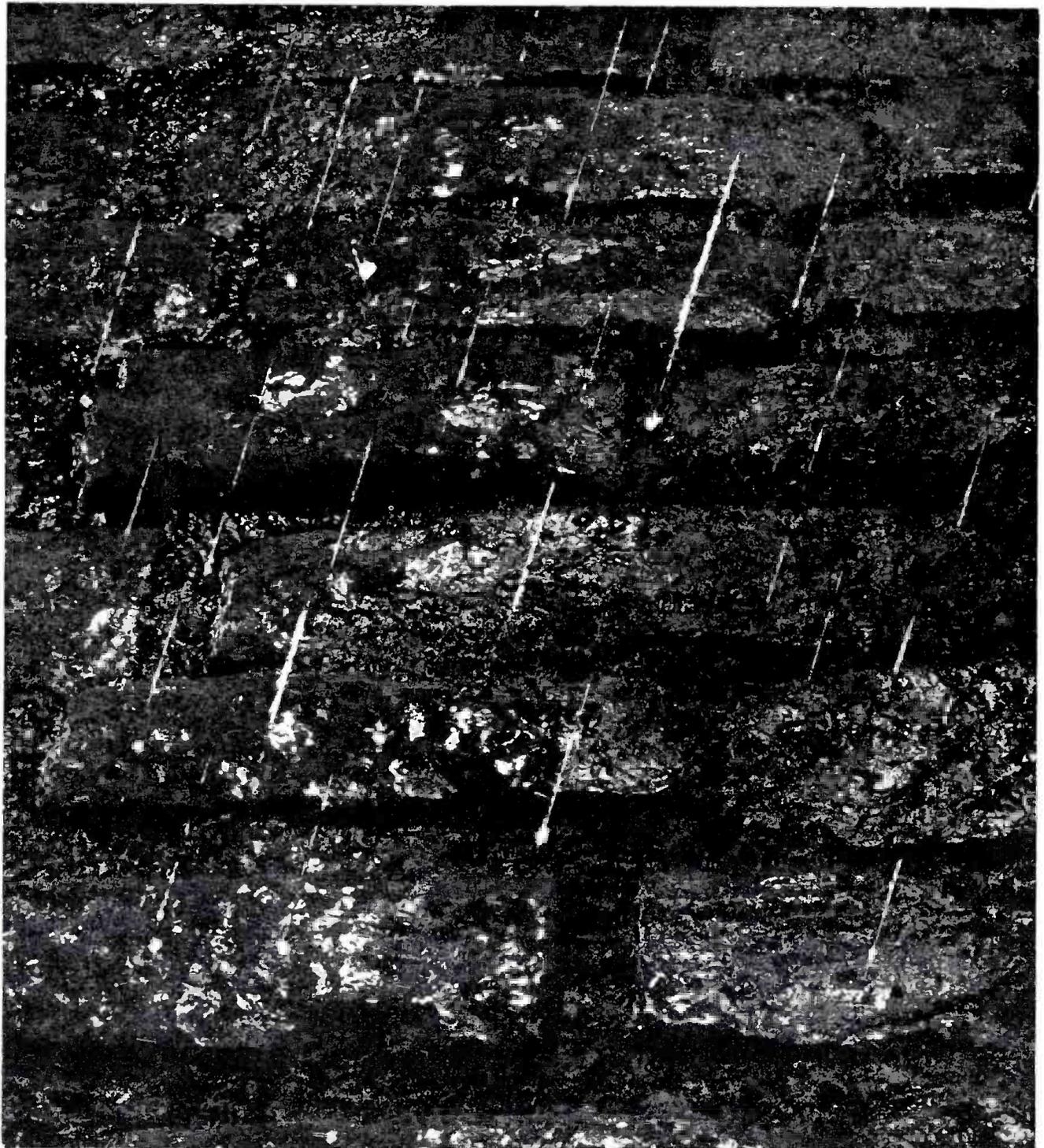
## J. P. Stevens starts spot campaign for slacks

J. P. Stevens & Co., New York, has started 17-city tv-radio campaign to promote men's and boy's slacks made of company's Consort orlon and wool fabric. Commercials feature qualities of material as demonstrated by Sam Huff, New York Giant's football player.

Aired before or after National Football League games, tv-radio spots run from Sept. 16 through Dec. 16 in following cities: Philadelphia, New York, Washington, Boston, Milwaukee, St. Louis, Cleveland, Detroit, Baltimore, Chicago, San Francisco, Los Angeles, Dallas, Pittsburgh and Minneapolis. Agency: Fletcher Richards, Calkins & Holden, New York.

## ABC-TV's sea-test

For tv broadcasters, biggest news out of Newport, R. I., last week was neither sailing nor society—and never broke into print. In all likelihood it was inadvertent discovery, completely unpublicized, that ABC-TV was quietly field-testing "portable" video tape recorder on its Sept. 15 coverage of America's Cup races there and presumably in other races. Observers said machine looked to be about half size of regular vtr units, which can be and are traveled wherever needed—but not easily.



**COVERAGE** \* Why Providence for your market testing?  
Simple. More homes, more people . . . a crowded, growing, changing market 'neath the umbrella of Channel 10 television. Imaginative merchandising and promotion simply add to the growth of your product in "must buy" territory.

\* ARB TV Homes

**WJAR-TV**

NBC • ABC - REPRESENTED BY EDWARD PETRY & CO., INC.  
OUTLET COMPANY STATIONS IN PROVIDENCE - WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND - WJAR RADIO IN ITS 40th YEAR



**FOUR STAR TELEVISION**

*Proudly Announces*

THE FORMATION  
OF ITS NEW COMPANY

**FOUR  
STAR**

**DISTRIBUTION CORP.**  
600 FIFTH AVENUE, NEW YORK 20

FOR THE RELEASE OF ITS NETWORK  
SHOWS FOR INDIVIDUAL MARKET  
PROGRAMMING

**LEN FIRESTONE**  
VICE-PRESIDENT AND  
GENERAL MANAGER

PHONE: LT 1-8530

*R.S.V.P.*

# *ENCORE!*

## HOURS:

- ★ TARGET: CORRUPTORS
- ★ THE DETECTIVES
- ★ STAGECOACH WEST

## HALF-HOURS:

- ★ DICK POWELL'S  
ZANE GREY THEATRE
- ★ THE DETECTIVES
- ★ LAW AND MR. JONES

Climaxing a decade of superior showmanship, Four Star now offers a selected number of off-network series for individual market programming.

Networks, sponsors and viewers alike have consistently acclaimed the premium entertainment proudly bearing the Four Star name. These programs have demonstrated their power to attract audiences and have established a fine record of results for advertisers.

Your station will inherit this legacy of "proven-programming" with these Four Star series. Here is quality that will add prestige to your station . . . rating histories that will ease your spot selling job and enough variety to fit anywhere in your schedule. These and more, the reasons for an encore.



A SUBSIDIARY OF FOUR STAR TELEVISION

# MICHIGAN STUDENTS

No doubt you remember the incident-- it captured national attention. The senior class of Glen Lake High School, Mich., giving up its dream of a visit to Washington by contributing \$700 of its fund to a classmate with cancer-- then making the trip after all, thanks to the aid of admiring Washingtonians.

What you may not know is that WWDC was among the first to start the ball rolling by making good the entire \$700. We are proud of these exemplary young citizens-and of "our home town" too.



...the station that  
keeps people in mind

**WWDC** RADIO  
WASHINGTON, D. C.

Represented nationally by John Blair & Co.



BROADCASTING PUBLICATIONS INC.

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

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BROADCASTING, September 24, 1962

DATEBOOK

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

\*Indicates first or revised listing.

SEPTEMBER

\*Sept. 24—Hollywood Ad Club luncheon meeting at Roosevelt Hotel. Secretaries' Day. Helen Gurley Brown, account executive at Kenyon & Eckhardt, Los Angeles, who started in advertising as secretary to Don Belding, will speak on "Has Advertising Created a Monster Woman?"

\*Sept. 24-26—Desilu Sales international convention of its representatives in England, West Germany, Mexico, Canada and major U. S. cities at Bel-Air Hotel and Desilu Gower Studios in Hollywood.

\*Sept. 25-26—Assn. of National Advertisers, workshop for industrial advertisers on "How to communicate effectively with business and industrial markets." Henry H. Hunter, director of communications, Olin Mathieson Chemical Corp., is program committee chairman. Sessions are open to ANA member companies and invited guests. Plaza Hotel, New York City.

\*Sept. 27—International Radio & Television Society, newsmaker luncheon, Hotel Roosevelt, New York. FCC Chairman Newton N. Minow is speaker.

\*Sept. 27-28—Radio Advertising Bureau management conference, Dearborn Inn, Dearborn, Mich.

\*Sept. 27-29—Annual broadcast symposium sponsored by Washington, D. C., chapter, Professional Group on Broadcasting, Institute of Radio Engineers. Willard Hotel, Washington, D. C.

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

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

OCTOBER

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

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

\*Oct. 1-2—Radio Advertising Bureau management conference, Glenwood Manor, Overland Park, Kan.

\*Oct. 1-2—National conference of United Press International Editors & Publishers, Fairmont Hotel, San Francisco. Speakers include Pierre Salinger, White House news secretary; Capt. Eddie Rickenbacker, chairman of board of Eastern Air Lines, and in joint, nationally televised appearance, California gubernatorial candidates, Gov. Edmund G. Brown and former Vice President Richard M. Nixon.

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

NAB Fall Conferences

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

Advertisement for WRVA-RADIO featuring a large key graphic. Text includes: 'WRVA RADIO', 'your key to more Virginia homes', 'WRVA-RADIO's Coverage Area Includes 43.5% Of Virginia Retail Sales\*', 'Sales Management Survey of Buying Power—1961', 'WRVA-RADIO', '50,000 Watts AM, 1140 KC. 200,000 Watts FM, 94.5 MC. Richmond, Virginia', 'NAB RADIO CODE', 'National Representative: PETERS, GRIFFIN, WOODWARD, INC.'

**How does it feel  
to reach 100?**





...Great!

We must confess, our hearts did beat a little faster when the 100th market was signed up for our great collection of more than 200

### COLUMBIA POST-48's

This adds up to coverage of 89.3% of all U.S. TV homes. Why this unusual acceptance from coast to coast? Look over the list of stars and titles of the Columbia Post-48's and you'll have the answer. In fact you may very well turn out to be 101!

WCBS-TV, N.Y.C. • WCAU-TV, Phila. • KMOX-TV, St. Louis • WBBM-TV, Chicago • KNXT-TV, Los Angeles • WTIC-TV, Hartford • WJBF-TV, Rock Island • WOOD-TV, Grand Rapids • WSYR-TV, Syracuse • WAPI-TV, Birmingham • WTPA-TV, Harrisburg • WOAI-TV, San Antonio • WKBW-TV, Buffalo • KCMO-TV, Kansas City • KPHO-TV, Phoenix • WRBL-TV, Columbus, Ga. • WBTW, Charlotte, N.C. • WHVH-TV, Honolulu • WKRG-TV, Mobile • WNEM-TV, Bay City • KOIN-TV, Portland, Ore. • WBRE-TV, Wilkes Barre • WKBN-TV, Youngstown • WLW-A, Atlanta • WGAN-TV, Portland, Me. • KKTU, Colorado Springs • KLZ-TV, Denver • WREC-TV, Memphis • WBAY-TV, Green Bay • WTEN-TV, Albany, N.Y. • WTVD-TV, Durham • WALB-TV, Albany, Ga. • WJHG-TV, Panama City, Fla. • KLAS-TV, Las Vegas • WTVT-TV, Tampa • WKYT-TV, Lexington, Ky. • WEAU-TV, Eau Claire • KCPX-TV, Salt Lake City • KCTV, San Angelo • WTOP-TV, Washington, D.C. • WCCB-TV, Montgomery • WTCN-TV, Minneapolis • KAVE-TV, Carlsbad • KMJ-TV, Fresno • KTUL-TV, Tulsa • WSAU-TV, Wausau • WFGA-TV, Jacksonville, Fla. • WTVJ-TV, Miami • WLOS-TV, Asheville • KVOS-TV, Bellingham • WTMJ-TV, Milwaukee • KFMB-TV, San Diego • KFVS-TV, Cape Girardeau • WITN-TV, Washington, N.C. • KPLC-TV, Lake Charles • KALB-TV, Alexandria • KGGI-TV, Albuquerque • WXYZ-TV, Detroit • KSBW-TV, Salinas • KHSL-TV, Chico • WTVW-TV, Evansville • WTVR-TV, Norfolk • WNDU-TV, So. Bend • KGO-TV, San Francisco • KETV-TV, Omaha • WCIV-TV, Charleston, S. C. • WBZ-TV, Boston • WTVO-TV, Rockford • WWL-TV, New Orleans • WTAE-TV, Pittsburgh • KFDA-TV, Amarillo • WYCA-TV, Columbia, S. C. • KFDM-TV, Beaumont • KING-TV, Seattle • KELO-TV, Sioux Falls • WKOW-TV, Madison • WHEC-TV, Rochester • KREM-TV, Spokane • WLUC-TV, Marquette • KYW-TV, Cleveland • WSAZ-TV, Huntington • WTVH-TV, Peoria • KOVR-TV, Stockton • KHOL-TV, Holdrege • WWTW-TV, Cadillac • KVTW-TV, Sioux City • WLW-TV, Cincinnati • WLW-C, Columbus, Ohio • WLW-D, Dayton • WBTW, Florence • KGUN-TV, Tucson

Distributed Exclusively by

**SCREEN GEMS, INC.**



**WIBC** The Friendly Voice of Indiana

*Aim—meet our listeners!*



**LEADS IN ACCEPTANCE**

"The Friendly Voice of Indiana." This is the image of WIBC created through top-rated news, editorials, farm broadcasts, music programs and services . . . services designed to reach far beyond metropolitan Indianapolis. Since WIBC is closely identified with this area of over 2½ million people with an annual income of \$5 billion, it's only natural that many of WIBC's programs should originate from the Indiana State Fair. This year, WIBC's popular air personalities were "on the air from the fair" for 71 hours meeting many of the 350,000 persons in attendance.

**LEADS IN AUDIENCE**

Indianapolis and Indiana listeners have demonstrated their loyalty to "the Friendly Voice of Indiana." Pulse consistently finds WIBC the dominant station and Hooper shows WIBC's audiences to be greater than ever . . . with an average audience 7 AM-10 PM larger than the next 4 AM stations combined.\*

\*Pulse 46-County Area Survey, April, 1961.  
Pulse Metropolitan Area Survey, April, 1962.  
C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC  
*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN

**'Misses the point'**

EDITOR: Peter A. Barnard of WSPT Stevens Point, Wis., (OPEN MIKE, Sept. 10) is to be congratulated on his standards which he says are "as good as and, in many cases, maybe better than the NAB code." But he misses the whole point.

The NAB code merely prescribes the *minimum* standards of operation and commercial content. Many stations follow commercial policies much tighter than the 18-minute maximum allowed under the code.

The only industry code is that of the NAB. And when operators such as Mr. Barnard refuse to join, the FCC can only assume that our industry is incapable of self-control. What other conclusion can government officials draw when only one-third of our industry subscribes to the code?—*Frank C. McIntyre, Station Director, KLUB Salt Lake City, Utah.*

**Like eating peanuts**

EDITOR: I thought my fm and am broadcasting troublesome days were years behind me. Yup, I'm a beer baron now. Then, as I loafed at Jack Kahn's Far Horizons at Longboat Key, Florida, I saw a file of what used to be a must in my life—BROADCASTING. I read them all, way back to last year. So, I'm hooked again. Enclosed is my check for seven bucks. Send your newsy brainchild to me.—*Leonard C. Asch, sales manager, Southern Div., International Breweries Ltd. Inc., Tampa, Fla.*

**Help to buyer**

EDITOR: Since our firm deals in a drug item, we find it necessary to subscribe to many trade magazines. BROADCASTING is always used as we find it helpful in our advertising plans for radio and tv.—*J. H. Broadwell, J&J Associates, Miami, Fla.*

**Wanted: experience**

EDITOR: This is in reference to a letter from Mr. Blake Tabor [OPEN MIKE, Aug. 20]. In my opinion his criticisms of radio broadcasting are not necessarily true. His biggest complaint, it seems to me, is that stations are hiring inexperienced staff members.

Mr. Tabor . . . how in the world did you get your first job? Were you born with the experience?

I haven't been in the business long enough to know that getting a job is the easiest thing to do, but I won't give up. . . . —*Tom Jordan, Chicago.*



Bell System instructor George Templeton, left, discusses maintenance problems of a teletypewriter printing unit with Henry A. Louz of Surinam, who has come to this country to receive advanced communications training.

## Sharing our communications knowledge with new friends from other lands

Henry Albert Louz, shown at right in the picture above, is a communications technician from Paramaribo, Surinam (Dutch Guiana).

Mr. Louz is one of approximately 150 foreign nationals from two dozen different countries receiving technical training from the Bell System this year. The Bell System and other American firms are cooperating with the State Department and the Agency for International Development in providing training to help these and other nations build their economies. Liaison agency for the tele-

phone industry is the Federal Communications Commission.

When Henry Louz's six months' course is over, he will return to his native land in South America to apply the latest in modern technology to problems in his field.

Henry is at the telephone school in Topeka, Kansas, studying all phases of teletypewriter service—the transmission of written information from point to point or via a network. It is training he could not get at home, and he is getting it alongside our employees.

At the same time he is also learning about the American way of life. Through his new friends in Topeka he is meeting people, visiting their homes, seeing factories, museums, sports events. We hope he will return to Surinam with much more than a postgraduate course in communications.

We in the Bell Telephone System are proud of the good communications service that we provide at home—and we are equally proud to share abroad the know-how that makes fine communications possible.



**BELL TELEPHONE SYSTEM**

*Owned by more than two million Americans*

“If WIS-TV were an



FRANK FATALITIES

# The Chester Reporter

BY STEVE HENNING



**Adron H. Logan**  
SC Young Farmer

Adron Logan  
Farm Story

**United Fund**  
Over The Top  
By \$178.04

## Council Votes Water, Sewer Lines To Firm Planning Move To Chester



**Mrs. Waters, Miss West**  
Named Teachers Of Year

Local Airport  
Included In  
Lighting Plan

**Chappell Boy**  
In Convictions  
After 26 Days

CHE  
The

# ordinary television station..."

*Chester (S.C.) Reporter*

"If WIS-TV were an ordinary television station, we would not be wasting our paper and ink," said the Chester (S.C.) Reporter in a recent editorial. "But WIS-TV is one of the pioneer stations in the South, and the only one, so far as we know, that has consistently tried to meet its public service obligations with energy and imagination."

We thank our media colleague heartily. We don't think we are alone in recognizing our responsibilities, but we will continue to try to justify this kind of unusual praise, with unusual performance.

**WIS TELEVISION**

**NBC / Columbia, South Carolina**

Charles A. Batson, Managing Director



**The Broadcasting Company of the South**

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

*All represented by Peters, Griffin, Woodward, Inc.*



## Radio's personal, flexible touch can't be beat

When it comes to glamour, television is clearly the broadcast winner.

From election debates to doctors, from astronaut liftoff to baseball, from crime to Shakespeare, television has captured the imagination and the conversation of America.

Television has captured the time of America too. The average television home has a set on, entertaining one or more persons in the family, six hours a day in the winter and more than five hours a day as an annual average. Contrast this with radio, which is playing in the average home only about two hours a day, or less.

**Radio Is Unique** ■ But when it comes to communication—people to people communication, the personal things that mean as much to us all as global events—radio can still do things that television cannot. Radio has a simplicity of mechanics, a flexibility and an ability to be local and personal that makes it unique.

Consider the 1962 Girl Scout Senior Roundup. Tonight (Sept. 24) millions will learn about this 50th anniversary event or will see it for the first time on the General Foods show on CBS-TV. It was all professionally produced.

A documentary camera crew hauled their cameras and other equipment about the roundup site for over a month before and during the July event and spent weeks editing and polishing what they had photographed. It is a good documentary, but not hot news, in September. Yet while the roundup was in progress in July, other millions who knew girls there got reports from the girls themselves—by radio.

Girl Scout roundup encampments are held every three years. This year the roundup was at what will be Button Bay State Park in Vermont. It was a city of tents. Almost 6,000 tents housing the sixth largest "city" in the state were set up and occupied in 36 hours. There were 8,500 teenage girls in green shorts, and 1,700 adult leaders and helpers also in green shorts—although some of them shouldn't have been.

**Radio's 850 'Reporters'** ■ Of the 8,500 girls, almost 850 were accredited by their local radio stations as girl commentators. They came with official credentials from those stations and with promises that their taped commentaries would be aired. Some of the tapes were shared, shipped from station to station or broadcast on more than one simultaneously. Thus, almost 1,000 am and fm radio stations of all sizes—from 500 w to 50 kw—fed news of the roundup from the roundup through the

voices of the girls to waiting friends and relatives every couple of days.

Each girl commentator was allowed to make five tapes, each tape one to five minutes in length. Some ran long by a few seconds, of course; but that, too, is part of the charm and informality and intimacy of radio today. In 10 days of the encampment, the thrice-daily mail car sent out over 4,000 tapes representing well over 12,000 minutes or 200 hours of broadcasting.

**Studios au naturel** ■ Recording facilities at a place like that are primitive too.

In three Army tents, a dozen makeshift recording booths were set up. Made of one-by-two lumber and cardboard with only three sides each, they were hardly the ultimate in soundproofing. Next to each "booth" was a home model tape recorder borrowed from Norelco, set upon a rough board table which in turn was precariously leveled on not-too-long-ago-plowed ground.

The recording booths had to share space in the tents with editing, control, repair, mailing and administrative facilities. And all around were mountains of 3-inch reels of recording tape, much of it donated by Audio Devices Inc.

Seven hours a day the girl commentators came in by appointment to record for the folks back home in all 50 states and some of the 14 other countries represented. They had to get in and out in 15 minutes for a 5-minute tape, 10 minutes for anything shorter.

They came alone to record straight news or impressions—of the trip to camp, the arena events, the forums, the demonstrations, or new friends. They came with other campers or celebrities for on-the-spot interviews. Or they came with as many as 70 other campers to record a newly written roundup song.

**AWRT Gives Assist** ■ The girl commentators were amateurs, but not ama-

teurish. Each one received advance training from her sponsoring radio station. Many were helped and coached in advance of the roundup by members of local chapters of American Women in Radio and Television. All of them studied a little booklet called *Meet Mike*, written for them by Julie Chase Fuller of AWRT.

Final briefings at the roundup site (and a little comforting when knees began to shake or throats suddenly dried up) made them all good, and some quite polished, commentators.

Things were kept moving in the recording tents by a crew of nearly 50. Two borrowed Army signalmen made master tapes and gave advice. Two full-time workers from the Girl Scout national office barked orders like young second lieutenants. And 45 volunteers—40 women and 5 men—did the work.

The volunteers ranged in age from 18 to 68, came from every part of the country and paid their own transportation and camp fees for the experience. They served as "producers," "engineers," teachers, repairmen, critics, tranquilizers, typists, wrappers, mailers and general helpers. Among them were two who could be called professional—an electrical engineer and a radio station owner.

**Experience Pays Off** ■ All the others were non-radio people when they started; quite knowledgeable when they finished. Knowledgeable, and good enough to help make several tapes for the Voice of America.

Can you imagine making video tapes under these conditions Or getting local television stations to air them?

Television has captured the time of the people and the glamour championship. But there are still things that radio alone will do. For flexibility and an ability to be personal, radio hasn't been beaten.



Eugene C. Pomerance, vice president and director of research at Foote, Cone & Belding, Chicago, is one of many FC&B executives who take active parts in civic and community affairs. He is president of his local park district board of commissioners, a Cub Scout leader and a past PTA president. He accompanied Mrs. Pomerance, a Girl Scout leader, to the roundup described in this memo. One of the Pomerances' daughters was a Girl Scout camper.



LLOYD GEORGE VENARD,  
President, New York Office



ALAN L. TORBET,  
Executive Vice-President,  
New York Office



JAMES V. McCONNELL,  
Vice-President & Treasurer,  
New York Office



STEPHEN R. RINTOUL,  
Vice-President & Secretary,  
New York Office



HOWARD B. MEYERS,  
Vice-President, Midwest



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Los Angeles Office



JAMES A. BROWN, JR.,  
Manager, Detroit Office



AL HAZELWOOD, Manager,  
Dallas Office



ROBERT R. ALLEN,  
Vice-President,  
Western Offices

# Announcing a major expansion in the national representative field...

the merger of  
**VENARD, RINTOUL & McCONNELL, INC.**  
and  
**TORBET, ALLEN & CRANE, INC.**  
into...

## Venard, Torbet & McConnell, Inc.

COMPANY OWNED AND OPERATED OFFICES: NEW YORK • CHICAGO • DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES



## The Embassy of Iran

His Excellency Hossein Ghods-Nakhai,  
Ambassador of Iran to the United States,  
in the courtyard of the Embassy . . .  
another in the WTOP-TV series  
on the Washington diplomatic scene.

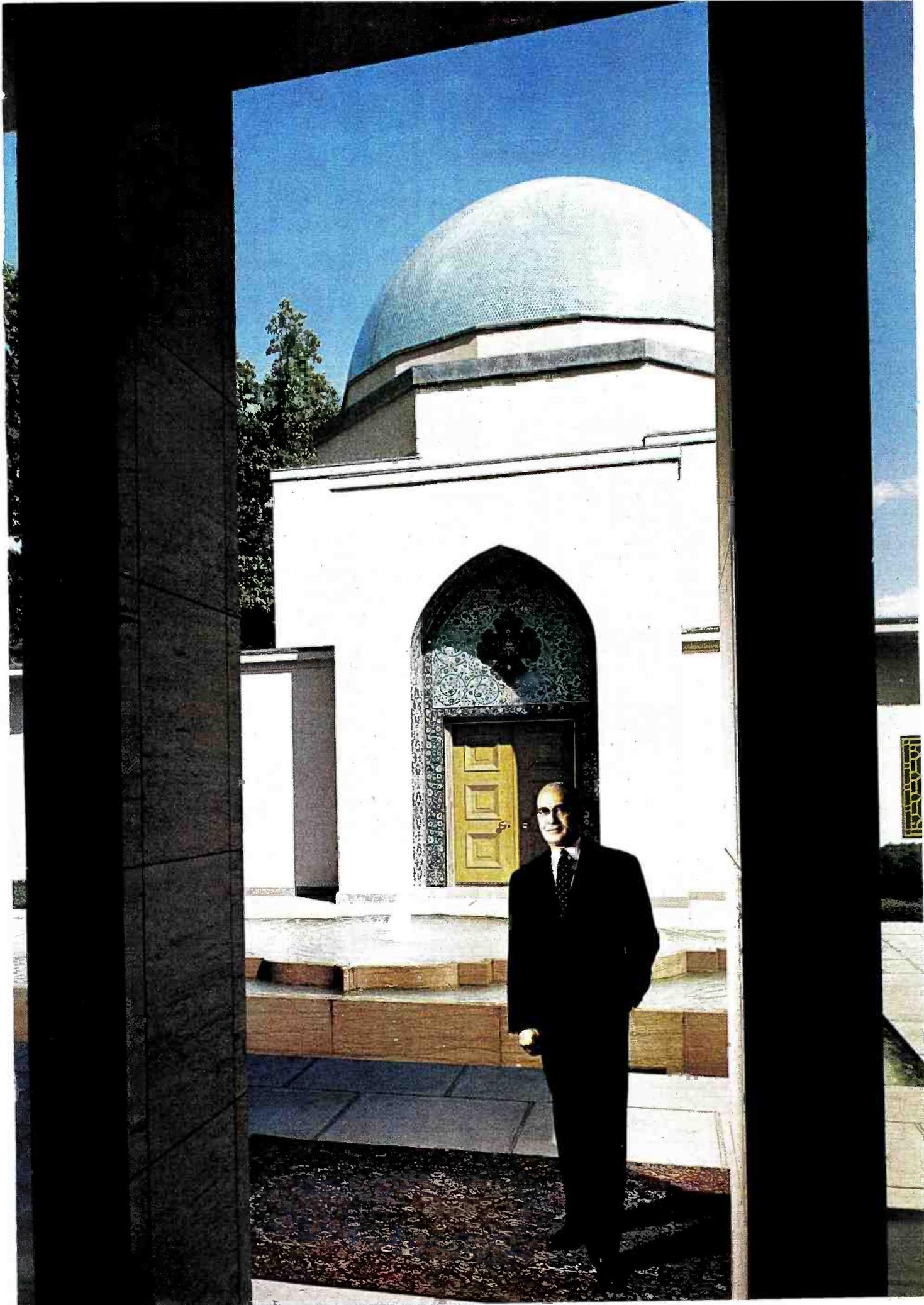
**WTOP-TV**  
WASHINGTON, D.C.



REPRESENTED BY TVAR

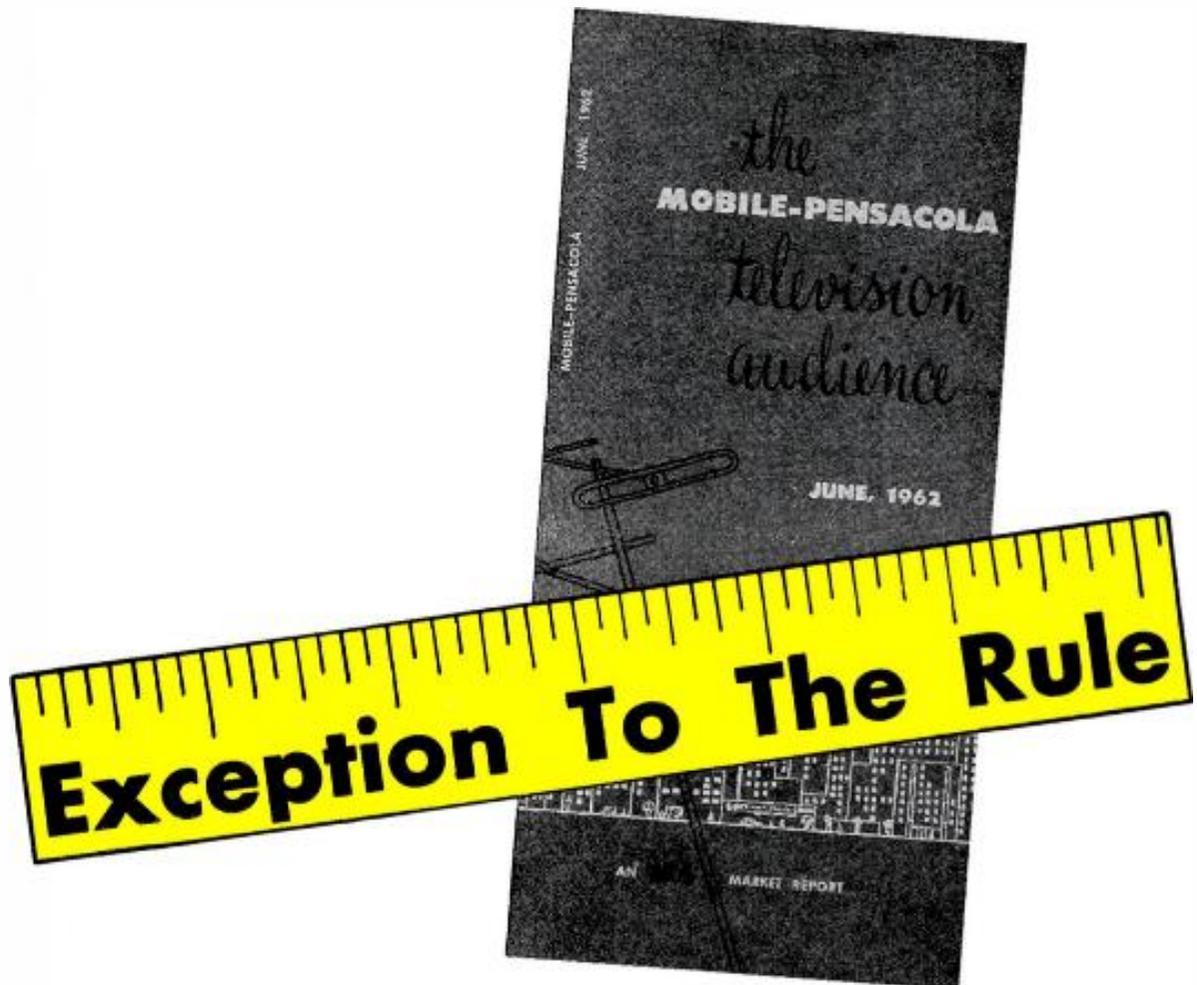
**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



# W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV delivers 100% more TV homes,  
9:00 AM to Midnight, than either Station A or Station B  
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call  
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

## SQUEEZE PLAY FOR CODE COMPLIANCE

Government and industry pressures were put on broadcasters last week to force universal adherence to the advertising restrictions of the NAB's radio and television codes. A move was also begun to tighten the television code's limitations on piggybacks—commercials in which multiple products are advertised.

▪ FCC Commissioner Robert E. Lee, with the support of Chairman Newton Minow, formally proposed that the commission adopt in its own rules the commercial time standards of both NAB codes. (See story below.)

▪ NAB's president, LeRoy Collins, and the NAB code director, Robert Swezey, reacted by calling on all broadcasters to subscribe to the codes as a means of heading off the growing threat of government intervention. (See story, page 30.)

▪ A majority of television stations,

responding to a survey by the Station Representatives Assn., urged a stiffening of the television code to outlaw piggyback commercials. Only by united action through the code, the broadcasters said, could they resist the trend among advertisers to crowd multiple product mentions into single commercials. (See story page 28.)

Commissioner Lee admitted there was little chance that a majority of

his colleagues could be persuaded to vote now for his proposal, but the mere possibility of FCC adoption of the NAB commercial time restrictions was seen as an incentive to compliance with the codes. Gov. Collins, in a speech to Tennessee broadcasters, drummed hard on that theme. Code observance, he said, was essential if broadcasters are to avoid government control.



Mr. Lee

Mr. Minow

Gov. Collins

Mr. Swezey

# FCC to restrict advertising air time?

## NOW FORMALLY URGED: FCC ADOPTION OF NAB CODE LIMITATIONS

Commissioner Robert E. Lee has formally asked the FCC to limit the amount of time that all broadcast stations may legally devote to commercial matter. He is backed by Chairman Newton Minow.

In rulemaking submitted to the full commission, Commissioner Lee recommended that the NAB codes covering time standards for advertising copy on am, fm and tv stations be incorporated almost verbatim into the FCC's rules. The item has been passed over at the last two commission meetings and is scheduled for consideration again this week.

The author, however, has indicated that he will ask that the proposal be deferred until FCC nominee E. William Henry is sworn in as a member and has become sufficiently acquainted with the FCC to participate. If this request is honored, it probably will be at least two months before the item is seriously debated. (Mr. Henry's Senate confirmation hearing was last Friday; see story page 9.)

"It is now reasonably evident that some more effective machinery of regulation [other than voluntary indus-

try codes] is required," Mr. Lee stated in a covering document addressed to the FCC asking that the proposed rules be submitted for comments.

**The Limitations** ▪ In essence, Commissioner Lee proposes, by law, to restrict radio stations from devoting more than 18 minutes of any single hour to spot commercials or more than an average of 14 minutes computed on a weekly basis.

As does the NAB radio code, the proposed FCC rule also would specify the maximum amount of commercial time on programs sold to a single sponsor from five minute shows (1½ minutes for commercials) to 1 hour programs (7 minutes).

For tv, commercial material could not exceed 4 minutes, plus station break, within any 30-minute time period during prime time. For all hours other than prime time, commercial maximum would be 6 minutes per 30-minute time period. (For a full text of the proposed rules, see page 30.)

Under the proposal, public service and promotion announcements would be counted against the maximum during prime time.

**Industry Fails** ▪ In his supporting document accompanying the proposed rules, Commissioner Lee said it would be preferable for regulation of commercial time to come from the industry. This procedure has failed, it was maintained, because "unfortunately" all stations do not subscribe to the code (33% radio, 69% tv are subscribers); there are no sanctions for violators, and "that there are substantial and significant abuses in this area are well documented before the commission and well known in the industry."

Stress of broadcasting as an advertising medium above its primary purpose as a program service results in a deterioration of programming and is contrary to the public interest, the supporting document maintained. All past efforts of the FCC to correct abuses have been handicapped by a lack of specific standards, the document stated and continued:

"Since broadcasting is a competitive industry, it is neither fair, nor practical, to require that any single station refrain from using business tactics which its competitors are permitted to employ and, since a competitive advantage may

# Stations ready to abandon piggyback

## MANY WANT CODE CRACKDOWN ON MULTI-PRODUCT COMMERCIALS

Television stations are in a mood to outlaw the "piggyback" commercial.

A substantial number would like to see the NAB code stiffened to limit any television commercial to two products and require that the two be "integrated."

Such a move would have the effect of illegalizing the ubiquitous piggyback, which by code standards is a multi-product commercial that isn't "integrated."

This attitude is evident in returns from a survey conducted by Station Representatives Assn. among more than 500 tv stations. The results show that their attitudes toward multi-product commercials are far more strict than the code is.

**No Station Revolt** ■ Whether they would revolt against the piggyback appears doubtful, however. A number of broadcasters stressed that unless the code is changed and/or networks agree to reject this sort of announcement, any attempt by stations to reject it in spot broadcasting would be impractical.

Other conclusions drawn from the survey were:

Stations overwhelmingly disapprove the idea of a single commercial advertising products of different manufacturers—although the code allows this in piggybacks.

A bare half of the stations feel that it's all right for a single commercial to advertise different products of the same manufacturer—but not more than two products and then only if copy and video are integrated to give the appearance of one continuous announcement.

A majority specifically say they think the code is too lenient in dealing with shared commercials. Most of these also think it's "within the province" of the code authority to tighten up in regard to them.

But stations also feel that the root of their problem in trying to deal with these so-called excesses lies in many cases beyond their reach—in the agencies and advertisers who place the commercials and in the networks which accept them.

Nine out of ten think a station should reject network commercials that it wouldn't accept in local or national spot advertising or which otherwise don't come up to code standards. But a number also recognized practical problems in the way of such a course.

**Over 500 Stations** ■ SRA's survey, believed to be the first of its kind, was conducted among 509 commercial tv stations (CLOSED CIRCUIT, July 30). It brought a 46% return, regarded by researchers as unusually high. The replies came from markets representing more than 78% of all television homes.

SRA is sending copies of the results to both the NAB Code Authority and the American Assn. of Advertising Agencies.

It is no secret that station representatives have been concerned with the gradually increasing number of multi-product commercials and what they regard as inconsistency in many cases in defining commercials as "integrated" (one commercial) or "piggyback" (two). As salesmen, they have to face these problems daily.

SRA's questionnaire was distributed shortly after the code authority modified its position and procedures regarding piggybacks, adopting what some reps considered a more permissive attitude.

An interpretation of the NAB Television Code, revised last March 15, defines the code's attitude toward integrated and piggyback announcements this way:

"There are two types of announce-

ments advertising multiple products or services:

"(1) The integrated announcement and

"(2) The piggyback announcement.

The basic difference between the two is the audio and video treatment.

"(1) The integrated announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single announcement under the commercial limitations of the code, provided that:

"(a) The products or services are related in character or purpose, or

"(b) if the products or services offered are those of the same sponsor.

"(2) The piggyback announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is two or more separate announcements. Such a piggyback announcement will be counted as two or more announcements under the commercial limitations code."

A rule of thumb used by NAB for discussion purposes goes like this, "Would this look like one integrated or two separate commercials to a viewer?"

**No Conclusions** ■ In releasing its survey results SRA took pains to draw no conclusions and offer no interpretations. It simply released its tabulations, plus about three dozen anonymous comments which officials said were culled from the questionnaires as typical of the general run of station observations.

These comments show that, compositely, broadcasters favor stricter controls over multi-product commercials for a number of reasons.

The most frequently mentioned is

normally be obtained by selling large amounts of advertising time at prices below those on one's rivals, there is considerable reason to fear . . . the more commercialized type of operation would drive out the one that is less so."

The Lee proposal stresses that the commercial limitation adopted must be sufficiently stringent to protect the listening public and maintain a reasonable balance between commercial and program matter. He said the NAB code standards are appropriate to cover the

desired objectives. Waivers of the maximums would be granted "upon a showing of truly extra-ordinary circumstances."

**Support Lacking** ■ If a vote were to be taken tomorrow on adoption of the Lee proposal, it probably would be defeated 5-2, an FCC official said last week. Supporting Commissioner Lee is Chairman Newton N. Minow who replied "I'm for it" when asked last week if he endorsed the plan.

After Mr. Henry joins the FCC, however, supporters of the plan hope that

at least four votes can be obtained to put the proposal before the industry for comments. Commissioner Lee realizes that his proposed rule faces strong opposition (it was described by two other commissioners as a "foolish move" and "interference with business") but hopes that public discussions will result in benefits to the NAB through additional subscribers.

Both Chairman Minow and Commissioner Lee have publicly endorsed the concept of a government limitation on the number of commercials. Last

the belief that they contribute to television's "overcommercialization" image and dilute the effectiveness of commercials. Another is that by coupling two or more products the advertisers are able to pay at lower rates than they could get individually for comparable units of time. Another is concern over how the FCC will interpret shared announcements.

"Piggyback announcements tend to break down the public image of the station as well as the public acceptance of individual ads which creates the bread to be buttered," said one.

Another observed: "It is an established fact that not only the length of commercial time, but numbers of commercials can contribute toward overcommercialization. We have found that while the audience will accept one minute of sponsorship for a single commercial, it will tend to object to double sponsorship within the same length of time. While they will accept four minutes of single-sponsorship commercials within a program, they will consider ten announcements within the same time allotment [as] excessive commercials"

**Views on Code** ■ Regarding the code, the comments reflected varying views.

"It is our opinion," said one broadcaster, "that the code office must take a stronger position in these matters than it has to date to set up guides for its members. Of course, here as in all other matters, the final decision will always be with the individual stations. We believe that the same code office regulations set up to apply to the stations would apply to network telecasts."

Still another: "The code is too lenient in blessing the so-called 'integrated' commercial which presents more than one product made by the same sponsor."

The largest number of comments reported by SRA had to do with the shared-announcement question and its relationship to networks, agencies and

advertisers as well as stations.

**Need Network Acceptance** ■ "If stations decide to accept only integrated commercials," one broadcaster was quoted, "it is incumbent upon us to secure acceptance of this policy on the part of networks as well, in the interest of a single set of standards for the industry."

Another broadcaster, also calling for "a single set of standards," suggested that "on a spot basis, stations should charge extra" for shared or piggyback commercials.

Other comments included:

"We never run piggyback commercials. We don't like shared announcements of any length—but we feel no local station can set a policy or practice unless the same things apply to the network."

"For a station to turn down 'integrated' spots only to see the same spot later on the network is a real problem and is certainly inconsistent."

In their comments broadcasters rejected the notion that piggybacks and other shared announcements are "justified" because they enable small advertisers to break into television. One called this an "irresponsible claim" and said "the fact is that the large advertisers are the biggest users of multiple-product commercials." Another said:

**Proven Medium** ■ "Tv as an advertising medium is no longer on trial. It has demonstrated over and over again its effectiveness. Any advertiser making a product with nationwide distribution should have a commensurate advertising budget—for advertisers with smaller distribution, spot campaigns in selected areas will do the job.

"The past 14 years abound with case histories of advertisers starting from small beginnings and burgeoning into national prominence, all without resorting to piggybacks. As far as I'm concerned, this so-called justification is just a pretext to cut rates."

Here are the statistics on SRA's findings:

■ Nine out of ten respondents (92%) said they do not approve of commercials carrying messages for two products of different manufacturers. Most of the 8% replying in the affirmative "qualified their answers," SRA reported.

■ Seven out of ten (72%) said the fact that the products were "logically related and smoothly bridged" would make no difference; they still would not approve of having products for different advertisers in the same commercial. The rest (28%) said that under these circumstances the commercials "might be acceptable."

■ A total of 52% said they approve of one manufacturer advertising "two or more of his own products" in a single commercial; 28% said they do not approve; 20% gave yes-and-no answers.

■ Of those who approved multi-product commercials for a single manufacturer, 87% said they would not accept unless the products were integrated to give the appearance of a single commercial, and 86% said the commercial should be limited to two products "regardless of circumstances."

■ Slightly more than half (55%) said the code is "too lenient" on integrated and piggyback commercial; 43% called the code provisions "fair enough" and 2% thought them "too restrictive."

■ Among those voting "too lenient," 88% "stated that it is within the province of the code to specify that no more than two products may be advertised in a 60-second commercial or less; and that such commercials will not be acceptable unless they are properly integrated, i.e., unless audio-visual treatment produces the appearance of one continuous announcement."

■ More than nine out of ten (95%) "do not feel that a station should accept shared announcements on a network basis, when they do not conform to the code and/or station's policy governing such announcements on a local or national basis."

July, Chairman Minow maintained on NBC's *Meet the Press* that it is within the FCC's power to prescribe commercial time maximums. At that time, he said that if the industry is unable to enforce its code, then "we will just take its own code, not touch it, and make it a rule (BROADCASTING, July 30)."

Speaking two weeks later at Woodstock (Md.) College, Commissioner Lee made much the same threat (BROADCASTING, Aug. 13). The possibility of official FCC sanction of the NAB code has been discussed for years

but rejected as impractical, if not illegal. During the network programming hearings in 1960, nearly all broadcast witnesses were asked (primarily by Commissioner Frederick W. Ford) if the FCC should adopt the NAB code.

Practically all the commissioners have urged stations to voluntarily subscribe and adhere to the codes.

**Lee Busy** ■ Commissioner Lee said that two motivating factors in his proposed rule were his personal monitoring of stations and pleas from broadcasters for protection from nonsub-

scriber competitors. He said that a stop watch placed on a Washington area station disclosed that over 30 minutes of a single hour were devoted to commercial spot announcements.

"If the industry says it will do something [control the commercial time], why should it object to having it as an FCC rule?" Commissioner Lee asked.

If the FCC does adopt the Lee proposal, licensee violators would be subject to all the regular commission sanctions: revocation, fines and short term renewals.

# FCC code enforcement opposed by NAB

## COLLINS, SWEZEY SAY COMMERCIAL RULES NONE OF THEIR BUSINESS

Proposed adoption by the FCC of the advertising time standards in the NAB's television and radio codes was opposed last week by the two association officials most concerned—President LeRoy Collins and Robert D. Swezey, code authority director.

Both said the government has no business telling stations what they can do and what they can't do in setting time standards for commercials. In addition, the two association spokesmen said the FCC would never have considered the idea of lifting the code time standards for inclusion in Commission rules if code compliance had been industrywide.

While Gov. Collins mentioned only radio standards in an address to Tennessee Assn. of Broadcasters at Nashville, he implicitly included tv in opposing government intervention in this

phase of broadcast regulation.

**Collins Will Fight** ■ Noting that FCC has under discussion "the adoption of radio commercial time limitations," Gov. Collins added in his Nashville speech, prepared for delivery Sept. 21, "This we will oppose with all our capability. This is not an area in which the government should tell us what we can and cannot do."

He reminded that two-thirds of radio stations still are not subscribers to the radio code, nor are 43% of NAB radio members. Until two-thirds of radio stations are members, he said, "the Radio Code at best represents an unfulfilled hope; at worst it is a deceptive pretense." He did not mention the Tv Code, which Commissioner Lee includes in his proposal.

Gov. Collins said he firmly believes that "if we now had such a program

(industrywide self-regulation), this suggestion of government intervention would not have been made in the first place. The movement of government into areas of private enterprise almost invariably follows need-vacuums."

He asked rhetorically: "Why a code? Why not every man for himself?" Then he answered this way: "I do not believe we can possibly meet the demands our current society places upon us with an attitude of every man for himself. If we could, there would be no need for NAB or Tennessee Assn. of Broadcasters in the first place.

**More Effective** ■ "To act collectively for the improvement of the service of broadcasting is not to deny full allegiance to free enterprise. Rather, it is to be more resourceful and effective in serving it. The codes do not destroy freedom. To the contrary, they provide

## Codes basis for Commissioner Lee's proposal for radio, tv

In his proposal that the FCC adopt rules setting a maximum on the amount of time that can be devoted to commercials by radio and tv stations, FCC Commissioner Robert E. Lee relies heavily on the NAB codes. The proposed commission rules and the NAB codes are identical in requirements with only editorial changes having been made in the Lee rules.

The commissioner would add new Secs. 3.123 (am), 3.298 (fm) and 3.669 (tv) to the FCC rules. The proposed am and fm rules are identical as follows:

§ 3.123 (and § 3.298) Advertising.

(a) No station shall broadcast advertising material by any single sponsor, regardless of the type of program, in excess of the time in the following table: Provided, however, That the time standards allowable to a single advertiser do not affect the established practice of allowance of station breaks between programs.

Program time	Commercial time
For 5 min. progs.	1 min. 30 sec.
" 10 " "	2 min. 10 sec.
" 15 " "	3 min.
" 25 " "	4 min.
" 30 " "	4 min. 15 sec.
" 45 " "	5 min. 45 sec.
" 60 " "	7 min.

(b) The time to be used for advertising in announcement or participating type programs is not to exceed a maximum of an average of 14 minutes an hour computed on a weekly basis, 18 minutes in any single hour, or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as "classified," "swap shop," "shopping guides," and "farm auction" shall be regarded as containing 1½ minutes of advertising for each 5-minute segment.

This is the proposed rule covering advertising on tv:

§ 3.669 Advertising.

(a) Within prime time, which is defined as a continuous period of not less than 3 hours of each broadcast day within the station's highest rate-time periods, commercial material for both individually sponsored and participation programs within any 30-minute period may not exceed 4 minutes, plus total station break time, in the aggregate of 70 seconds. Commercial material in prime time includes billboards, public service announcements, promotional announcements for other programs, as well as commercial copy. Station breaks in prime time shall consist of not more than two announcements plus non-commercial copy such as station identification or public service announcements. Total station break time in a 30-minute period may not exceed 1 minute 10 seconds.

(b) Within all hours other than prime time, commercial material for both individually sponsored and participation programs within any 30-minute time period may not exceed 6 minutes plus station break time. Commercial material for all other than prime time shall not exceed this ratio, except that individual programs of 5 minutes duration may include commercial material not in excess of 1 minute 15 seconds, and individual programs of 10 minutes duration may include commercial material not in excess of 2 minutes 10 seconds. Not more than three announcements shall be scheduled consecutively. Commercial material within non-prime time does not include public service announcements, promotional announcements for other programs, and opening and closing "billboards" which give program or sponsor identification. Station breaks in non-prime time shall consist of not more than two announcements plus the conventionally sponsored 10-second station identification.

(c) For the purpose of computing commercial time, reasonable and limited identification of prizes and statements of donor's name (within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content) shall not be included as commercial time. However, any aural or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time.

## The winner!



**Round one:** WRAL-TV announces change to ABC Television, effective August 1. **Round two:** Switch is made and ARB study of Raleigh/Durham metro audience is authorized. **Round three:** WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

**Two area stations split what's left. Ringside comment:** Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market... Channel 5/Raleigh-Durham/North Carolina

# WRAL-TV

the reasonable self-discipline which is essential to freedom.

"The codes are not prescribed by outsiders and handed to broadcasters to be obeyed as mandates from strangers. They are made by broadcasters and for broadcasters. They are the standards by which broadcasters voluntarily agree to apply as bona fide guidelines for service. They can be and must be strong forces to encourage creativity, not stifle it; to improve broadcasting, not impoverish it; to free broadcasting, not enslave it."

Mr. Swezey emphasized that NAB has never invited government pressure, adding: "Nor will we or should we invite it." He made the comment in his Sept. 18 talk to Louisiana Assn. of Broadcasters. Then he added, "However, it may well come about," recalling FCC Chairman Newton N. Minow's comments at the NAB convention in Chicago and on *Meet the Press*. He cited FCC Commissioner Robert E. Lee's recent statement, "The FCC has effective sanctions and the NAB has, at best, ineffective ones . . . the non-compliance with which [with an FCC rule] could mean a license revocation."

**Need Self-Discipline** ■ "There is danger of increased government regulations only if the industry demonstrates that without government intervention it is incapable to enforce its own standards,"

he told LAB.

Summarizing comments made in response to a letter on code views, sent to state associations, Mr. Swezey described them as "not very encouraging." He said they indicated code subscriber-ship can be increased only through decisive FCC or other decisive federal action or a clear showing that increased subscription can be ultimately translated into increased revenue for the station.

Mr. Swezey flatly denied that NAB at any time had tried to "scare" stations into code adherence by pointing out FCC moves toward adoption of code language.

Inclusion of the radio and tv code advertising standards, as proposed by Commissioner Lee, brought this comment from Mr. Swezey, "Advertising standards are a small part of the code. Production makes all the difference in the world and is an important influence on the public. Advertising standards are not a true criterion of station performance. Taste, decency and good judgment are more important.

"These are codes of ethics as well as performance. The public objects to an impression of overcommercialization. Advertising time standards are the best yardstick we could find. At best they are a crude measuring stick but they provide the only measuring stick every-

body can understand."

**Responsibility Spelled Out** ■ Mr. Swezey reminded that the codes contain preambles citing the responsibility of broadcasters. He said they have provisions governing advancement of education and culture; responsibility toward children and community; general program standards and ideals designed to avoid bad taste or overemphasis of horror; treatment of news and public events; controversial issues; political programs and general advertising standards; ways of presenting advertising; treatment of medical products and contests and premiums.

None of these basic code provisions are included in the FCC's proposed rules, he said. Asked if he thought the NAB's voluntary enforcement might well be abolished if FCC adopts the Lee proposal, he said the industry must never abandon its voluntary self-regulation.

"Government control would be unwieldy, political and impersonal," he said, recalling his own years of experience in important government positions. "We must have the satisfaction of doing the job ourselves," he contended. "If the FCC adopted advertising standards, broadcasters would be slugged into adhering to them but get no satisfaction out of voluntarily performing a public service. He added the radio code "can't be a crash program but must be done by grassroots development, not by Washington."

## BROADCAST ADVERTISING

# Florida Citrus plans heavy television

## AGENCY MEN SQUEEZING RECORD \$10-MILLION OUTLAY FROM GROWERS

A record advertising and promotion budget of more than \$10 million has been approved by the Florida Citrus Commission for the 1962-63 season just getting under way. About two-thirds of this amount is to go into consumer advertising and the remainder into merchandising support and other promotional aids.

Tentative figures were approved at a Sept. 14 meeting in Lakeland, Fla., with more definite steps to be taken after the first U.S. Dept. of Agriculture crop estimate of the season next month. The crop estimate is due Oct. 10 and the commission will meet Oct. 17. Funds for commission activities are derived from a per-box tax on citrus fruits moving into commercial channels.

Campbell-Ewald of Detroit, recently awarded the grapefruit portion of the advertising account, along with tangelos, tangerines and temples, gained unanimous approval for an expenditure of about \$1.8 million in advertising.

Benton & Bowles, New York, which retains the orange advertising account, received approval in principle for expenditure of more than \$4.7 million for consumer advertising, with the understanding that phases of the program reaching past Jan. 31 will be reviewed by the commission again on Oct. 17.

The promotional fund for oranges was boosted by approximately \$5 million when the state legislature temporarily doubled the per-box tax this summer, raising it from 5 to 10 cents for the current season just starting. The tentative budget shows more than \$8.6 million for oranges, due to a heavy carryover of frozen orange juice concentrate. Currently the commission is spending \$3.5 in a coupon redemption promotion underwritten by 20 of the state's processors. Benton & Bowles also is the agency for this special campaign.

Benton & Bowles will divide its orange funds pretty evenly between television

and print, based on proposals outlined to the citrus industry at the September meeting.

Campbell-Ewald will tie its grapefruit campaign to the theme "Florida Grapefruit is Greatfruit," and plans to buy several NBC television daytime shows with about half of its ad funds. Color ads in *McCall's*, *Better Homes & Gardens*, and *Reader's Digest* will also play an important role in the campaign.

### Radio-tv for new stamp plan

Go-Go Pleasure Stamps, New York, a new trading stamp company, will be introduced this fall through television and radio spots, as well as other media. It will make available to stamp savers "anything from a neighborhood movie or an evening at a hit play, dining and celebrity nightclubs, to a trip around the world," according to Eddie Heller, president. Details of advertising plans will be available next month. An advertising agency has not been named.

# People who know the Pittsburgh market best TAKE TAE

"TAE's outstanding program service has given our 7 p.m. news show the most complete local coverage in town. It's done a fine job not only of building our community relations . . . but selling bank services!"

*John Eckels*  
John Eckels  
Director of Advertising  
and Public Relations  
Mellon Bank, Pittsburgh

**TAKE TAE AND SEE**

**WTAE** CHANNEL 4

Basic ABC in Pittsburgh



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



## COMMERCIAL PREVIEW: through the agent's eyes

Four new one-minute tv commercials featuring an unusual camera technique for commercials are being produced by J. Walter Thompson Co. New York, for the Institute of Life Insurance of the same city. In each of the commercials the camera itself will act as the eyes of a life insurance agent who is explaining policy opportunities to prospective clients.

The effect will be that the tv viewer himself is the agent. The

agent's voice will be heard as he speaks to his clients but his face will never be seen.

The technique also allows one quarter of a Cadillac to do the job of a whole one as demonstrated in the pictures above (the set at left, the filmed effect at right). These shots were taken on the Hobart College campus Bronx, N. Y., where one of the commercials was produced.

The spots will be televised during

the Institute's co-sponsorship of the 1962 election coverage on CBS-TV. The Institute has taken a half-sponsorship of the entire CBS-TV election package, including returns on election night (Tuesday, Nov. 6), two 6-minute pre-election specials (Wednesday night, Oct. 31, and Sunday, Nov. 4) and a 60-minute post-election "wrap-up" (Wednesday night, Nov. 7).

The commercials were filmed by MPO Video Productions.

## 'Love that Radio', theme of DJMC clients AGENCY TELLS HOW CALIFORNIA RETAILERS GOT RESULTS

Radio station "DJMC" took to the air in a private dining room at Michael's Restaurant in Hollywood (Sept. 20) on its once-in-a-lifetime frequency at a luncheon meeting of the Southern California Broadcasters Assn. Members were treated to a live-and-taped tribute to radio conceived, created and presented by three principals of the Los Angeles advertising agency Davis, Johnson, Mogul & Colombatto, whose words of wisdom were interlarded with sound effects, Sigalerts and a liberal number of radio jingles used by the DJM&C clients. Mike Davenport, creative director, emceed the "broadcast."

"Radio is the most important mass medium for retailing," DJM&C Vice President and Treasurer Don Johnson, declared as opening speaker. "If a retail client could afford only one medium, we'd recommend radio." Citing the experience of Sears, Roebuck & Co., Los Angeles, he reported that a radio campaign of one-minute spots, with a singing institutional opening and close and two or three item-with-price plugs in between, had reached listeners at a cost-per-thousand of 59 cents, contrasted with \$3 per thousand for a newspaper campaign if the ad was read

by every reader of the paper.

**Minks to Mufflers** ■ "From minks to mufflers, radio can do the job," Mr. Johnson concluded, "and we know because we've used it to sell both minks and mufflers."

The story of Bandini Fertilizer and the way that devoting its full consumer advertising budget to radio and using sexy-voiced females, opera burlesques and double-entendre lyrics brought the client and the stations airing his commercials lots of protests by mail and phone, but made Bandini the top-selling lawn food in Southern California, was told by Bob Colombatto, executive vice president of the agency.

Final speaker, DJM&C President Bob Davis, told how Glendale Federal Savings & Loan Assn. had grown from one office to six and from deposits of \$29 million to \$100 million in six years with the agency by use of local media—newspapers, direct mail, outdoor—in the communities in which its offices were located. Then, the growth began to level off and the agency decided the use of metropolitan media was called for.

"I went to see Ray Edwards, Glendale advertising manager, and suggested

radio," Mr. Davis related "He looked at me and asked a one-word question: 'Why?' This was in 1954, so it was a good question. I answered him with two words: 'It's cheap.'"

So radio was used, first, "A truly imaginative approach—an announcer reading the copy." Then a jingle. Then, members of Los Angeles' new big league baseball team, with Dodgers, trying to sing the jingle. Then, the players' parents, which was abruptly dropped when the client's board of directors protested. Then, back to players again. Today, Mr. Davis reported, "Glendale Federal has 160,000 account holders, deposits close to the half-billion-dollar mark and 12 offices, and Ray Edwards' theme song is 'Love That Radio.'"

## More agencies automate operations

At least three of the country's major advertising agencies are making new moves in the computer field.

J. Walter Thompson Co., New York, will place a dual-purpose RCA 301 computer system into operation sometime in 1963 at its New York headquarters.

The JWT installation will be for the processing of business data and for developing "advanced techniques" in mar-

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

# SEVENTH ARTS



**THE RAID**  
Van Heflin, Ann Bancroft,  
Richard Boone



**THE LEFT HANDED GUN**  
Paul Newman, Lita Milan,  
Hurd Hatfield



**HANNIBAL**  
Victor Mature,  
Rita Gam



**NO WAY OUT**  
Richard Widmark,  
Linda Darnell,  
Stephen McNally

Action from 20th Century Fox in:  
**THE SILVER WHIP**—  
starring Dale Robertson, Robert Wagner  
**POWDER RIVER**—starring  
Rory Calhoun and Corinne Calvet  
**FIXED BAYONETS**—starring  
Richard Basehart and Michael O'Shea,  
and many more action films  
all contained in Volume 4's 40 great  
"Films of the 50's".

Action from Warner Bros. in:  
**DARBY'S RANGERS**—starring  
James Garner and Ed (Kookie) Byrnes  
**LAFAYETTE ESCADRILLE**—starring  
Tab Hunter and Etchika Choureau  
**SANTIAGO**—starring Alan Ladd,  
Rossana Podesta and Lloyd Nolan, and  
many more action films all contained in  
Volume 5's 53 great "Films of the 50's".

AND... **DRAMA... SUSPENSE...**  
**COMEDY... SCIENCE FICTION...**  
**BROADWAY...**  
Seven Arts Volumes 4 & 5 have  
everything—everything to please  
your audiences—top stars—  
top stories—top directors—they're  
all in Seven Arts' "Films of the 50's"  
"Money Makers of the 60's" Volumes  
4 & 5 now available from Seven Arts.



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue, YUkon 6-1717  
CHICAGO: 8822 O. N. La Crosse (P.O. Box 613) Skokie, Ill.

DALLAS: 5641 Charlestown Drive, ORchard 4-5105  
Adams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, State 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7197

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

# New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during period ended Sept. 7.

Product: Tricite Plastic Wrap.

Company: Dow Chemical.

Agency: MacManus, John & Adams, Detroit.  
Schedule & Markets: Daytime minutes in North Central States.

Product: Funk & Wagnall's Encyclopedia.

Company: Funk & Wagnall.

Agency: Victor & Richards, New York.  
Schedule & Markets: Daytime and nighttime minutes in New England.

Product: Magic Wand Bubble Bath.

Company: Lestoil Products Inc.

Agency: Sackal-Jackson, Boston.  
Schedule & Markets: Daytime minutes in New England.

Product: Hy Tone School Supplies.

Company: Western Tablet & Stationary Corp.

Agency: Dancer-Fitzgerald-Sample, New York.  
Schedule & Markets: Daytime minutes in New England, North Central and Southern States.

Product: Cold Power Detergent, a detergent which may be used in cold water.

Company: Colgate-Palmolive Co.

Agency: Unconfirmed.  
Schedule and Markets: Daytime and evening minutes in North Central markets.

Monitored during week ended Sept. 14.

Product: Command Shave Cream.

Company: Alberto-Culver.

Agency: Compton Adv., Chicago.  
Schedule and Markets: Daytime and evening minutes in Eastern markets.

Product: Presto-Set Mending Glue.

Company: U. S. Plywood Corp.



New Thermos leakproof wide-mouth vacuum bottle will be introduced to consumer on seven ABC-TV shows beginning Oct. 1. Setting up the production of a one-minute commercial in which a worker puts the new bottle to a rugged jackhammer test: Tony Marvin (l), tv personality, who will do the voice, and Thomas A. Lee Jr. (r), director of radio and tv for Charles W. Hoyt Co., New York, agency for the Thermos Div. of King-Seeley Thermos Co.

Agency: Kenyon & Eckhardt, New York.  
Schedule and Markets: Daytime and evening minutes in North Central region.

Product: Pink Dove.  
Company: Lever Bros.  
Agency: Ogilvy, Benson & Mather, New York.  
Schedule and Markets: Daytime minutes on East Coast.

ket research and media analysis. At first, the system will be used for basic accounting and eventually for market research-media analysis.

Young & Rubicam this week will unveil a new "media model" computer at the agency's research department offices at 100 E. 42nd St., New York. This agency for years has been experimenting with automation in payroll and other billing areas. The agency also has been at work for some time on a media computer system.

BBDO, New York, not to be undone, is "christening" its new Honeywell 400 computer this week.

Tom Dillon, BBDO's general manager, said last week that installation of the new computer equipment "will mark the first case in advertising history where an advertising agency has totally integrated its marketing service

operations with modern computer technology."

The computer, he said, will be used for "the linear programming selections of media" and that "far more important will be its use as a coordinated system of integrating marketing, media and research and its ability to handle the details of estimating, forwarding and accounting."

BBDO nearly a year ago placed into pilot use a computer process for selecting advertising media (BROADCASTING, Nov. 13, 1961) and at that time gave basic principles of the "linear programming process" in selecting advertising media at a research session of the Eastern Annual Conference of the American Assn. of Advertising Agencies.

Basically this computer at high-speed can be fed data on schedules and media costs (translated mathematically) and

within minutes can examine possibilities (up to the millions) and then come up with the one that mathematically best meets an advertiser's requirement (BROADCASTING, Nov. 20, 1961).

The computer companies involved at BBDO and at JWT are clients: Minneapolis-Honeywell and RCA at the respective agencies.

## Computer media planning at ARF meeting, Oct. 2

The "computers' invasion of media planning" will be one of the topics explored at the eighth annual conference of the Advertising Research Foundation at the Commodore Hotel in New York, Oct. 2.

Panelists in the discussion will be William T. Moran, vice president, research department, Young & Rubicam; Alec M. Lee, director, operations research, Trans-Canada Air Lines, and William J. Baumol, professor of economics, Princeton University.

The ARF conference will also include a session on the results of an "extensive joint study in applying communication theory to the construction and evaluation of an advertising theory." Among the panelists will be Frank Stanton, vice president, Benton & Bowles; William McPhee, Bureau of Applied Social Research, and Frank S. Scalora, Service Bureau Corp.

## Rep appointments...

■ KBIG Avalon (Catalina) and KBIQ (FM) Los Angeles: Advertising Time Sales, effective Oct. 1.

■ WEMJ Laconia, N.H.: Walker-Rawalt Co., New York, as national representative.

■ WZUM Pittsburgh: Continental Broadcasting Inc., New York, as national representative.

■ KEPI (FM) Phoenix: Fm Spotsales, New York, as national representative.

■ KCND-TV Pembina, N.D.: Elizabeth M. Beckjorden, New York, as station-network personal representative.

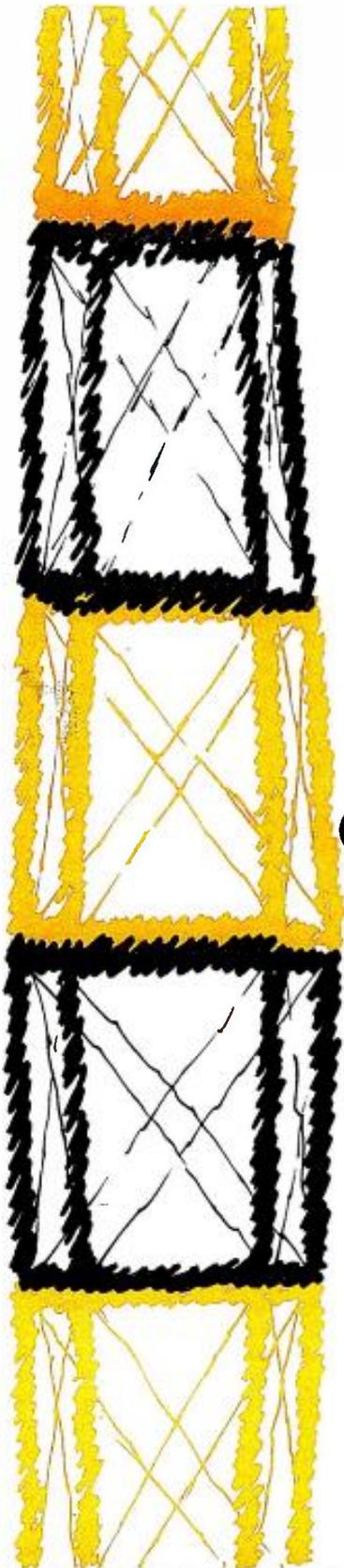
■ WPEN Philadelphia: Am Radio Sales Co., New York, for national advertising, effective Oct. 1.

■ KRKD Los Angeles: Weed Radio Corp. as its national sales representative.

■ KBIG, KBIQ (FM) Los Angeles: Advertising Time Sales Inc., New York, effective Oct. 1.

■ WVIP Mt. Kisco, N. Y.: Mort Bassett & Co., as national sales representative.

■ WSLV-TV Roanoke, Va.: Katz Agency, New York, as national sales representative.



# TOWER! TOWER!

WHO'S GOT THE  
**TALLEST**



**CHANNEL 10 ... of course!**

MIAMI'S TALLEST TOWER — 1049 feet — now enables you to buy economically one ABC station to cover South Florida ...

Add ABC's new, exciting fall line-up to WLBW-TV, Channel 10's **UNDUPLICATED LIVE PROGRAMMING** and this one station buy becomes a natural for sales results from the Palm Beaches to the Florida Keys.

**WLBW-TV is *THE* ABC STATION**  
**from the Palm Beaches**  
**to the Florida Keys**

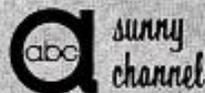
Represented by



Television, Inc.

**WLBW-TV** MIAMI  
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO



# DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE

MARCH 1962

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

NETWORK OPTION TIME AND LOCAL TIME DAY-PARTS	STATION AVERAGE HOMES REACHED	
	WJBF (NBC-ABC)	Station "A"
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	37,400	10,800
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM	36,100	11,100
7:30 PM to 11:00 PM	39,200	20,800
11:00 PM to Midnight	5,500	5,400

BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon	16,800	5,400
12:00 Noon to 6:00 PM	22,300	7,900
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon	15,100	5,600
12:00 Noon to 6:00 PM	20,500	8,200
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM	43,400	18,700
10:00 PM to Midnight	13,600	12,100
6:00 PM TO MIDNIGHT	33,500	16,500
9:00 AM TO MIDNIGHT	25,400	10,900

AMERICAN RESEARCH BUREAU



call GEO. P. HOLLINGBERY COMPANY, national representatives

## WORK TESTS INTEREST

### Commercials go dark when button-pusher quits punching

A new method of pre-testing television commercials and programming by making the viewer "work" to keep the picture going is described in the latest issue of the Advertising Research Foundation's *Journal of Advertising Research*.

An article in the September issue, published last week, told how a television set was rigged so that the picture would go dark unless the viewer kept pushing a small button in his hand: the higher his interest, the faster his punches and the brighter the screen—and vice versa.

The article, by Dr. Ogden R. Lindsley of Harvard Medical School and the Behavior Research Co., reported on experiments with two viewers who watched a series of television programs. They pressed the button often enough to keep the screen lit during most of the programming but not during the commercials, Dr. Lindsley reported.

The author suggested that this system of pre-testing would be useful in many ways: in fitting appropriate programs and commercials together, for example; in deciding details of program composition and even perhaps in assisting in a more accurate selection of media.

If a film or tape show produced "listening responses" but not many "looking responses," Dr. Lindsley said in explaining the system's possibilities in media selection, then the program "clearly would be more efficiently presented over the radio medium" rather than tv.

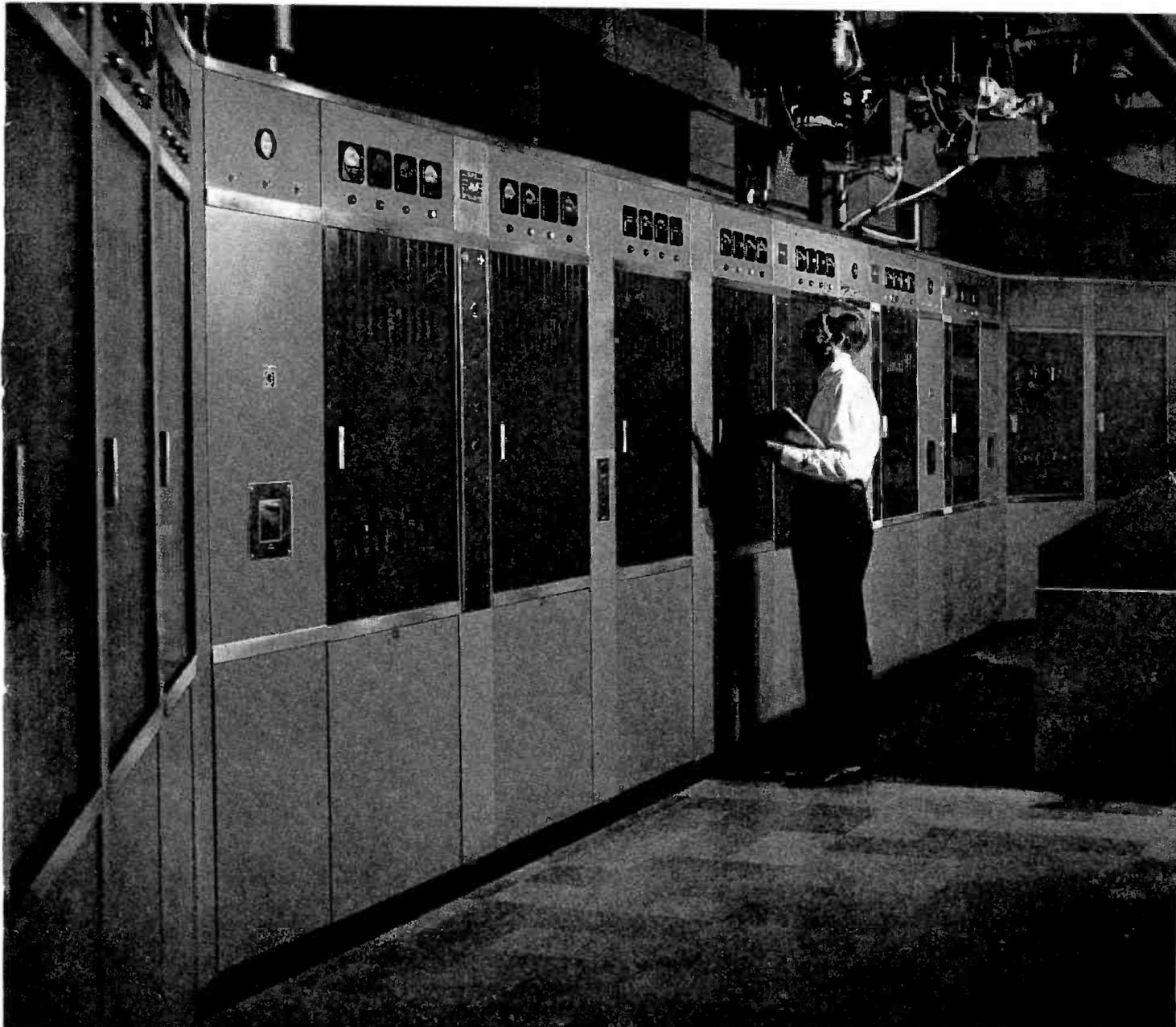
The article is one of eight studies related to tv in the *Journal's* September issue which is labeled "The Television Issue."

In another, Leland L. Beik of Penn State U. reported on a way to classify a tv commercial into four components and rate their ability to generate recall. In descending order of their recall values he rated them as follows: picture, print, voice, sound.

A study of British viewers reported that 24% of the women counted as nighttime viewers by "normal recall or diary techniques" were found to be "in fact not present in the viewing room for the whole of the commercial appearing between programs or next to the program."

The same study, by C. G. F. Nuttall of the London Press Exchange Ltd., a leading British advertising agency, said that the number of viewers who were "solely viewing" ranged, in the evening from 42 to 50% of the men and from 31 to 34% of the women.

James A. Landon, research director



## RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment

installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



RCA BROADCAST AND TELEVISION EQUIPMENT  
CAMDEN, N.J.



The Most Trusted Name in Television

of WJXT (TV) Jacksonville, Fla., reported on a study of viewing habits of housewives in Gainesville, Fla. Among other things, Mr. Landon said, the study found housewives most favorably disposed toward programs on an educational station.

Other articles include studies of program types by Seymour Banks of Leo Burnett Co. and Arthur D. Kirsch of George Washington U.; an unsuccessful newspaper promotion campaign by WGBH-TV Boston; possible research error, by Warren N. Cordell and Henry A. Rahmel of A. C. Nielsen Co., and *How To Improve Samplings Based on Telephone Listings*, by J. Stevens Stock of the research company bearing his name.

## Cosmetic firm purchases all-Negro Gospel program

Artra Cosmetics Div. of Pharmaco Inc., Kenilworth, N. J., has purchased *Tv Gospel Time*, a new all-Negro program, on six stations: WOR-TV New York; WMAL-TV Washington; WCSC-TV Charleston, S. C.; and WMAZ-TV Macon, WJBF-TV Augusta and WRBL-TV Columbus, all Georgia.

The program, directed to the Negro audience, will be seen on Sunday mornings.

At a preview last Thursday (Sept. 20) in New York, it was announced that tentative plans have been made to add the program in an additional 22 major markets beginning in January 1963.

Agency for the Artra purchase is N. W. Ayer & Son, New York.

# Spanish-speaking now number five million

## NTS STUDY SHOWS CENTERS IN FLA., N.Y., SOUTHWEST

There are more than 5 million Spanish-speaking Americans in the country, concentrated in the Southwest, in parts of Florida and in New York city.

Cultures vary, Mexican in the Southwest, Cuban in Florida and mostly Puerto Rican in New York.

These are but two points made in a massive study of the Spanish-language "market" compiled by National Time Sales in behalf of the National Spanish Language Network (the network consists of nearly two-dozen radio stations in the U. S.).

**Spanish Market** ■ At the same time, NTS has released a new "profile" of the Spanish market. This survey, conducted by Pulse Inc., sampled consumers in 15 markets, with interviews of 1,380 respondents. The markets fall in Florida, Texas, Arizona, Colorado, New Mexico and California.

Both studies are designed to increase awareness of the national advertiser.

The Pulse study tabulates shopping and marketing habits of the Spanish-American population in several important food and commodity and service areas. Audience composition data includes also family size, auto ownership, age and occupation of male household head and the total household weekly income.

Notes the NTS study of the Spanish-speaking in the U. S.: "They constitute a market within a market, and are increasing in number faster than any

other comparable group of Americans."

It's noted that one problem NTS has is to convince agencies that it's not necessary to prepare special material for the Spanish-language market, except for translation of the commercial message into Spanish.

The Pulse report suggests there's a "good marketing potential" for nationally branded and advertised products in several food and commodity categories specified in the study.

## TvB to select best salesman, presentation

Television Bureau of Advertising is announcing today (Sept. 24) plans to honor the best tv station market presentations and outstanding television salesmen.

According to TvB, purpose of the market presentation competition is "to stimulate the creation and use of audiovisual presentations by television stations." TvB's objective in the outstanding salesman competition is the fostering of "more effective in-person selling."

Winners of the contests will receive special TvB plaques and other recognition.

Deadlines for entries: Oct. 31, 1962 for market presentations; Jan. 31, 1963 for outstanding tv salesmen competition. Details may be obtained from TvB, 1 Rockefeller Plaza, New York.



## CBS demonstrates plusses offered by radio

CBS Radio last week gave the first of what will be 14 showings in 12 major markets in the country of its new "The Third Dimension" presentation previewed to affiliates the week before.

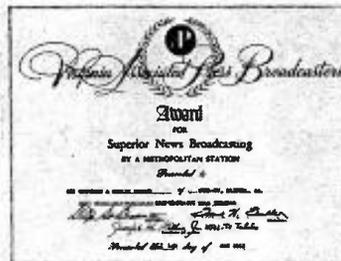
Last week's showing in New York was before advertising and agency executives. In sound and sight, the presentation graphically displayed the three-dimensional measurable audience "plusses" in radio: from plug-

in sets, from auto radios and from the self-powered, transistor receiver.

Given particular attention are the findings of A. C. Nielsen Co.'s transistor-battery audience "plus" (adds an average 35.8% to total listening of plug-in sets). Also included are data indicating still further audience additions gained through transistor receivers.

Presentations will be held Sept. 25-Oct. 25, including two additional showings in New York, one in St. Louis, two in Chicago, one each in Minneapolis, Philadelphia, Boston, Cleveland, Akron, Detroit, Cincinnati, San Francisco and Los Angeles. At the Sept. 19 showing in New York, George Arkedis (2d l), vice president, network sales and CBS Radio's "host" reviewed the script for a J. Walter Thompson, New York, group including (l to r) Storrs Haynes, vice president Anne Wright, associate media director, and Ted Wilson, vice president.

**again...  
first  
in  
news  
reporting**



WCYB-TV is people ■ people behind the scenes . . . on the air . . . in the news . . . in action.  
 ■ At the heart of WCYB-TV's operations is its newsroom—reporting on people. ■ In the last two years WCYB NEWS has received **top** awards from Associated Press (nationally), as well as both Virginia and Tennessee state associations. ■ In the thriving, growing 37-county TRI-CITIES area WCYB-TV is **the** authoritative voice of **news**. ■ **WCYB-TV (first in TV coverage); WCYB-Radio (first in Radio coverage); TRI-CITIES (Bristol, Johnson City, Kingsport) — 19th largest metro county area in the Southeast.**

Gen. Offices: Bristol, Tenn.-Va. □ Represented by The MEEKER Co. / In the Southeast by James S. Ayers Co.

# How Downyflake 'uses' children to sell

## A SURVEY SHOWED THE TYPE OF TV THAT SETS THE TILL RINGING

Downyflake Foods Corp., New York, is strengthening its promotional punch as part of a long-range plan to make the best use of television for several frozen food products it markets.

Over the past several years Downyflake has increased its budget to five times its introductory expenditures in tv.

The Downyflake tv effort centers on: (1) a faith in children's programs as effective vehicles for influencing food habits and (2) a market survey made following a sales drop in 1957.

To enhance its effectiveness on children's programs, Downyflake has recently started a number of promotions, on the theory that a strong admiration of tv personalities by juveniles can be directly transferred into product identity. In several of these promotions, Downyflake has tied in with another advertiser with a complementary product.

The company's current "Name The Twins" contest is using six major children's programs in New York and is "offering" tv personalities as prizes. Started Sept. 11, with Penick & Ford's Vermont Maid Maple Syrup, the contest asks juvenile viewers to name twin puppets on the programs, a Downyflake boy and a Vermont Maid girl. Children submitting the winning names will spend a day with such tv stars as Sonny



One of the children shows used in Sonny Fox's program over WNEW-TV New York.

Fox, Bozo The Clown, Herb Sheldon, Fred Scott, Chuck McCann and Claudie Kirchner. The stars will join the winners at lunch in school, a tv studio tour

and dinner in a restaurant with the winners' families.

**Sales Drop Reversed** ■ Downyflake's enthusiasm for the juvenile market began in 1960 when a venture into children's programming helped bring the company out of a three-year sales decline.

When Downyflake's sales began to drop in that period, the company made a market survey to find out what could be done. The survey revealed that heavy demand for Downyflake's pop-in-toaster items (frozen waffles, pancakes, and french toast) came from the 3-14 age group.

At the end of 1959, the company assigned its advertising to Smith/Greenland, New York, an agency oriented to food marketing. Based on the survey's findings, the agency proposed a heavy spot tv campaign aimed at children through live juvenile programs.

The campaign began in New York using a number of children's shows. While only waffle commercials have been used in the past, the new promotion features the entire "toaster line."

The campaign has been extended to children's shows in Miami, Chicago, New Orleans, Philadelphia, Los Angeles and New England.

Downyflake spent \$67,620 in spot tv (gross time billings) for its french toast,

## Commercials with straight sell due to return—Keilus

A return to the straight stand-up sales presentation on television within the next year is predicted by Charles H. Keilus, who recently resigned as senior tv producer at D'Arcy Adv. Co., New York, to join George Fenneman in organizing a new company to produce tv commercials and industrial films.

He claimed that the rising cost of tv was prompting advertisers to turn more to participating sponsorships which means the sales messages have to be tailored to a different commercial format.

"Commercials have gotten too complicated," said Mr. Keilus. "The Procter & Gamble 'Slice of Life' technique has been carried to the point of diminishing returns. Two major points are all you can put across in a minute and too much dramatizing, too many people, are apt to distract the viewers attention rather than focus it on the sales mes-

sage the sponsor is trying to get across. The humorous cartoon commercials also have gone about as far as they can go.

In fact, some of these spots seem to be more interested in proving that they can be more entertaining than the programs they're connected with than in selling the advertiser's product.

"I think that we're due for a return to the straight sales talk—the sincere, honest straight forward commercial delivered by a stand-up announcer looking directly at the home viewers and talking directly to them. The Rex Marshalls and the Dick Starks have never left us and they've proved their worth time after time. A spokesman like that can build identity for the advertiser; look at the job Betty Furness did for Westinghouse. And more than a dozen years ago, 90% of the people coming into DeSota showrooms told the salesman

who met them, 'Groucho sent me.'

"With costs of television going up and the trend toward hour and 90-minute programs in place of the half-hours that formerly were standard, we're going to see less full program sponsorship by a single company, more of the participating type of sponsorship, the so-called magazine format. With each segment of the show presenting commercials for two or three different advertisers. And, as the old pattern of single-sponsored programming disappears, it becomes all the more important for the advertiser to place his sales talk in a commercial format that will be appropriate to any kind of program with which it may appear, comedy, drama or documentary. The stand-up salesman is the answer and it's my guess we're going to see a lot more of him in the coming months."

George Fenneman Productions is

pancakes and waffle items in 1960. In 1961, the spot tv expenditures were raised to \$398,370 for the three items and a new product, frozen muffins, was added with \$363,240 in spot tv backing it.

By the end of 1960, it's pointed out, a rise in sales followed the new concept: In the New York area, the "toaster" line sale rose 25% and increased 40% the following year. A sales increase of 17-21% occurred each year in the other Downyflake markets.

### Businessmen on panel

A half-hour Saturday night WGN-TV Chicago panel program about marketing which starts Oct. 6 will feature prominent area businessmen.

The guests will explain their firms' approach to marketing and will be quizzed by Chicago newsmen. Thomas Coulter, chief executive officer of the Chicago Assoc. of Commerce and Industry will be the moderator.

Those already scheduled to appear are Charles H. Percy, chairman of the board, Bell & Howell Co. (Oct. 6); Roy Abernethy, president, American Motors Corp. (Oct. 13); Lewis F. Bonham, president, Miles Products (Oct. 20); Tilden Cummings, president, Continental Illinois National Bank and Trust Co. (Oct. 27); Judson S. Sayre, chairman, Norge Division, Borg-Warner Corp. (Nov. 3); and three men not yet assigned to appearance dates: Charles W. Lubin, Kitchens of Sara Lee; William G. Karnes, Beatrice Foods Co.; and Robert L. Gibson Jr., Libby, McNeill & Libby.

currently producing a series of color commercials for Douglas Fir Plywood Assn., through Cole & Weber, Seattle-Tacoma, Wash. The one-minute color spots have been filmed at MGM Studios in Hollywood and on location at the Seattle Fair, the northwest woods and other sites. "We're flexible and can go wherever the advertiser needs us and when he needs us there, without adding unduly to the cost," Mr. Keilus said.

Speaking of estimates prompted Mr. Keilus to say that as a buyer of commercials on Madison Avenue, he had never been very happy—and he had frequently been very unhappy—with the way the producers submitted their bids for commercials for his clients. So, George Fenneman Productions has developed a new production cost estimate form that breaks the production down into all of its component parts, with an estimated cost for each item. "This way the buyer can see exactly what he's paying for each part of the job."

## ASKS EMPHASIS ON MARKET RESEARCH

### Nielsen wants bigger share of firms' sales gross

The average American advertiser spends less than 1% of his sales gross on market research, A. C. Nielsen Jr., president, A. C. Nielsen Co., stated last week. Speaking before a Sept. 17 dinner meeting of the Western States Advertising Agencies Assn. in Los Angeles, the head of one of the world's largest market research organizations answered a question about how much is spent for market research with the comment, "Not enough." For his company's clients the average is  $\frac{2}{3}$  of 1%, he reported, commenting that percentage doesn't vary much whether it's a small company with a single market research man or a large company with a research department of several hundred persons.

Some of the purchasers of the Nielsen research services ask for advice on how to put the findings to use, Mr. Nielsen said; others do not. Some follow the advice; others do not. "We don't force our ideas on anybody," he said, "but when we found some of our reports going into desks of men too busy with everyday operating details to take time to study them, and lying there gathering dust, we instituted our client service department. Now, at least, the client gets our interpretation of the facts in our report to him."

In his prepared address, Mr. Nielsen described a dozen common advertising problems and how market research aided in their solution. One, that he called "one of the greatest success stories in American industry," might never have happened, he said, "if an alert market research director hadn't spotted and correctly interpreted a minor shift in one territory." The company wanted to sponsor a particular network program but couldn't get it without a station lineup which, according to past experience, would result in overspending in one area.

"The research director, analyzing our bimonthly index reports, noted a gain in share of sales in that area. Further reports confirmed the fact that merely adding to the weight of the advertising pressures would produce a substantial sales gain—although at a somewhat lower unit profit. He persuaded his management to increase its advertising expenditure, but to do it in a way which would conceal the fact from competitors. Spot radio was selected, since it is difficult to determine how much money is being spent by a company in this medium. The advertising-to-sales ratio was increased from 5.6% to 9.3% and the company's competitive sales position moved up over a three-year interval from about 20% to nearly 50%.

"To me," Mr. Nielsen stated, "this

is a classic example of consumers being favorably influenced as a result of an increase in total advertising weight. It would appear that a certain sum of advertising money was needed merely to get above the general noise level so as to be heard and distinguished from the thousands of other products crying for a share of pop's take-home pay."

In the question period following his talk, Mr. Nielsen revealed that the company in the above example was not a Nielsen client, but one of its competitors was and the Nielsen organization was hard put to explain why the client was losing ground to the competition. "It took us six years to find the answer," he said, "and if you've ever tried to track down a spot radio schedule you'll understand why."

### Harper gives formula for truth in ads

Marion Harper Jr., president-chairman of Interpublic Inc., and chairman of American Assn. of Adv. Agencies, before a joint meeting of the 4A's New England Council and the Boston Adv. Club, last week answered question of how can there be more truth in advertising.

Need first, he said, is agreement of marketers and agencies as to "verifiable" facts about products and services offered through advertising. Next, agencies "should constantly develop" abilities to advertise "subjective product values" also to be agreed upon by advertiser and consumer. Agencies should be "literal-minded and precise" in insisting that ad facts be verifiable, while at the same time resisting "any move to establish arbitrary standards as to what constitutes a product's psychological values."

### Buying, selling talks set by IRTS for fall

The International Radio & Television Society, New York (formerly RTES), has announced plans for its fall series of time buying and selling seminars.

The first of eight discussions is scheduled for Tuesday, Oct. 30, 5:30-7 p.m., at the CBS Radio studios, 49 E. 52nd St., New York. Succeeding sessions will be held weekly at the same hour with the exception of a Monday, Nov. 5 session (Nov. 6 is election day). Registration fee is \$15.

Persons interested in attending should contact Claude Barrere, executive director, IRTS, 444 Madison Ave., New York 22. Telephone Plaza 8-2450.



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

## The New World of WSBT-TV

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

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

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

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



ONE OF CBS'  
 HIGHEST-RATED  
 STATIONS

# WSBT-TV

SOUTH BEND, INDIANA

Channel 22

PAUL H. RAYMER, INC. NATIONAL REPRESENTATIVE

## Ajax credits tv for sensational rise

Carried by a "white tornado," Colgate-Palmolive's Ajax APC rode to national dominance in the liquid cleanser field within nine months of its national introduction, Colgate's Household Products division said last week.

The product's success followed a three-month exclusive tv spot test campaign in Philadelphia late last year, where it also rose to first place in that market during the test period, according to John E. Grimm III, vice president and marketing director for the division.

The "white tornado" theme and intensive consumer exposure were major factors in the climb to first place in the \$90 million liquid all-purpose cleanser market, the company said. Created by Norman, Craig & Kummel, New York, the multi-million campaign stressed the theme "Ajax cleans like a white tornado" in network and spot tv, which shared a major portion of the national advertising budget.

On network tv this year Ajax APC sponsored *Jacqueline Kennedy's Journey* and has participated in *77 Sunset Strip*, *Play Your Hunch*, *Checkmate*, *Sing Along With Mitch* and *Ed Sullivan*. "Around the clock" tv spots supported the drive in key markets.

More of the "white tornados" are brewing. The Ajax advertising budget for 1963 is being increased and the same theme will be used, Colgate announced.

### Courting big money

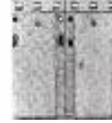
Television, usually used by advertisers selling mass-appeal products, is being used by a New York bank to sell one of its services to a very select group—millionaires.

Manufacturers-Hanover Trust, sponsor of the *Boston Symphony Specials* on WNEW-TV New York, is using some of the series' commercials to tell millionaires about its trust department. (The bank doesn't make any money handling estates of less than \$250,000, so it naturally prefers handling considerably larger sums.)

The bank doesn't know how many millionaires are in the New York area, nor how many of them watch tv, but does hope they'll watch the symphony telecasts.

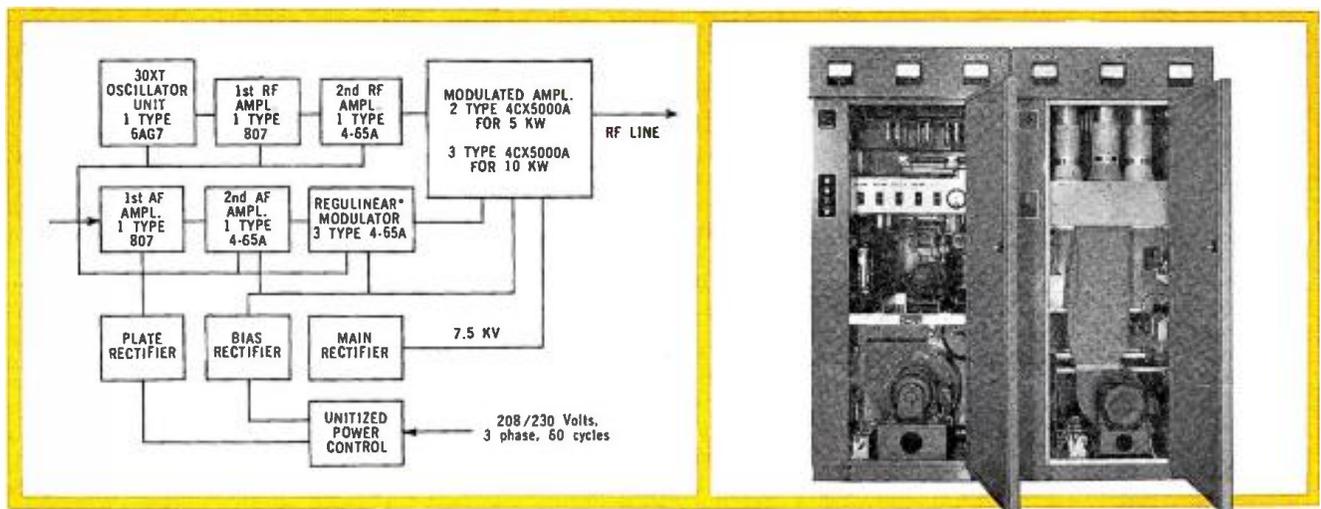
Millionaire-directed ads in newspapers and magazines, however, did bring an average 800 replies each.

Continental's 5/10 kw AM Transmitter uses the "Regulinear\*" cathode-follower screen modulation circuit.



Using modern tetrodes and small low-powered modulation tubes, it is simpler than plate modulation and has no iron core components.

It permits overall feedback from transmitter output to audio input which results in very low noise and harmonic distortion. It eliminates the necessity of neutralization. By virtue of its constant power consumption regardless of percent of modulation, it minimizes power line regulation problems and carrier shift is less than 1%. It withstands overmodulation of continuous tone at any audio frequency for long periods without damage. End result? The Sound of Quality. \*U. S. Pat. No. 2,918,631



*Continental Electronics*

MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS  
4212 S. BUCKNER BLVD. • EV 1-7161 • *LT* SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.  
*Designers and Builders of the World's Most Powerful Radio Transmitters*



# Chevy to set off blockbuster for '63 line

Next Sunday, Sept. 30, the Chevrolet Div. of General Motors will introduce its 1963 line in a blockbuster commercial—six uninterrupted minutes of tv time—presented as a segment of *Bonanza*, which Chevrolet sponsors each Sunday on NBC-TV at 9-10 p.m.

Produced by the Chevy agency, Campbell-Ewald Co., in association with Don Fedderson Productions' commercial division, the six-minute commercial features the combined casts of Chevy's three network tv programs—*Bonanza*, ABC-TV's *My Three Sons*, which the motor car maker sponsors each Thursday, 9-9:30 p.m., and CBS-TV's *Route 66*, Friday, 8:30-9:30 p.m., which Chevy co-sponsors with Phillip Morris and Sterling Drug. In all, 11 stars, a Chinese cook and a dog take part in the commercial, which in deference to its magnitude has been given a title of its own, "The Ponderosa Party."

The commercial was filmed on location at a Southern California ranch in a three-day period that started

Sunday, Sept. 16, and continued through Tuesday, Sept. 18. Even with a Sunday included the task called for revamping all three production schedules and bringing *Route 66*'s Martin Milner and George Maharis in from an eastern location.

The story really started months back, when Campbell-Ewald began making plans for the introduction of the 1963 model Chevrolets. The standard approach of a one-time spectacular was rejected almost immediately for the reason that with three highly rated programs working for Chevrolet it would be virtually impossible for any one-shot telecast, no matter how spectacular, to add enough extra viewers to be worth its cost.

Also, with four different kinds of cars to be announced for Chevrolet, the usual one or two minutes of commercial time would not be enough to give the viewers a good look at each of the four new lines of cars. The idea of a longer block of commercial time developed, but with it came a new problem: what do you

put into a six-minute commercial to hold the viewers from start to finish? Many conferences later the decision came to have the cast of *Bonanza* invite the casts of the other two Chevy shows to a party at the Ponderosa Ranch. Nielsen files were checked on audience reaction to long commercials (the longest found had run only four minutes), to commercials delivered by program stars and to audience restlessness in general, in search of the answer to a most important question: how to present the six-minute pitch without driving the audience from their sets.

Once the agency was convinced it could achieve the desired result, the idea was submitted to the client—and approved, and to the *Bonanza* program group—who enthusiastically endorsed the idea of writing a story with no commercial breaks. Then came the rearrangement of shooting schedules of *Bonanza*, *My Three Sons* and *Route 66*, so the stars could be free for the filming of the commercial.

Meanwhile, assorted versions of

## Business briefly...

**American Sugar Refining Co.**, Domino Sugars, New York, has lined up 67 markets for a tv spot campaign as part of a package premium promotion of a 100-page recipe book, *Sugar Spoon Recipes From the Domino Sugar Bowl Kitchen*. October-December tv purchase is for a heavy schedule of 60- and 20-second spot commercials. The recipe book will be available to consumers on a write-in basis for \$1 and a coupon from a five- or 10-pound bag of Domino Granulated Sugar. Agency: Ted Bates & Co., New York.

**New York High Fidelity Music Show**, an annual event that will be held Oct. 3-6 at the New York Trade Show Building, will be backed by largest advertising campaign in its seven-year history. Some 15 am, fm and tv stations in metropolitan New York will carry total of 540 minute commercials, primarily in week preceding hi-fi show. Event is sponsored by Institute of High Fidelity Manufacturers Inc. Agency: Katz, Jacobs Co., New York.

**Scholl Manufacturing Co.**, Chicago, has purchased participations in *The Merv Griffin Show* (Mon.-Fri., 2-2:55 p.m. EDT) which starts Oct. 1 and in *Play Your Hunch* (Mon.-Fri., 10:30-11

a.m. EDT) on NBC-TV for its Zeno-Pads. Agency: Donahue & Coe, New York.

**Gillette Safety Razor Co.**, Boston, and **Chrysler Corp.**, Detroit, will again co-sponsor NBC's tv and radio coverage of the World Series, beginning Oct. 3. This is second straight year the two firms have co-sponsored the radio and tv sports classic. **General Mills** through Knox Reeves Adv. and **American Tobacco Co.** through Sullivan, Stauffer, Colwell & Bayles, will co-sponsor "World Series Spotlight," a 15-minute color show with NBC sportscaster Bob Wolff before each series telecast.

**Prince Matchabelli Inc.**, a division of Chesebrough-Pond's Inc., New York, has purchased sponsorship of new half-hour segments on NBC-TV's *Today* show, which will feature physical exercises by John Hills. Mr. Hills will be seen during the 8:30-9 a.m. segment of the show, Monday, Wednesday and Friday. Agency: J. Walter Thompson, New York.

**Red L Foods Corp.**, New York, launched a seven-week spot tv campaign on WNBC-TV and WCBS-TV New York last Monday, Sept. 17. The drive will introduce two new frozen seafood dinners—golden fishcake nugget and

fish stick—each featuring apple pie deserts in the tray. About 60 ten-second spots will be used on both stations during the period. Agency: Smith/Greenland, New York.

**Wynn Oil Co.**, Azusa, Calif., launched a heavy winter campaign on NBC Radio last Saturday (Sept. 22) for its friction proofing products. The drive, scheduled to run through Dec. 9, will be featured on six NBC programs, 42 times each week. The announcements will be carried on *Monitor*, *Monitor News*, *Monitor Sports*, *Ring Around the World*, *News of the World*, and *News on the Hour*. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

**Timex** watches and **Lipton** soups have signed to co-sponsor NBC-TV's fourth presentation of *Peter Pan*, starring Mary Martin, on Sat., Feb. 9, 1963, at 7-9 p.m. EST. Cost reportedly is about \$700,000. Program will be a color-tape presentation of the 1960 production; first two *Peter Pan* shows, also with Miss Martin, were in 1955 and 1956. Warwick & Legler, New York, is agency for Timex; Young & Rubicam, also New York, for Lipton.

**Lincoln-Mercury Div.** of Ford Motors and **Liggett & Myers** have purchased sponsorship of *Shakespeare: Soul of an*



On location for the shooting of the blockbuster commercial:

Left group (l to r): Tim Consodine, Fred MacMurray, Don Livingston, Bill Frawley, dog Tramp and Don Grady—from "My Three Sons."

Rear towards center: Martin Milner (l) and George Maharis—from "Route 66."

Right group (l to r): Victor Sen Yung, Pernell Roberts, Michael Landon, Lorne Greene and Dan Blocker—from "Bonanza."

the commercial script had been developed. The final script was written so it could be shot in short sequences, so that each star need only be on hand when he was actually in front of the camera, for the complete group scenes or for his participation

in other parts of The Ponderosa Party. When more than 100 camera setups, the stars' movements and the car movements had been plotted and checked against their different individual availabilities, a shooting schedule of three days was arrived

at. And that's how it worked out: Sunday, Monday, Tuesday and the six-minute Ponderosa Party was in the can.

And, it was all done under the veil of secrecy traditional with the preparation of any new model debut.

*Age*, an NBC-TV program to be televised Friday, Nov. 30 (7:30-8:30 p.m. EST). The NBC News presentation features Sir Michael Redgrave and Sir Ralph Richardson. Lincoln-Mercury agency: Kenyon & Eckhardt, Detroit. Liggett & Myers: J. Walter Thompson, New York.

**Old London Foods Inc.**, New York, has bought participating sponsorship in *The Bullwinkle Show* on NBC-TV (Sun., 5:30-6 p.m. EDT) starting Sept. 23. Agency: Richard K. Manoff Inc., New York.

### Also in Advertising ...

**New pr firm** ■ David A. Weiss, former public relations manager of Hicks & Greist Inc., advertising, New York, has opened his own public relations organization, David A. Weiss Public Relations. It is located at 550 Fifth Ave., New York.

**New office** ■ Public Relations Service Inc. has announced the opening of a new office in New York at 342 Madison Ave. The office will provide pr service to fund raising organizations in tv matters and has been a large producer of charitable telethons.

**Coffee lovers** ■ World Coffee Information Center and Samuel E. Stavisky &

Assoc. Inc., public relations consultants, have moved their Washington, D. C., offices to 1616 Eye St. N.W., Washington 6, D. C. Phone is Executive 3-3876.

**Renault spends big** ■ An advertising campaign costing more than \$500,000 will be launched by Renault in late November to advertise its new R-8 compact sedan and its 1963 Dauphine and Caravelle "S" convertible. The campaign will use newspapers and magazines, but dealers will be supplied with tv filmed commercials to be used in local time periods purchased by them. Agency is Fuller & Smith & Ross, New York.

**Foundation moves** ■ The Brand Names Foundation has moved to new quarters at 292 Madison Ave., New York. The organization was formerly located at 437 Fifth Ave.

**New location** ■ Jacobs, McElwaine & Springer, public relations firm, has opened new offices at 9465 Wilshire Blvd., Beverly Hills, Calif. Telephone is Crestview 4-8471.

**Rep moves** ■ Prestige Representation Organization, New York, moves from 550 Fifth Ave. to 441 Lexington Ave. (44th at Lexington) on Oct 1. The radio station rep also will have a new phone number: Murray Hill 7-3380.

### Agency appointments ...

■ Jacob Rupert Brewery appoints Henry R. Turnbull Inc., New York, as agency. Rupert plans increase of spot tv over 1962. Total account is \$2 million.

■ Eldon Industries Inc. (toys), Los Angeles, appoints Wade Advertising Inc., that city. Media plans include television.

### Client pays if homes sell

A new type of agency-client compensation was disclosed last week in the appointment of Olian & Bronner, Chicago, as marketing and advertising agency by Realty Co. of America Inc., a multi-million-dollar construction firm which has used some radio. The account currently bills about \$200,000 in all media.

Under the new arrangement, Olian & Bronner will receive incentive payments over and above billing commissions. The incentive payment increases with each block of 100 homes sold. Principals in Realty Co. have already built about 25,000 homes in the Chicago area.

# Film makers skirt NAB convention ban

## PLANS BEING MADE TO EXHIBIT INDEPENDENTLY IN CHICAGO

A group of leading film distributors will exhibit independently of the NAB at that organization's convention next spring.

Present NAB rules limit exhibitors to NAB associate equipment manufacturers. Film and transcription companies have occupied private hospitality suites in the convention hotel. Up to five years ago, however, film companies exhibited on the same floor of the hotel.

Plans for the new exhibit, which will be supported by 18 film companies, organized for this purpose about five months ago, were announced last week in New York. The exhibit will be held in Chicago March 30-April 3 at the time of NAB's convention but in the Pick-Congress Hotel, one block away from the Conrad Hilton, the official convention site.

At the same time, it was revealed that a number of film companies have resigned their associate memberships in NAB, apparently on the premise that membership permitted them the right

to exhibit and "nothing else."

The film companies' move came after a report that a convention committee had recommended to the NAB board of directors that film and transcription people be permitted again (see story this page).

A total of 21 suites will be available on the second floor of the Pick-Congress and 18 are already committed. The exhibiting will be entitled, "Television Film Exhibit—1963." Plan details were given by Robert Rich, vice president of Seven Arts Assoc., and Robert Seidelman, vice president of Screen Gems. They are co-chairmen of an executive committee that represents the companies.

Also on the committee: Richard Carlton, vice president of Trans-Lux Television, and Harvey Victor, vice president of Jayark Films.

**Convenience Cited** ■ Associate members have been allowed to have only hospitality suites in recent years. The spreading out of six individual suites in the hotel made it "inconvenient" for

station people to visit all the film exhibitors. The new, centralized location will facilitate matters, the companies' spokesmen said.

The 18 companies participating are Allied Artists Television Corp., Desilu Sales; Flamingo Telefilm Sales; Four Star Distributing Corp.; Hollywood Television Service; Jayark Films Corp.; King Features Syndicate; MGM-TV; Official Films; Screen Gems; Seven Arts Assoc.; Television Affiliates Corp.; Trans-Lux Television Corp.; 20th Century-Fox Tv; United Artists Tv; Video House; Walter Reade-Sterling; and Warner Bros. Television.

Of these firms supporting the "TFE—63" project, several reported they are planning to drop their associate memberships in NAB. Many of the companies, however, do not hold memberships. Among those reporting they'll drop out of NAB: Screen Gems, Seven Arts, Trans-Lux and King Features. Among the firms which have no NAB affiliation: Official Films, Warner, 20th Century Fox, Four Star, Walter Reade-Sterling and Jayark. Some firms, however, MGM-TV and TAC among them, indicated they plan to retain their NAB associate memberships.

Each distributor will set up and

Responsible-Mature-Resultful Radio in Dayton, Ohio



**Mature Programming**

**Mature News**

**Mature Promotion**

**AFFILIATED STATIONS**

WPDQ, JACKSONVILLE, FLORIDA & WHBC, CANTON, OHIO

GENE CARR, PRESIDENT

**NATIONAL REPRESENTATIVE:**

**VENARD, TORBET & McCONNELL, INCORPORATED**



### Color tempo increases

The first NBC-TV "color week" this season will include more than 66 hours of color programming, from Oct. 1 through Oct. 7.

Nighttime shows will account for 29 1/4 hours of color programming, with all but five programs being broadcast in color. Almost 37 hours of daytime color programs are planned with the coverage of the World Series highlighting the week.

On ABC-TV, a total of 1 1/2 hours of color programming weekly will be on network-owned stations and at the same time made available to ABC-TV's affiliates.

ABC-TV's colorcasting entry is beginning to "take." Though this season's color feed—ABC-TV's first—is for owned stations and is available to other affiliates only if they pay for added line costs, as of last week 43 affiliated stations had ordered color. The color feed was to start officially yesterday (Sept. 23).

## Quiet as a churchmouse . . .

Mr. Robert L. Yontz, General Manager of Station WBLY, Springfield, Ohio, Reports on the Gates FM-5C Five Kilowatt FM Transmitter:

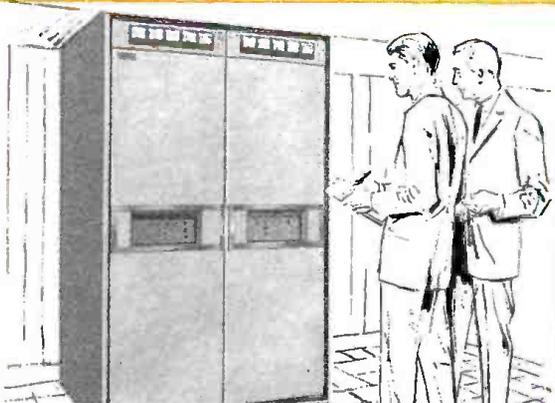
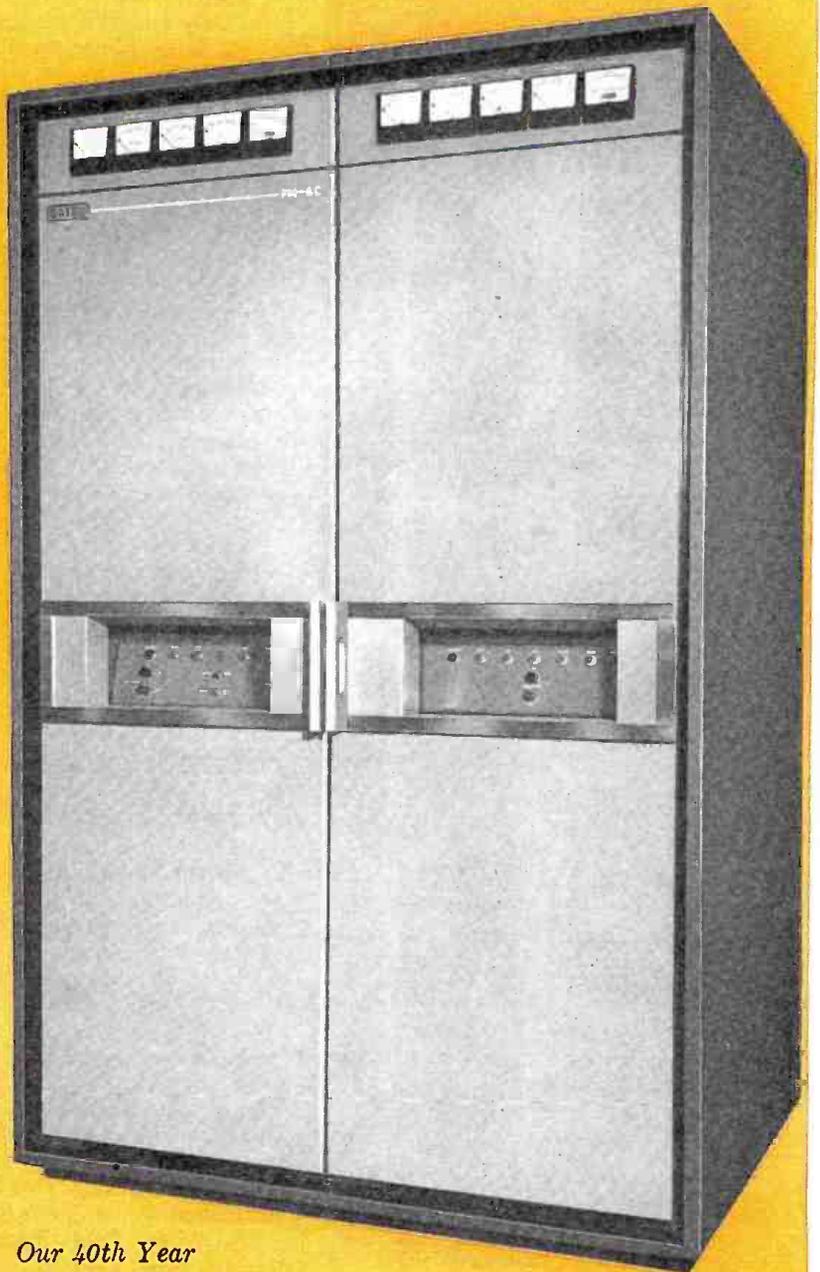
“ . . . we are definitely satisfied with our Gates equipment, all phases of it. It's as quiet as a churchmouse, it's a thing of beauty, and we are proud to show it to everyone. This is true quality.”

Yes, “it's as quiet as a churchmouse,” but if you listen carefully, you can hear the new Gates FM-5C transmitter at work. A new impeller design within the blower transfers a high volume of air at *just a whisper*. Shhh. Listen!

Listen again when you turn on the receiver. A tidal wave of high fidelity sound sweeps into the room—with a deep, rich tonal quality that will take your breath away. Responsible is the new Gates “cascade” exciter providing from 30 to 15,000 cycle low distortion response. This new exciter has been designed for both stereophonic and monophonic broadcasting, with provision made for the addition of multiplex at any time.

But to make this full rich sound pay off with increased listeners and spot-on-the-dial loyalty, you must have continuous and complete reliability. Reliability (or maximum on-air security) was the engineering objective during research and design of the Gates FM-5C.

There are scores of examples in the new FM-5C brochure, No. 56. Write for your copy *today*.



Our 40th Year  
1922-1962

**GATES**

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

**HARRIS**  
**INTERTYP**  
CORPORATION

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

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the air line with the **BIG JETS**

50 (PROGRAMMING)

## NAB seeking solution for film companies

NAB is working out plans to provide exhibit facilities to tv and film producers and distributors and transcription firms during the March 31-April 3 convention next spring. Representatives of the association inspected Conrad Hilton hotel facilities in Chicago last week and a plan to accommodate tv and transcription firms in soundproof quarters will be submitted in a few days to the NAB board.

Only associate members are eligible to exhibit at the NAB convention.

"No associate member has re-

signed from NAB since the last convention in April," Everett E. Revercomb, secretary-treasurer, said in response to a query about resignations. He conferred with representatives of "Television Film Exhibit—1963" a fortnight ago. Nineteen tv film production and distribution firms are NAB associate members.

NAB's convention committee at a Sept. 5 meeting had recommended to the association's board that facilities be provided for the film-transcription group, with safeguards against loud noise and other annoyance.

maintain its own display and hospitality suite.

Mr. Rich and Mr. Seidelman said they met in Washington with NAB President LeRoy Collins and Everett E. Revercomb, secretary-treasurer and in charge of convention arrangements, informing them of the move. They reported NAB was sympathetic. The co-chairmen of "TFE—63" expressed hope that a noted lack of sessions during the convention on film and film programming might be rectified in the future.

One source speculated that the assessment for each exhibitor in "TFE—63" proportionately will come to less than the cost for an NAB membership (\$1,250 a year if the company grosses more than \$1 million).

## Educators are advisors on NBC-TV child series

NBC-TV is announcing today (Sept. 24) that it has named seven educators as a panel of advisors for its new children's series *Exploring* (Saturdays, 12:30-1 p.m. edt, beginning Oct. 13).

To serve on the group, according to Edward Stanley, director of public affairs, NBC News:

Dr. Wayne O. Reed, Deputy U. S. Commissioner of Education.

Dr. Lawrence Derthick, Assistant Executive Secretary, National Education Assn.

Dr. John Rackley, Vice President for Instruction, Pennsylvania State U.

Dr. Mina Rees, Dean, Graduate studies, New York U.

Gilbert Seldes, Dean, Annenberg School of Communications, U. of Pennsylvania.

Mrs. Augusta Baker, chairman, Children's Books and Broadcasting Committee, American Library Assn.

Dr. W. Linwood Chase, former dean, School of Education, Boston U.

## Herridge, Carrington form production firm

Formation of Herridge-Carrington Productions, New York, was announced last week. Robert Herridge is a producer-director-writer, and Robert Carrington has been associated with him in various tv presentations as associate producer.

As already announced, the company is committed to a new weekly half-hour series, *The Fighters*, dramatizing incidents in American history. That show is being produced for CBS News and CBS-TV (BROADCASTING, Sept. 17).

Four properties the two producers have will be made into motion pictures (including "A Trip to Czardis" that was taped as part of the *Robert Herridge Theatre* series syndicated by CBS Films), and two will be prepared for the stage.

Address is 524 W. 57th St. Phone: Judson 6-6000.

## Film sales...

*Bomba, the Jungle Boy* (Allied Artists Tv): Sold to WPIX (TV) New York; WPRO-TV Providence, R. I.; WTAV (TV) Marion, Ind.; KAKE-TV Wichita, Kan.; WFMJ-TV Youngstown, Ohio; WTVY (TV) Dothan, Ala., and WOW-TV Omaha, Neb. Now in 53 markets.

*Casper the Friendly Ghost & Co.* (ABC Films): Sold to KETV (TV) Omaha, Neb., and KCRG-TV Cedar Rapids, Iowa. Now in 70 markets.

*The Rebel* (ABC Films): Sold to KTVK (TV) Phoenix and KGO-TV San Francisco. Now in 54 markets.

*Trails West* (Peter Robeck & Co.): Series of 52 renamed episodes of Ray Milland hosted *Death Valley Days* series sold to KHJ-TV Los Angeles; WNAC-TV Boston; WPBN-TV Trav-

erse City, Mich.; WCOV-TV Montgomery, Ala.; KMJ-TV Fresno, Calif.; KIRO-TV Seattle; WHP-TV Harrisburg, Pa.; KTBS-TV Shreveport, La.; WOI-TV Des Moines-Ames, Iowa; KTBC-TV Austin, Tex.; WMCT (TV) Memphis; WSAZ-TV Huntington, W. Va.; WBRE-TV Wilkes-Barre, Pa.; WJAR-TV Providence, R. I.; KWLL-TV Waterloo-Cedar Rapids, Iowa; KERO-TV Bakersfield, Calif.; WTVN (TV) Columbus, Ga.; WTVO (TV) Rockford, Ill.; KOOK-TV Billings, Mont.; KFMB-TV San Diego; WTAR-TV Norfolk, Va.; KELO-TV Sioux Falls, Iowa; WSIX-TV Nashville; KGMB-TV Honolulu; WMTV (TV) Madison, Wis.; WDSM-TV Duluth, Minn.; WPTV (TV) Palm Beach, Fla.; KENI-TV Anchorage, Alaska; WSJV-TV South Bend, Ind.; WILX-TV Lansing, Mich., and WLWI (TV) Indianapolis. Now in 31 markets.

**Science Fiction Features** (Allied Artists Tv): Package of 20 features sold to WHBQ-TV Memphis; WBEN-TV Buffalo, N. Y.; KSYD-TV Wichita Falls, Tex.; KOSA-TV Odessa, Tex.; KWTW (TV) Oklahoma City; WRVA-TV Richmond, Va.; KBTW (TV) Denver; KONA-TV Honolulu; KARK-TV Little Rock, Ark.; WFMJ-TV Youngstown, Ohio; KMBC-TV Kansas City, and KCRA-TV Sacramento, Calif. Now in about 60 markets.

## Radio-tv awards for best history programs planned

Awards for the best radio and tv programs dealing with state or local history will be presented by Broadcast Music Inc. and the American Assn. for State & Local History. Prizes of \$500 each will be presented to the winning

radio and tv stations. Similar grants will be made to state or local historical agencies participating in production of the winning programs.

Application may be obtained from the American Assn. for State & Local History, 151 E. Gorham St., Madison 3, Wis., or BMI, 589 Fifth Ave., New York 17.

## Seven Arts to release new film packages

Seven Arts Assoc. will release to tv this fall 93 Warner Bros. and 20th Cen-

tury-Fox feature films, Eliot Hyman, president, announced last week. The films will be sold in two packages—*Volume 4* and *Volume 5*—consisting of 40 and 53 features, respectively.

*Volume 4* contains "The Man In the Gray Flannel Suit," "The Revolt of Mamie Stover," "Don't Bother to Knock," and "You're In the Navy Now." *Volume 5* includes "Auntie Mame," "The Bad Seed," "Damn Yankees" and "Sayonara." Of the new-to-tv features, 44 will be offered in color, making a total of 108 features Seven Arts has available for color television.



George Kupper, of PETERS, Griffin, Woodward, "initiates" Jerry Sprague into the Club.

## Jerry Sprague, of Cunningham & Walsh, joins the Tricorn Club

Actually, he's belonged for years. Just never got around to being "hatted." He's belonged because Jerry knows North Carolina's No. 1 metropolitan market is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, High Point. Jerry and other media experts know it's first by those basic marketing yardsticks of population, households and retail sales. Now, how can a sales-minded spot TV schedule afford to omit the No. 1 metropolitan market in the state that is 12th in population? Big bonus, too—of 14 other thriving cities and lush farm country. All covered to their eyes and ears by WSJS Television, night and day. P. S.: Stumped for a test market—isolated, balanced, inexpensive? We take orders of all sizes.

Source: U. S. Census

### KTTV (TV) on 24 hours

KTTV (TV) Los Angeles last Tuesday (Sept. 18) became the only tv station in the nation today to offer 24-hour tv programming, when it launched the *All-Night Show* starting at 2:30 a.m., at the conclusion of the *Fall Film Festival* late movie and continuing until 8:30 a.m., when the regular daytime programming commences. Designed for the enjoyment of more than 50,000 swing-shift workers, restaurant and bar employees, maintenance people, insomniacs and early risers, the *All-Night Show* will feature theatrical motion pictures from the MGM library. Joe and Betty Karbo will host the six-hour broadcast, presenting three movies per night.

**WSJS** TELEVISION **NBC**  
WINSTON-SALEM / GREENSBORO / HIGH POINT

# MCA clears way to buy Decca, Universal

## JUSTICE DROPS CIVIL SUIT AFTER FIRM SIGNS CONSENT DECREE

Legal barriers to the acquisition of Decca Records and its movie-making subsidiary, Universal Pictures, by MCA Inc. were removed last week, when MCA signed a consent decree with the Dept. of Justice to end the government civil antitrust suit filed against MCA on July 13 (BROADCASTING, July 16, 23).

Decree bars MCA from having any part in the licensing of Universal's pack-

age of 229 post-'48 feature films for use on free television in the U. S. and Canada for the next five years and from acquiring or merging with any other major tv, motion picture or recording producer or distributor for the next seven years. It prohibits "tie-in sales—requiring that with the purchasing of products they particularly want, the buyer must take other less desirable products as well. It also repeats the

terms of an agreement made July 23 between MCA and the Justice Dept. enjoining MCA from engaging in the talent representation business (BROADCASTING, July 30).

Attorney General Robert F. Kennedy, commenting on the proposed judgment, which was filed Tuesday (Sept. 18) in U. S. District Court in Los Angeles to become final in 30 days, said that the action "brings about a prompt and successful conclusion to this case without the necessity for extended litigation. The result is in the best interest of the public and the industry."

**Admits No Violations** — MCA, in its statement, said that the company has entered into the consent decree "in order to obviate the very substantial expenses and prolonged business delays occasioned by litigation of this nature," but repeated the "firm conviction" that it has "not committed any violation of the antitrust laws."

"MCA now intends," its statement concluded, "in complete coordination with the management of Decca and Universal, to proceed constructively and vigorously in strengthening and increasing the production of motion pictures." First step in this procedure will be a thorough renovation of the Revue-Universal studios in Studio City, Calif., involving the demolition of many of the present buildings and replacing them with new structures, a process that will take months and cost a minimum of \$10 million.

The Hollywood AFL Film Council, representing some 24,000 employes of the motion picture production companies, hailed the consent decree as in-

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## IN WGY'S 25-COUNTY COVERAGE AREA

■ For example, WGY's average weekly cumulative car radio audience numbers 98,000 . . . 411,000 listen at home . . . and 51,000 listen in other places out of home.

■ 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.

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# WGY 810 KC 50 KW

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## What Universal has to

It was anybody's guess as to what features Universal Pictures Co. will release to television should the company decide to do so under provisions of the consent decree (see story above). Calls at Universal Pictures last week failed to bring definitive information. That left it up to the guessers.

It's known that the library has "early" Rock Hudson and Tony Curtis features; many Technicolor spectacles; a series of "Ma and Pa Kettle" pictures of the 50s; similarly a series with "Francis the Mule"; a series of "monster" vehicles including some "Draculas"; and among hundreds, these pictures picked at

asuring "a coordinated program of feature film production in Hollywood by MCA, thus creating some sorely needed job opportunities and continuity of employment for some studio workers."

**229 Pictures** - A list of 229 theatrical motion pictures produced by Universal in the years 1949 through 1956 is appended to the consent decree. Among those listed are the Ma and Pa Kettle series, the Francis series and the Abbott & Costello pictures. These rules for licensing their use on television are laid down:

If Universal by June 1, 1963, decides to make these feature films available for use on free tv in the U. S. and Canada, it shall "publicly announce an upset price at or above which it will negotiate in good faith a license to distribute 215 or more of such feature films with any responsible television distributor other than MCA, which is hereby enjoined from taking such a license. Such upset price shall be the fair market value of the distribution rights offered."

If Universal gets one or more offers from "responsible distributors" "at or above the upset price" by Oct. 1, 1963, it shall "negotiate in good faith a license satisfactory to it for said features."

If no such offer is received by Oct. 1, 1963, or if no license for the tv distribution of these movies "is executed within 60 days thereafter, Universal may, at its sole discretion: (a) distribute said features for television through its own organization; (b) withdraw such rights from television; (c) make any arrangements it deems fit other than for the distribution of said features by MCA for television exhibition."

Unless it has followed those procedures, Universal "shall not distribute said feature films for United States and Canadian free television through its own

## offer

random from industry sources:

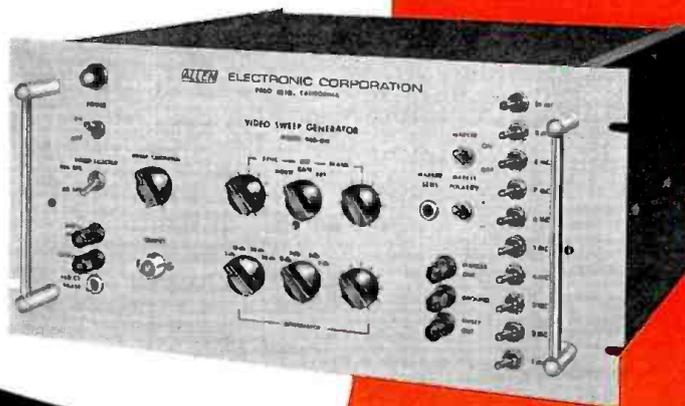
"The Glen Miller Story" (1954), "The Magnificent Obsession" (a remake released in 1954); "Flood Tide," "Man in the Shadow," "Twilight for the Gods," "The Restless Years" (all in 1958); "Pillow Talk" and "Operation Petticoat" in 1959; "The Great Imposter," Romanoff and Juliet" and "Back Street" (all in 1961).

There was no indication at Universal as to what selection will be made, but some observers note that studios in recent years have released libraries in parcels to television over a period of time.

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■ Faster, clearer, optimum alignment of videotape recorders is now possible with this new Model 960 VTR Sweep Generator. The unit allows both simultaneous and separate presentation of individual head performance on a 4-channel basis. VTR operators easily achieve optimum band width and channel uniformity — previously possible only with elaborate test equipment.



ALLEN Model 960-GM

## OUTSTANDING FEATURES

- built-in frequency multiplier synchronizes sweep with VTR drum servo
- evaluates combined or individual performance of playback preamplifiers, switcher, modulator and demodulator chassis
- entire VTR signal system performance can be analysed
- pinpoints source of excessive noise
- simplifies record and playback switcher equalization
- available for 525 and 625 line systems
- also useful as a standard sweep generator

■ The ALLEN Model 960-GM is available with internal gated mixer for adding sync and blanking to allow testing through operating clamp circuits without disrupting test signals.

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

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**VISUAL ELECTRONICS**  
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organization prior to Oct. 1, 1967."

**MCA Barred** ■ Decisions about tv distribution of the post-'48 features shall be made by "Universal management independently of MCA and no person who was an officer, director or executive of MCA on June 18, 1962, or within two years prior thereto, shall participate in such determination or distribution or make any recommendations relating thereto. Distribution by Universal, itself, if that occurs, shall be through employes of its own or its subsidiaries who are not now and have not been since June 18, 1962, in the employ of MCA.

"In the event that MCA merges with either Decca or Universal, then MCA, Decca and Universal are enjoined from acting as distributor of the United States or Canadian free television rights in any of said 215 features prior to Oct. 1, 1967."

The decree permits Universal to retain for subsequent theatre reshewing 14 of the 239 feature films.

Atty. Gen. Kennedy noted that "this distribution of Universal's film library on a competitive basis will offset the principal restrictive effect of the MCA acquisition of Decca." (MCA acquired a controlling interest in Decca on June 18.)

In addition to enjoining MCA from engaging in the talent agency business, the consent decree specifically prohibits the company from "making, at any time during the period of seven years from the date of this judgment, future acquisitions of or mergers with any major television production or distribution company or any major theatrical motion picture production or distribution company or any major phonograph record production or distribution company (other than of or with Decca and/or Universal and/or their respective subsidiaries) unless MCA either obtains and files herein the written consent of the Dept. of Justice thereto, or, after reasonable notice to the Dept. of Justice, establishes to the satisfaction of the court that any such acquisition or merger shall not unduly restrain or substantially lessen competition in the television, theatrical motion picture or phonograph record industries in the United States."

The original government complaint against MCA charged the company by using its "unique dual role" of talent agent and tv program producer to gain competitive advantages in violation of the Sherman Antitrust Act with making unlawful tie-in sales deals and with forcing clients to agree to package representation contracts giving MCA sales

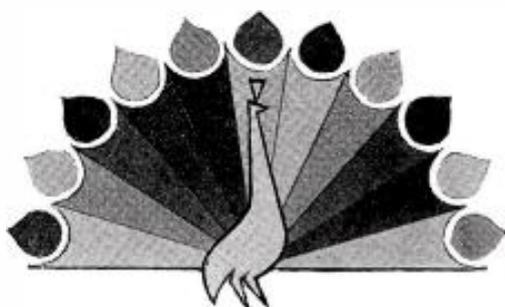
rights on all production in which the clients held interests. The suit also asserted that MCA's acquisition of Decca and Universal violated the Celler-Kefauver anti-merger act.

### Program notes...

**Brother act** ■ Jerry Van Dyke, tv and nightclub comedian, has been signed to a long-term contract with CBS-TV and will star in a weekly comedy series currently under development at the network. The younger brother of Dick Van Dyke, tv comedy star, he will also appear as a guest on several CBS-TV series this season.

**Takers overseas** ■ Walter Schwimmer Inc., Chicago tv production and syndication firm whose *World Series of Golf* was sponsored on NBC-TV Sept. 8-9 by Amana Refrigeration Inc. and Zenith Radio Corp., has sold one-hour version of show in Ireland, Great Britain, Australia, Sweden, Denmark, Japan and Rhodesia. Full three-hour version will be aired in Philippines. Show was carried live in Canada. Other foreign negotiations are in progress, Walter Schwimmer said.

**Boys Town film** ■ Association Films, New York, has made available for free loan to tv stations, a new version of



WLEX-TV FIRST  
IN KENTUCKY  
TO ANNOUNCE

**FULL COLOR**

We're proud as a peacock and just as colorful! Starting approximately November 15th EVERYTHING originating in our studios will be transmitted in FULL COLOR . . . along with our usual network color. We are being equipped now for live, film and slide color. So, get more effective results for your advertising dollars . . . buy Kentucky's most COLORFUL channel . . . buy the pioneer station that STAYS AHEAD!



LEXINGTON, KENTUCKY

NBC • CBS

Lexington's Pioneer Station

REPRESENTED BY PAUL H. RAYMER COMPANY, INC.

*A Place Called Home, Boys Town, Nebraska*, a color film on Boys Town. The 22-minute 16 mm motion-picture shows buildings, campus and academic, sports and recreation activities.

**ITC in Canada** ■ Independent Television Corp., New York, has entered into a production-distribution agreement with Pied Piper Ltd. and Allan Wargon Ltd., both Canadian companies. The agreement provides for ITC co-production in Canada and worldwide distribution of a new series, *Mr. Piper*, consisting of 39 half-hours filmed in color. The series, which has been sold to Canadian Broadcasting Corp. and to Associated Television Ltd. (United Kingdom), is comprised of four segments in each episode: "Tale Time," "Port of Call," "Bag of Tricks" and "Animal Farm." Allan Wargon is executive producer.

**New Emmy seekers** ■ Columbus, Ohio, has become the newest chapter of the Academy of Television Arts & Sciences. Mervin A. Durea, program manager of WLWC (TV), that city, is president of the new chapter which held its first meeting last week (Sept. 18). ATAS also has expanded the Washington, D.C., chapter area to Baltimore.

**Zoo special** ■ A group of handicapped children of Grand Rapids, Mich., were treated to a day at the zoo by the Exchange Club of that city, and WOOD-TV video taped the event and aired it Sept. 2. WOOD-TV's public affairs department produced the show, working with the Exchange Club.

**Library gets Telstar films** ■ All three networks have presented films of the first Telstar tv programs to the Library of Congress in Washington.

**UA income up** ■ United Artists Corp., New York, parent company of United Artists Television Inc. and United Artists Associated, reports net income for first six months of 1962 mounted to \$1.15 a share as compared with \$1,893,000 or \$1.09 a share in the same period a year ago. UA's gross income for the period totalled \$62,066,000 as against \$57,866,000 in like period of 1961.

**Blakeslee award winners** ■ A *CBS Reports* program dealing with the problems of overweight people has been selected as one of the five winners of the 1962 Howard W. Blakeslee awards of the American Heart Assn. The CBS-TV entry in the annual contest was *The Fat American*, first presented Jan. 18. Two newspapers, a magazine article and a book also will receive the award—a citation and \$500—on Oct. 27.

**Compact hints** ■ A new one-minute radio program is now available from RTN Broadcast Features Inc., New York and Chicago. *Fran Allison's*

# "MUST" READING October Issue of TELEVISION

**HANDICAPPING THE NETWORK RACE** *Three-quarters of a billion dollars in advertising billings ride the new schedules that the three television networks have just introduced. Which shows will win and which will lose in the annual race for audience dominance? In an exclusive annual forecast for TELEVISION Magazine, N. W. Ayer's program analyst, James Cornell, predicts for every nighttime show its rating and its share of audience.*

**TV: DECISIVE WEAPON IN THE COSMETICS WAR?** *Revlon built a beauty empire on shrewd use of television half a dozen years ago. Now Alberto-Culver has suddenly come from nowhere to threaten the established leaders. Alberto-Culver's television budget this year—around \$30 million—will be more than its total sales last year. And its curves show no signs of topping out.*

**THE POLITICIANS' MAGIC BOX** *Candidates in this year's elections are using television as the surest, fastest, most impressive instrument of political persuasion. And some have found the instrument can bite; they're the ones that have tried to duck challenges to debate their opponents on television. A comprehensive round-up of how TV is figuring in the campaigns in 12 key states.*

**TELEVISION'S FIRST SKYSCRAPER** *As a visual medium, TV has awakened interests in all the visual arts, and it soon may force a change in the course of U.S. architecture. Construction has begun on a New York headquarters for CBS. It will look like no other tower in Manhattan and may well stand as a monument to the most creative moments of the television art.*

**N.B. TELEVISION MAGAZINE** is edited for an audience that comprises all people who contribute work or money to television and who are serious enough about it to spend an hour or two a month enlarging their knowledge of television. It is distinguished by thoughtful writing and fine illustration set in a handsome format.

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\$5.00 enclosed  Please bill



**Household Hints** will have three features within its 60-second time limit: an established personality (Miss Allison); a service to housewives; and a sponsor's commercial.

**More World War II** ■ Screen Gems reports it will produce a pilot film for a tv series based on American and British Commando activity in World War II, intended for the 1963-64 season. Titled *The Commandos*, the one-hour program will be produced for SG by independent producer Stanley Shpetner.

**Communism series** ■ The first two *NBC White Paper* programs to be presented by NBC-TV this season are titled "The Death of Stalin," to be shown in late November, and "The Rise of Khrushchev," set for a week later. Both shows are presentations of Creative Projects, NBC News, under the supervision of Irving Gitlin and will be produced by Fred Freed. The specials will document eyewitness reports from persons in Russia during the years 1952-1958 and will include film footage obtained from East Germany and Yugoslavia.

**More 'Gaddis' episodes** ■ Thirteen additional episodes of the *Gadabout Gaddis* half-hour tv film series are being produced on locations in color at var-

ious famous fishing spots throughout the U. S. The producer is Gadabout Gaddis Productions, Boston, which reports that the first 13 episodes currently are being carried on WRGB (TV) Schenectady and KTRK (TV) Houston, under the sponsorship of local Ford dealers.

**Daily on ABC** ■ *On the Line With Considine*, sponsored by Mutual of Omaha on radio and television for 11 years, will start on ABC Radio Oct. 1, with a new format. The program, which was heard on NBC Radio for several years on a once-a-week, 15-minute basis, will be changed to a five-minute daily commentary as part of ABC Radio's *Newscope* (Mon.-Fri., 6:30-7:15 p.m., EDT). In addition, Mr. Considine will become a member of the ABC news department.

**For locals** ■ Production began in New York Sept. 17 on *The Fragile Link*, hailed as "the first soap opera series aimed for the tv syndication market." It will be produced by VHF Productions for distribution on a market-by-market basis by Television Personalities Inc., New York and Hollywood. Plans call for 130 half-hour episodes of *The Fragile Link*, which is intended for Monday-through-Friday daytime

presentation. Richard Rector, executive producer of VHF, said seven name roles will be included in the series.

**Packaging activities** ■ Mike Stokey, host of the late show bearing his name on KCOP (TV) Los Angeles, has resigned to devote full time to Mike Stokey Enterprises. The company said it is working on three game shows: *Stump the Stars* for CBS; *Spinasong* for NBC, and *Writer Wrong*.

**Enters radio** ■ Telesynd, New York, has entered the radio field by taking over distribution of Programmatic Broadcasting Service shows. The programs, formerly distributed by Muzak, are *The Johnny Green Show*, *Steve Allen Show*, *Mini-dramas*, *Sammy Davis Show* and *Strange Tales From Around The World*.

**KYW radio special** ■ "Life Begins at Forty," a special program honoring broadcasting, was produced by the staff of KYW's *Program PM* and included a "sound tour" through history.

**NET offering** ■ National Educational Television has started production of a series of programs titled *State Department Briefing*, which will present key administration officials in talks on policy aims. The first program, which will be telecast tonight (Sept. 24) on NET's more than 60 affiliated noncommercial stations, will feature Secretary of State Dean Rusk's analysis of the current international situation. Merriman Smith, White House correspondent for United Press International, is host of the program, "Five Goals of U. S. Policy," which was taped at the State Dept. in Washington.

**Space film** ■ Association Films, New York, has released to tv stations a documentary film reviewing America's space exploration program. The 28-minute, 16mm color film, called "Your Share in Space," was produced by the National Aeronautics & Space Administration. The film is part of a package of 24 films known as *World's Film Fair*, which includes subject matter tied-in to typical exhibits that might be found at a World's Fair.

**New academy chapter** ■ The National Academy of Television Arts & Sciences last week chartered a chapter in Columbus, Ohio. Merv Durea, program manager, WLWC (TV) Columbus, was named president of the new chapter which joins the academy with 125 members. Trustees also voted to expand the area of the Washington chapter to include Baltimore.

**Vote guider** ■ The League of Women Voters and WTMJ-TV Milwaukee presented four candidates for governor of Wisconsin Sunday (Sept. 9) on "Voters Guide," one of a series of programs tied to the November elections. Each

# MUST BUY

KFMB RADIO is Southern California's must buy station for a big, attentive adult audience—more than any other station in the better part of Southern California, according to Pulse and Nielsen.

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*Transcontinent Television Corporation*

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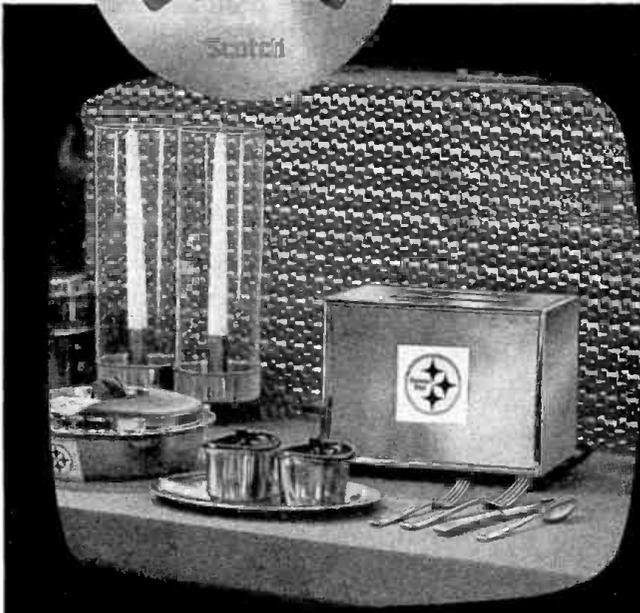
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380 MADISON AVENUE • NEW YORK 17, NEW YORK



Any way you look at it...



Seeing is believing where the housewife's concerned. She responds warmly to the glow of stainless steel in this video taped "U.S. Steel" commercial.



Make-believe gains conviction and added enchantment from the video taped picture that brings the "Shari Lewis Show" to life for millions on NBC.

## Picture stories come to life on SCOTCH® BRAND Live-Action Video Tape!

The same vivid sense of "it's happening now" that makes a video taped drama grip the viewer's attention, works for added believability in commercials carried on "SCOTCH" BRAND Video Tape! The reason for this exceptional sense of "presence": *compatibility* of picture source and the picture itself. Both are electronic and give the viewer an image that involves no compromise.

For black and white tv, "SCOTCH" Video Tape provides a wide, expanded gray scale for gradual transitions from absolute black to absolute white. For color, the superior picture quality of video tape is even greater. Highest fidelity sound adds to the true-to-life impression. And the sharp video tape original can be duplicated with excellent copies or with kines made from the master tape.

Tape has many favorable facets for the producer of network shows, for the advertiser and agency making commercials, for local programming and closed circuit applications. Immediate playback means mistakes can be spotted and corrected at once. An almost limitless number of special effects can be achieved instantly by push-button; others are done relatively easily, and never involve lab work and the long wait.

"Techniques of Editing Video Tape" is the name of a booklet that offers a sampling of ideas used by video tape editors to build shows from tapes, create special effects . . . tells of techniques that make editing easier. It's free . . . just write, Magnetic Products Division, 3M Company,

"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINNESOTA. EXPORT: 39 PARK AVENUE, NEW YORK, N. Y. IN CANADA: LONDON, ONTARIO. ©1962, 3M CO.

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Cartridges by  
**CONLEY**

**FIRST** in  
Performance



The cartridge that made station automation possible . . . the proved, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in Acceptance because of these better features:

- easy handling • easy storage • easy replacement • minimum tape breakage
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Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes:

**Model 300** —with up to 300 feet of single coated tape

**Model 600** —with up to 600 feet of single coated tape

**Model 1200** —with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTRY"  
from your regular source of supply



**CONLEY ELECTRONICS  
CORPORATION**

1527 Lyons Street • Evanston, Illinois

58 (PROGRAMMING)

## Covering America's Cup land-sea-air operation

A combined land-sea-air operation was used by ABC-TV to telecast the first event of the 1962 America's Cup Race on ABC's *Wide World of Sports* on Sat., Sept. 15 (5-6:30 p.m. EDT).

The network constructed a float-



ing tv studio on the 60-foot fishing trawler *Whitestone*. Equipment aboard included a 14 by 8 foot control room, housing all necessary audio and video equipment and a video-tape recorder; two tv cameras, mounted on special platforms; and a micro-wave dish, set up on the *Whitestone's* decks to pick up pictures from a camera in a helicopter, which also covered the race.

The start, middle and finish of the race were recorded on video-tape. As each segment was recorded, the tape was picked up by the helicopter (shown here), flown to the Newport, R. I., airport where it was transferred to a small airplane and flown to the Providence, R. I., airport, where another video-tape unit was set up in the Airport Bowling Lanes. This unit fed the tape over leased phone lines to New York where it was transmitted to the network.

The America's Cup coverage was presented during live coverage of the World Mixed Doubles Bowling Tournament from Kansas City, Mo.

ABC-TV planned similar coverage of the America's Cup for this past Saturday (Sept. 22).

Four members of the tv crew who suffered from seasickness due to rough seas throughout the first day were hoping for calmer weather during the second.

of the candidates, three Republicans (Philip G. Kuehn, who has party endorsement, and Wilbur Renk and Robert LaFollett Sucher, who did not seek it, according to WTMJ-TV) and a Democrat (John Reynolds, the only Democratic candidate) were given identical questions on state issues.

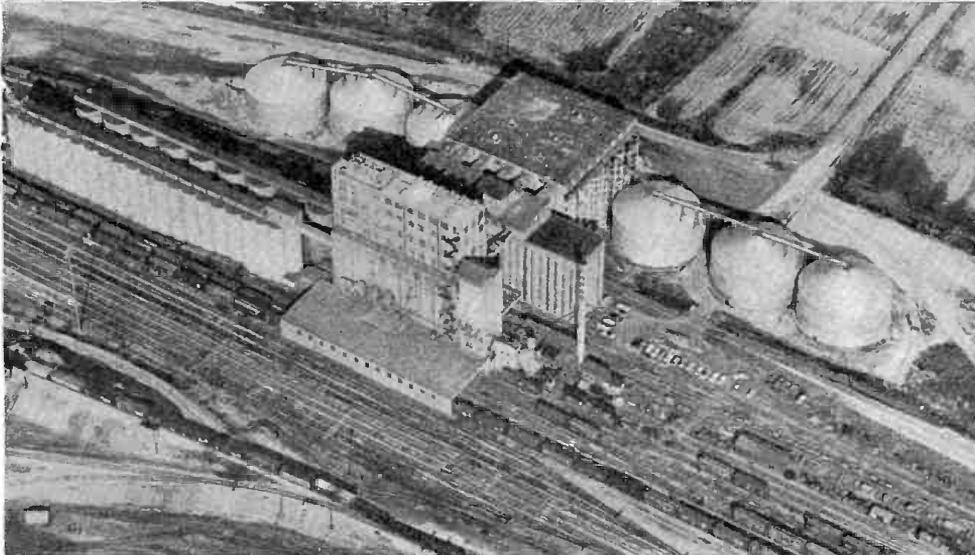
**Adult programming** ■ *Sixty Plus*, a 30-minute radio program for senior citizens produced and distributed free by WOI-AM-FM Ames, Iowa (Iowa State U.), now is being carried by 14 stations in that part of the country. Now three years old, *Sixty* gives news of legislative, social, economic and medical developments of particular interest to this age group. Martha Duncan, WOI women's director, is host; Dr. R. K. Bliss, 81, former extension director at ISU, comments; Michael Collins, production manager, writes and produces the program. Participating stations are WNAX Yankton, S. D., KWOA-AM-FM Worthington, Minn., KMEO Omaha, Neb., KSCJ Sioux City, KWMT Fort Dodge, KCHE Cherokee, KDLS Perry, KOUR Independence, KBUR Burlington, KXGI Fort Madison, KDVR

(FM) Sioux City, KXIC Iowa City, KGLO-AM-FM Mason City and \*KDPS (FM) Des Moines, all Iowa.

**Children's court** ■ Stan Brady, creator and producer of *Teenage Trials*, will produce a new live tv program, *Kiddie Kourt*, dealing with problems of youngsters up to eight years old. Negotiations are underway to sign Sam Levinson to play a judge.

**Two for Stanwyck** ■ Barbara Stanwyck will star in two programs of *The Untouchables* series which will be spun off as pilots for a new hour-long tv series, *The Seekers*. Leonard Freeman, executive producer of *The Untouchables*, created the new series. The spin-off segments, first in the four-year history of *The Untouchables*, were written by Herman Groves and Harold Gast.

**Deal with Chester** ■ CBS-TV and Dennis Weaver, "Chester" on the network's *Gunsmoke* series for the past seven years, have signed a new contract providing for the network and the actor to become equal partners in a new hour-long tv series to be produced for the 1963-64 season.



# HEART OF AMERICA IN TRANSITION

## Industry supplants agriculture as principal source of income 11 million people form Iowa, Kansas, Missouri, Nebraska market

The Heart of America is generally portrayed as a bucolic combination of cattle and crops scattered over endless prairies. Its industrial growth, if mentioned at all, is shoved aside as a minor fragment unworthy of comparison with the great manufacturing centers in the East.

This familiar concept of four mid-continent states—Kansas, Iowa, Missouri and Nebraska—is completely misleading, as a curious observer will soon discover in a month of on-the-scene inspection.

The hub of America, a land of 11 million people, has undergone a major change in the last 20 years. Farming

has yielded to industry as the principal source of income, a transition that is finally catching the attention of economists and marketers who find the combination of steady growth and farm-and-factory wealth an ideal place to sell goods and services.

Agriculture is there, and it's amazing to an easterner accustomed to 100-acre or less farms. It's there because Mid-America has a dominant share of the really fine soil bequeathed to the nation during evolution of the earth's crust into plains, hills, mountains and water.

The arrival of autumn 1962 finds the ears of Iowa's corn ripened and the fields of Kansas being prepared for the

winter segment of the crop cycle. Wheat has long since been shipped or stored; other grains are in elevators or perhaps are involved in the intricacies of modern governmental processes.

**Another Good Year** ■ Farmers have had another good year, with crops mostly equal to or better than last year.

Yet the Heart of America is talking, too, about the new model Fords and Chevys that are starting to roll off the huge production lines in the St. Louis and Kansas City assembly plants—surpassed only by Detroit. They're watching the new model planes that come out of the mammoth production center at Wichita and the tire plants at Des

## HEART OF AMERICA IN TRANSITION *continued*

Moines, Lincoln and Topeka.

Midwesterners are watching the faces of their major cities change month by month as old structures are razed and even hundreds of blocks are cleared to bring in new buildings, fast expressways, more bridges, additions to factories, long extensions to jet-handling airport runways and the well-guarded plants that produce vehicles destined to orbit the earth and eventually meet the moon.

America's Heartland combines the progress of industry and the fruits of the soil to produce a stable, growing economy. The people, even in the cities, can generally be described as more cordial than those of many east or west coast metropolitan markets. There's a

conomic uplift of industry's shift toward the West, Southwest and South. The industrial frontier keeps moving toward the Rockies and the Gulf, promising new localized facilities for the processing of Heartland's food and mineral resources.

Helium plants are busy in Liberal, in a far corner of Kansas. Sydney, Neb., is watching the progress of its safflower processing plant. Safflower produces an edible oil with favorable cholesterol attributes that promise to give it an important place in the diet. New resort areas are being developed to attract tourists who once considered the area a boundless, dull prairie to be traversed patiently en route to a recreation spot. But the midcontinent is final-

11 municipalities designated 1962 All-America Cities by the National Municipal League and *Look* magazine. Topeka, Kan., was a runnerup for the award.

Eight major defense installations provide a boost for midcontinent cities, pouring millions of dollars into the markets through payrolls and local purchases. Missouri has three main installations, Nebraska and Kansas two each and Iowa one. Strategic Air Command control of attack forces is centered in complicated installations at Omaha. These modern defense projects require large complements of highly paid technical and scientific personnel. The base and personnel purchases include costly items as well as the routine things such as food and maintenance supplies.

Any look at the four states in the Heart of America involves two types of crossings—rivers and state boundaries. Many of the largest markets cross either or both. St. Louis has an important part of its economy across the Mississippi in Illinois. Kansas City is severed by the Missouri River, with the larger section in Missouri. Kansas City, Kan., resents the kid brother treatment it gets at the hands of Kansas City, Mo., and points proudly to major plants located in the Kansas portion of the metropolis.

Sioux City, Iowa, has suburbs across the Missouri River in South Dakota and Nebraska. Omaha on the western bank of the Missouri includes Council Bluffs, Iowa, in its metropolitan statistics. Finally the expanding Quad Cities market is a statistical merger of Davenport, Iowa, plus Rock Island, Moline and East Moline, Ill. Bettendorf, adjoining Davenport, is trying to get the market's name changed to Quint Cities.

**Radio-Tv Know No Boundaries** ■ The complete indifference of radio and television signals to municipal and state borders has been an important factor in the development of these markets. Tv stations cover vast areas of the flat or rolling landscape, with minimum interference from hills. Radio signals range out to vast distances with the aid of fine ground conductivity. Over 70 counties can be reached by Lincoln tv, for example, aided by kicks supplied by a satellite and translators.

Cedar Rapids-Waterloo, Sioux City-Yankton, Topeka-Manhattan-Lawrence and many other combinations of adjacent cities are welded into single markets by tv and radio. Their impact extends the wholesale and retail trading areas in an area where the natives think nothing of driving 100 or 200 miles for a lunch or dinner engagement. The exceptional radio coverage gives a roving motorist many good, solid signals all over the dial.

The 11 million residents of the Heart of America are good customers. Many make their living from crops, livestock,

### Sources of personal income in heart of America, 1961

(Millions of dollars; U. S. Dept. of Commerce data)

	Iowa	Missouri	Nebraska	Kansas
Total personal income	5,902	9,869	3,102	4,693
Increase—1950-61	58%	73%	58%	79%
Broad Industrial Sources				
Farm income <sup>1</sup>	917	582	402	523
Government income disbursements				
Federal	567	1,077	390	621
State and local	440	634	230	375
Private nonfarm income	3,978	7,576	2,080	3,174
Received for Participation in Current Production				
Total	4,679	7,827	2,430	3,607
Farms	931	591	409	531
Mining	18	41	14	84
Contract construction	265	512	187	271
Manufacturing	976	2,074	340	678
Wholesale and retail trade	920	1,664	525	698
Finance, insurance, and real estate	200	409	135	147
Transportation	203	533	158	231
Communications and public utilities	124	246	62	105
Services	527	962	292	396
Government	498	778	302	458
Other	17	17	6	8

<sup>1</sup> Consists of net income of farm proprietors, farm wages and farm "other" labor income less personal contributions under old age and survivor insurance program.

basic appreciation of human dignity that often isn't apparent in the more frantic coastal cities.

**Steady Gains** ■ Few of the midcontinent markets can match the booming growth patterns of cities in Florida, California, Texas or Arizona. But their less spectacular statistical stories are offset by the steady progress of farm and factory income.

Population increases since the 1950 census range anywhere from a few percentage points to Topeka's 34% and Wichita's 54%, to cite two expanding markets in the Kansas wheat land. The largest markets are St. Louis with 2.2 million, Kansas City with 1.1 million and Omaha with 500,000 people.

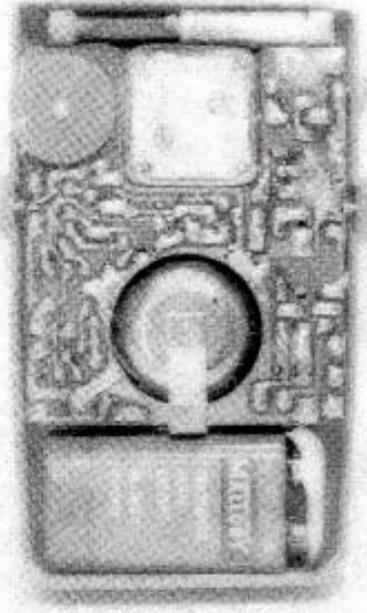
That portion of the Midwest west of the Mississippi River is feeling the eco-

ly promoting itself as a vacationland, following the lead of Missouri and its Ozark country.

The nation's hub is friendly to new industry. Right-to-work laws are found and many places offer attractive inducements to industries seeking a plant site and a favorable labor climate. The traditional rural background of the people is apparent in a willingness to do a good day's work, many industrialists observe. They add that, with few exceptions, work stoppages are below average.

**Hunt Plant Sites** ■ State and local development commissions search out plant-seeking industries, looking for employment as farms are automated and young people leave for big cities or the coasts. Two cities—Sioux City, Iowa, and Wichita, Kan.—were among the

**why does this  
radio sound different  
in Kansas City  
and St. Louis?**



**because of Storz**

Storz Station concepts with a regional flair give KXOK the largest audience of any independent St. Louis radio station. (Reference: Pulse)

Storz Station concepts with a regional flair have given WHB nine consecutive years of unrelieved, unchallenged dominance of the Kansas City area.

(Reference: Every survey taken during that period.)

Storz Station concepts (originally a product of the Heart of America) . . . make radio different and more productive for advertisers . . . not only in St. Louis and Kansas City . . . but in four other leading markets as well. One word says it all:

**STORZ**  
**WHB | KXOK**

Kansas City                      St. Louis

Represented by: John Blair & Co.

Also: **KOMA**, Oklahoma City    **WTIX**, New Orleans    **WDGY**, Minneapolis-St. Paul    **WQAM**, Miami

**KOMA**, **WDGY**, **WQAM**—represented by Blair. **WTIX**, represented by Eastman.

## HEART OF AMERICA IN TRANSITION *continued*

food processing, minerals and production of the things farmers buy—and farmers buy many types of big and expensive supplies.

An easterner who takes the long trails through Iowa, Kansas, Missouri and Nebraska will quickly gain one impression—farmers as a group are living pretty well these days. Somehow the statistical story of the farmer's modest income often doesn't jibe with his comfortable way of life.

A farmer who gets \$5,000 from his quarter-section, or maybe a full 640-acre section may have two automobiles, all modern home appliances including radio and tv, and buildings full of farm machinery—in all \$100,000 capital investment, including livestock.

**The Good Life** ■ This brings up a phase of the farm economy not understood by many marketers. The farmer reporting a \$5,000 net income may be living better, and buying better, than his city neighbor with a \$17,500 salary. On his side are countless loopholes in the tax laws and a farmer-loving national government.

Of \$770 million paid out nationally in the 1961 feed grain project (corn and sorghum only), Iowa got \$106 million, Kansas \$52 million, Missouri \$68 million and Nebraska \$64 million. This year the project will pay out between \$800 and \$900 million. These are direct

payments to farmers for taking 20% of their acreage out of production. Like the 1962 wheat program, this is geared to another bonanza—the price support program.

According to the U. S. Dept. of Agriculture, farmers in Iowa, Kansas and Nebraska have farm income one-third above the national farm average. Missouri is a shade below the average because of low-income farms in part of the hill country and the southeastern Boothill delta.

The farmer gets his housing and food at an extremely low figure, under federal reporting regulations. He can deduct 40% of his auto expenses and doesn't have to pay a federal tax on gasoline used for farm operation. Actually the farmer is a small businessman. He buys electricity and other items for farm operation and has great flexibility in splitting actual living and farm-operating expenses. He can deduct cost of attending a farm meeting and makes a neat killing out of depreciation. Cash farm marketing data do not include many business items such as sales to other farmers. One out of every three dollars earned by a farmer comes from non-farm sources. And government people will tell you that many farmers are notoriously poor record keepers.

The sobbuster used to feed slop to his pigs, if he had any. Today's pigs

are pampered pets. There's probably little basis in fact for the canard that midwestern farmers pamper their pigs more than their children. But the fact remains that the process of rearing a top-grade hog is scientific stuff, often starting from a hygienic caesarian birth in a costly farrowing stall.

This little pig is kept comfy by electric heat lamps and fed nutritional feeds with vitamins, minerals and antibiotics. A top-grade market hog weighing 200 to 220 pounds spends a six-month life consuming 10 bushels of hybrid corn and 100 pounds of feed additives.

Life's getting mighty fancy on the farm these days.

That ties in with one of the midwest's more serious problems—how to keep young people in the home state if not down on the farm. Collective effort to provide openings for the trained graduates of their universities and those displaced by automation are starting to show results and the march of industry will help.

Dr. Ezra Z. Palmer, head of the statistical division of Nebraska U.'s college of business administration, put it this way, "Our economy is not progressing fast enough to justify the illusion of new jobs for all victims of automation." But at least the four states are facing up to the problem.

The Heart of America is a good place to sell products and services. The serious marketer will find a close look at the economy quite rewarding.

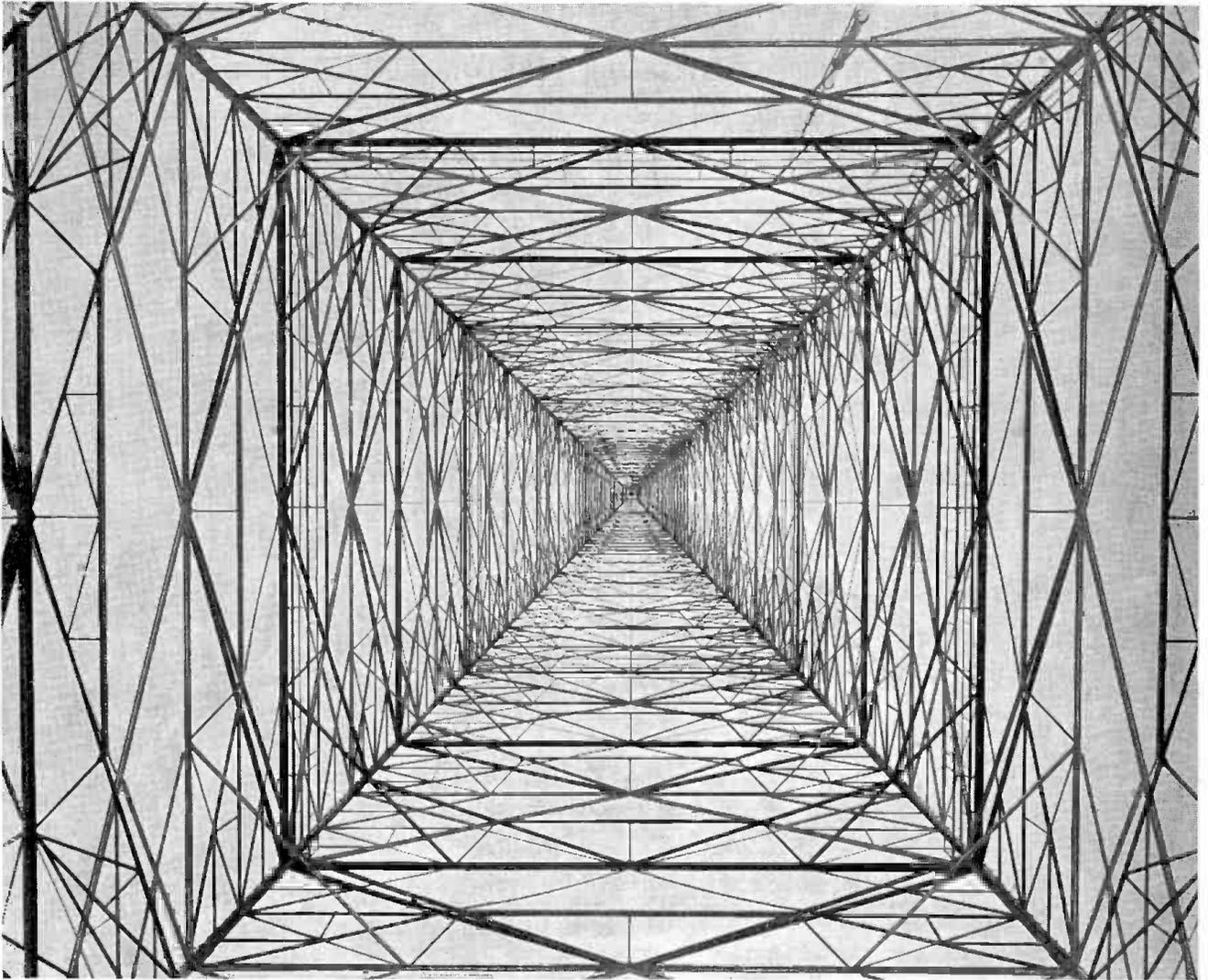


One of the midcontinent's larger markets is the Quad Cities complex, with 275,000 population. View-

ing the cities clockwise from 2 o'clock, E. Moline; 3 o'clock, Moline; 5 o'clock, Rock Island; all in

Illinois; 7 o'clock, Davenport; 9 o'clock, Bettendorf, and 11 o'clock Riverside, all in Iowa.

**Look at it this way . . .**



Looking 1,042 feet straight up to the top of the KCMO tower

## KCMO's Tall Tower reaches the heart of America as no other signal can

The TALL TOWER at Broadcasting House



If you want to give sales a boost in the prosperous Heart of America market, you need KCMO-Radio and KCMO-TV. No other station equals KCMO-Radio's coverage of this 200-mile-wide, 4-state market of 2,320,499 people. With 50,000 watts at 810 Kc., KCMO-Radio is Kansas City's most *powerful* radio station.

KCMO-TV, Channel 5, beams 100,000 watts full power from its Tall Tower (above) to cover this entire area like no other Kansas City station.

Market facts? Consider these. Kansas City is . . .

- 16th in Population
- 15th in Manufacturing Employment
- 14th in Number of Airline Operations in Retail Sales
- in Bank Deposits
- 13th in Wholesale Sales
- 11th in Bank Clearings
- 6th in Apparel Industry
- 3rd in Number of Railroads as a Cattle and Calf Market
- 2nd in Automobile Assembly
- in Feed Manufacturing
- 1st in Rail Receipts of All Livestock
- in Vending Machine Production

Want more facts? Your Katz man has them.

# Kansas City, MO-TV-Radio-FM



E. K. HARTENBOWER, V.P. and Gen. Mgr., R. W. EVANS, Mgr. of Radio,  
SID TREMBLE, Mgr. of TV A Meredith Station

# Farm and factory make Iowa rich state

## PRODUCT OF FERTILE SOIL NOW SURPASSED IN VALUE BY INDUSTRY

The endless checkerboard swatches that plane passengers see from a window miles above the Iowa landscape symbolize a rich farm economy that many city folks simply can't comprehend.

In all the nation only California gets more money from its tilled soil—\$3.2 billion compared to Iowa's \$2.7 billion.

But the farm aspect of Iowa's economy is secondary. The marriage of farm and factory that started decades ago has assumed a reverse twist—industry brings in more money than farming. The turning point was 1950 when industrial production was valued at \$2.5 billion compared to \$2.1 for agriculture.

The farm impressions acquired from a plane fail to reveal Iowa's industry aspect. About the time a hell-bent-for-somewhere motorist has abandoned hope of ever seeing anything but corn fields, the monotony of U. S. 6 in Iowa is suddenly interrupted by the Amanas—West Amana, High Amana and Middle Amana. The homes of Middle Amana, with back yards that are farms, yield to a huge industrial facility, Amana Refrigeration Co.

Half the 1,100 Amana employes live on farms. They make refrigerators and air-conditioners that are shipped all over the world.

**Factories Everywhere** ■ All around Iowa, particularly along rivers and in

the central-eastern section, modern plants such as Maytag washing machine suddenly emerge from the gently rolling hills. Others with grain elevators and stacks are visible miles away.

The last decade has been good to Iowans. Industrial production is beyond \$6 billion and shooting for \$7 billion. Farm output rose beyond \$2½ billion. More than 700,000 Iowans work at jobs in cities and at mills out of a population of 2.8 million.

The number of manufacturing plants has increased from 2,670 pre-World War II days to 3,684 but the value of their products has multiplied nearly eight times to \$5.4 billion in 1961. Capital spending for new plants has totaled \$100 million or more each of the last three years. Industrial payrolls have multiplied nine times to \$836 million (see growth indicators table).

**Food Processing** ■ Food industries easily top Iowa employment, with 54,000 employed. Machinery is next with 33,500 employes. Electrical machinery (including electronics) provides work for more than 20,000; printing and publishing 12,000, fabricated metals 10,000, chemicals (turned out by highly automated plants), 5,500; primary metals 6,400.

The tassled corn of August weeks was ripening as Labor Day approached, promising raw material for such diversified products as alcohol, medicine, syrup, starch and others. This mating of farm and factory has another aspect—the production of materials used by farmers. These include fertilizer, tractors, feed and feed supplements.

Iowa's population increase from 1950 to 1960 amounted to only 5.2%—from 2,621,073 to 2,757,537. That's less than a third of the national growth, a trend ascribed to a net migration of 233,000 Iowans to other states.

The sodbuster of the late 1800s has been supplanted by a non-urban businessman who has a plant worth anywhere from \$20,000 to \$200,000. An electrified, semi-automated business based on Iowa's gorgeous soil, the farm on an average is a \$50,000 enterprise (land and buildings) powered by \$20,000 in equipment.

Television sets are found in over 90% of farm homes and radio's in 99% plus barns, tractors and autos. The average farm family owns 1.74 autos and trucks; auto ownership, 95%, is tops for the U. S.

A third of Iowa acreage is planted in corn, producing ⅓ of the U. S. total. The fancy hybrids set an all-time record of 74 bushels per acre on an average

last year, double the pre-hybrid yield. Most corn is fed to cattle, pigs and chickens. A top-grade hog eats 10

### Iowa at a glance

One of world's richest farm areas, exceeded only by California; produces a tenth of the nation's food.

Over 2.8 million people.

Farm products valued at \$2.7 billion annually; 95% of area is farmed. Industrial output is \$6 billion yearly. State has over 25% of the Grade A land in the U. S.

Industrial plant sites located in 600 cities. Twenty-four plants employ over 1,000. Nearly 300 new industries started since 1954.

Output of industry has doubled since 1948.

Rich in gypsum, cement, sand, coal.

Mississippi and Missouri Rivers provide east and west boundaries.

Fifth ranking in number of planes per capita.

Iowa has the nation's largest cereal plant, popcorn plant, honey processing plant, washing machine industry, door-millwork factory, fountain pen maker, cellophane plant, aluminum rolling mill, button industry, wheel tractor plant, small gasoline engine factory, warm-air heating system maker, single operated packing plants, portable crushing-screening equipment maker.

Vast underground river flowing across state.

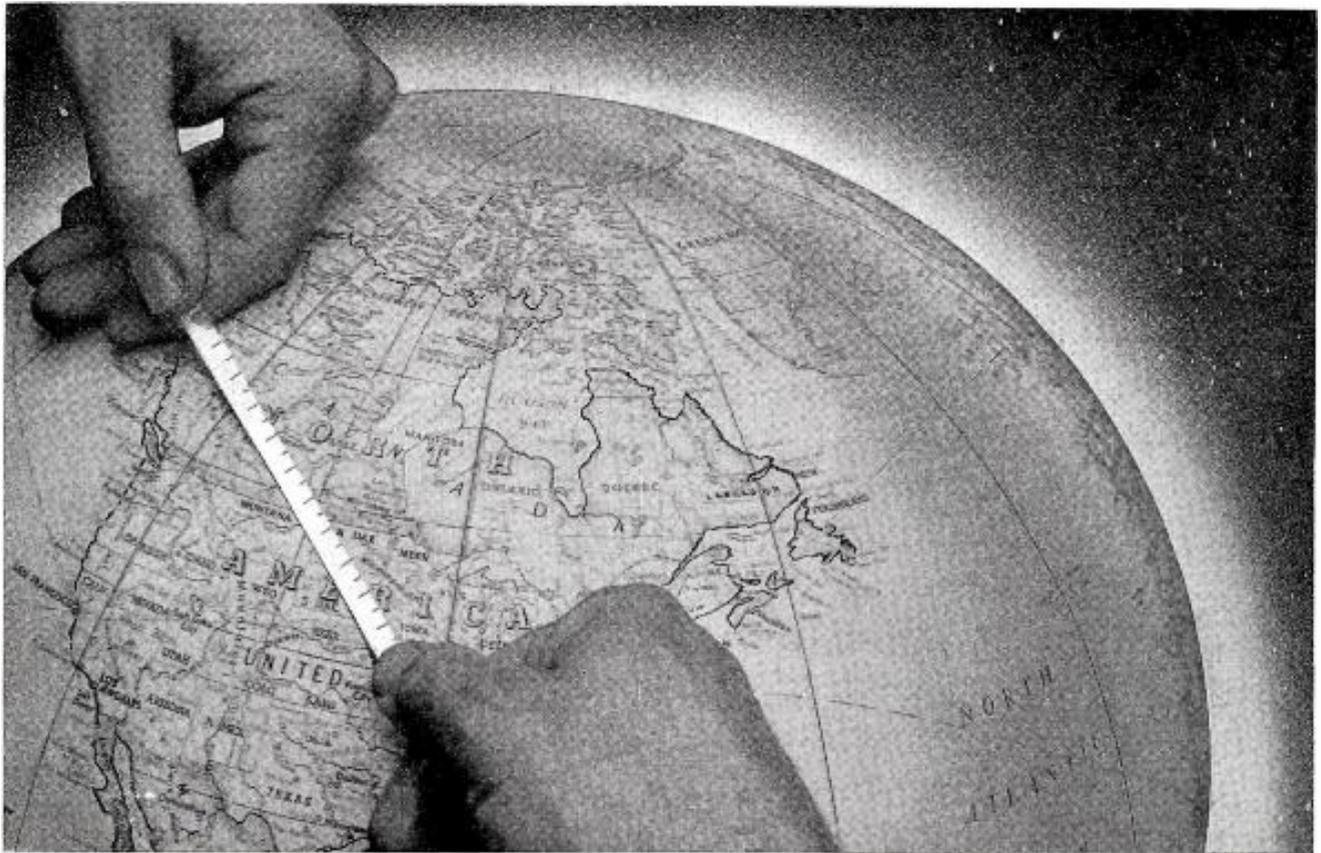
Favorable laws and taxes for industry.

Only California gets more from its tilled soil than Iowa's \$2.7 billion. A third of its acreage is planted to corn.



bushels of hybrid corn during a brief six-month career.

**Beef Cattle** ■ Of 10 million acres of corn, 35,000 or so are devoted to popcorn and 8,000 to sweet corn for processing. Iowa markets more beef cattle than Texas but yields to that state in number of cattle on the range. Iowa-fed steers come from Texas and other states, going to slaughter after a steady diet of corn and supplements. About 4 billion pounds of beef are marketed in a good year, bringing in \$540 million compared to \$450 million for Texas. The Iowa chicken crop is tops for the nation. Egg output is surpassed only by California. Only Illinois has a larger



## WHO Radio makes \$3,000 sale in Alaska!

The other day our Jim Zabel received a check for \$3,000 from Ketchikan, Alaska. The accompanying letter said "I like your broadcasts for Des Moines Savings & Loan so much that I'd like to deposit the enclosed \$3,000 with them." The check cleared, and D.M.S.&L. now has a customer some 2,500 air miles to the Northwest!

No, this sort of thing doesn't happen every day — but we do get a steady trickle of enthusiastic

listener-letters from almost every state in the Union. For instance, a letter from Tucson, Arizona (some 1,450 miles from Des Moines) says "WHO is the best danged radio station in the continental United States. I listen every night. Reception exceptionally clear."

You get the moral. WHO broadcasts for (and *easily* reaches) the majority of people in "Iowa Plus." But the "Plus" is often rather surprising to our advertisers . . . and sometimes even to us!

# WHO RADIO

for Iowa PLUS!

**Des Moines . . . 50,000 Watts . . . NBC Affiliate**

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives

## FARM AND FACTORY MAKE IOWA RICH STATE *continued*

annual production of soybeans.

Here are some of the things Iowa's farmers buy in a year, guided to an important extent by local counsel and radio-tv advertising: \$418 million for livestock feed to supplement home-grown grains; 585,000 tons of commercial fertilizers; 868,000 tons of lime, farm equipment, power machinery and appliances.

The latest farm census showed Iowa's farmers have 344,000 tractors, 305,000 cars and trucks, 125,000 mechanical corn pickers and almost 100,000 harvester-thresher combines. Ninety-two per cent of homes have telephones, an exceptional figure, and 85% have running water.

With one-fourth of all the nation's Grade A farmland, Iowa takes advantage of a 30-inch rainfall to bring record yields from the rich, black loam.

Obviously Iowa's agriculture will continue to grow. So will its manufacturing. At least that's the prediction of Conrad C. Stucky, of the State U. of Iowa Bureau of Business & Economic Research. Looking into the future, with his economic fingers crossed, Mr. Stucky charted the rapid expansion of manufacturing industries, offering this prediction:

"As a result of Iowa's proximity to a manufacturing belt that already has spread well west of Chicago, we have

attracted new industries from the heavily concentrated areas to the east and should continue to do so in the immediate future. Outstanding has been the electrical machinery, including electronics." He suggested an estimate of 3,168,000 population in 1975 is realistic.

**Efficient Farming** ■ Mr. Stucky ascribed the decrease in the number of farms to technological changes and land acquisition by more efficient farm operators and a decline in farm net income.

In the manufacturing and service fields the total employment gains are significant. Iowa manufacturing employment went up 14.1% in the 1950-60 decade compared to 9.8% for the nation. The state has a good reputation for output per worker.

Back in the depths of the depression of the 30s, a young Cedar Rapids engineer figured there might be at least a comfortable living in the ham radio business. Arthur A. Collins dug up \$29,000 in capital, got a corporation charter and hired eight employees to turn out radio gear.

Three decades later Arthur Collins' ham shop has nearly 9,000 employees plus another 6,500 at Texas and California plants. Last year Collins' sales totaled \$215 million. Some of the most exotic stuff used by astronauts comes from these plants, now having a \$30

million capital investment.

**Diversified** ■ Iowa's industry is diversified, making many types of products in large and small plants. The smaller cities such as Muscatine have the industry fever, patterned after the state and the large markets. They are hunting for new industries to build up their economy. Around 250 communities now have industrial development programs.

Naturally the two rivers that form the eastern and western borders—Mississippi and Missouri—provide basic needs for heavier industries.

A fourth of the largest Iowa plants are food processors, with the rest turning out these industrial items—farm equipment, chemicals, plastics, heavy machinery, tires and aluminum. Around the state are such familiar names as DuPont, Collins, Monsanto, General Electric, Standard Brands, Ford, Firestone, Procter & Gamble and, of course, the big packing firms.

They're turning out products produced for many generations and the newer scientific miracles for astronauts. The latest things in packaging are coming out of plastic plants and the big Alcoa works at Davenport. Alcoa's newest is laminated foil for fancy wrapping, a glamorous item that pretties up packages with colorful aluminum sheets that can take printing.

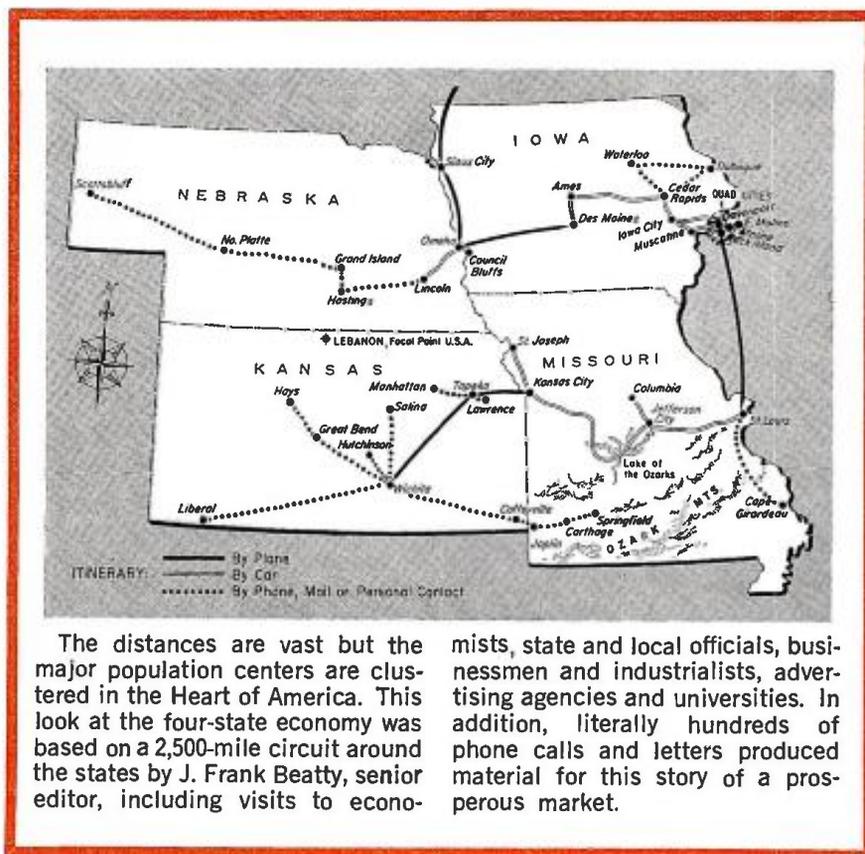
While the main industrial spurt is in eastern Iowa, Des Moines and Sioux City are getting good shares of the expansion. Fifteen new plants have been built around the state this year and 18 have added space and facilities. Last year 35 major new plants and 22 expansions were listed by Iowa Development Commission.

The main electronic plants are Collins at Cedar Rapids, plus Sylvania, Winegard Co., and Advance Ross Electronics at Burlington. In the electrical field General Electric has a switch gear plant at Burlington. A Morton Frozen Foods plant turns out maybe a half-million pies and other edibles a day at Webster City.

The expanding chemical complex includes a new \$10 million Hawkeye Chemical Co. plant under construction and a Standard Brands grain alcohol plant, both at Clinton. California Chemical has a new \$22 million fertilizer plant at Fort Madison, also home of W. A. Sheaffer Pen Co. U. S. Gypsum is at Fort Dodge, a city that also has a new Flintkote Inc. \$9 million plant and an American Home Products biological plant.

Olin Mathieson has a new fertilizer plant at Dubuque. Iowa City, home of State U. of Iowa, is the site of a new Pepperidge Farms pastry plant and P&G is enlarging its toiletries manufacturing facilities.

One of the famed names in Iowa in-



The distances are vast but the major population centers are clustered in the Heart of America. This look at the four-state economy was based on a 2,500-mile circuit around the states by J. Frank Beatty, senior editor, including visits to econo-

mists, state and local officials, businessmen and industrialists, advertising agencies and universities. In addition, literally hundreds of phone calls and letters produced material for this story of a prosperous market.

# WONDERFUL LAND

The heart of America is wonderful country, and this is a wonderful time of year in this beautiful land.

The gently rolling landscape is most pleasing to the eye. Along such storied streams as the Raccoon, the Skunk, Panther Creek and Des Moines, the hardwoods—Oaks, Hickories, Walnuts—are starting to turn and soon will stage a kaleidoscope of fall colors.

The great farms, the likes of which you seldom see anywhere else in the world, are producing their annual bountiful harvest. The corn cribs literally runneth over. The sounds and smells of the fulfillment of autumn permeate the clean air.

In the cities and towns here in central Iowa, industry meets agriculture more than half way. Des Moines is the second largest tire manufacturing center in America. Here is a great publishing center—a great insurance center. Close by are renowned colleges and universities. This place deep in the heart of America sends food and products and thoughts for the world's use.

This is an important place. This is a stable place. Here the flow of wealth is constant—no great heights—no great depths. Here the economy moves ever forward—irresistibly.

This is a good place. This is a good place to do business in.

KRNT Radio and KRNT Television are located in this capital city and they are good stations to do business with.

Each is programmed for this market.

Each leads in total audience most of the time.

Each is respected for its outstanding service to civic and religious groups.

Each does the most local business, a criterion of effectiveness accepted by most thoughtful marketers. For example, new FCC figures just out show that for the *sixth straight year* KRNT-TV, a one-rate station, has carried nearly 80% of all local television advertising in this three station market.

Under the same roof with these outstanding radio and television stations, and operated by the same people, is the world's largest legitimate theater—the KRNT Theater—the show place for all Iowa. Broadway shows are shown here. Inspiring music is played and sung here. Grand Opera and the Grand Ole Opry are shown here. Through experience at the box office, we learn the hard way about what will appeal and what won't appeal.

Few people hereabouts know show business better than the KRNT organization. Few people hereabouts know this area as well as the KRNT organization.

You learn these things by the sweat of your brow and the tumult in your soul.

Few organizations serve their communities better than the KRNT organization serves this community.

Because of this, the KRNT stations serve advertisers well, too.

## K R N T - K R N T - T V

### Des Moines

Represented by the Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.

## PER CAPITA PERSONAL INCOME

(Source: U. S. Dept. of Commerce)

	Per Capita Personal Income		
	1950	1961	% of U.S. average
Iowa	\$1,449	\$2,124	95%
Kansas	1,380	2,139	95
Missouri	1,446	2,254	100
Nebraska	1,472	2,168	95

dustry is the John Deere organization which has 16 factories making farming equipment in seven nations. The four John Deere factories in Iowa—Des Moines, Waterloo, Dubuque and Ottumwa—have an \$80 million payroll.

Most of the major industries have research laboratories developing new products and improving old ones. At Ames, Iowa, home of Iowa State U., is an Atomic Energy Commission unit operated by the university. It has a \$15 million plant employing 750 persons.

Foreign commerce is big business in Iowa. Farm exports in fiscal 1961 totaled \$207 million and industrial exports in the calendar year 1960 totaled \$243 million, according to the Federal Reserve Bank of Chicago. Exports represent 7% of the state's personal income, account for 12% of production jobs and supply 8% of farm jobs.

Farm exports are led by feed grains, \$73 million and 13.7% of the nation's total; livestock and meat products, \$57 million and 14.5%; soybeans \$53 million and 12%.

Non-electrical machinery heads industrial exports, featured by farm equipment and road machinery. Manufactured foods total \$74 million and electrical machinery including electronics, \$44 million.

That's the story of Iowa, 1962 model—corn, as ever, but industry and more industry.

# DES MOINES IOWA'S BIGGEST

## Agriculture, industry, finance, service all contribute

In the best midwestern tradition Des Moines, largest city lying wholly within Iowa, was built along a river. Old Fort Des Moines was established in 1843 to protect rights of the Sacs and Fox Indians. After a decade with 500 dwellers, Des Moines was incorporated and four years later it pulled the capital out of Iowa City, 116 miles away, and set up business as the state's center in the center of the state.

This metropolitan area of 275,000 (Polk County) draws its livelihood from agriculture, industry, finance and service industries. Of the 100,000 people at work, 21,000 are directly engaged in industrial pursuits.

Industry is highly diversified. Some of the nation's major publishing firms are located in the city—Meredith Publishing Co. with a new \$10 million plant (*Better Homes & Gardens*, *Successful Farming* and important broadcast properties) and the circulation department of *Look* magazine. Another major employer is the *Des Moines Register & Tribune* (also with key broadcast facilities).

**Insurance Center** ■ Like Omaha and Lincoln in Nebraska, Des Moines draws vast funds from all over the nation to the 46 home offices of insurance companies. Home-office companies have a total of \$8 billion insurance in force. And over a half-billion in premium income is paid by policy holders. Over 8,000 persons are engaged in insurance activities.

Armstrong Tire & Rubber Co., with 1,000 employes, produces tires, many of which go to Sears Roebuck. Firestone's 2,100 employes turn out large tires for tractors and other motorized equipment (23,000 tires a day). Des

Swift & Co's. Des Moines plant employs 1,300 workers year-round.

Moines likes the title, "Second Largest Rubber Center in the U. S."

A number of new industries have moved into Des Moines. They include Parker Brothers (games), from Salem, Mass.; Great Plains Bag Co. and Home Plastics. Among firms that expanded were Western Tool & Stamping Co., Grocers Wholesale Co-op, American Lithographing & Printing Co., Des Moines Drug Co., Iowa Sheet Metal, National Cash Register and Iowa City Pipe Co.

Fine contemporary structures are sparking the decor of downtown Des Moines, all the way from the modern airport over the expressways that are appearing around the city. An urban renewal project that will cost \$20 million is underway, covering a 170-acre tract. Federal, city and private developers are teaming up. A new Ninth St. viaduct is in the planning stage. A freeway through the city will cost \$25 million in the next five years, including a new bridge over the Des Moines river. A \$10 million federal office building is to get under way in 1963. Three other downtown buildings were announced in the summer.

Drake U., with 5,000 students, has \$2 million in dormitories under construction as part of an \$11.5 million program. New apartments, public schools, professional centers and industrial units are coming.

**Downtown Projects** ■ To meet the challenge of outlying areas the downtown has projects totaling \$35 million. These are just completed, under way or getting started. The airport is being further expanded and will soon have a 10,000-foot runway.

Business has been good in many Des Moines lines. Bank transactions, farm income, building permits, power consumption and other barometers are at a high point. Bank checks are 65% above the level in 1951; transactions in the first half of 1962 were \$3.4 billion, an alltime record. Postal receipts and power consumption have doubled.

Retail sales are near the half-billion dollar mark for the city; factory output and bank deposits are there already. The Des Moines retail trade territory is defined by local business as a 46-county area in Central Iowa with 1.13 million population (296,630 families) having total income of \$2 billion and retail sales of nearly \$1.5 billion. The concentrated wholesale trading market is defined as the entire state of Iowa; wholesale sales are computed at \$3.5 billion a year. Within a 275-mile radius (general trading area of wholesalers, branch plants and sales offices) the





Teen-Views is a Junior Achievement company sponsored and advised by WOC-TV. It was a junior television company in every respect. For a period of seven months, these students carried on every TV operation; programing, writing, producing, directing, performing and selling (at a profit). Judged the top<sup>®</sup> JA Company, WOC-TV is proud of these youngsters who have demonstrated — and learned — free enterprise.

<sup>®</sup>Scott County JA Company of the Year  
 Top JA Company — 10 State Region  
 First place in regional competition  
 Entered in competition for National JA Company of the Year

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programing, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091<sup>®</sup> and part of what and why they spend is activated by what they see and hear on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes and maintains constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel . . . today!

<sup>®</sup>Sales Management's "Survey of Buying Power — 1962"



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

**DAVENPORT, IOWA**

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

**all selling  
is LOCAL  
in the land of  
CORN 'n' CASH  
and the most effective,  
economical way to  
COVER IOWA  
is with the  
TALL CORN  
RADIO NETWORK**

Widely diversified markets . . . covered **LOCALLY** by the 13 stations of Iowa's **TALL CORN** Radio Network! **ONE CONTRACT—ONE SCHEDULE BUYS ALL 13 . . . with the PLUS of LOCAL MERCHANDISING** across the state of Iowa!

**IN ADDITION . . .**

to those folks in the cities, your **TALL CORN** radio schedule will reach more than a half-million **IOWA** farm operators . . . selling more than \$3-Billions worth of crops, livestock and farm products annually. These people rely on farm price, livestock and weather information supplied by **TALL CORN** stations . . . they get news of their **LOCAL** communities from **IOWA's ACTION RADIO GROUP**. Pinpoint your radio schedule to this important **IOWA BUYING GROUP** via the stations they listen to most of the time!

for the informative booklet, "**HELP YOURSELF TO IOWA**," write or call

**TALL CORN  
RADIO SALES**

represented by  
**VENARD, TORBET & McCONNELL**

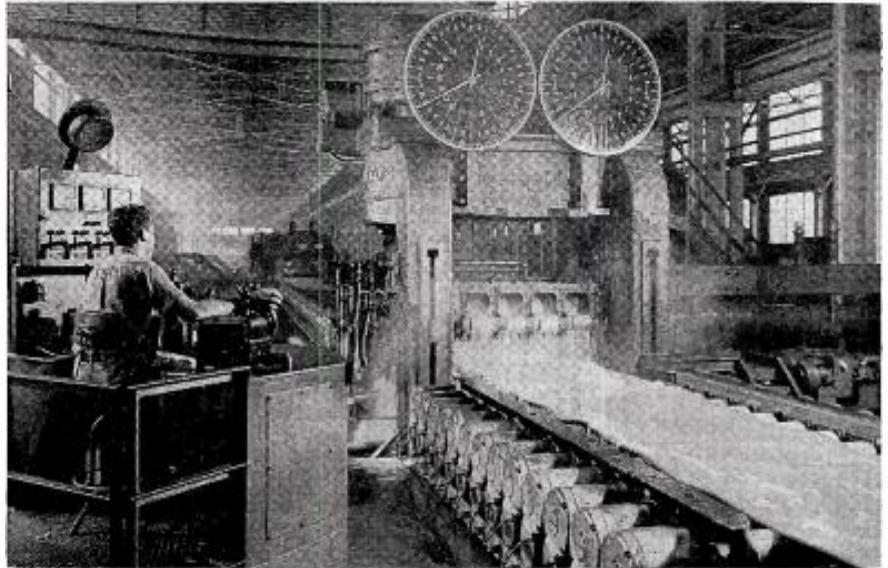
New York • Chicago  
and other major markets

**JAMES D. BOWDEN COMPANY**  
Minneapolis, Minnesota

population is 12 million with \$41.25 billion income. This liberal definition covers an area that contains 75% of all the Grade 1 land in the U. S.

The neighboring market of Ames, where Iowa State U. is located, is 27 miles from Des Moines. The Census Bureau doesn't include Ames (Story County) in the Des Moines metropolitan definition (Polk County). The

Ames population was computed at 22,795 (Washington twp.) in the 1960 census; Story County had 49,327. Enrollment at the university totaled 10,500 last school year. Advanced scientific projects are tied into nuclear, space age and agricultural progress. The campus was the scene of early broadcast history back in 1921; now the university operates **WOI-AM-FM-TV** commercially.



Large contributor to the Quad Cities economy is the Alcoa plant in Daven-

port. Here aluminum sheet is being sheared ready for cold rolling.

**QUAD CITIES, VAST COMPLEX**

Seven towns, several smaller communities included in 285,000 people living in metropolitan combine

The third largest market in the Iowa-Illinois area is logically promoted as the Quad Cities but the description isn't accurate. It's really seven cities, plus several smaller communities. The municipal packages add up to 285,000 people living in the two counties that comprise the metropolitan combine.

Split across the middle by the Mississippi, the basic cities—Davenport, Rock Island, Moline and East Moline—are teeming with large and small industries. A 40-mile jog in the Father of Waters puts Davenport on the north shore in Iowa and Rock Island and the Moline on the south shore in Illinois.

The geography may be split but the marketing factors aren't. As a group, the cities comprise the farm equipment capital of the world headed by such majors as Deere, International Harvester, Case and Caterpillar. In all, 16,500 are employed at peak in the manufacture of farm machinery (Deere 8,000, International Harvester 7,000, Case 1,200 and Caterpillar 300).

**No Boundaries** ■ The broadcast media draw no municipal boundaries as

radio and tv signals spread far beyond the immediate two-county metropolitan area. Interchange across the Mississippi bridges is constant, with 15 million motor passages a year as shoppers pick and choose with little regard for civic labels. As in many other municipally split markets the newspapers focus their influence on their separate sides of the river.

About 55% of the people live on the Illinois side but Davenport is the largest municipality. The 1960 census had these figures: Davenport 88,981, Rock Island 51,863, Moline 42,705, East Moline 16,732, Bettendorf 11,534, Silvis 3,973, Milan 3,065. LeClaire, Carbon Cliff, Port Byron and Buffalo are all under 1,700.

In the two-state area only Chicago and Peoria, Ill., are larger than the populous Quad Cities market, located in Scott County (Iowa) and Rock Island County (Ill.). And a 30-county area offers a retailing market that's nearing the \$2 billion mark. Davenport is the nation's chiropractic center and home of the Palmer School.

Business has been good this year in

the Quad Cities. The 1961 farm income was high and was quickly reflected in orders for farm equipment. A new unit in the farm equipment field is Long Mfg. Co. As a transportation and agricultural center, the Quad Cities market is the logical site for the farm equipment industry and a center for the distribution of farm products, especially hogs and corn. Two interstate highways meet in Quad Cities. The airport, on the Illinois side, is one of the finest among medium city facilities.

A big local industry is the Rock Island Arsenal, occupying an island site since it was started during the Civil War. Employment is around 5,500; a group of employes was recently transferred from Toledo, Ohio. It's the nation's largest arsenal.

**Aluminum Workers** ■ Major industries on the Davenport side include Aluminum Co. of America, 2,900 employes, where the 18/10,000 of an inch-thick aluminum foil cover for the Echo II satellite communications balloon was rolled; Bendix, 1,500; Oscar Mayer Packing Co. (pork products), 1,585; Ralston Purina 320, Eagle Signal 320; Sivyer Steel Casting Co. 600, Illinois Gas & Electric Co. 1,500.

On the Illinois side are Deere and International Harvester plants; Chicago, Rock Island & Pacific RR shops 1,000, Servus Rubber 900; Rock Island Millwork 600; Container Corp. of America 300; American Air Filter Co., 650.

Altogether there are nearly 400 industrial plants employing 40,000 out of a metropolitan labor force of 110,000. Measured on a value-added-by-manufacture basis, the Quad Cities industries rank second in the Illinois-Iowa area. Dominating the annual industrial payrolls are Deere, largest of all farm equipment firms, \$50 million locally; International Harvester \$33 million; Alcoa \$33 million; Case \$14 million; Oscar Mayer \$8 million. Total wages in the Quad Cities are close to a quarter-billion dollars.

The 9-foot Mississippi barge channel handles 10.5 million tons a year (from, to or through). There are 16 barge docks. Sixty-nine motor carriers make stops or are based in the market. Alcoa, incidentally, gets aluminum pigs by barge from its Tennessee plant and rolls sheets for jet airplane wings.

Muscatine, about 20 miles south of Davenport along the Mississippi, supplies the answer to the query, "Where do buttons come from, Daddy?" This city of around 22,000 boasts that it's "The Button Capital of the World," and there's no disputing the claim.

The five larger plants employing over 100 employes turn out literally millions of buttons a week, though no one in the city could supply an accurate count. Muscatine became a button center many

decades ago because the mussel shells sprouted in the Mississippi bottom and in tributaries. The mussels were ideal for pearl buttons. Now the supply is gone, due to an upriver dam that changed the river's flow and set up an environment the mussels couldn't tolerate. That didn't hurt Muscatine's button industry because the trend was toward buttons made out of plastic and other materials. Pearl buttons are still made but the freshwater clams are obtained elsewhere.

**More Factories** ■ Muscatine has a plastic plant, Thatcher Glass Mfg. Co., that makes plastic seals and sleeves used

for bottles. Plastic squeeze tubes and screw caps are made at the plant, which has 275 employes and is expanding. DuPont is building a \$3 million plant at Clinton to make plastic film for packaging. H. J. Heinz has a cannery.

Corn and soybeans provide raw products for Grain Processing Corp. at Muscatine. Originally a wartime alcohol producer for synthetic rubber, the company has enlarged. Grain alcohol, feed additives, vitamins, enzymes and insecticides are produced. There are 750 employes. The river location cuts transportation costs.

Last year 10½ million tons of cargo

## WHBF stations serve the 3rd largest metro area in Illinois and Iowa

### Get action in the Quad-Cities with WHBF

WHBF is a veteran Quad-City communicator and knows the community well. WHBF is a veteran in the broadcast industry and knows broadcast techniques well, too. Consistently good programming, well produced, attracts and holds desirable Quad-City adult audiences. Count on the prestige of WHBF to get action in the Quad-Cities.

### Selling is good in the Quad-Cities

Quad-City business has plenty of drive in retail sales. Source of Quad-City buying power is indicated by latest bi-monthly employment tabulation, which shows 3% gain over 1961, with vigor in both manufacturing and service sectors.

### Big names among 390 industrial firms

More than 45,000 Quad-Citians enjoy steady employment in area industrial concerns, including Alcoa (2900); Deere & Co. (8000); International Harvester (6500); Oscar Mayer Co. (1500); U. S. Arsenal (6900).

### Quad-Cities a preferred area

Sales Management indicates sustained strength through fourth quarter 1962 with Quad-City retail sales 1.9% ahead of national change and 5% ahead of fourth quarter last year.

YOUR BEST BUY IN THE QUAD-CITIES

# WHBF

RADIO • FM • TELEVISION

Call Avery-Knodel



moved on the Mississippi, a boon to eastern Iowa industry. Such plants as Hawkeye Chemical at Clinton, California Chemical at Fort Madison and Monsanto at Muscatine ascribe their site selection to the river. Largest type of cargo handled last year was coal for power plants and industry. Winter puts the barges out of action about four months. Fastest growing cargo item now is petroleum. The nine-foot channel, with locks and dams, was built in 1939.

River sites were settled first as pioneers moved west across the Mississippi. Dubuque, 60,000, is the oldest Iowa city. It was named for Julien Dubuque, a Canadian who got a grant from the King of Spain in 1785. He was the first white man to settle permanently in Iowa. In 1805 Gen. Zebulon Pike selected Dubuque as site for a government fort.

**School Center** ■ Today's Dubuque has an institution of higher learning atop each of its seven hills. Among larger industries: Adams Co., foundry,

tools; Allied Chemical & Dye (Barrett Div.), Caradco millwork; Deere tractors, a major plant; Dubuque Container, Dubuque Packing, Farley & Loetscher cabinetwork; Klauer Mfg., snow removal equipment, and A. Y. McDonald Mfg. Co., plumbing, pumps. Four railroads serve the city and two bridges cross the Mississippi. Waterfront and terminal facilities take advantage of the Mississippi's 9-foot channel.

Burlington, with a county population of 45,000, has 75 plants employing 8,500 workers. They include Advance Ross Electronics 160, General Electric 125, International Resistance 393, Midwest Biscuit 218, Iowa Industries (spark plugs) 300, Mason & Hanger-Silas Mason Co. (ammunition) 2,300, Sylvania Electric Products 1,440, Murray Iron Works 263 and National Research Bureau 235. It's also on the Mississippi.

Clinton, another river city, is a railroad center with 34,000 population. Among industries are a duPont cellophane plant, Clinton Foods and Pillsbury (National Feed Div.).

along Cedar River. It's the largest cereal mill in the world. Down river a mile is the Penick & Ford plant (1,000 employes) where corn is converted into sugar, syrup and starch. And across the river is the Wilson & Co. packing plant (hogs and cattle), buying \$100 million worth of livestock every year. Quaker Oats employs 950, but oats processing is mostly automatic. National Oats, somewhat smaller with several hundred employes, like Quaker is an important exporter. Quaker added 100 employes last spring.

The Wilson packing plant slaughters 1¼ million cattle a year. Square D Co., with 670 employes, makes electrical distribution and control equipment. Iowa Mfg. Co. (800 employes) makes rock-crushing, bituminous paving and conveyor equipment. Road-building, mining and earth-moving machinery from Cedar Rapids is used in practically every important country.

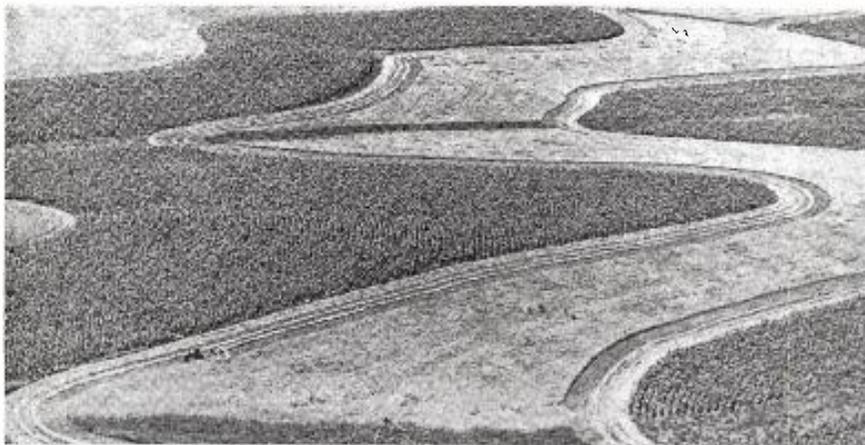
**Balanced Economy** ■ Obviously, local businessmen point out, the city in Iowa's farm belt has a balanced economy. It has a growing economy, too, with population currently up over a third since 1950. Taking the metropolitan area (Linn County), population is more than 150,000. The tv stations cover more than 40 counties having over 340,000 tv homes.

Cedar Rapids has learned some industrial tricks. It knows how to keep the city clean while nestling such firms as Allis-Chalmers, Iowa Mfg. and other heavy industries into its business complex. The city is attractive and its municipal center sits on an island in the park-decked Cedar River. Collins, of course, is new, neat and an outstanding example of scientific industry. Cedar Rapids also has learned how to keep its people working. Unemployment is under 2%. Actually, the city is now importing personnel for its industries and is thankful people from other areas are attracted to Cedar Rapids.

**Waterloo Famous** ■ Waterloo, 65 miles up the Cedar River from Cedar Rapids, is world-famed for its National Dairy Congress, held the first week in October. A quarter-million visitors come from all 50 states and many foreign countries. The Waterloo Meat Animal Show also attracts visitors from a wide area.

Two major plants top the 130 local industries—Rath Packing Co., with 6,500 employes, and the John Deere tractor works, with 6,500. Chamberlin Co., appliances and hardware, employs 750. In all 17,000 are employed in local industries with \$100 million payroll.

Population of the city is 74,000 but Black Hawk County, the metropolitan area, has 122,500. Population jumped 20% during the 1950-60 decade. Cedar Falls, 15 minutes drive from Waterloo, has State College of Iowa. Iowa State



Contour farming has made an important contribution toward ending loss

of rich land through eroding. This pattern results on one Iowa farm.

## Cedar Rapids, Waterloo, other Iowa markets

### SPACECRAFT, PACKING, OTHER INDUSTRY SPARKS AREAS

Out in an oak-dotted grove south-east of Cedar Rapids, groups of engineers huddle around benches adjacent to two mockups of a three-man, funnel-shaped container whose working title is Apollo. Some day the real Apollo will stand on end at the tip of a rocket and head for the moon, equipped with Collins Radio Co. communication gear.

As Iowa's largest employer (9,000 scientists, engineers and workers), Collins is the dominant economic force in this city of 100,000, located along and astride the Cedar River in eastern Iowa. This world-renowned plant, plus its Texas and California branches, has kept the nation's space craft in communication with the earth.

Collins equipped the Mercury spacecraft. Currently it is well along in the

Gemini program which is designed to put a two-man craft in earth orbital flights of a week or more and carry out air rendezvous and docking experiments.

**One Segment** ■ But Collins is only one segment of the Cedar Rapids industrial structure, which ranges all the way from the sophisticated apparatus of space flight to heavy road-building and earth-moving machinery. The labor force of more than 50,000 produces several types of food in heavy volume. With 200 industries turning out \$250 million worth of products a year, foreign shipments are important and employ about 10% of the labor force. Volume of exports runs around \$30 million a year.

Quaker Oats Co. has a 10-story plant

# Market Quotation

“**W**HAT’S THE market situation?”  
 “Looks like England will get in.”

“Not that market.”  
 “Well, hogs are up twenty-five cents.”

“I mean the stock market.”  
 “Prime beef is twenty-nine dollars at Chicago.”

“Not the live stock market . . . I mean what was the Dow-Jones Industrial average this noon?”

\* \*

In Eastern Iowa, you have to be specific. Many markets interest Iowans.

The Common one, for example: Iowa ranks 17th in value of manufactured exports and sends \$248 million in agricultural products abroad annually.

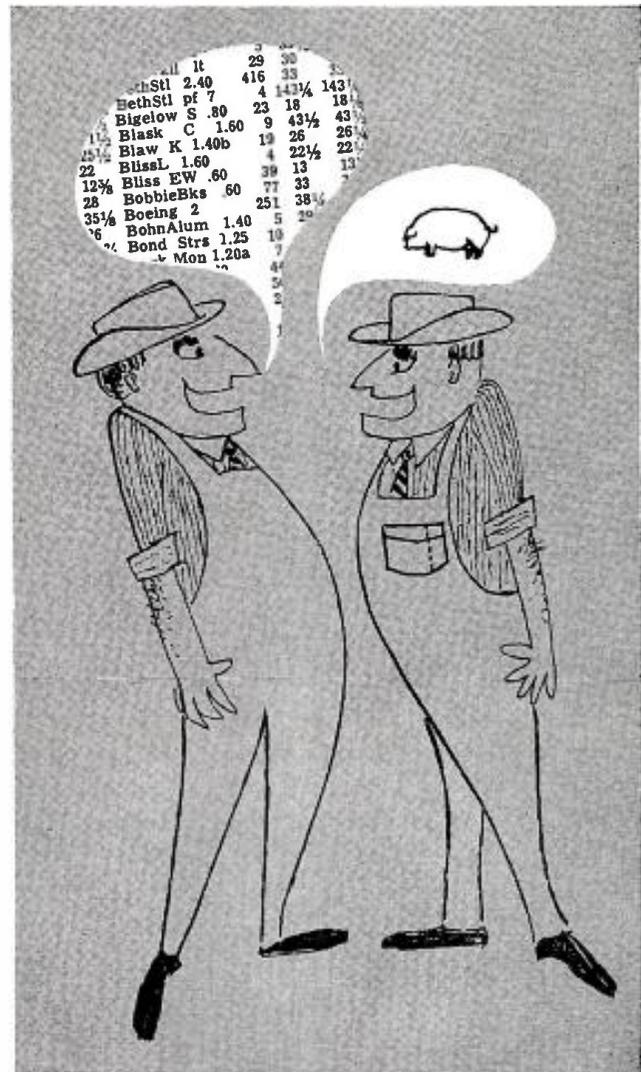
The livestock market: Iowa ranks first in production of beef, pork, lamb, eggs, corn and oats; Iowans own better than 10 per cent of the total value of livestock and poultry in the U. S.

The stock market: With average annual income in the \$16,000 bracket, the Eastern Iowa farmer has definite interest in investments.

WMT-TV is specific. Our programming covers all of the market interests of Eastern Iowans. Our market covers all of the market interests of time buyers: cities (three of Iowa’s six largest), towns, villages and farms. More than half of the

state’s 734,600 tv homes are in WMTland. In “homes reached” WMT-TV is first in all time periods from sign-on to sign-off, Sunday through Saturday (ARB March 15, 1962, Cedar Rapids—Waterloo).

WMT-TV. CBS Television for Eastern Iowa. Cedar Rapids—Waterloo. Represented by the Katz Agency. Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.



Teachers College is located in Waterloo.

Building is active in Waterloo, including 5,700 homes built in the last 12 years; a new courthouse is under way. Extensive improvements are in the works for the airport.

**Other Iowa Markets** ■ Ottumwa (35,000) has two huge plants—John Morrell Packing Plant, processing pork, and John Deere, making tractors and hay machinery. Fisher Governor Co., pressure regulators, is located at Marshalltown (23,000). The Clinton Engine plant is at Maquoketa (6,500) and Oelwein (8,500) has the Oelwein Chemical Co., animal feeds. Oliver Corp. at Charles City (10,000) makes tractors.

**Once Capital** ■ Iowa City was originally the capital of Iowa but eventually

lost out to Des Moines. The old Capitol is now used for U. of Iowa administrative offices. The city is principally a college town but a Procter & Gamble plant is located there. University facilities and a veterans hospital are the basis of an important medical center.

Fort Dodge (30,000) is located on the banks of the Des Moines River. It's famed as one of the world's largest gypsum producers. The F. L. Maytag washing machine plant is located at Newton (16,000). Mason City (31,000) has a big Armour (Decker Div.) beef and pork processing plant with 1,500 employees. Mason City also produces brick, tile cement and refines sugar. W. A. Sheaffer Pen Co., duPont and Ajax Mfg. Co. have large facilities at Fort Madison (15,000).



Iowa corn is world famous. Hybrid varieties are sought everywhere for their resistance to drought and disease.

## SIoux CITIES' INDUSTRIAL COMPLEX

Transport center makes area vital marketing and processing headquarters with industry showing promising development

The winding Missouri, tying itself into incredible knots en route south and east, performs an elbowing turn in northwestern Iowa at one of the Midwest's most interesting industrial complexes. At Sioux City the river is joined by the Big Sioux and is flanked by man-made transport facilities that have led to important enterprises and promise to bring continued growth.

The river is surrounded by Sioux Cities—Sioux City, Iowa, North Sioux City, S. D., which actually is to the west, and South Sioux City, Neb., which really is south of the main metropolis. But the Missouri also is bordered by new Interstate 29, with an unusual riverside cloverleaf right in the main business section. Feeding into the cloverleaf are several key federal and state highways that serve 1,500 truck shipments a day from the stockyards.

Then there are five railroads, a modern airport with a 9,000-foot runway and the early makings of barge facilities that will tie Sioux City to the Great Lakes and the Gulf. A six-foot barge channel is well along. In another five years the nine-foot waterway is due for

completion.

**Stockyards Growing** ■ With all these transport facilities, Sioux City has developed into an important agricultural marketing and processing center. Every year 150,000 or more ranchers and farmers from most every state west of the Mississippi and Canada visit the 80 acres of stockyards. Here are some of the claims made for the stockyards—fourth largest livestock market in the U. S., processing 4 to 5 million head yearly; third cattle market; fourth in cattle receipts; fifth in hogs and sheep; fastest-growing market in the world; major packing houses (Armour, Swift, Sioux City Dressed Beef and Sioux City Dressed Pork); 100 commission firms, dealers and buyers; half-billion dollar total livestock business every year.

Receipts run over 20,000 carloads a year; the market is a major element in the region's economy.

To encourage industrial development Sioux City has added two parks for industry, Hy Port and Port Neal. They're right by the airport, river, rail facilities and highways. The present labor market of 44,000 workers has 18.7% in

manufacturing (160 plants), 15.4% in retailing and 11.4% in service lines. Larger plants include Albertson & Co., employing 500 in production of drills, grinders, wrenches and other tools; Wincharger Corp., Zenith subsidiary making electronic gear; Tower Construction Co. and bakeries.

American Pop Corn Co. (Jolly Time) is the world's largest producer, doing 10% of the U. S. popcorn business. "Television helps the popcorn business," Reed Smith, president, commented. "It has taken people out of the movies and they're eating more popcorn than ever at their tv sets." Sioux Bee Honey Assn. is described as leading honey marketer with plants in Sioux City; Waycross, Ga.; Tacoma, Wash.; Rogers, Tex.; Lima, Ohio and Florida facilities.

Civic improvement projects including urban renewal, slum clearance, river-front projects, flood control, and welfare, health, recreation and cultural facilities. The 50 square-mile area includes 45 parks and the famed monument to Sgt. Charles Floyd of the Lewis & Clark expedition who died en route to the northwest.

**Primary Trade Center** ■ Metropolitan Sioux City (Woodbury County) is at the 110,000-population point and is primary trade area for six other counties in Iowa, five in Nebraska and two in South Dakota. Another 12 counties are served in a secondary marketing role. Yankton, S. D., is 65 miles to the northwest. Some 650,000 homes are in the basic tv service area, with 1962 retailing sales likely to exceed \$800 million judging by present trends.

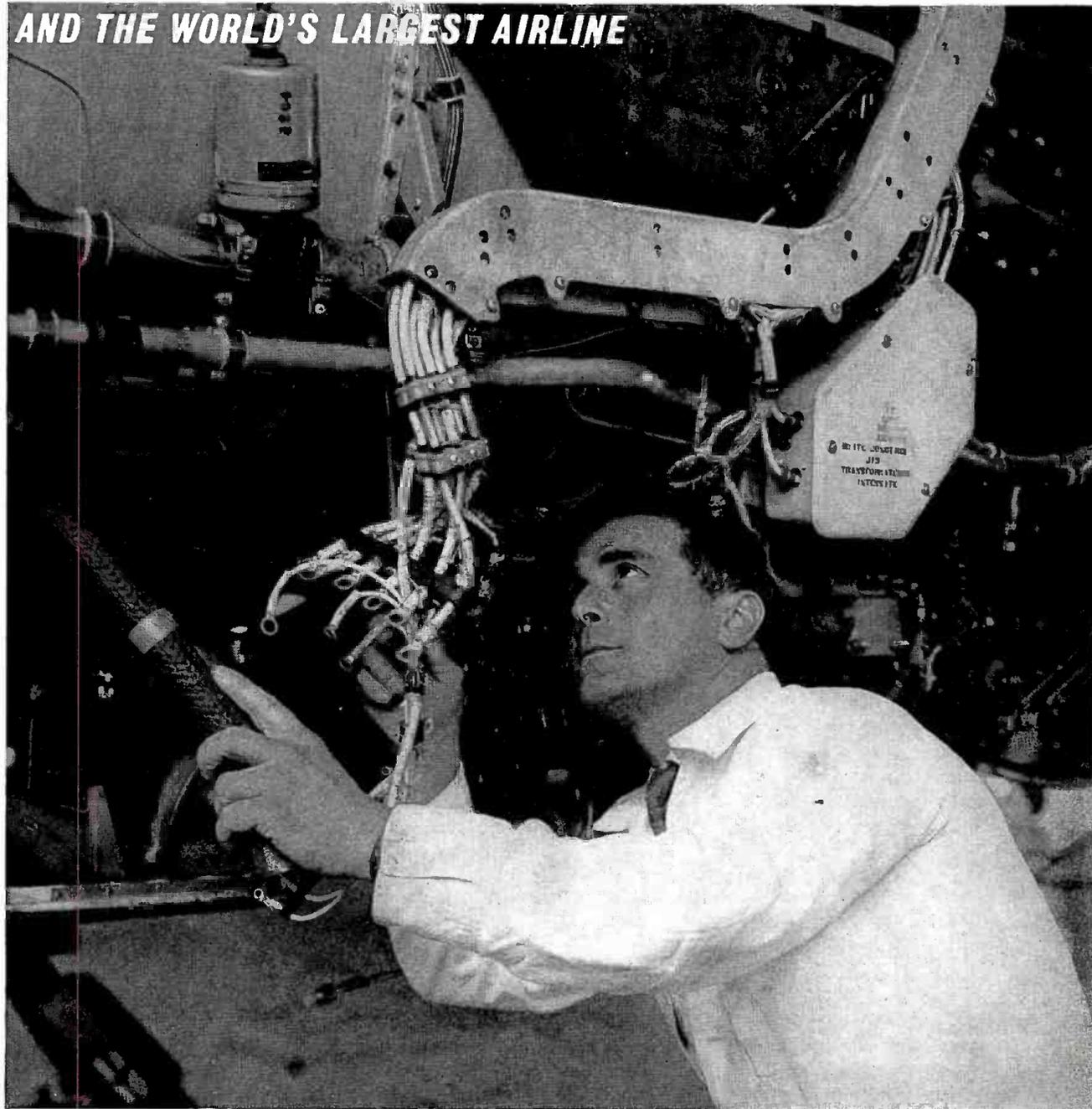
Sioux City is leading Iowa in tourist

The American Pop Corn Co., near Sioux City, Iowa, has made its Jolly

Time Pop Corn a brand name that is nationally famous.



# **MAINTENANCE...** **AND THE WORLD'S LARGEST AIRLINE**



## ***The jet inspection that never ends***

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

Continuous inspections and scientific

maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

If you'd like to find out more about Air France maintenance, and the painstaking way each crew is trained, a comprehensive booklet is yours for the asking.

# **AIR FRANCE**

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

promotion. Last year an estimated 242,000 tourists spent nearly \$3 million in the city. The two racing plants, Sodrac Park (dogs) and Park Jefferson (horses) draw an average of 3,000 daily in the racing season. Jerry Collins, head of the tracks, said the races bring fans from wide areas. On a recent charity night at the dog track around 4,000 fans bet \$135,000 on the

dogs, with \$1,500 going to crippled children. South Dakota and Nebraska get important income from racing taxes and the tracks are credited with motel development in Sioux City, which is a stopping-off place for tourists en route to the Black Hills.

Two colleges are located in Sioux City, Briar Cliff and Morningside. Dr. Richard Palmer, Morningside

president, has promoted invitations to foreign students as a friendship developer.

Bank clearings in the city exceed a billion dollars a year. Local merchants promote low prices on "Ridiculous Day" and "Pork Day," big stimulators of business in this distribution point. The SAGE defense installation is a \$100 million facility.

# Industry adds to farm wealth of Kansas

## PRODUCTS, PROCESSING, SERVICING MAKES \$4 BILLION 'AGRIBUSINESS'

The prairie winds that ripple the vast Kansas wheat fields into waving panoramas symbolize the heart of the state's economic life. Yet the hum of industry blends with the roar of the tractor in modern Kansas.

Merged products of mill and soil provide the state with its largest source of income—what Kansans call "Agribusiness." This is agricultural-oriented activity that includes the processing of farm products and the servicing of

economic traits. Gov. John Anderson, Jr., for instance, said, "Kansas for a century was agricultural; now the dollar output of agriculture is exceeded by industry."

But Roy Freeland, secretary of the Kansas State Board of Agriculture, looked at it this way, "Kansas is the sixth farm state in the nation. Farm income exceeds \$1½ billion. Farming and related industries employ nearly two out of every five (267,000) workers

when he says that personal income from agriculture is far ahead of the next largest source.

**Minerals Important** ■ The dust bowl of the 1930's is now the source of a half-billion dollars in mineral production every year. Crude oil is tops, nearly \$350 million, and it's found in 80 counties. Proven reserves run 900 million barrels. The gas output runs \$70 million, sixth in the United States. Other important minerals are cement, stone, clay, coal and salt. Gross income from oil and gas equals the revenue from agriculture and from manufacturing.

Some of the world's finest holes in the ground are found in the Hutchinson area, an hour's drive out of Wichita (see photo page 100), where salt deposits are mined. The holes are being used for storage of government and business records.

Transportation facilities are improving as the interstate highway systems team up with the Kansas Turnpike. Tonnage on inland waterways has quintupled in the last few years, centered at Kansas City, Leavenworth and Atchison.

A tour up and down and across Kansas shows how manufacturing is growing—up 150% in a decade. Factory payrolls are an expanding source of personal income and now are nearly one-sixth of total payrolls.

The vast Kansas landscape was first bisected by white man in 1821 when William Becknell pioneered a trail from Missouri to Santa Fe to trade with the Spaniards. Plodding horses, mules and cattle pounded this into the Santa Fe Trail. Then the Oregon Trail was blazed from Independence, along the Kaw River to Nebraska, and on to the Northwest.

Buffalo roamed all over the state at that time. One legend describes a herd of maybe 4 million animals covering an area 20 by 50 miles. Today a souvenir of the buffalo era is found on a Garden City reservation. Kansas became the 34th state Jan. 29, 1861 on the eve of the Civil War.

From cattle to farming to agribusi-



In Kansas the State Office Building (foreground) and the State Capitol provide two contrasting architectural

styles. The office building was built in 1954 and houses most of the departments of the state government.

farmers with their basic needs.

While Kansas legitimately hangs on to its title of "Breadbasket to the Nation," based on its dominance in wheat (especially bread wheat), many outsiders are unaware of the extent of mechanization west and south of the Missouri River.

**Measured in Billions** ■ Today's Kansas is an adventure in advanced agriculture, progressive industry and urbanization. That part of industry involved in farming, including processing and distribution, can be classified as Agribusiness. Put together they comprise a \$4 billion economic entity.

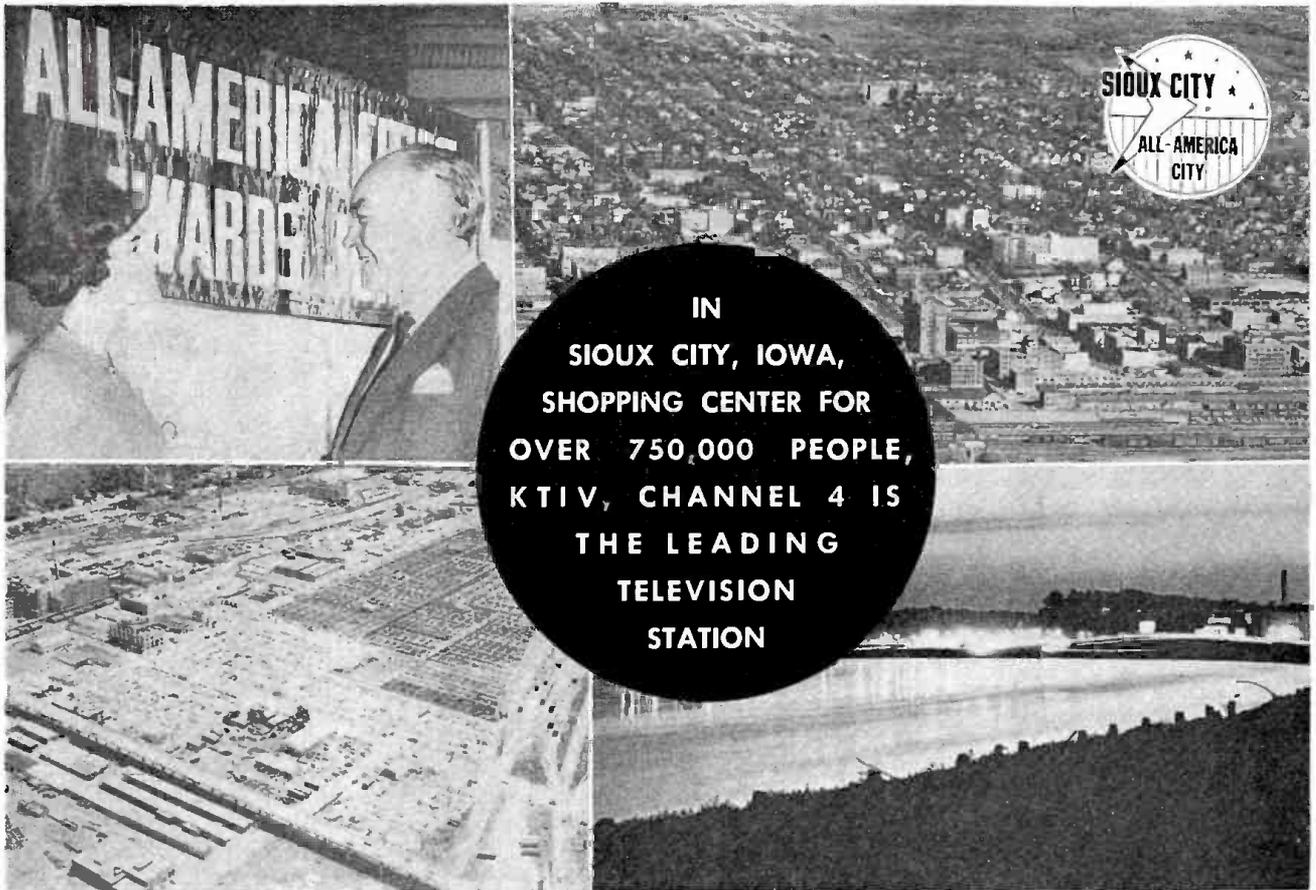
Kansans tend to scatter their perspectives when they portray the state's

who are on Kansas payrolls.

"Then you must remember that every \$1 of farm income generates \$3 worth of activity. That's \$4 billion every year in agricultural economy. Since 30% of all personal income received by Kansas comes from agriculture, 2½ times the next largest source, and a total of \$7 billion is invested in the farming industry, the last four years have exceeded all past years in production and income of agriculture."

So who's first in the Kansas economy—industry or agriculture?

Actually, they both are. Gov. Anderson is right when he says the dollar output of agriculture is exceeded by industry. And Secretary Freeland is right



IN  
 SIOUX CITY, IOWA,  
 SHOPPING CENTER FOR  
 OVER 750,000 PEOPLE,  
 KTIV, CHANNEL 4 IS  
 THE LEADING  
 TELEVISION  
 STATION

**EIGHT CONSECUTIVE ARB AREA STUDIES SHOW KTIV CH. 4  
 FIRST IN SIOUXLAND—FALL '58 THROUGH SPRING '62**

Business in prosperous Sioux City is good. 1962 bank clearings are up 48 million dollars over the first 8 months of 1961. Community enthusiasm has reached a new peak. In 1962, Sioux City became Iowa's first All-America City bringing national recognition to Sioux City's progress. U. S. Department of Agriculture figures show Sioux City to be the nation's third leading livestock market. Sioux City is also the retail shopping center for Siouxland's 750,000 residents. In this important market KTIV, Channel 4 delivers the audience. EIGHT consecutive ARB area studies show that KTIV is a strong first in Siouxland. Sioux City is an important market . . . you can sell it on KTIV, Channel 4, Sioux City.

**STATION AVERAGE  
 HOMES REACHED**

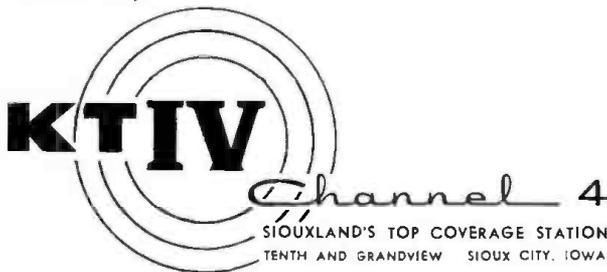
(ARB, March '62)

All shows Sunday through Saturday

	KTIV	Station B
6:00 PM to 10:00 PM—	44,200	27,500
10:00 PM to Midnight—	21,400	12,400
6:00 PM to Midnight—	36,600	22,700
9:00 AM to Midnight—	24,000	16,900

More than 85% of the 255,000 Siouxland homes lie outside of metropolitan Sioux City—emphasizing the need for KTIV, Channel 4 wide range appeal, however, KTIV assures . . .

. . . leadership in the Sioux City Metro, too Latest ARB shows KTIV with a substantially greater metro audience in the all important 6 PM to Midnight segment Monday through Friday. KTIV has 54% of the listening audience compared to 46% for Sioux City's No. 2 station.



**National Representatives**  
**GEORGE P. HOLLINGBERY COMPANY**  
 New York-Chicago-San Francisco-Los Angeles  
 Seattle-Detroit-Atlanta

**Regional Representatives**  
**HARRY S. HYETT CO.** Minneapolis  
**THE SODERLUND CO.** Omaha  
**EUGENE F. GRAY CO.** Kansas City

## INDUSTRY ADDS TO FARM WEALTH OF KANSAS continued

ness to a combination of farming and industry—that's the economic story of Kansas.

**Industry and Mining** ■ Kansas industry starts on the east border at the Missouri River line in Kansas City, Kan., fans out to the west and south and scatters around the mineral and milling centers in the western end of the state. Wichita and Topeka are major manufacturing centers but there are coal and other mining operations in the southeastern corner. The vast open spaces tend to give the casual observer a wrong idea about the state's industry. The aircraft plants in Wichita, the Santa Fe shops in Topeka and the auto assembly facilities in Kansas City are major industries by any economic yardstick. They are supported by hundreds of other industries and more appear every day.

"The east keeps moving westward," Gov. Anderson said "We have abundant water, flood control, irrigation dams, the greatest single deposit of gas (16 trillion cubic feet) and rank fifth in U. S. oil production. Next we hope to see processing of gas and chemicals as in Texas."

Networks of pipelines thread Kansas. Road mileage, 130,000 miles, is exceeded only by Texas. Recreation facil-

ities are being developed to encourage tourism. With its central position in the nation, railroads intersect all over the state.

**Gas Reserves** ■ Out in the southwestern corner of Kansas three helium plants are extracting this useful solar-age product from natural gas. Known reserves of gas are described as adequate for at least the next 30 years. Two petrochemical schemes are projected in the southwest corner.

Average weekly earnings in Kansas are higher than those in Massachusetts, New York, New Jersey and Pennsylvania, according to state sources. There's little labor trouble, ascribed to the theory that people with a farm background are better workers. The "quit rate" is low in industry. Kansas has a right-to-work law and bans the so-called shop agency. Manufacturing payrolls increased 153% in the last decade.

Kansans officially define agribusiness as: "The processing of agricultural products and services to Kansas farmers."

And how does agribusiness get that big? It's this way. At latest official count the agricultural industry:

- Consumes 357,000 tons of commercial fertilizer (\$35 million).
- Uses 1 million tons of processed

## Kansas at a glance

Leads the U. S. in production of wheat, flour, sorghum silage and brome grass seed.

Second in sorghum grain and forage, alfalfa processed, sweet-clover seed.

Third in alfalfa seed produced.

Fourth in rye, wild hay, cattle and calves on farms, cattle and calves produced.

Farm marketing cash receipts of \$1.32 billion in 1961.

Population (summer 1962) 2,244,000.

Extensive transportation facilities (second in road mileage in U. S.), including rail and pipeline networks; leader in plane production.

Vast mineral resources.

Median personal income.

High living standards in cities and on farms.

\$600 million-plus manufacturing payrolls, up 150% in decade.

Manufacturing is main stabilizing force in economy, with no particular industry dominating; oil-gas, farm and manufacturing income about equal.

Value added by manufacturing doubled in decade.

Fifth state in crude oil production; largest U. S. gas field.

Right-to-work law, agency shop ban.

Expanding chemical industry.

## Broadcasting built state's biggest bank

The largest financial institution in Kansas got that way because of broadcast advertising, according to Henry A. Bubb, president of Capitol Federal Savings, Topeka.

"Banks once sold like a mortuary," he recalled. "I decided to sell banking like coats and suits, starting on WIBW Topeka back in 1950. Radio proved more effective than newspapers and we haven't been off WIBW since the beginning."

Business boomed. By 1952 assets had risen to \$24 million. Now (Aug. 1) they're \$207 million, having gone up \$20 million in a year.

"When television came along, Capitol Federal tried WIBW-TV, and we've never been off it. The broadcast schedule has been spread out and now includes quarter-hour musical programs and spots on radio. Weather, programs and spots are used on television.

"Savings come mostly from people over 40. We reach them most effectively with radio and television. We provide safety, good earnings and efficient, courteous service."

Capitol Federal was founded 69 years ago. Its assets are up 9½



times over a decade ago and have doubled since the end of 1958. More than 15,000 loans are serviced. The association is the largest in the four-state Federal Home Loan Bank District that includes Kansas, Oklahoma, Colorado and Nebraska. Its modern home shares downtown Topeka dominance with the Capitol, state office building, Santa Fe and several other landmarks.

feed (\$85 million) every year.

On top of that:

■ 140,000 units of heavy farm equipment and 445,000 trucks, tractors and autos use \$70 million worth of oil, kerosene and gasoline.

■ Payrolls of Kansas workers supplying needs of farm operation and handling of farm products exceed \$350 million annually.

All this is big business in anybody's economy. It's big business in Kansas.

Yet Kansas is fast becoming urbanized as people move off the farms to cities. Back in 1950 fewer than half the people lived in cities of 2,500 or over. It won't be long until three out of every five live in cities.

Carl C. Nordstrom, research director of the state Chamber of Commerce, recalled that in 1940 there were 3½ workers on the farm for every manufacturing worker. Now the ratio is approaching 1 to 1.

Farm income of \$1.3 billion supports related industries and activities that provide the materials for crop growing and the crops in turn are the ingredients for processing industries. Total em-

ployment in farming and related industries, 267,000 workers, amounts to three out of every eight jobs in the state.

**Farm Suppliers** ■ With its \$7-billion farm industry investment, Kansas has over 4,000 firms manufacturing and supplying products for or from the farm. In the list, for example, are 765 grain mills, 1,500 grain elevators, 500 farm equipment dealers, 119 meat packers, 150 farm machinery manufacturers, 99 hatcheries, 254 dairy processors, 1,000 local supply dealers.

Modern farming—and Kansas farming is large-scale and highly contemporary—requires vast complements of machinery—\$1 billion worth (175,000 tractors, 125,000 trucks, 71,500 combines, 22,500 corn pickers and shellers, 26,000 pickup balers, 18,500 field forage harvesters, 116,300 autos, 16,100 milking machines). All this mechanized equipment keeps many thousands employed.

Now take a look at the processing picture—and it's an eye-opener for those who get their farming facts by remote control in an eastern office. Meat packing pours \$400 million a year into the Kansas economy as more than a billion pounds of red meat are produced. Next is milling, a \$200-

million industry turning out 42 million cwt of flour a year (3,000 employes). Dairy manufacturing is a \$55 million industry (4,000 people). Grain storage, tops in the U. S., has a capacity of 838 million bushels (3,000 employes). Mill feed production, a by-product of flour milling, brings in \$25 million, alfalfa dehydrating adds \$6.5 million and hatcheries gross \$4 million.

**Unlimited Future** ■ The oldest industry faces bright hopes for expansion as the world becomes more complex, Secretary Freeland said. "The possibilities for industrial expansion in Kansas are almost unlimited," he explained.

"Take paper, for example. The average person uses 400 to 500 pounds of paper a year. By 1975 this figure will reach 600 pounds. Two research laboratories are working out ways of combining wheat with wood pulp in the manufacture of paper and paper products.

"Kansas has the wheat and the pulp. Now suppose wheat were used in just 10% of the nation's paper supply. That would consume an entire Kansas wheat crop (around 200 million bushels) in a year."

Secretary Freeland mentioned some other new outlets for Kansas farm products. In the case of wheat, a rolled-wheat product is being bought by the federal government. Dried, cracked Redi-Wheat and wheat foods are becoming popular and are the basis for a survival wafer. Finally there is the widespread popularity of pasta products such as macaroni and spaghetti, a potential outlet for Kansas wheat via local processing plants. In southwestern Kansas they're now growing cantaloupes and head lettuce commercially, aided by irrigation from underground water supplies. Turkeys, pecans and special equipment for processing offer ever-expanding potentials.

**Study Problems** ■ The Kansas economy has its less favorable aspects, too. A governor's committee is reviewing the whole problem and will report to the legislature in January. With its 2,244,000 population the state naturally can consume only a part of the wheat and sorghum and minerals that come from its fertile soil.

This points to the advantages of processing more of the local raw materials. Some of the cities are growing swiftly but farm employment and population are declining, a trend that's apparent all over the midwest as better machinery and techniques reduce farm employment (down 40,000 in two decades). Luckily farm income remains high.

The state has a migration problem. Its universities graduate highly trained young people who promptly head for

WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET?

**To reach Main Street, U.S.A., turn at Mutual.**

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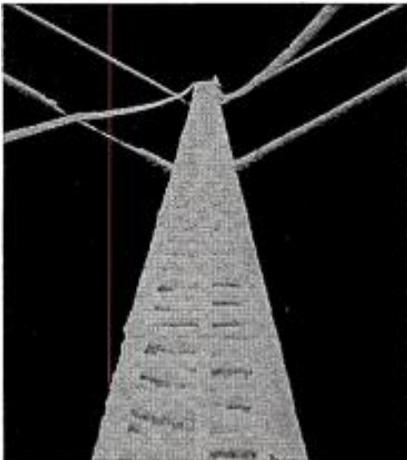
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another state for a job. Even so, the state's population increased by 12% during the 1950-60 decade. Incidentally, Kansas ranks among the top three or four states in percentage of high school graduates who take higher education.

Total nonagricultural wage and salary workers have risen from 150,000 to over 550,000, with more than half employed in manufacturing, retail trade and government. A surprising fact is the number of government workers, exceeding the total working in retail stores.

**Need New Jobs** ■ Kansas needs 15,000 new jobs a year and that's what the governor's committee is studying. The problem concerns 49 other states, too, so nobody's hiding in shame in the wheat fields or salt mines.

The Kansas Industrial Development Commission, one of the first of its kind in the nation, is actively hunting new industries. "We have the raw materials, transportation, communications, water, people willing to work—everything a processor needs," said John H. Sticher, director of the commission. "Since 1940 more than 1,600 new industries have moved into Kansas or have started up in the state. Manufacturing employment has increased more than 250%, contributing over \$600 million in personal income."

But the special study agency, known officially as the Governor's Economic Development Committee, cautions that Kansas "can lose the economic race unless it finds more jobs."

E. R. Zook, committee chairman, said the 273,000 increase in population during the last decade was offset by the fact that 269,000 of the total occurred in only five countries. "Seventy counties lost population," he pointed out.

"We must do more work on processing and marketing our agricultural products thereby creating more personal income through the value added process," he continued. "We must diversify in agriculture by diverting our efforts into processing the livestock and grains rather than selling only the raw materials."

**Need More Facts** ■ "We need to know more about our competitive position and this can be produced only by research. It is encouraging to note that a new \$500,000 bulgur processing plant has been announced for Hutchinson, the result of research. Agricultural interests, the development commission and private organizations must be integrated." And integration is just what the Zook committee hopes to bring about when its report is submitted to the legislature.

Mr. Zook feels Kansas should do a better job of bringing in new manufacturing employment, citing the record of neighboring states. He described the

Kansas use tax, applied to equipment used in manufacturing, as a deterrent to industries since many leading industrial states do not have such a tax. The problem can be solved, he said, by setting up goals and targets, studying the state's potential and adopting a realistic program designed to improve its

position in the national economic scene.

The trend toward the South, Southwest and West offers Kansas its chance, he feels. Kansans are being alerted to the opportunity for economic expansion as the dual farm-industrial structure provides the basis for unprecedented growth.

## WICHITA THRIVING AIR CENTER

### Fast-growing city builds two-thirds of private exec-type airplanes and most B52 bombers

The largest city in the midwestern plains, between Kansas City and Denver, is one of the nation's fastest growing industrial centers. Air-minded Wichita, producer of two-thirds of America's private-executive planes and most of the B52 deterrent bombing force, is spreading out over the

including those working on the Saturn missile booster and the new F-III all-service plane. The stakes in the F-III are big—\$6.5 billion. Boeing is competing with General Dynamics for the contract. In a recent year Boeing in Wichita directly supported 96,000 people who benefited from a \$155 million



One of the giants of Wichita's aviation industry is Boeing, with a present em-

ployment of 22,000 and a payroll near \$150 million annually.

ployment of 22,000 and a payroll near \$150 million annually.

ployment of 22,000 and a payroll near \$150 million annually. south-central Kansas landscape. Local economists describe Wichita as "the fourth most rapid-growing among cities that had at least 100,000 population in 1950." Latest official population is 254,262 for the city proper, 342,019 for the metropolitan area (Sedgwick County). This is a 50% gain in two decades (U. S. 1960 census data).

Every statistical inquiry in Wichita eventually gets around to aviation. Boeing, Cessna and Beech dominate the scene, with a new entry coming into the private plane complex—William P. Lear Sr., noted West Coast manufacturer whose Swiss-American Aviation Corp. plans to turn out a twin-jet executive plane selling under \$500,000. The plant eventually is to employ 1,200 persons.

**Boeing Busy** ■ Boeing expects to be busy the next five years rebuilding nearly 600 B52s into combined high-altitude and hedge-hopping, missile-launching craft. Currently 22,000 work at Boeing,

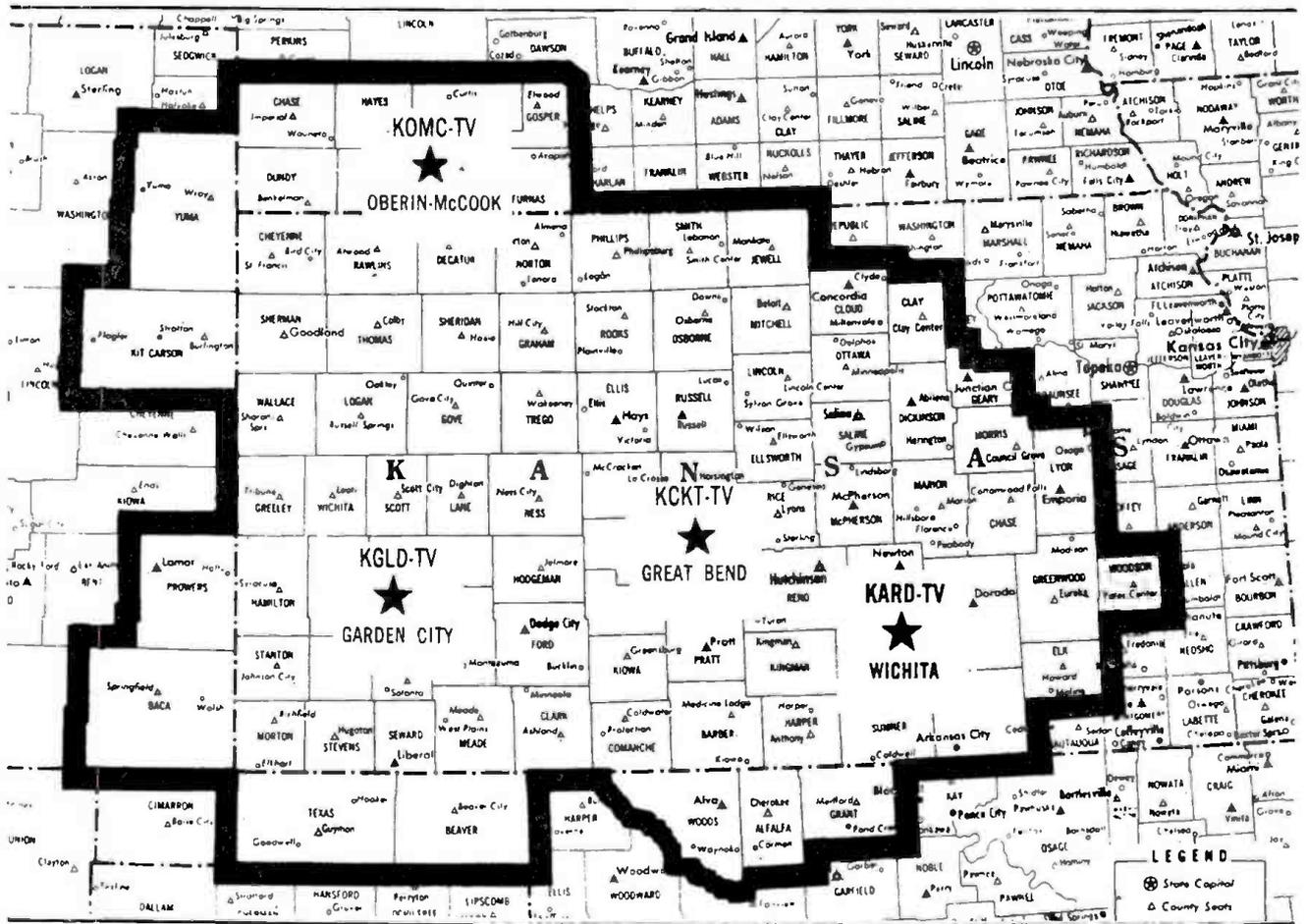
payroll.

The 9,000 employees at Cessna and Beech, about half at each, produce military as well as private planes. Cessna recently had a reorder for T37 twin-jet trainers and Beech is producing retrievable drone targets. Wichita welcomes many foreign visitors—1,200 from Latin America yearly—who come to pick up their new Beech and Cessna planes.

Interest runs high in the F-III. It's a swift plane that will feature retractable wings that almost disappear at high speed.

Wichita's fly-minded citizens scheduled their fourth annual airmada late this month under Chamber of Commerce auspices, with scores of planes making a promotional jaunt to Omaha.

Plane making started at Beech in 1932. The company gained fame with its old Model 17, a staggerwing cabin biplane, the Twin Beech transport and the Bonanza. An estimated 90% of all



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## Jayhawk, a strange bird

Most any night after a bout with a bottle, a loyal Kansan is apt to bust out with a new Jayhawk legend. To those unfamiliar with Kansas lore, the Jayhawk is a happy, ugly bird of no known vintage whose habits are reckless and appearances difficult to document. Generally, a Jayhawk is portrayed as a sort of storm-wafted pelican.

This symbolic, fictional bird is a great conversation piece whose ancestry traces back to the mischievous mind of a fun-loving native who didn't know what he was starting. A favorite tale is the one about a school textbook that had to be rewritten when the Jayhawk was described in authentic terms. In any case, the Jayhawk helps Kansans retain their sense of values.

twin-engine military pilots were trained in Beechcraft planes. The firm has turned out \$1.5 billion worth of planes—19,000 units.

Clyde V. Cessna, first person to build and fly a plane between the Mississippi and Rockies, set up shop in 1916. Military output has included 5,000 T-50 trainers, 3,000 L-19 Bird Dog observation planes and hordes of gliders. It claims the title "world's largest manufacturer of business and utility planes."

**Industry Center** ■ This is the sophisticated type of industry that has blossomed on the fertile Kansas prairie at the site of a grass-house village built during the Civil War by the Wichita Indians after they had been driven out of Oklahoma. In all there are 700 industrial firms employing 117,000 persons, 43,000 of them in manufacturing. Two-thirds of Kansas' industry is located in Sedgwick County.

The industry is diversified—refineries, grain products, grain storage, flour milling, livestock feeding and marketing, meat packing, dairy and poultry processing, chemicals, plastics, tools and the world's largest broom corn market. Basic industries behind this structure are agriculture, aviation, petroleum and natural gas. With 86 million bushel capacity, the city is third in grain elevators and fifth largest flour milling center (7 million cwt in 1961). Manufacturing employment is up 3,000 over a year ago.

Wichita is the closest Kansas market to the largest known gas reserves in the nation. Coleman Co. is the world's largest manufacturer of gasoline lanterns, employing 1,200 persons.

Marketing center for an extensive

area of Kansas and Oklahoma, over a million head of livestock are received annually representing \$100 million value. Over 800,000 head are processed each year by the six local packing companies. Cudahy, the largest, employs 1,200 people.

**Huge Dam Planned** ■ The water situation is under control, they emphasize in Wichita. While the Little Arkansas river is brackish, there are huge stores of underground water and the projected Cheney Dam, a five-mile structure, will back up the largest body of water in Kansas.

Economic barometers are predominantly on the upward side. Finance, transportation, utilities, commerce and industry, and employment are well beyond those a year ago. Bank debits have risen from \$2.8 billion in 1950

to \$5.4 billion at the end of 1961, almost doubled in 11 years.

McConnell Air Force Base is a \$280 million industry. It employs 1,500 civilian and 3,300 military personnel. Annual impact on Wichita is \$31 million. Eight Titan missile bases are under construction in that part of the state. They employ 2,500 persons. They'll cost \$300 million.

The cowtown of the 1870's is now a spanking clean city. Half of the houses have been built since World War II, with a minimum of shoddy structures along the wide streets. Five railroads and six airlines serve the city.

When the heart of America is discussed, Wichita claims this metropolitan distinction—no place in the 48 contiguous states is more than 1,500 miles away.

## TOPEKA STATE HUB, NATION'S CENTER

Trading point for 23 counties, state capital is prosperous

Out where the vast wheat fields have already begun, the gently rolling Kansas landscape is interrupted by the industrial hum of the nation's most central metropolis.

Topeka is the political hub of the No. 1 wheat-growing state. It is the nearest Kansas market over 100,000 population to the conterminous of the contiguous 48 states, to use the official Washington gobbledygook for Lebanon, Kan., where the nation's diagonals intersect.

And there's another geographic claim to fame—the state's capital city is located near the geodetic center of the North American Continent.

The focal phenomena of Topeka are interesting, dating back a century to the dramatic day when the Santa Fe and Oregon trails, pushing slowly toward distant goals, intersected in the valley of the Kaw River. Or the Kansas River, to the precisionist. Take your choice—Kaw or Kansas. Most of the natives prefer Kaw.

Kaw or Kansas, the valley in which Topeka sits traces a wide, verdant trail to the airborne observer westbound from Kansas City, 60 miles east.

**Trade Center** ■ Of more significance to the media man is the crass commercial side of Topeka and the Shawnee County metropolitan area. Its residents will spend perhaps \$200 million this year, maybe more, at retail stores. The city is the center of an 11-county primary trade area whose coffers are fed by major industries and agriculture operations.

A 23-county area with more than 500,000 population gets much of its merchandise out of Topeka warehouses and spends over \$600 million at stores and business houses.

Topeka itself has a population around the 125,000 mark and a metropolitan total of close to 150,000.

The century-old crossroads tradition was spurred when the Atchison, Topeka & Santa Fe railroad pushed westward and minimized the importance of the trail cross. The Santa Fe kept moving across the range country, though it never did reach the city of Santa Fe itself because of political shenanigans in New Mexico. It took a more friendly view toward Topeka and decided to make the Kaw Valley metropolis its headquarters.

**Shops Big Employer** ■ This past summer 2,000 employes were at work in the main Santa Fe shops and another 2,500 were running the railroad from the headquarters building in downtown Topeka. Aside from Forbes Air Force Base, with 7,600 military and 440 civilian personnel, the Santa Fe is Topeka's largest employer and the city is enjoying the economic push generated by a \$65-million capital expenditure this year. The Santa Fe payroll runs a nice \$21 million a year.

Actually government—federal, state and local—is the largest employment classification, with a total of 12,200 on the payrolls. Wholesale and retail trade provide work for over 10,200 and manufacturing for 6,750.

Topeka shares the economic influence created by a state capitol, especially one located in a large city. For a reason its civic spokesmen didn't clearly explain, the city has the dubious distinction of being the Tornado Capital of the Midwest. However scanning of weather charts shows no evidence of a single major tornado to justify the title. And just to rub it in, there's a gigantic mural by famed John Stuart Curry in the Cap-

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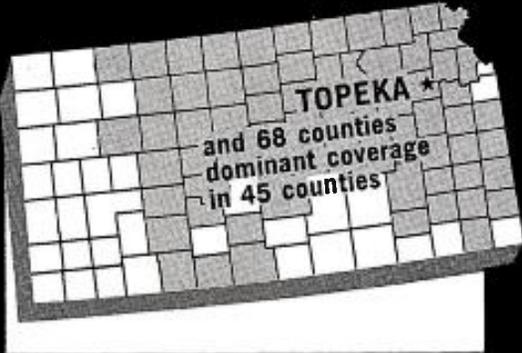
**HOMES IN WIBW-KANSAS**—355,700. More than Cleveland, Houston or Dallas.

**TOTAL RETAIL SALES** in 1961—\$1,377,992,000. An increase of \$36 million over 1960.

**PER HOUSEHOLD RETAIL SALES**—Of 300 leading national county areas, the Topeka area ranks 71st, ahead of Wichita, Omaha, St. Louis or Tulsa.

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itol rotunda that features a formidable tornado without ascribing it to some less gale-proof community no doubt hundreds of miles away or at least far out in the state.

**Well-Known Names** ■ Out near the frontier of American industry, Topeka boasts such industrial behemoths as DuPont, Goodyear and Hallmark. The Goodyear plant employs 2,800 (\$12 million payroll) making tires and tread rubber; DuPont has 475 employees producing cellophane. Southwestern Bell is squeezed into a 10-story building that looked much too large a decade ago. It's due for an expansion project. The big Fleming Co. grocery headquarters is center of 587 stores, \$203 million sales.

All around are the symptoms of growth. An urban renewal program, titled Keyway, will revitalize a 27-block area between the downtown business district, the Kaw (Kansas, if you're fussy) River, new Interstate 70 and the Kansas Turnpike running from Kansas City through Wichita to the Oklahoma line. Three railroads have access—Santa Fe, Rock Island and Missouri Pacific.

Among larger Topeka industries are Topeka Newspaper Printing Co., 250 employees and the affiliated Capper Publications, 1,100; Kansas Power & Light Co., 1,650; Metal Products Div., Armco Steel, 550.

The \$21-million Veterans Hospital helps feed Topeka's economic kitty. It's part of a famed psychiatric complex that makes Topeka undisputed World's Capital of Psychiatry. The title is based on the renowned Menninger Foundation, a non-profit center for research, training, treatment and prevention of mental illness.

**World Center** ■ Impact of this psychiatric community is worldwide, a scientific effort to relieve emotional and mental troubles through actual treatment of patients and the training of psychiatrists, psychologists, social workers and counsellors.

This organized alleviation of an illness that affects one out of every 10 Americans and fills over half of all hospital beds grew out of the practice of the late Dr. C. F. Menninger, whose two sons—Dr. Karl and Dr. William—have carried on the work.

"Direct expenditures of the foundation in fiscal 1962 totaled \$6 million," Dr. Karl said, gazing out over a peaceful country setting that soon stilled the churning mind of his questioner. While more concerned with the easing of taut emotions and mental disturbances, he agreed to give a quick economic briefing that revealed these basic financial facts—total payroll of 700 employees in the foundation and psychiatric community, \$3.5 million; purchases, supplies and services, \$668,000; other ex-

penditures of the center, \$530,000.

**Ills Costly to Nation** ■ Taking another perspective, Dr. Karl said emotional ills cost the nation \$1 billion in direct and \$3 billion in indirect costs. The foundation is promoting psychiatric education in industry, conducting seminars for top executives. It has graduated 750 psychiatrists.

On an average day 150 outpatients and day hospital patients from out of town live in Topeka. The city has around 200 psychiatrists, psychologists and others. The veterans' hospital has operating expenditures of \$7 million and a \$6 million annual payroll. Topeka State Hospital was developed largely because of the foundation; it puts over \$7 million into the community every year. Another local revenue source is

Washburn U., which is supported by the city of Topeka.

This is the sort of city that is feeling the westward push of industry and facing the wide, fertile prairies reaching to Denver. Its bank deposits have doubled since World War II (\$88 to \$180 million); Capitol Federal Savings is the state's biggest financial house (see page 78); population is up over 50% since 1950; building permits are high; Interstate 70 is tied into a vast highway system including U. S. 70 and 74; fancy new motels are going up; Goodyear has a big new federal contract for earth-mover tires; Hallmark is cutting up handsome dividends among employees.

Tomorrow's Topeka will continue to blend the economic rewards of industry and agriculture.

## CASH RECEIPTS FROM FARM MARKETINGS

	1961 (\$1,000)			1960 (\$1,000)		
	Crops	Livestock	Total	Crops	Livestock	Total
Iowa	584,408	1,957,433	2,541,841	546,496	1,942,458	2,488,954
Kansas	658,835	683,195	1,342,030	611,927	605,127	1,217,054
Missouri	394,826	733,925	1,128,751	397,017	712,596	1,109,613
Nebraska	463,588	798,212	1,261,800	445,446	766,754	1,212,200

Source: U. S. Dept. of Agriculture

## Smaller cities important in Kansas economy

### INDUSTRY, ARMED FORCES CAMPS, FARMING CONTRIBUTE

The most frustrated city in Kansas is Kansas City, Kansas. Its kid brother complex stems from the numerical and physical dominance of Kansas City, Mo. (see Missouri story, page 86), a superiority that tends to conceal the fact that it has a population of 135,000 (200,000 in Wyandotte county) and is a major industrial center.

Twelve railroads serve the city. Over 300 major manufacturing and processing plants employ 25,300 workers and turn out products worth \$2.5 billion a year. These include meat, soap, autos, frozen food, candy, chairs, flour, railroad cars, foundry products and fiber-glass.

The Kansas segment (third largest in the state) of metropolitan Kansas City suffers from the constant jibes led by Mayor H. Roe Bartle from across the Missouri River. Yet this is a city of 135,000 telephones, 25 parks, a quarter-billion in bank deposits and 280 churches.

**Auto Assembly** ■ The Buick-Oldsmobile-Pontiac assembly plant is located in the Fairfax industrial district, one of the nation's finer manufacturing parks. Procter & Gamble and Colgate make enough soap to give the city third rank in the nation. Armour, Swift,

Wilson, John Morrell (Maurer-Neuer Div.) and others are processing meats, giving it a leading U. S. position. It's third in flour-milling capacity and production, sixth in grain storage capacity and the Santa Fe operates one of the world's largest grain elevators. Kansas City Structural Steel Co. is the largest fabricator west of the Mississippi. Its stockyards are the second largest in the U. S.

**Salt Bed** ■ Hutchinson, fifth largest Kansas city, has a 1962 population of more than 38,000. Located 40 miles northwest of Wichita, it once was the site of exploration for oil. Instead the drillers found a salt bed 4,000 square miles in size and over 300 feet thick. Morton and Carey are big salt processors and the salt crop runs \$4 million a year. The city harbors the annual Kansas State Fair each September. It has grain storage tanks and elevators that extend for blocks.

The farm economy around Hutchinson totals \$25 million yearly and there are 160 industrial firms. The city is home of J. S. Dillion & Sons food chain.

When salt is taken out of the big bed, the space that's left provides one of the best storage areas in the world (see

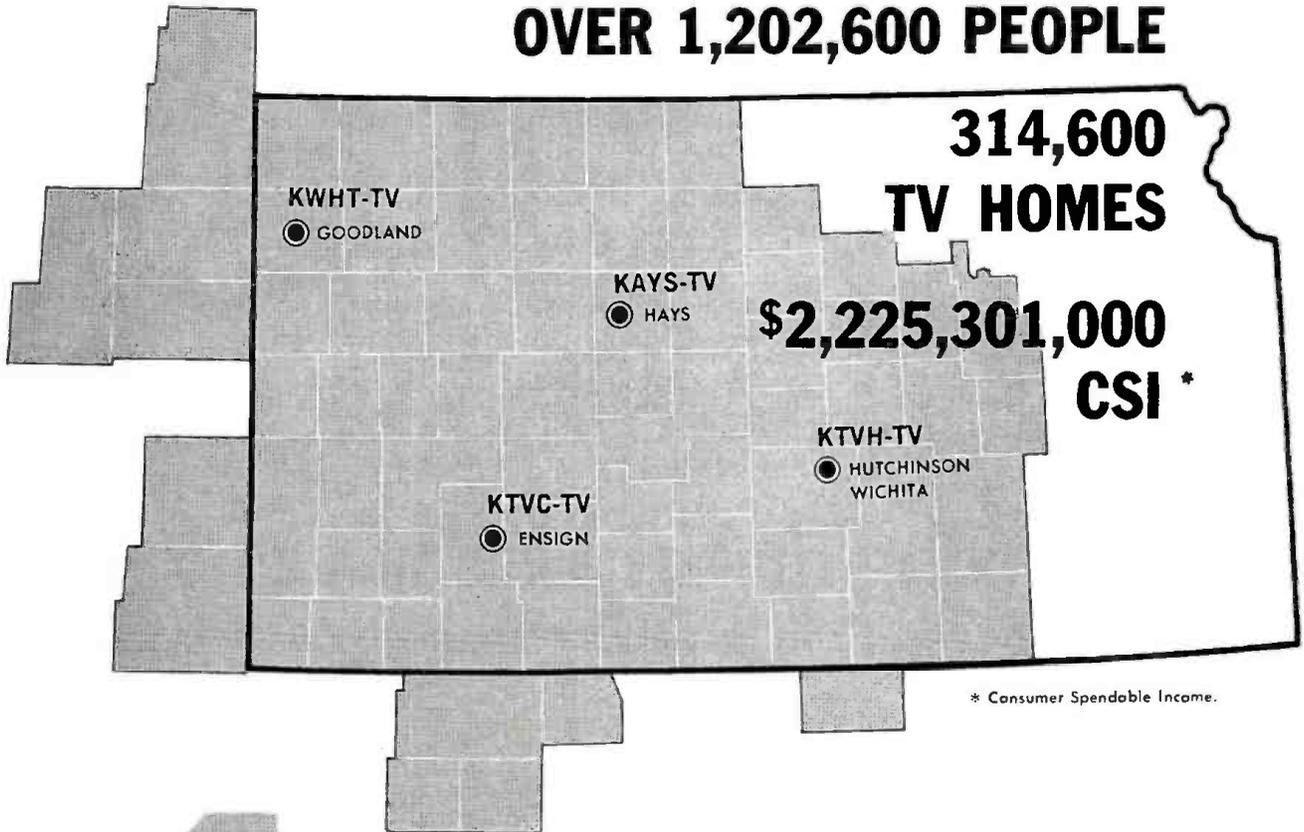
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story, photo page 100).

Lawrence, 34,000, is one of the oldest Kansas cities. It is home of Kansas U., 9,500 students, and Haskell Institute, largest federal Indian school. Both institutions are important figures in the economy. The city is about midway between Kansas City and Topeka, feeling the metropolitan influence of both. Manhattan, 25,000, another educational center, is the home of Kansas State U., with 8,000 student enrollment. Famed Fort Riley, SAC and infantry base, has a \$70 million military and \$6.5 million civilian payroll. The base's economic influence exceeds \$100 million a year. Hallmark has tripled the size of its greeting card plant.

Hays, about 13,000 population, has long outgrown its cowtown fame and is now an educational, agriculture and oil community as well as base for a famed dryland experiment station. Kansas State U. and the U. S. Dept of Agriculture maintain the station, one of the world's largest. Educational institutions include Fort Hays State College with a notable museum, St. Joseph's Military Academy and Kansas State College.

**Fourth City** • Salina is Kansas' fourth largest city, with a 1962 mid-summer population of 47,300 (54,600 in Saline County). The Schilling Air Force complex includes 12 Atlas ICBM launching sites (50-mile radius).

The city is fifth in flour production capacity in the U. S. and second in Kansas. Saline County wheat production was 3.4 million bushels last year. Wheat storage capacity is 60 million bushels. Kansas Wesleyan U. and Marymount College are located in the city. Over 100 industrial firms employ



The Menninger Foundation in Topeka, Kansas, is world famous. This is the

an average of 12,000 persons.

Great Bend, 18,000 (7,000 in 1940), blends petroleum and wheat in important amounts. In the Oklahoma City manner, Great Bend has an oil well in the city park. The combination is unbeatable—wheat on top of the ground and oil underneath. Barton County leads Kansas in oil production. Nearby is Cheyenne Bottoms, with a large lake that serves as a wildlife refuge. Pawnee Rock reeks with lore of the Wild West. It's a half-dozen miles southwest on the old Santa Fe trail—a jutting red sandstone cliff.

Coffeyville, 18,000, depends mainly on oil, aviation products, flour, railroad shops, smelters, livestock and foundries. Continental Can employs 400 in aviation and missile components.

main building to which mental patients are brought from all regions.

Ozark Smelting & Mining Co. makes paint pigments and chemicals.

Other Kansas markets include Abilene, 7,000, home of the Eisenhower Museum; Atchison, 13,000, with Rockwell Mfg. Co. and other industries; Dodge City, 14,000, with its livestock and agricultural trading center plus Boot Hill and other cowtown sightseeing lures; Emporia, 19,000, once famed as the home of William Allen White, noted editor; Leavenworth, 23,000, site of federal institutions (\$32 million payroll at Ft. Leavenworth), and assorted industries; Liberal, 14,500, booming perimeter town in natural gas and oil field; Olathe, 10,500, another boom town, with a Navy air base (\$3.5 million payroll) and Delco Remy battery plant.

# Manufacturing makes Missouri rich

## BUT FARMING AND MINING ADD IMPORTANT CONTRIBUTIONS TO ECONOMY

The foremost economic entity in the four-state Heart-of-America is built on topographic blessings enjoyed by few areas.

Missouri's evolution into a transportation and distribution center was in-

evitable. On its eastern boundary the Mississippi River is joined at the half-way mark by the Missouri; at the southeastern Bootheel the Ohio River joins the nation's mightiest stream.

From St. Louis the Missouri bisects

the state, east to west, then does an elbow turn at Kansas City toward its headwaters in the far northwest.

The march of America moved by land and water to Missouri, and then on toward the Rockies by the Oregon, Santa Fe and other trails. This mid-western state was admitted to the union as far back as 1821, aided by its facilities for commerce, farming and manufacturing.

The land that sired the distinguished Mark Twain, and Harry S. Truman as well as the notorious James Boys of 19th century fame, and now has 4.4 million residents, offers scenic delights for tourists who spend over \$700 million a year gazing over the Ozarks, fishing in its lakes, springs and rivers, and basking in the sunny greenery. Many explore the vast caverns that

### 1962 Production of Principal Crops

(U. S. Dept. of Agriculture September data)

	Winter					
	Corn	Wheat	Oats	Soybeans	Sorghum	Barley
	(000,000	(000,000	(000,000	(000,000	(000,000	(000 bu.)
	bu.)	bu.)	bu.)	bu.)	bu.)	(000 bu.)
Iowa	744	2.25	131	98.7	1.06	468
Kansas	61	208.8	95	14.7	117.9	14,364
Missouri	151	26.1	9.8	57	7.2	2,835
Nebraska	287	53.0	30.0	8.6	88.4	4,100
						3,300

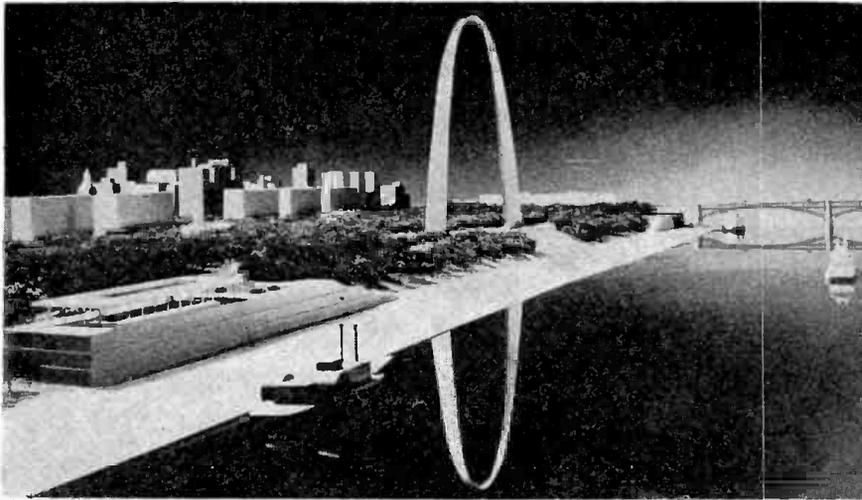
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once provided havens for Jesse James and his cohorts.

**Mountains and Plains** ■ Highway, river and air perspectives reveal a blending of mountains, rolling hills and plains. At strategic spots appear two major metropolitan centers, St. Louis and Kansas City, the booming Springfield market and such busy communities as St. Joseph, Joplin, Cape Girardeau, Jefferson City and others.

Less renowned is the fascinating Bootheel delta, a seven-county prong that juts along the Mississippi in the Southeast. It spreads from the confluence of the Mississippi and Ohio rivers, harboring deep and incredibly fertile silt eroded off farms to the north and west. Climate is mild enough to permit two crops a year. Long-staple cotton, melons, sweet potatoes, soybeans and peaches come out of this flatland, an area of bamous, lakes and canals. Once dependent on itinerant labor, the Bootheel now has been automated and most of the sharecroppers have moved out.

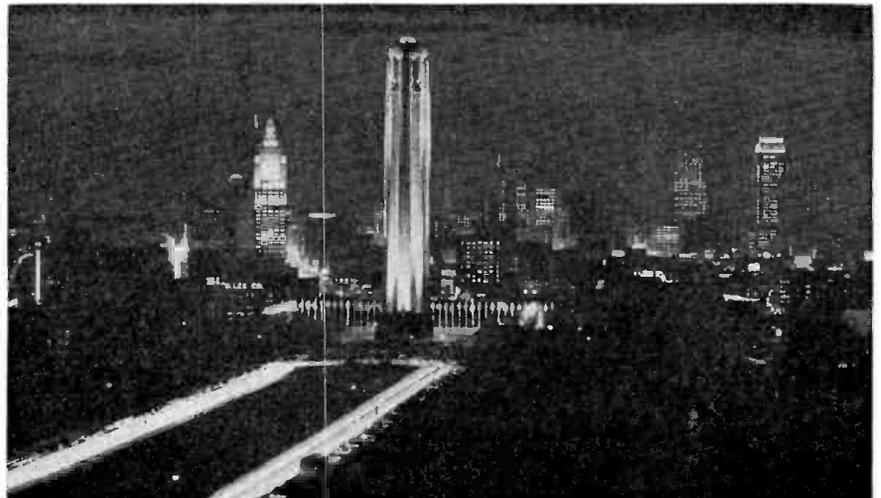
Manufacturing is the most important source of income in modern Missouri, employing 385,000 workers. Agriculture, too, is a major income source.

**Workers Important** ■ Missouri's factory employes are especially important to those who would probe the state's market potential. In the last 10 year's the buying power of factory workers has increased 40% on a per capita basis. In May of this year the weekly take-home pay of factory workers averaged \$79.21 compared to \$49.99 in 1952, according to the Missouri Division of Employment Security. This pay is what remains after federal, state and social security taxes have been deducted from the pay envelope.

Highest paid of the manufacturing classes are the 55,800 transportation equipment workers, where the average weekly earnings are \$120.78.

The wonders of the missile age bear a strong Missouri influence. McDonnell Aircraft in St. Louis, where this nation's

Two landmarks for the ages in St. Louis and Kansas City. The St. Louis Gateway to the West arch, 630 feet high, will be completed in 1964 as part of a major river-front rebuilding project. It's called the Jefferson National Expansion Memorial. Foundations already have been dug. A familiar sight in Kansas City is the Liberty Memorial honoring World War II veterans. It is located south of the main business district.



orbiting vehicles are put together, is spending \$21 million on new facilities and a space center (see St. Louis, page 90). And St. Louis-Kansas City auto assembly plants are having a big year.

**Other Growth** ■ Other industries are expanding in Missouri. Last year 118 new manufacturers opened plants representing 17 of the 20 major manufacturing types. In addition 157 established plants expanded. They included such growth industries as chemicals, apparel, leather, transportation equipment and food processors. A lot of heavy industry has been added in recent years to the basic soft-goods plants. Kansas City leads the state in new industries; St. Louis heads expan-

sions of existing industries.

Missouri is a very socialble state for new industries. Its laws and constitution have been revised to throw out the welcome mat. Cities, through bond issues, can set up factories and tax laws are attractive. So a site-hunting industry can set up business without a major investment in plant or equipment, without real estate taxes and free from sales or use taxes on equipment.

Business has been looking up in most lines this year. The first half of 1962 set a number of alltime records. Bank debits and electricity sales, two favorite barometers, were at peaks in the spring. Jobs opened in machinery, transportation equipment, apparel and government activities. A new high in personal income was set in 1961 (see tables page 60, 68).

**Other Employment** ■ Missouri's non-agricultural employment breaks up into 949,200 nonmanufacturing and 385,000 manufacturing employes. Nonmanufacturing employment looks like this:

Transportation, utilities	114,000
Wholesale-retail trade	301,800
Finance, insurance, real estate	71,400
Services, miscellaneous	189,700
Government	202,500

In the manufacturing group durable

goods employ 191,300 persons including:

Transportation equip.	54,800
Electrical machinery	25,600
Machinery (except elec.)	24,900
Fabricated metal	23,900
Stone, clay, glass	13,600
Ordnance etc.	18,600
Leather	34,100

That's the basic industrial picture in Missouri, the most highly industrialized state in the Heart-of-the-Nation area.

Though industry is the leading source of income in Missouri, the state regards agriculture as a billion-dollar-plus asset. With mechanization and increased yields, the state's farms re-

# BUILDING WITH ST. LOUIS

Enthusiasm, vitality, money and confidence are needed to keep an area apace with its destiny as a market.

Those attributes, and more, are readily apparent in the St. Louis area, largest industrial market in the West North Central Region. Evidences of progress and growth are everywhere! New expressways, industrial parks and utility expansion are part of the picture.

1961 saw the completion of 206 expansion projects representing investments of \$254 million. The \$250 million Mill Creek project, largest urban redevelopment in the U. S.; the spectacular \$89 million stadium project; the \$17 million Plaza Square development; the \$80 million Kosciusko project; the \$40 million Mansion House Center; the \$30 million Jefferson National Expansion Memorial—all are now moving to completion among many more.

In close proximity is the \$40 million Pea Ridge installation for extracting an estimated 100 million tons of iron ore. Here, too, is the only area in the nation producing six basic metals—iron, lead, zinc, copper, aluminum and magnesium.

As part of the expansion spirit, an expression of the confidence and evidence of the progress, KSD-TV and KSD-Radio expect soon to move into their new quarters.

It will pay you to re-evaluate the St. Louis market—the home of 3,000 plants and 2 million people. Write or call KSD-TV or KSD-Radio. They are ready to work with you.



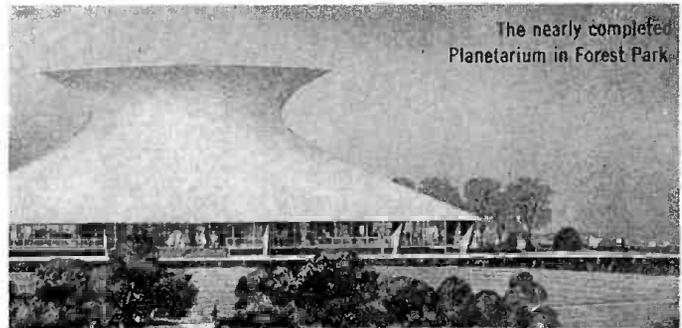
KSD-TV and KSD-Radio studios and offices, involving an expenditure of \$1.5 million, will occupy more than 35,000 square feet on the first two floors of a four-story building in downtown St. Louis.



The widely known administration building at Lambert-St. Louis Airport.



The nearly completed Planetarium in Forest Park.



ported cash receipts from marketings of \$1.13 billion last year.

With a little help from an electronic computer, the farm influence becomes even more important. Expenditures for feed, machinery, petroleum products, seed and fertilizer run around \$550 million a year. If processing of farm products is piled on top of that, the figure becomes enormous.

**Fewer Farmers** ■ As in other rural areas the size and yield of farms have increased in recent years and the number of farmers has declined. In 1940 there were 256,000 farms; now there are around 160,000; the average size is about 200 acres. Agriculture employs 150,000 persons. The number keeps declining. Down in the Bootheel last year 350,000 man-weeks of work were performed by machine, pushing out more of the disappearing sharecroppers and hoe-wielders in the cotton fields. The cotton crop brings in around \$100 million a year.

The men who controlled weeds are being replaced by spraying devices. Tractors, combines, cotton pickers and trucks have driven out 40,000 workers. Only one man is needed for each 200 Bootheel acres.

Corn is the main Missouri crop. About all the corn raised is fed to livestock, which provided \$734 million in Kansas City steaks, Missouri hams, pork chops and other meat products in 1961. Other important farm products are grain sorghum, soybeans, broilers, turkeys, tobacco, wheat, potatoes, hay, oats, and fruit. Some sugar beet experiments have been conducted in the delta but they haven't shown any promising signs thus far.

Besides industry and farming, Mis-

souri has important mineral resources and forests. The state leads the nation in lead production. An exciting new development centers around iron ore. First mined and smelted in 1815, there now is an iron revival in Missouri. Production of ore on a major basis will start next year at the Pea Ridge field and another at nearby Bourbon shows promise. The deposits are estimated at 200 million tons.

In optimistic moments Missourians dream about another Ruhr or Pittsburgh. These may be fantasies, or they may give the midwestern state the basis for an important new industry. It's a bit soon to make flat predictions. Other

minerals include coal, a \$12 million item, and zinc.

Missouri has made outstanding progress but it isn't satisfied. Lester E. Cox, chairman of the Commerce & Industrial Development Commission, said new emphasis is being placed on the drive to attract industry. "We are in a state of constructive discontent," said the somewhat discontented chairman. "We have terrain, soils, weather, minerals, two big rivers, two big cities at opposite ends of the state and important markets in all directions."

"Once we were known as Mother of the West," Mr. Cox recalled. The commission's new motto: "Mighty Mo is On the Go."



Anheuser Busch's famous team of Clydesdales takes part in every St. Louis parade, reminding all that the city is the home of the brewery.

## ST. LOUIS GETS FACE LIFTING

Billion dollar's worth of new frontage, highways, and plants will feature 200th anniversary in 1964

A westbound motorist heading over a long Mississippi River bridge toward St. Louis is apt to wonder when the earthquake hit the city. A quick investigation will show that 100 blocks are being torn down because St. Louis is remaking its river front and large downtown areas in anticipation of its third civic century.

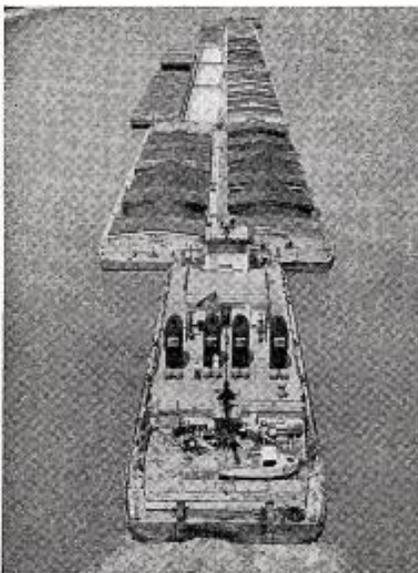
The new and improved St. Louis will be well along by the time of its 200th anniversary in 1964. The celebration will feature a billion dollar's worth of new frontage, expressways, utility plants, apartments, industrial centers, stadium and other civic improvements that are currently under way or about to get started.

**Western Gateway** ■ On the river front a 630-foot steel arch, Jefferson National Expansion Memorial, will symbolize the Gateway to the West, which is what St. Louis started out to be when Pierre

Laclede and a group of intrepid explorers picked the site back in 1764. Foundations have been dug for the arch.

St. Louis just couldn't help growing. It had 160,000 people just before the Civil War. They were attracted by the double river junction—the confluences of the Missouri and Illinois with the Mississippi, by the rail facilities and by the city's obvious advantages as a distribution point and commercial center.

Today metropolitan St. Louis reaches out into Missouri and Illinois, with an August 1962 population of 2.2 million. It has diversified industry, 18 railroad trunk lines (world's No. 2 rail center), serves as an important trucking city (No. 2 in the U. S.), ties into 13,500 miles of navigable waterways connecting 29 major industrial centers in 20 states, has seven major airlines that feed into Lambert-St. Louis municipal airport and is focal point for a network



Barge traffic on the Mississippi has been a familiar sight since early days. It plays an important part in the movement of coal and ore in the area.

# A big voice

with big things to say. That's "The Voice of St. Louis." It commands attention with big programs. "At Your Service," the trend-setting talk format. Debates, documentaries, editorials. A balanced blend of news, sports, music, talk and CBS Radio Network features. It's a big factor in the lives of families in America's heartland. Big in their buying decisions, too. There's no bigger voice in Mid-America than..

**KMOX**<sup>C</sup>  
**RADIO**<sup>B</sup><sup>S</sup>

"THE VOICE OF ST. LOUIS"



Monsanto Chemical Company's world headquarters in suburban St. Louis is laid out like a modern university. Headquarters of each of Monsanto's

seven divisions is housed in the buildings in the foreground. In the background is Monsanto's multi-million-dollar research center.

of modern expressways.

Over 3,000 industries provide work for 250,000 factory workers. Fourteen plants have more than 4,000 employes, 18 have 2,000 to 4,000 and 32 have 1,000 to 2,000. Last year the industrial-commercial expansion program reached \$254 million, since 1950 it has amounted to \$2.67 billion.

This is the city—ninth manufacturing center of the U. S.—that was known two decades by the slogan, "First in shoes, first in booze and last in the American League." It's still high in shoes and beer but no longer is represented in the American League. Anheuser-Busch and Falstaff maintain the city's fame on behalf of their beers.

**Space Age Factories** ■ Largest St. Louis employer—and Missouri, too—is renowned McDonnell Aircraft where the Mercury missiles have been put together. Next to come will be Gemini and Apollo space craft where solar rendezvous and eventually the moon are targets. Some 24,500 are employed at McDonnell, working on missiles, the Phantom military plane and assorted other means of exotic transport.

The plant was started in 1939 by James S. McDonnell Jr. In 1940 it had 57 employes and lost nearly \$4,000. Now the company has a \$153 million payroll, mostly in the St. Louis metropolitan area. Many of the employes are engineers and scientists. Counting rent, light, heat, materials, services and construction the company has a billion-dollar annual impact on St. Louis. It has 165 direct suppliers, hundreds of other suppliers and subcontractors.

### Missouri at a glance

Population 4,400,000 (summer 1962).

Nonagricultural employment 1,450,000; agriculture 145,000; 400,000 employed in manufacturing.

Eighth in U. S. in farm income from marketings, \$1.13 billion in 1961.

Total personal income 1961 (civilian) \$9.87 billion, double 1949 income.

Manufacturing in main personal income source, \$2.1 billion in 1961.

Wholesale and retail trade account for \$1.66 billion personal income.

Top lead-producing state for half-century; extensive deposits of other minerals.

Waterway links via Mississippi and Missouri barge channels; these are nation's two largest rivers.

One out of five major industrial corporations has headquarters or branch plant in state.

Center of rail, highway and air transport.

Outstanding outdoor recreational facilities.

Only state between population center and geographical center of contiguous 48 states.

Favorable tax structure for industry.

Sales totaled \$390.7 million last fiscal year. The backlog exceeds \$300 million, with a lot of contracts in the negotiation stage.

These 13 plants are in the 4,000-and-up employe group: Southwestern Bell Telephone 7,000; Monsanto Chemical 7,000; Missouri Pacific Railroad 6,000; Famous-Barr stores 6,000; Wagner Electric 5,500; Olin-Mathieson Chemical 5,300; Union Electric 5,100; Universal Match 5,000; Emerson Electric 5,000; Anheuser-Busch 5,000; Granite City Steel 5,000; International Shoe 4,000; Chrysler 4,000.

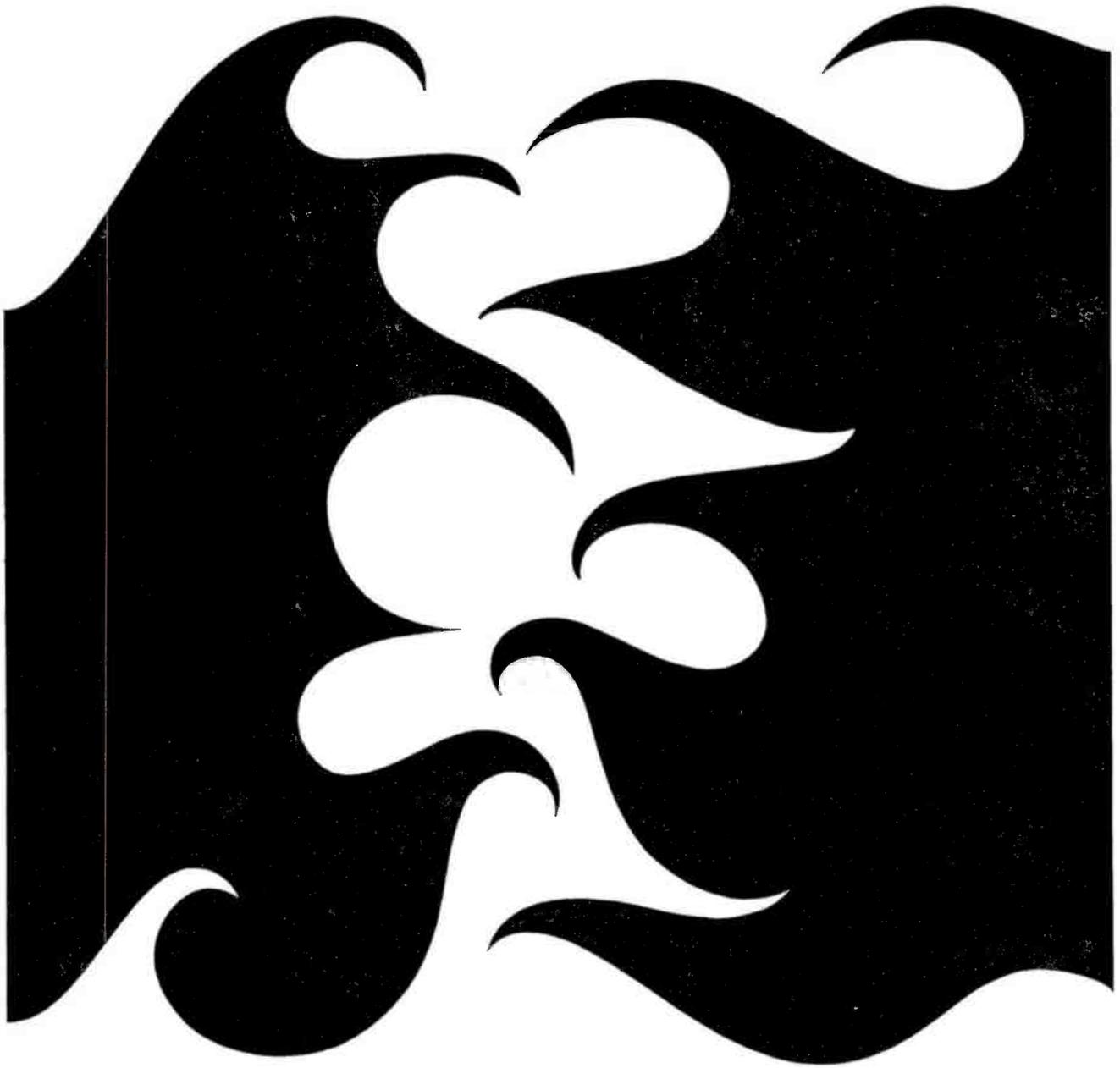
**Growth Symbol** ■ The scars of growth that soon will be symbols of progress are found all over the city itself and out into the Missouri and Illinois suburbs. Right in midtown the huge Mill Creek Valley development will harbor residential, commercial and industrial facilities. The \$89 million sports stadium is due to have a \$40 million neighbor, the Mansion House center. An industrial park at the confluence of the Mississippi and Missouri will provide 5,000 accessible acres for industry. The building spurt is seen all around. Out Lindell Blvd. between the downtown and Clayton, Mo., two new hotels are in the works and two more are projected in mid-city.

Some 50 miles away the new iron ore development in the Pea Ridge-Bourbon area has caught the eye of St. Louis' industrial leaders. They talk hopefully of the possibility of an American Ruhr or second Pittsburgh, built around ore and processing. With transportation, coal, water and central location the city figures it's the logical place for an iron and steel industry.

Two large breweries are major St. Louis employers. Eberhard Anheuser started the Anheuser-Busch empire of malt back in 1852. Now the St. Louis plant alone, 5,000 employes, has a shipping capacity of 7 million bbls. a year. National sales of the company are \$400 million from its four plants. Besides No. 1 U. S. rank in beer output, Anheuser-Busch produces yeast, frozen eggs, corn syrup, corn oil and other items. It buys \$36 million worth of farm products every year and owns the St. Louis Cardinals baseball club. The promotion and advertising budget, with heavy emphasis on radio and tv, is said to run around \$20 million a year.

**Falstaff Too** ■ Falstaff Brewing Corp., fourth nationally by volume, says its Falstaff brand is the third largest in the industry. Sales are estimated around \$165 million annually, or 5 million barrels. Combined promotion, point-of-sale and advertising are close to the Anheuser-Busch figure, including emphasis on sports broadcasts.

After the annual slowdown for change of models the St. Louis auto-



## The wedding of the waters

Do weddings make you cry?

Eons ago, two rivers were married. The ceremony joined the mighty Mississippi and the also-mighty Missouri.

Nobody cried. Nobody laughed.

Nobody even showed.

Someone built St. Louis there — and everybody

showed, making it the eighth largest market in the country. Things have been happening at that site ever since.

If you want to sell them something, tell them about it on Radio WIL. Everybody in St. Louis listens to WIL, *except* when attending weddings.

Weddings always make *us* cry.

# WIL/ST. LOUIS

WIL/St. Louis

WRIT/Milwaukee

K-BOX/Dallas

IN TEMPO WITH THE TIMES  
**THE BALABAN STATIONS**  
John F. Box, Jr., Managing Director  
Represented by Robert E. Eastman & Co., Inc.

# BULLETIN

Dateline:

KANSAS CITY

Biggest  
Development  
on the  
K. C. Scene  
since the  
beefsteak!

KUDL is now  
5000 watts...  
and full-time,  
too!

(And YOU know  
what THAT  
means!)

# KUDL

Irv Schwartz  
V.P. & Gen. Mgr.

Adam Young, Inc.  
Mid-West Time Sales



This beautiful setting in St. Louis' Forest Park is called The Jewel Box.

It attracts many tourists, especially during the Spring blooming season.

motive industry is picking up speed and will move into a peak during the autumn weeks. Missouri claims second national rank as an auto-assembly state and much of the industry is in St. Louis. The Chevrolet plant employs 3,700. It's described as the largest Chevy plant in the nation and largest auto unit in the area. Next door is a Fisher body plant that employs 3,600. Chevy's truck assembly facilities were moved not long ago from Kansas City to St. Louis.

Chrysler's relatively new plant, built just a few years ago, has 4,000 workers in the busy season. Ford has 1,500. The year has been a good one, entirely free of strikes.

**Busy Year** - Ford turned out 30,507 cars in the first seven months of 1962, with emphasis on Mercury Montereys. General Motors had 8,000 employed in mid-August. Last year its Chevrolet and Fisher Body plants turned out 265,650 autos and trucks. The GM payroll was \$40.7 million; \$61 million was spent for wages, supplies and other local items.

Monsanto Chemical has main offices

and research facilities in St. Louis. Worldwide sales were \$933 million in 1961, with 31,000 working at the American plants. Ralston Purina sales totaled \$581 million last year. The company with the checker symbol maintains research facilities that have contributed heavily to agricultural progress.

St. Louis is the fourth grain market and leading hog market of the world. Meat packing is a \$400 million business. Missouri and Illinois are in the first seven farming states. International Shoe heads the leather industry. The city is becoming a fashion center.

Industrial and commercial expansion totaled \$164 million in the first half of 1962. The civilian labor force of 825,000 includes 80,500 persons employed in various branches of government. Lambert-St. Louis airport, one of the best, may get traffic relief from a new airport proposed at Cahokia, Ill., 10 minutes from downtown St. Louis.

These basic elements highspot an economy of major importance, the largest market in Heart of America. Old St. Louis is getting a brand new face.



The Air Force Phantom II, designed for ground support, is built by McDon-

nell Aircraft of St. Louis. Here the plane is shown loaded with bombs.

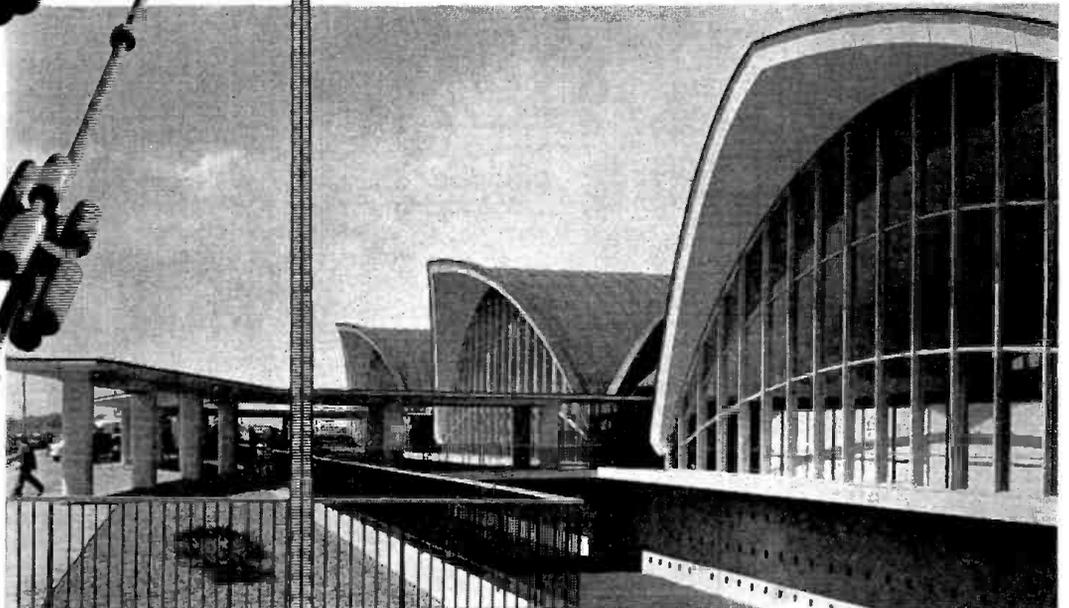


# *The NEW Spirit of St. Louis*

When Charles A. Lindbergh made his historic flight in the "Spirit of St. Louis" in 1927, St. Louis became the hub of aviation pioneering. Today, the superbly designed and internationally acclaimed St. Louis air terminal building is but one of many examples of the city's continuing progressiveness and leadership.

KTVI is proud to be a part of the exciting growth program now in progress in St. Louis.

**... in St. Louis the quality buy is KTVI**



**KTVI**  
CHANNEL  
ST. LOUIS **2**



Represented  
nationally by **BLAIR-TV**

# KANSAS CITY GROWS RICHER

Building boom, bustling meat industry, factories, transportation, space industries add to prosperity

Everything's even more up-to-date in Kansas City than the musical *Oklahoma's* eulogistic description suggests. A score of miles out of the downtown, in any direction, the double-band expressways lead right into a partially completed mid-city freeway loop with maybe an occasional detour while a freshly poured concrete ribbon is drying.

The downtown profile is changing every month as new buildings arise. More are on the way. More bridges are being added across the Missouri River. The new Midcontinent airport will be one of the nation's biggest. Industries are expanding, population is growing and markets are busy.

Kansas City vies with St. Louis for the title Gateway to the West but is inclined to settle for another version, Gateway to the Southwest, because it's Missouri's second market and St. Louis is first.

Like St. Louis, Kansas City owes its early growth to the junction of two rivers, the Missouri and Kansas (often referred to by the natives as the Kaw). Mighty Mo has enough water to supply an industrial city of 30 million population, with enough left over to keep the barges floating. A series of Kaw Valley reservoirs will expand the supply.

**Meat Center** ■ Any discussion of Kansas City turns quickly to the subject of steak and the parent enterprise—livestock. Every day a million dollars worth of livestock changes hands in Kansas City, including cattle, hogs and sheep. Every year wholesale meat sales run around \$600 million.

Adding up its elements, livestock is a billion-dollar industry, according to Jay Dillingham, head of the Kansas City Live Stock Exchange. By the time transportation, labor and utilities are added the figure gets even higher.

"Of every 1,000 people working in Kansas City," Mr. Dillingham said, "600 to 700 are directly earning money from agriculture. And there are 8,000 employes directly working in the stock yards, including buyers, processors and labor."

Swift, Wilson, Armour and John Morrel & Co., the big four of the meat business, are all represented plus seven independent packers. The Kansas City

exchange is described as the largest in the nation. The grain exchange is the nation's third largest and the city is the primary winter wheat market. It's near the top in distribution of farm implements, seeds and sorghum grains. Grain elevator capacity is second in the U. S.; grain milling holds a similar rank as does soap production.

**Steak Staple** ■ But about those steaks! Careful clinical testing tends to support the claims of Kansas Citians. Besides outstanding gourmet traits, the product is available at a reasonable price in many eating places in contrast to prevailing scales in some other parts of the country. This may be due to the fact they emanate from the biggest stocker and feeder cattle market in the nation. Stockyards officials think there are many tricks in selecting and ageing beef not generally known outside the cattle capital.

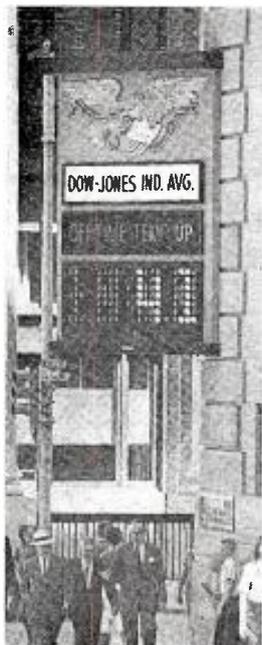
With 2,500 wholesalers moving \$3.5 billion in merchandise every year, Kansas City supplies farm equipment, lumber, machinery, hardware, metal products and wearing apparel over a broad area. It leads the U. S. in distribution of farm machinery milo, seeds; ranks second as a fruit and vegetable trading center and third in distribution of butter, eggs and poultry.

Twelve railroads, eight airlines, 17 buslines and 145 truck facilities keep things moving. Five interstate and seven federal highways converge in the midcontinent city. The barge business is increasing and will boom after the Missouri's nine-foot channel is completed. Aviation facilities employ 21,900 people. Transworld Airlines has its world shops in the city, giving employment to 5,000. Extensive networks of pipelines for gas and oil provide links that support processing industries.

**Consumer Market Huge** ■ Besides filling its role as natural capital of the agricultural heart of America, Kansas City provides a consumer market embracing over 70 suburban cities in five counties. It's 40 miles across the main metropolitan area but the \$64 million circumferential freeway and other good roads simplify access.

The civilian labor force totals 455,900, according to the Missouri Division of Employment Security. Of the 433,400 employed, 388,800 are in nonagricultural lines. Manufacturing plants have 106,700 employees; nonmanufacturing provides work for 282,100. Wholesale-retail enterprises employ 95,800, transportation-communications 40,-

Kansas City is tooling up for the growth of the West by building a vast system of loops and freeways tying into interstate and federal highways.



EVERYWHERE  
YOU TURN...



... in this wide, wonderful Heartland, things are booming. You can almost feel the electric pulse of prosperity spreading out hundreds of miles in all directions from the traditional hub of the area ... Kansas City. □ Because it is the nerve center of this rich region, Kansas City is a bright spot in the national economic picture. The underpinning of our economy is so solid and so diversified, the area's future growth and prosperity are virtually

assured. □ WDAF-TV, Kansas City's first television station, has had the good fortune to play a part in this success story. We are in the business of providing more than 2,000,000 people with news, entertainment and information, and ... □ **WDAF-TV is the largest single source of these services in the entire Heartland.** □ We will be glad to back this statement up with facts. Ask your Petry man for full details, or write to us direct. □ □ □ □

**WDAF TV 4 SIGNAL HILL • KANSAS CITY** 



Symbol of Service

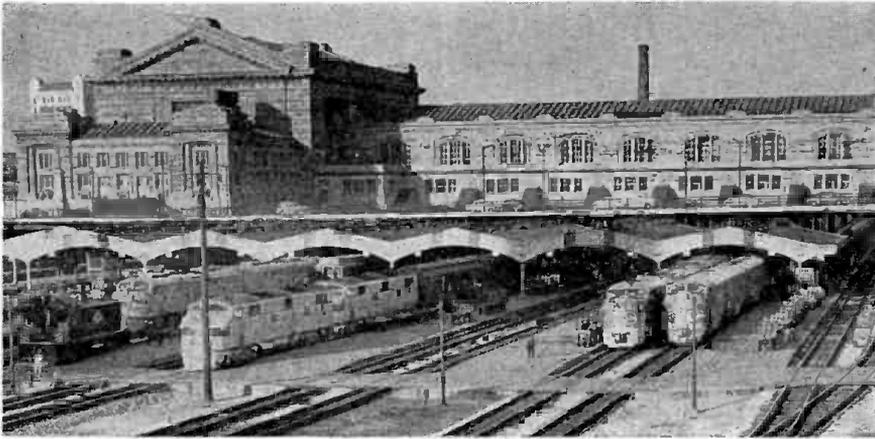
*Transcontinent Television Corporation*

In Television: WGR-TV Buffalo  
• WDAF-TV Kansas City • KFMB-TV  
San Diego • KERO-TV Bakersfield  
• WNEP-TV Scranton-Wilkes Barre

Represented by  
  
The Original Station Representative

In Radio: KFMB & KFMB-FM San  
Diego • WDAF & WDAF-FM Kansas  
City • WGR & WGR-FM Buffalo  
• WDOK & WDOK-FM Cleveland

380 MADISON AVENUE • NEW YORK 17, NEW YORK



Union Station in Kansas City is a familiar sight to rail travelers since

it has 12 trunk lines running into it and is the fourth largest in the nation.

700 and government 46,000.

Kansas City is the 21st U. S. retail market, sales rising nearly 50% in the last decade. Its 1,105,000 population in five counties is growing at the rate of 2,200 a month, spending \$1.6 billion yearly in stores. Just 112 years ago this hilly river junction had 700 residents who had settled at a spot where Francois Chouteau had set up a trading post in 1821. The population growth rate during the 1950-60 decade was 26%. Mainly a shipping transfer point for goods headed west via the Santa Fe and Oregon trails, Kansas City became a major manufacturing center three decades ago, a trend that was speeded up by World War II.

A number of industries are deep in the space-age business. Benson Mfg. Co., with 600 employes, made propulsion tanks for the reaction control systems of Mercury missiles and other hardware for space vehicles. Midwest Research Institute conducts space-

oriented studies. Dit-Mco Inc. makes automatic circuitry for analyzers used in space missions. It has 250 employes. Northrop Corp., an aerospace leader, has an option on a plant at Grandview, on the southern edge of Kansas City, planning a major project that may employ 1,000 at the start and later draw related industries. Western Electric has 4,300 employes in electronic functions; Bendix Corp. has 7,600 in electronic and atomic roles.

**Major Motor Plant** ■ General Motors and Ford have major facilities in Kansas City, providing work for 12,000 persons and a \$70 million payroll (includes some indirect employment). Ford's \$20-million payroll (3,750 employes) is centered around Fairlanes, Mercury Meteors and Ford trucks. It's Ford's 50th anniversary at the K. C. plant, first assembly unit ever operated outside a motor company's home city. Production in seven months of 1962 was 91,114 cars and 32,540 trucks, a

total of 123,654 vehicles compared with 112,517 for 12 months of 1961.

GM employs 8,650 at the Buick-Oldsmobile-Pontiac and Chevrolet plants. They turned out 205,000 vehicles in the first six months of 1962 compared with 127,000 in the same 1961 period. BOP has a new overhead monorail system, first in the nation. It added the Chevy II, Buick Special, Olds F-85 and Pontiac Tempest in the 1962 model year. In all, Kansas City plants turned out 310,620 cars and trucks in the first half of 1962.

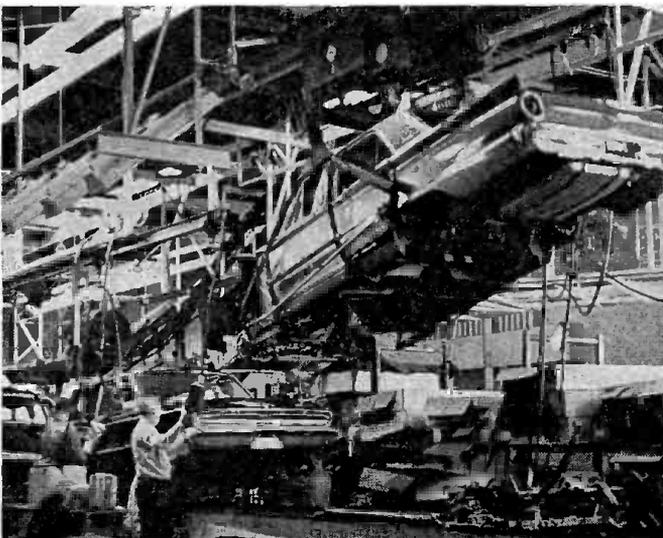
Among other large local employers are Armco Steel 3,400 employes; Kansas City Power & Light 2,000; Hallmark 2,800; Swift 1,800; Armour 2,100; Remington Arms 1,400; Phillips Petroleum 1,200; Standard Oil 1,100; Vendo (largest maker of vending machines) 800; Western Auto 1,200 employes. The whole industrial package adds up to \$2.75 billion a year. New industrial parks are providing attractive sites for industry.

Consumers Coop Assn., headquartered in Kansas City, does a \$210 million annual volume. Owned by 1,700 local coops, it produces 90% of the items in owned or controlled plants, oil wells and refineries. Nearly two-score radio and tv stations are used in the Heart of America states.

The trading post that Francois Chouteau founded has gone a long way. It's tooling up for a future that could take the market into the 2 million population group in a decade or so, if the combination of civic enthusiasm, natural resources, industrial growth and Mayor H. Roe Bartle's bouncing energy can do the trick. And if you haven't seen the mayor's energy on display, you haven't seen Kansas City an action.

The nation's first branch automobile assembly plant was built by the Ford Motor Co. in Kansas City in 1911. The radical departure was soon followed by other auto firms but the Kansas City plant of Ford has continued to be a

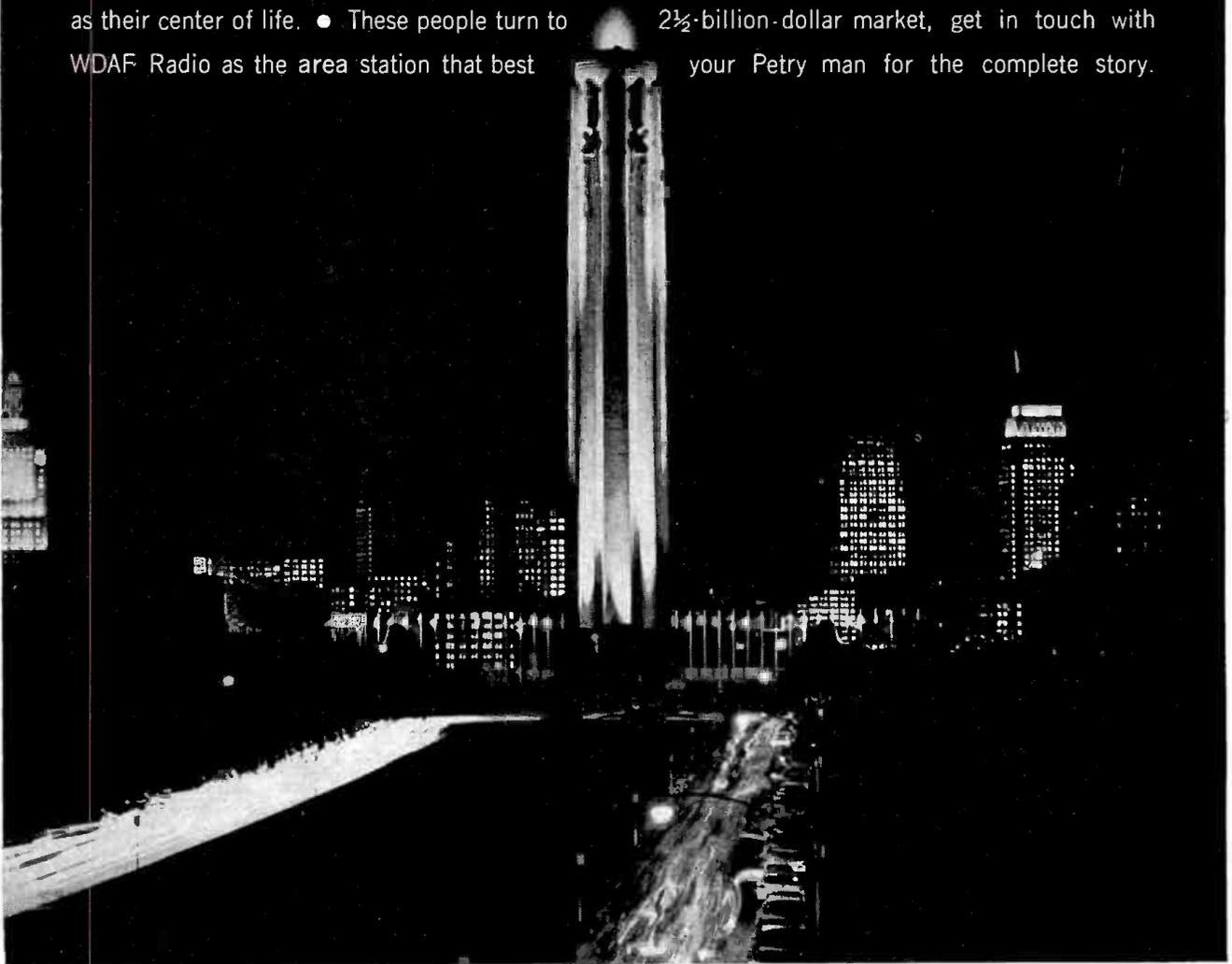
large producer through the years. Here (l) special hoists make it possible for assembly men to raise and lower the chassis. Workmen (r) water sand Fords by hand between coats of primer and finish.



Some things stand alone in the Heartland:

Just as the Liberty Memorial is more than a city monument, so WDAF is more than a metropolitan radio station. Since it first went on the air in February, 1922, WDAF has become The Voice of the Heartland to more than 3,000,000 people in 70,650 square miles, who regard Kansas City as their center of life. • These people turn to WDAF Radio as the area station that best

serves their needs and interests. No other Kansas City station matches its day and night coverage. No other station matches its broad range of programming. • If you know the Heartland, you know these things already. If you don't, and want to learn more about this 2½-billion-dollar market, get in touch with your Petry man for the complete story.



**WDAF RADIO • SIGNAL HILL • KANSAS CITY • NB**



Symbol of Service

*Transcontinent Television Corporation*

In Television: WGR-TV Buffalo  
• WDAF-TV Kansas City • KFMB-TV  
San Diego • KERO-TV Bakersfield  
• WNEP-TV Scranton-Wilkes Barre

Represented by  
**Edward Petry & Co., Inc.**  
the Original Station Representative

In Radio: KFMB & KFMB-FM San  
Diego • WDAF & WDAF-FM Kansas  
City • WGR & WGR-FM Buffalo  
• WDOK & WDOK-FM Cleveland

**380 MADISON AVENUE • NEW YORK 17, NEW YORK**

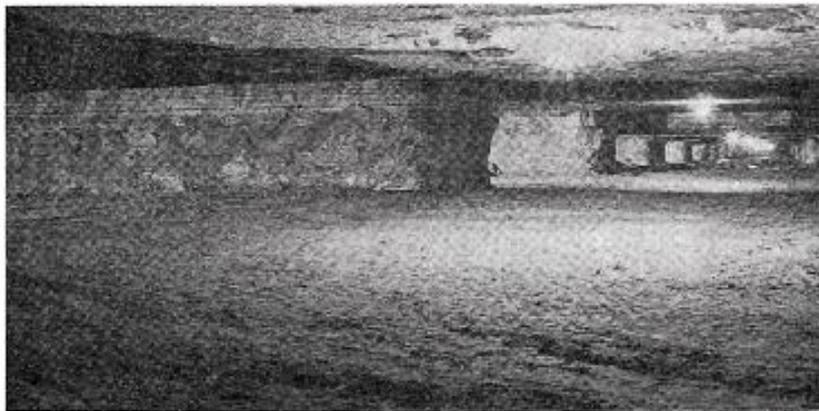
# Springfield, other cities, market centers

## RESORT AREAS ADD TO INCOME; INDUSTRY GROWING FAST

Missouri's third largest city, Springfield, dominates a trading area of 450,000 people located in the southwestern part of the state. This center of industry is close to the heart of the exotic Ozark region, about an hour's drive from the favorite vacation spots that lure as many as 15 million people a year into the area for fun, sightseeing and considerable spending.

Springfield's 240 industries and com-

merce (Greene County) support an employment quota of 56,220 persons, according to the Missouri Div. of Employment Security, of which 43,370 are nonagricultural wage and salary workers. About 12,000 are engaged in manufacturing paper products, apparel, machinery and food processing. Government employment runs 5,600 persons of the 31,400 nonmanufacturing employes. A pioneer industrial park is



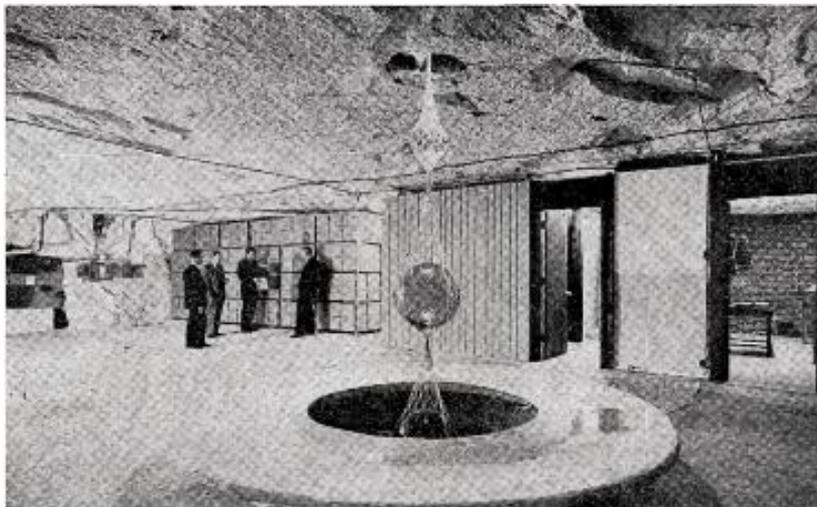
### Vast salt caves form perfect storage vaults

Business and industry are starting to move underground in Mid-America. In both Missouri and Kansas vast underground caves provide dirt and vibration free space for storage and other functions, with simple control of temperature and humidity.

Brunson Instrument Co. operates a precision tool plant in one of Missouri's many limestone caverns in the Kansas City area. J. C. Nichols has a 12-acre industrial park and there are many others—Security Terminals

at Springfield, for example.

The Missouri caverns were provided by nature. In the Hutchison, Kan., area, U. V. & S. Records Center operates enormous underground storage facilities in man-made caverns left by mining of salt. Federal Reserve Bank, insurance and many other types of records are stored there. A fountain decorates the lobby of the cavern network, and one corridor has a dozen rooms each the size of a football field (see photos).



the site of many plants.

Some time this year—probably in the early winter—the city's population passed the 100,000 mark. The current estimate is 101,000. The metropolitan area (Greene County) comprises around 128,000 persons. The city is trade area for 15 counties and agricultural center for 24 counties.

**Meat Industry** ■ Stockyards have receipts of around \$50 million a year, forming a key role in the food processing and agricultural complex.

Frisco Railroad is the largest single industrial employer. The modern shops and yards serve the entire system from Florida to St. Louis and Dallas, including technical and repair facilities. About 1,700 are employed. Lily Tulip Cup Corp., with 1,600 employed, is labeled the largest paper cup plant. Royal McBee Typewriter Co. has 900 employed in the largest plant engaged solely in production of portable typewriters.

Springday Co. has 700 in its v-belt plant. The world headquarters of Assemblies of God has a publishing house with 600 employes that puts out and distributes internationally over six tons of literature a day. Kraft Foods has 564 working its cheese plant, described as the largest in the world.

Other big industries: Trailmobile Inc., 350 employes; Producers Creamery 300; Reynolds Mfg. Co., automotive and steel fabrication, 350; M.F.A. Milling, feeds, 400; Foremost-Tastemark Dairy, 275; Hoffman Taff, pharmaceuticals, 150.

Five colleges are located in Springfield. They are Southwest Missouri State 3,660 enrollment; Drury College 1,000; Baptist Bible College 720; Evangel College 600 and Central Bible Institute 500.

Most of Springfield's business barometers are running well above last year. Bank debits in July, for example, were \$171.6 million compared to \$145.4 million a year ago. Cattle and hogs shipments are up and employment is nearly 2,000 over the same 1961 period.

**Other Large Markets** ■ Independence has a population of 85,000, with around 50 industries, and is included in the Kansas City metropolitan area.

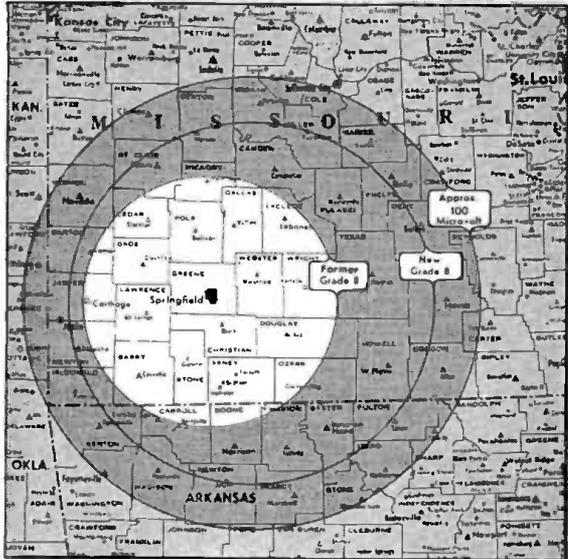
The fourth largest metropolitan center is St. Joseph, just off the tip of the Kansas City market. Its 81,000 population puts it just behind Independence. A trading post in the 1830s, St. Joseph later was famed as takeoff spot for the Pony Express to Sacramento, a 1,976-mile trip that was negotiated in a swift 11 days.

Modern St. Joseph is a livestock and grain market. Industries include meat and other food processing, pharmaceuticals and paper products. Employment totals 39,600 persons, of whom 11,120 are engaged in manufacturing. Of the 6,010 in food processing, 3,520 employ-

**KYTV'S NEW  
1609 FT. TOWER  
DELIVERS...**

**BIG  
COVERAGE**

**in this 59-COUNTY  
BILLION DOLLAR  
MARKET**



***SWEEPING*  
ACROSS A  
VAST  
MIDWEST  
EMPIRE  
WITH  
Tremendous  
New  
REACH!**

You reach your largest audience with... **KYTV**  
You reach a bigger spending audience with **KYTV**

**KYTV CHANNEL 3**  
SPRINGFIELD, MISSOURI

NBC-ABC/represented nationally by George P. Hollingbery Company

es are in meat packing plants. Electrical equipment employs 1,080 and paper products 1,050. St. Joseph will benefit with development of Missouri River barge traffic. A century ago the Hannibal & St. Joseph RR, a pioneer midwestern road, terminated in St. Joseph.

**Mining Area** ■ Joplin was once famed for its lead and zinc production. Located deep in the southwestern corner of Missouri, it now has diversified industry and an employment quota of 31,980 persons. Of these, 7,940 are engaged in manufacturing, with chemicals, textiles-apparel and food processing groups in the lead. Population in mid-1962 was at the 40,000 mark.

Originally Joplin was known as Blytheville, named after a famed Cherokee, but later was renamed after a minister when two adjacent communities were merged. Over 100 industries provide work, including the new Solar Nitrogen Chemicals making chemicals out of natural gas. Like Springfield,

Joplin feels economic impulse from the streams of visitors to the Ozarks. Among industries are Fairchild Camera & Instrument, Meeker Corp. (leather) and Empire District Electric Co. serving a four-state area.

Cape Girardeau, on the Mississippi just north of the Bootheel delta, is the largest market between St. Louis and Memphis. It has claimed the "world's tallest man-made structure" in the KFVS-TV tower, rising over 1,676 feet above the terrain. Springfield's KYTV (TV) tower is just a few feet shorter. It is the home of Missouri Barge Lines and Dry Dock. Its site on the deep-water, western side of the Mississippi, brings in extensive river traffic.

**Factories** ■ Over 100 industries serve the community. Among large plants are International Shoe, 949 employees; Marquette Cement 380; Lowenbaum Mfg. (junior dresses) 119; Missouri Utilities 214; Ralph Edwards Sportswear 124; Southwestern Bell Telephone

150; Superior Electric Products 191 and Davis Electric (television coils) 176.

Population of Cape Girardeau in mid-summer 1962 was estimated at 26,000.

Jefferson City, the capital, is centrally located and enjoys the usual business activity that centers in a state's political-governmental headquarters. State agencies employ 5,000 persons. The city has raised a \$325,000 fund to attract new industry. Its population is around 30,000. Industries include printing, garment, rail shops and shoe manufacturing. The city overlooks the Missouri River. Columbia, home of the University of Missouri, has a population of 37,000. The university's journalism school was the first in the world. It publishes a daily newspaper and KOMU-TV is university-owned. Stephens College for Women and Christian College for Women are major institutions.

# Industry finds Nebraska's open spaces

## FARMING STILL SUPREME; STATE THIRD IN CATTLE, WINTER WHEAT

Out where the frontier begins and the industrial belt tapers off, the state of Nebraska has built a billion-dollar-plus industry out of the soil and is looking ahead to extensive industrial development.

This state, with 1.46 million people, has open spaces all the way from Lincoln to the Colorado-Wyoming border, interrupted occasionally by agricultural

and industrial communities. But the fertile plains and the grazing vastness of the Sand Hills are starting to lose their isolation in the face of industry's westward march and the progress of communications.

Industry, business generally and agriculture are moving with the impetus of the midcontinental growth. Automation on farm and in factory are creating

Industry is becoming more and more aware of the possibilities of Nebraska as a plant site. This is a night view of

the ammonia distillation and storage facilities of the Nitrogen Division, Allied Chemical and Dye Corp., Omaha.

adjustment problems but this is characteristic of most of the nation.

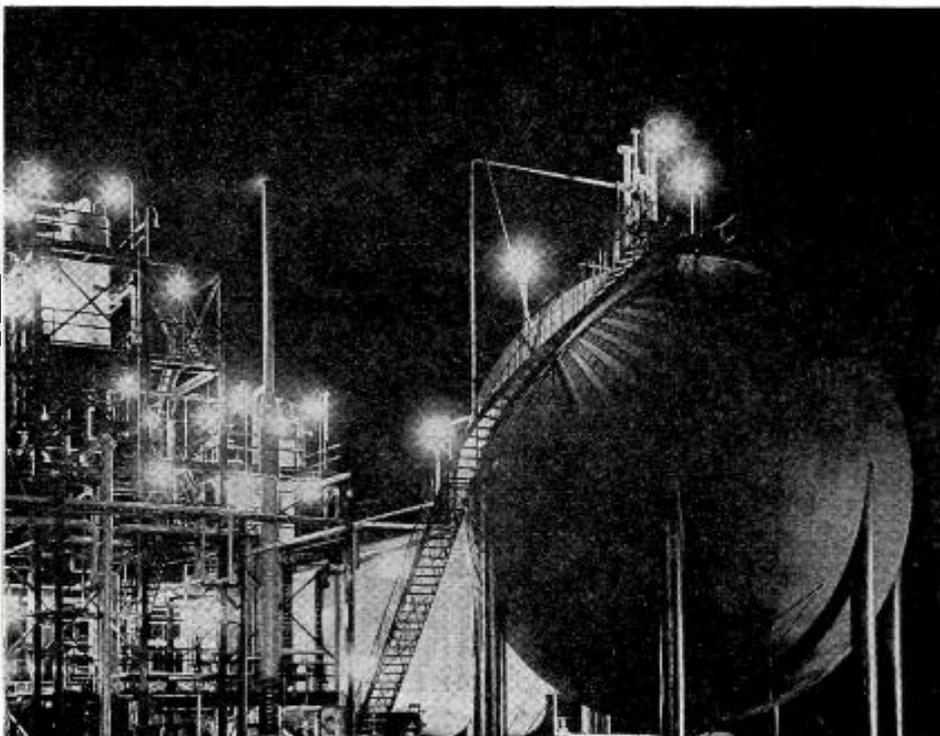
The sale of farm products runs around \$1.2 billion yearly in Nebraska; farmers themselves spend \$1 billion for production expense.

Nebraska's plains and hills yield products that give the state these rankings: Third in cattle in the U. S., third in winter wheat and third in sorghum, to cite three examples.

**Economy Prospers** ■ Business is good in Nebraska this year. Nearly all of the business barometers are above last year. Total employment went over the quarter-million mark for the first time in 1961. Average compensation is up 46% from \$3,045 in 1951 to \$4,474 in 1961. Since there was a rise in employment during the decade, payrolls have more than doubled.

The meat-packing complex is unsurpassed anywhere. Pleasant conditions for business—low taxes, for instance—are attracting industry. The state government is as unpolitical as any in the nation and probably the least sapper of private profits. Troubles of highly unionized centers are seldom encountered. The atmosphere is sound, sane and conservative. In Nebraska they leave the fancy-pants interference of bureaucrats to other states and Washington.

Some states in other regions could take lessons from the farm-dominated legislature. The agricultural legislators are behind the impressive industrial and commercial progress. They even held



RELAX DUNKOWSKI!  
YOUR MUDDER'S CLEAR  
UP IN OMAHA - SHE  
AIN'T GONNA KNOW  
YOU'RE ON DA BOTTOM  
OF DIS PILE!

AU CONTRAIRE, FRANCIS.  
MUMSIE IS LISTENING TO THIS  
GAME ON KOIL. THEY BROADCAST  
ALL THE ST. LOUIS CARDINAL  
GAMES IN OMAHA. MUMSIE AND  
ALL HER FRIENDS LISTEN TO  
KOIL BECAUSE:



KOIL has 40% more adult audi-  
ence than the next best station



KOIL has more total audience than  
the next two stations combined



KOIL's latest Pulse rating is  
37.3% share (Metro Pulse, May  
'62—all day)



### SCHEDULE

Live Coverage of St. Louis  
Cardinals Pro Football

Sept. 16	Cards vs. Philadelphia	1:35 PM (EDT)
Sept. 23	Cards vs. Green Bay	1:06 PM (CST)
Sept. 30	Cards vs. Washington	2:05 PM (EDT)
Oct. 7	Cards vs. New York	1:05 PM (CDT)*
Oct. 14	Cards vs. Washington	1:05 PM (CDT)*
Oct. 21	Cards vs. Cleveland	1:05 PM (CDT)*
Oct. 28	Cards vs. Dallas	1:35 PM (CDT)
Nov. 4	Cards vs. New York	2:05 PM (EST)
Nov. 11	Cards vs. Pittsburgh	1:05 PM (CST)*
Nov. 18	Cards vs. Cleveland	2:05 PM (EST)
Nov. 25	Cards vs. San Francisco	1:05 PM (CST)*
Dec. 2	Cards vs. Pittsburgh	2:05 PM (EST)
Dec. 9	Cards vs. Dallas	1:05 PM (CST)*
Dec. 16	Cards vs. Philadelphia	1:05 PM (CST)*

\* Home Game

**A STAR STATION**  
Don W. Burden, President

**KOIL**  
OMAHA

SOLD NATIONALLY BY H-Radio

a special session for the purpose of appropriating more money for industrial development.

**People Enthusiastic** ■ Many Nebraska businessmen have the enthusiasm of rooting sections at a mid-winter basketball game. It's observable after a few minutes in Omaha or Lincoln, two modern and progressive cities. The natives talk about Nebraska beef as though nobody else produced beef. It's good, but K.C. steaks are tasty, too.

With what is called the largest live-

stock marketing terminal in the world at Omaha, Nebraska sets the pace for the nation's packing industry with its modern, scientific and automated plants. They've got the business of packing down to such scientific principles that a steer is killed humanely and within minutes has gone through a conveyor system—three are processed every minute. Last year Cudahy built a \$4-million plant at Omaha, an automation engineer's dream.

Four of the big packers—Armour,

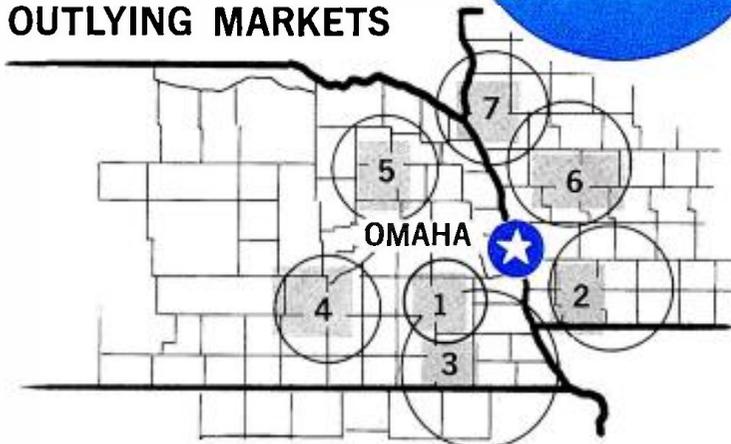
Swift, Cudahy and Wilson—have Omaha plants. The state has 89 packing facilities. Armour has moved its beef and pork headquarters to the city and it has a second plant in North Platte. In Omaha alone Armour's 2,500 employees dress 170 animals an hour. At Lincoln, American Stores has an ultra-modern plant that processes and loads into a truck or railroad car within an hour.

Swift has a new gimmick, do-it-yourself tenderizing in which the steer does the work. Swift feeds a natural food enzyme to the steer just prior to processing. This enzyme comes from the papaya plant. The papaya product,

# WOW is a



## EVEN IN THESE OUTLYING MARKETS



With regional Radio WOW, you get OMAHA, plus top ratings in the seven most important sub-markets.

Based on Share of Audience, Pulse, March-April 1962, WOW's average in all seven sub-markets is 24% . . . and the average of the best local stations is 20.8%.

WOW is a *Lively Habit* with more city, small-town and farm listeners than any other radio station in this rich, 103 county area.

These are the 7 markets and areas WOW delivers to YOU — in addition to OMAHA.

- ① Lincoln, Nebraska
- ② Shenandoah, Iowa
- ③ Beatrice, Nebraska
- ④ Grand Island-Hastings-Kearney, Nebr.
- ⑤ Norfolk, Nebraska
- ⑥ Denison-Carroll, Iowa
- ⑦ Sioux City, Iowa

REGIONAL RADIO

# WOW



Contact Bill Wiseman or your local Blair Man.

A MEREDITH STATION



### Where's America's hub?

The focal point of the 48 contiguous states—where two diagonals from the four corners of the U. S. intersect—has two municipal claimants to the Hub of America title.

Lebanon, Kan., and Red Cloud, Neb., promote with considerable zeal their right to hold the title. Lebanon backs up its claim with a monument (see photo on lead page).

Red Cloud—named after the Indian chief—is the county seat of Webster County in south central Nebraska. Its Hub of America claim is based on the fact that it is only five miles from the Kansas line and 20 miles from the geographical center of the 48 states.

Red Cloud, with 1,525 population boasts two newer assets—Western Electric Co. and American Meter Co.

called papain, goes through the steer's circulatory system. After that it's up to the consumer. All he has to do is cook the beef and the new tenderizing process is complete. Swift calls it Pro-Tem Beef. The Sioux City, Iowa, Swift plant and a score of others in the Swift empire now process Pro-Tem beef, which is said to give the housewife a real break because 13 new cuts can now be cooked with dry heat—chuck, brisket, sirloin tip and other cuts that formerly required moist heat.

Wilson's plants in Omaha and South Omaha pioneered freeze-drying of meat in which quick-freezing is done in a high-vacuum dehydrator and 98% of the moisture is removed. This can be kept without refrigeration and returns to its original state after soaking in water 15 minutes.

**Leads in Packing** ■ The packing complex started out in a farmhouse four-score years ago. Just for luck there was a saloon in the basement. Out of that



Huge Memorial Stadium of the University of Nebraska at Lincoln draws

big crowds for home games of the Cornhuskers.

grew an Omaha livestock run that had grown to \$600 million in 1961. Omaha boasts it has led the packing world seven straight years. Nearly 15,000 are employed despite the extensive automation. The corn and oats for the critters are delivered to a 20,000-bu. elevator, loaded into trucks that blow it into pens for feeding. West Side Feeding Co. even has a ladies' lounge overlooking the livestock exchange lobby and market broadcasts are piped into a snack bar. Other stockyard facilities include a clothing store, barber shop, accounting firm and telegraph office.

Curious thing about Nebraska's agriculture—Campbell Soup has to get maybe half the chickens for its two chicken soup plants in the state from the east. There just aren't enough chickens in Nebraska, according to farm economists.

At the U. of Nebraska, where many important developments in scientific farming have originated, they've come up with caesarian delivery of baby pigs. Dr. George A. Young, veterinary science head, found he could break the cycle of two serious pig ailments by doing a hysterectomy on a sow about

two days before normal delivery. These pigs are called specific pathogen-free (SPF for short) and are reared four weeks in isolation. The technique is starting to spread all over the world. There's an SPF state certification program.

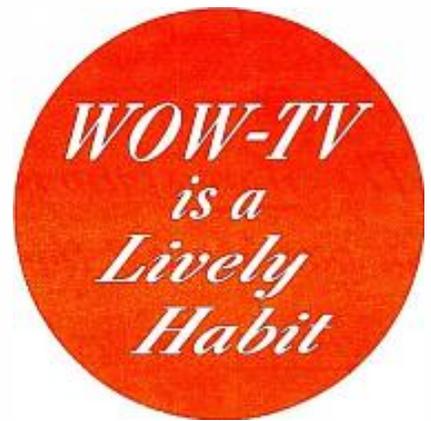
The university has a new corn trick called "till planting" that cuts work and production costs. A new machine eliminates plowing, disking, harrowing and rotary hoeing. A university-developed machine tills the soil, plants seed and applies both insecticides and fertilizers. About 60,000 Nebraska acres are till-planted this year compared to 11,000 in 1961. And half the corn crop is now shelled in the field by combines.

**Safflower Experiment** ■ A lot of work has been done by the university with safflower, an Asian plant with a fabulous future as a source of oil. Modern living, with its emphasis on dietary devices, provides hope for safflower because it is a source of unsaturated fatty acids. The crop is grown on 75,000 acres in the Nebraska Panhandle and processed in Sidney by General Mills and Pacific Vegetable Oil Corp. Unsaturated fatty acids don't raise the cholesterol level in the blood, lessening susceptibility to heart ailments.

Like any new crop, safflower has problems such as rust and other diseases. These are being attacked with new strains developed at the Scotts Bluff and Box Butte experiment stations. It's being used in margarine, salad oils and other food products.

One of these days safflower will rank second only to wheat as a western Nebraska dryland crop, it's believed.

The large cities are getting larger and the small ones are getting smaller in Nebraska. Omaha and Lincoln urban areas have almost one-third of the population and almost half the total urban



in



counties in



states\*

The Omaha TV market is more than Omaha — when you use WOW-TV.

In 41 counties of three states — Nebraska, Iowa, Missouri — WOW-TV leads in news coverage, is the only TV station with a farm department, has a professional meteorologist as a weatherman.

Because WOW-TV provides the kind of *every day* service midwesterners want, it's a "Lively Habit" with viewers in this area of more than 1,162,800\* people.

\*Source — *Television Magazine*; SRDS.

LIVELY  
**WOW-TV**



Contact  
Ken Quaife  
or your local  
Blair Man

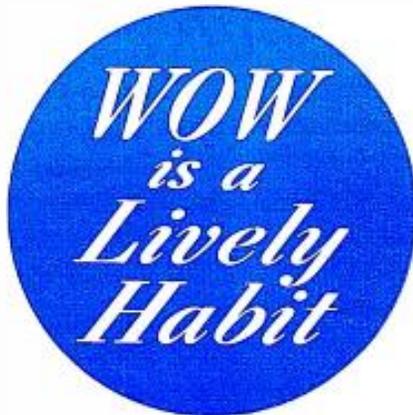
A  
Meredith  
Station

○  
●

*The More stations  
in our Market the  
Merrier for us!*

**10 YEARS AGO**

there were 40 radio stations in the WOW area. At that time Pulse reported WOW the leader with 24% of the audience. Today, in 1962, there are 90 radio stations and 16 TV stations in the same area. WOW is still the leader, says Pulse, with 24% of the audience.



**IN ITS NEARLY 40 YEARS** of broadcasting regional WOW has been a *Lively Habit* with more city, small town and farm listeners than any other single station.

*Regional Radio*  
**WOW**

Contact  
Bill Wiseman  
or your local  
Blair Man.  
A Meredith Station



and town population. In 1930 the two cities had just a fifth of the total.

**Population Unchanged** ■ The population holds a rather steady level in Nebraska despite all the former talk about out-migration. The increase since the 1950 census is from 1,326,000 in 1950 to an estimated 1,420,000 in 1962, about 7%, according to Dr. Edgar Z. Palmer, director of the U. of Nebraska business research bureau's statistical service. But, he said, "considerable shifting has taken place."

As the size of farms increases and automation changes farming methods, farm areas are being depopulated. Many young Nebraskans head for Omaha and Lincoln.

Dr. Palmer stressed the importance of Nebraska's location on the frontier of the industrial belt as this belt spreads both west and south. He cited Columbus, Fremont, Beatrice and other communities that are developing industrially. Columbus has many small plants plus Behlen Bros., making grain bins. Much of the industry is oriented to agriculture just as the Mississippi banks have chemical and machinery plants serving a farm market. Alfalfa dehydration is growing in importance. Dempster Mills Mfg. Co. at Beatrice—and you simply must put the emphasis on the "at" syllable in Beatrice—employs as many as 500 making steel tanks.

Agriculture supplies 20-25% of Nebraska income in a good year but only 10-12% in a bad one. There hasn't been a bad drought in six years.

Nebraska pins some of its hopes for future progress on a supply of 315 trillion gallons of ground water, a lot of it under the Platte River, Dr. Palmer said. Sometimes the Platte is completely dry in spots but underneath there is water at a constant temperature that, along with 5,570 miles of flowing streams, supplies water for 2½ million irrigated acres. Total land in cultivation is 22 million acres. Livestock on farms totaled 5.4 million cattle and 2.5 million hogs and pigs last Jan. 1.

**Business Climate** ■ Nebraska's business prospects are tied to these elements: Pleasant business climate (no personal, corporate or sales taxes); right-to-work law and anti-agency shop law (outlawing forced payment of union dues by non-union people); conservative political philosophy; central location; low (2.4%) unemployment rate. Less than 20% of the labor force is unionized.

A garment industry has developed in an unusual pattern. Cloth is cut in Chicago for women's garments, trucked to Nebraska where it is sewed and hauled back to Chicago for distribution.

The state government is far-famed for the only unicameral (single house) legislature in the nation. The legislature

**Nebraska at a glance**

Sale of farm products totals \$1.2 billion yearly.

Farm production expense runs \$1 billion.

Third of labor force engaged in agriculture.

Farmers, farm suppliers and processors have personal income of over \$710 million, fourth of state's total.

World's largest livestock marketing terminal and packing facilities.

Outstanding development of agricultural research facilities.

Key Strategic Air Command base and missile facilities at Omaha and Lincoln.

Over 300 trillion gallons of ground water.

Favorable climate for business and industry; right-to-work and anti-agency shop laws; active industrial development program; lowest industrial electric rates between Mississippi and Rockies.

Conservative political philosophy.

Low unemployment rate.

Two large insurance centers.

World's first sodium graphite nuclear power plant at Hallam.

Second state in number of beef cattle (Texas is first).

Unicameral (one-house) legislature, and it's non-partisan.

Population is 55% urban (40% urban in 1940).

State taxes (\$65 per capita) second lowest in nation.

Development of petroleum and gas production projected.

Total of 22 million acres under cultivation (2.75 million irrigated).

consists of 43 Senators elected by non-partisan ballot. The legislature is co-operating in an industrial development program.

Radio and television have been important factors in building the desire





Omaha is home of what it claims is and meatpacking center. This is an the world's largest livestock market aerial view.

of rural people for high living standards, according to the State Development Commission. And as industry moves westward, farm residents supplement their income from farms by jobs in industry, a role in which women join. Fewer than a third of the people now live on farms.

The whole state is served by public power. Industrial rates are low. A new atomic plant is the latest project.

These thrifty Nebraskans have what is generally deemed one of the great capitol buildings in the world. It was built on a pay-as-you-go basis from 1925 to 1932 and is an outstanding example of contemporary government architecture with a classical influence.

Nebraskans keep coming back to the happy working climate, high production per worker, freedom from strikes and tiny unemployment segment (15,000) as they discuss their state.

While population is rising slowly—probably by 25,000 in 1962—payrolls are up 140% since 1950 compared to 6½% for population. Total personal income is up 40% and employment has almost doubled.

Since markets are judged to an im-

portant extent by their population growth, Nebraska gets a bad deal from those who measure the state by this barometer. A look around, however, will show new and garishly modern industrial plants and buildings.

**Insurance Headquarters** ■ With three-score insurance companies having their home offices in Nebraska, investment money finds its way into new office buildings and plants. (See Omaha and Lincoln stories, pages 112 and 109.). Nebraska's agriculture has been adapted to scientific methods, many of them developed at the state university.

Nebraska is in the early stages of tourist promotion yet already it envisions \$500 million a year of visitor money. A historic park is projected at North Platte, where Scouts Rest Ranch was Buffalo Bill's home for 30 years. A \$10 million resort is planned at Lewis & Clark Lake. Interstate highways will aid Nebraskaland. Unlimited water underlies many parts of the state.

Out in Nebraskaland eastern-style industries are appearing. For example, Monroe Automatic Equipment Co. in Cozad (3,200 population) has a year-old \$4.5 million plant and employs 800 workers who make shock absorbers and such items. **There are six major auto trailer firms.** Ogallala in the western panhandle notch has the Good-All Electric Mfg. Co. employing up to 1,000 and is becoming an electronics center.

Though not a large state population-wise, Nebraska is proud of its educational system, particularly U. of Nebraska, Creighton U., Omaha U. and 19 other institutions of higher learning with a total enrollment of 30,000.

**Adopted Son Boots One** ■ With this background, Nebraskans were peeved when Theodore C. Sorenson, Nebraska-educated speechwriter for President Kennedy, made a speech at McCook

*Merchandising  
is a*



*at WOW-TV*

●  
**ONLY TV IN THE  
OMAHA AREA WITH**

*Feature  
Merchandising  
Service*

“Merchandising” is more than a word with WOW-TV. It's a “*Lively Habit.*” With “*Feature Merchandising Service*” your advertising dollars go beyond the commercial—reach right into food and drug outlets at the vital point of sale. It's exclusive with WOW-TV (and WOW Radio) and just one more reason why WOW-TV is a “*Lively Habit*” with so many important advertisers.

**LIVELY  
WOW-TV**

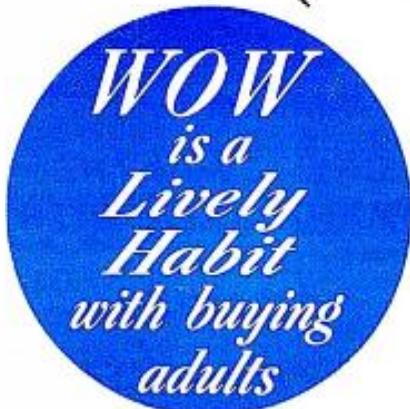
Contact  
Ken Quaffe  
or your local  
Blair Man



A  
Meredith  
Station



*Most of our audience is young adults*



**96% OF OUR REGIONAL AUDIENCE IS ADULT**

All of our audience used to be teenagers... but now most of them are 17-40 young marrieds. They got the "Lively WOW" habit early... and are still listening. That's why regional WOW is still number one in an area which has 90 radio stations... with 24% of the audience... and 96% of them buying adults. WOW has been a LIVELY HABIT in 103 counties for nearly 40 years.

*Regional Radio*  
**WOW**

Contact Bill Wiseman or your local Blair Man.



A Meredith Station



Deep in an alfalfa field these scrubbed and polished Poland China hogs are

a far cry from the nondescript varieties of a few years ago.

July 11, 1961 in which he was quoted by the press as calling the state "an educationally depressed area." In another burst of undiplomatic inspiration he was quoted as calling Nebraska "old, outmoded, a place to come from or a place to die." The roars that followed could be heard from the 400-foot spire of the Capitol to the far reaches of the Platte River.

The natives figured the White House staffer perhaps was unhappy about the conservatism of Nebraska politics. In any event, Charles Chace, managing director of the Nebraska Chamber of Commerce, decided to conduct a study into out-migration of Nebraskans. The chamber teamed with Associated Industries of Nebraska. Ringing in their ears was another Sorenson sentence: "... a steady exodus of young people from this state, seeking as their ancestors sought, a better life for their children..."

Some 230-odd companies reported in the study that 6,900 of their employes are not native Nebraskans and that they have had to recruit several thousand from other states. It was shown, too, that the outflow is being reduced and the trend will be reversed within the current decade. But this was small consolation to those still screaming about what has been called the "Sorenson Smear."

"Nebraska is the place for industry," said David Osterhout, chief of Nebraska Resources, a division of the state government. "We have high productivity and a fine industrial climate in a centrally located state with lots of space. Our water resources are enormous. Our industry is modern and growing. Our agriculture provides raw materials. We have extensive resources. Our Legislature is encouraging new industries to

located their plants in Nebraska."

And agriculture will continue its development. Last year Nebraska ranked third in production of rye, fifth in corn, fifth in alfalfa, fifth in sugar beets, first in wild hay. The newer crops such as castor beans, high amylose corn and safflower offer promise.

Dr. Palmer estimated the number of persons employed in manufacturing will exceed 80,000 in 1970, double the total just before World War II. The physical volume of business should triple, and be double that of 1950, he forecast.

Nebraska employment includes these elements: Labor force 630,000 employes; manufacturing 66,500; trade 92,000 transportation, utilities 38,000; finance and business 21,200; service industries 53,000. The federal government provided \$95 million in its 1960 Nebraska payroll, with 19,400 employees. The most striking change in the 1950-60 decade was the decline in farm employment from 29% to 21% while factory employment increased.

That's Nebraska, "Out Where the West Begins."



# LINCOLN MARKETING CENTER

Attractive streets, modern stores draw customers; fourteen life insurance firms make city their base

Oldtimers in Lincoln still talk about the summer of '36, the hottest and driest of a scorching decade. That was the summer several of the big downtown stores put in air-conditioning. They not only put it in; they kept it running despite the years of drought that caused widespread water shortages.

Lincoln's store-cooling secret was a series of surging streams of underground water that hadn't been affected by the lack of rain or the excessive heat. The word got around the Midwest and folks came all the way from Nebraska's sandhills, Iowa and Kansas to do their shopping in leisurely comfort. After all, air-conditioning was somewhat of a novelty at the time.

**Attractive City** ■ Ever since 1936 Lincoln has been drawing shoppers from afar. They like the careful municipal housekeeping that keeps the city attractive. They are drawn, too, by the University of Nebraska, the charm of the famed contemporary Capitol and the highway network that now includes Interstate 80. And the city is a wholesale center.

The ground water still keeps Lincoln cool and provides the city water supply. It helps regional agriculture—200,000 acres of land are pump-irrigated within a 50-mile radius.

Located in the center of the grain

belt, Lincoln is a major storage center and can handle 50 million bushels. Within a year 600,000 cattle are fed in a 60-mile radius and there are 100,000 milk cows. There are 174 industrial firms. The 14 life insurance companies with home offices in Lincoln have nearly \$2 billion insurance in force. A score of fire and casualty firms based in Lincoln receive \$17 million a year in direct premiums. Total assets of the companies exceed a third of a billion dollars.

Lincoln's 1962 city population is figured at 132,300, with 155,300 living in Lancaster County. That makes it the second largest metropolis in the state, with Omaha in the lead. But promotion-minded Lincoln businessmen emphasize the regional aspects of the economy. They note that a tv or radio signal, for example, can reach as many as 900,000 people in a two-state area (including northern Kansas) and they describe Lincoln as the shopping center for the 70-plus counties served.

The metropolitan labor force of 65,450 employees includes 8,250 in manufacturing industries. There are 174 industrial firms. Government provides employment for 12,800—2,900 federal, 9,900 state and local, and 6,900 in educational, utility and medical service functions. A Veterans Administration



Nebraska's towering Capitol is a Lincoln landmark.

*Largest  
News  
Staff*

With the midwest's largest full-time news staff and 100 correspondents, WOW-TV gives greater coverage of local and regional news than any other TV station in its area. Facilities include 7 teletype machines, CBS closed circuit video tape news, and 5 mobile units.

*NEWS  
is a  
Lively  
Habit at  
WOW-TV*

NEWS has been a "Lively Habit" with WOW-TV since it first went on the air 13 years ago (first TV station in Omaha)...and viewers in the 41 county, three-state area covered by WOW-TV have the "Lively Habit" of tuning to Channel 6 for the most complete news reports.

LIVELY

**WOW-TV**

Contact  
Ken Quaife  
or your local  
Blair Man

OMAHA

6

A  
Meredith  
Station



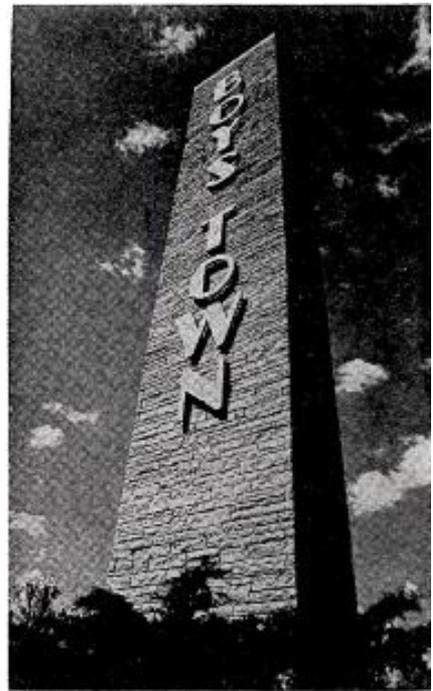
hospital adds more jobs. Arthur D. Little Co. has designed a 25-acre industrial park 3½ miles from downtown.

**Air Force Payroll** ■ Lincoln Air Force Base has a \$25 million yearly payroll, with 25,000 persons involved in the complex. Lincoln and Omaha are surrounded by missile installations. Lincoln's base spends \$3 million a year in local purchases.

The city looks around at depressed markets and likes to call itself an "impressed area." Unemployment is low and retail sales keep climbing. A con-

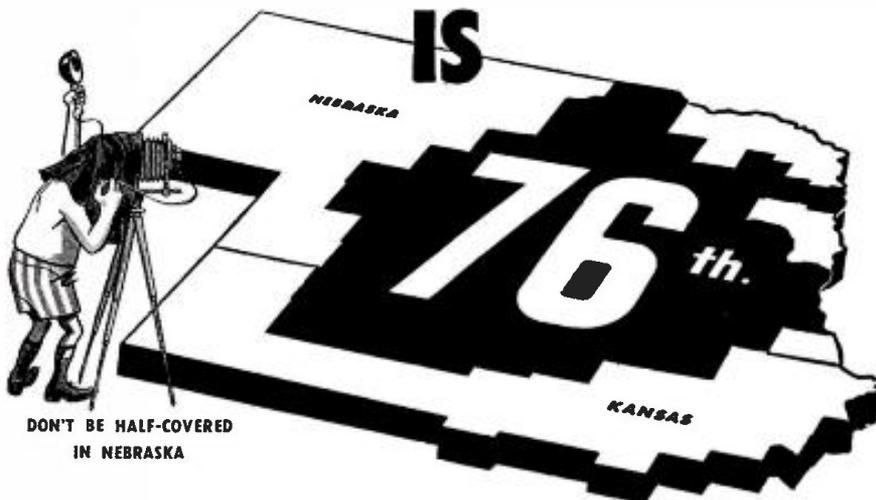
tinuing dress-up campaign keeps the city attractive. Shrubbery and trees are planted on many streets. Pershing municipal auditorium has the largest square-tile mosaic in the world on its front facade. The national amateur roller skating championships last summer drew several thousand. Conventions are an important business. New residential sections are developing on the perimeter.

Transportation facilities include five major railroads; Burlington has shops and yards. United and Frontier airlines serve the city along with eight bus



Boys Town is nationally known as a home for boys. Its distinctive tower rises not far from Omaha.

## NOW LINCOLN-LAND



### A BIG MARKET . . .

- 76th largest market in the Nation, based on the average number of homes per quarter hour delivered by all stations in the market.\*
- Effective buying income of this important new market exceeds one and a half billion dollars.
- Annual retail sales over \$120 million; population, 880,000.

### COVERED BEST BY KOLN-TV/KGIN-TV . . .

- Net weekly circulation of KOLN-TV/KGIN-TV is 190,500 homes (an impressive 31% increase over the 1960 figure, even though KGIN-TV was only four months old when the latest study began).
- Monthly circulation of 206,500—coverage that is essential for any advertiser who wants to reach the Nation's most important markets.
- KOLN-TV/KGIN-TV delivers an average of 69,200 homes Monday through Sunday at 10 p.m.; Omaha "A," 59,100; Omaha "B," 52,700; and Omaha "C," 42,200.

Ask Avery-Knodel for all the latest facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

\*ARB Ranking

*The Felzer Stations*

**RADIO**

WQDZ ALAMAZZO-BATTLE CREEK  
WYFF GRAND RAPIDS  
WJEP-FM GRAND RAPIDS-KALAMAZOO  
WNTV-FM CASSELLAC

**TELEVISION**

WQDZ-TV GRAND RAPIDS-KALAMAZOO  
WNTV CASSELLAC-TRAVERSE CITY  
WYFF-TV SABLE STE. BOARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

## KOLN-TV / KGIN-TV

CHANNEL 10 • 314,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 314,000 WATTS  
1069 FT. TOWER

**COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET**  
Avery-Knodel, Inc., Exclusive National Representative

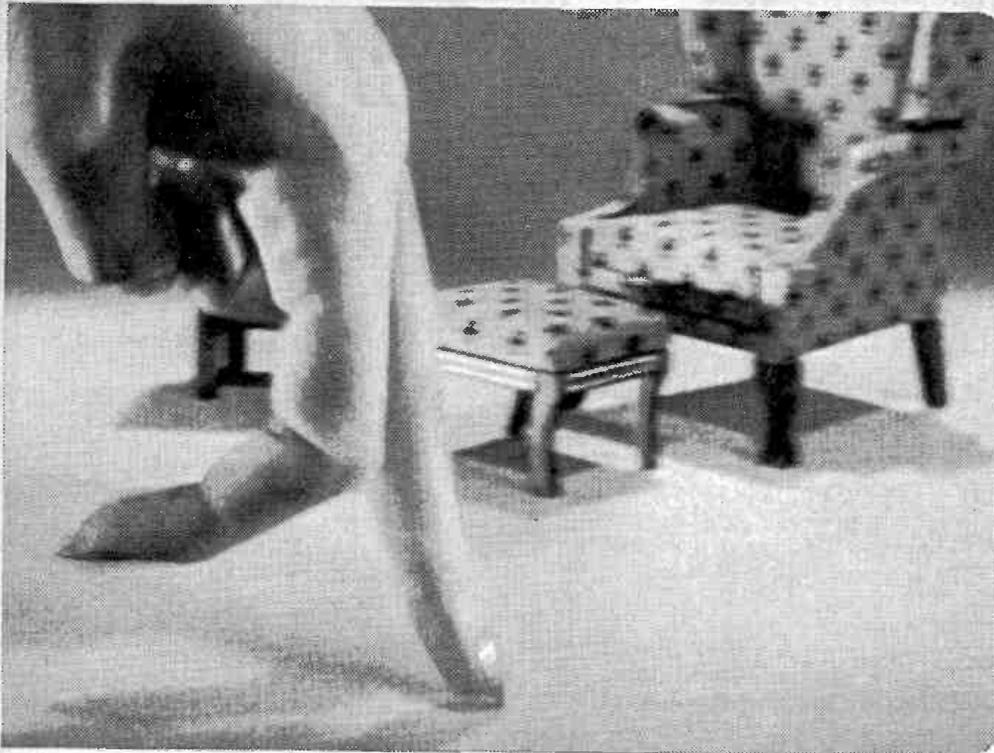
lines and 50 motor carriers.

The sky-scraper Capitol is a complete departure from the dozens of copies of the national Capitol that feature many state governments. Nebraskans say it symbolizes the state's independent thinking and resistance to bureaucratic influences in Washington.

The 30% growth in Lincoln's population during the 1950-60 decade was exceptional for a midwestern city. Its diversified economy was able to provide employment during this period. Among larger plants are Goodyear Tire & Rubber Co. with 1,000 employes; Russell Stover Candies 900; Cushman Motor Works 900; American Stores Co., 500 and the Burlington facilities. And of course U. of Nebraska pours money into the area with its 7,000 students and athletic attractions. Two other institutions, Nebraska Wesleyan and Union Colleges, each have 1,000 enrolled.

**Other Markets** ■ From Lincoln west there are no major cities to the western border, yet Lancaster County is only 40 miles from the Iowa line. Largest of the cities west of Lincoln is Grand Island with 26,000 population (Hall County 36,000). Several growth factors are expected to influence Grand Island's future—interstate highway, Farwell Reclamation Project; Midstate Reclamation Project; increased irrigation and industrial expansion. The city has a tv station, KGIN-TV, satellite of KOLN-TV Lincoln. It's a Union Pacific division point, with live-

# "Film does the unusual!"



"LET YOUR FINGERS DO YOUR WALKING," says the AT&T commercial for its Yellow Pages. Proposition is excitingly executed through meticulously selected fingers and live camera work involving miniatures on a moving platform. Done to perfection on Eastman high-speed film with prints on Eastman print stock to bring all the inherent brilliance of the negative to the TV screen. Two steps—negative, positive—each of vital importance to sponsor, network, local station and viewer! *For further information, write*

Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

*East Coast Division, 342 Madison Avenue, New York 17, N. Y.*

*Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.*

*West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.*

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

**ADVERTISER: AT&T (Yellow Pages)**

**AGENCY: Cunningham & Walsh, Inc.**

**PRODUCER: Farkas Films, Inc.**

stock and grain markets, as well as manufacturing and distribution center for the farm area.

Hastings' population is 22,000. It is a primary trade area for 120,000 persons. Large employers are Debus Baking Co. 250; Mode O'Day Corp. (garments) 108; Western Land Roller Co. 168. It is the home of Hastings College, a Presbyterian institution. Grain storage is an important business. Manufactured products include farm machinery, air conditioners and garments.

North Platte is midway between Omaha-Lincoln and Denver. It has a population of 17,300 with 360 employed at factories. Agricultural products marketed include livestock, grains, sugar beets, alfalfa and potatoes. Union Pacific has its largest freight classification-retarder yard at North Platte. Interstate 83 intersects U. S. 30 there. The entrances to North Platte bear the legend, "Buffalo Bill's Home Town." It has a tv outlet, KNOP-TV with satellite at Hayes Center (KHPL-TV).

Kearney, with 14,300 people, is the junction of the Union Pacific and Burlington railroads. It is the site of Nebraska State Teacher's College and also has a tv station, KHOL-TV. McCook has a satellite, KOMC-TV.

## OMAHA INTERESTS VARIED

### Factories, agriculture, finance, distribution and defense industries all make contributions

A weary motorist who pulls up to a motel cluster at sundown and mutters, "All cities look alike," just hasn't had the time or energy to take in the economic and civic attributes of Omaha.

Approached from Council Bluffs on the east, Omaha unfolds a panorama of river, railroad yards, old industrial buildings and finally the spread-out structures and broadcast towers along Dodge and Farnam Streets. But Omaha keeps going on and on, in all directions, as industry and inhabitants move into the suburbs.

The total complex is a metropolis whose income comes from many sources—transportation, manufacturing, livestock, food processing, insurance, distribution, missiles-bombers and education. Most dramatic phase of Omaha is the underground nerve center of the Strategic Air Command, from where the nation's retaliatory campaign will be directed.

**Wide Spread Area** ■ Metropolitan Omaha is spread over a three-county area—Douglas and Sarpy Counties,

Neb. (343,490 and 31,281 population respectively, 1960) and Pottawattamie, Iowa, which includes Council Bluffs (83,102). The group had a 25% population gain in the 1950-60 decade.

Latest estimates place the metropolitan population right around the 500,000 mark. Last Jan. 1 the city's own estimate after noting a population gain of 21,000 in 1961 and a similar growth rate in the eight months after the April 1960 census was taken, was 484,700. But nearly nine months have passed since the Jan. 1 estimate. If Omaha maintained the 1961 growth rate, the magic 500,000 figure would seem reasonable. Total employment exceeds 188,000.

The top source of Omaha income is agriculture, both marketing and processing. The livestock market and packing center, proud of its reputation as the world's largest, employs 14,700. Armour, Cudahy, Wilson and Swift have plants at the stockyards—the only one having all four. Swift and Armour each employ 2,000; there are a score of

*You can't discount progress in space...*

**KFOR**  
LINCOLN, NEB.  
1240

**KMNS**  
STOUC CITY, IA.  
620

**KRGI**  
GRAND ISLAND, NEB.  
1430

**KSAL**  
SALINA, KANS.  
1150

**BUT YOU CAN GET ATTRACTIVE COMBINATION DISCOUNTS**

**WITH THE STUART STATIONS IN THE HEART OF AMERICA!**

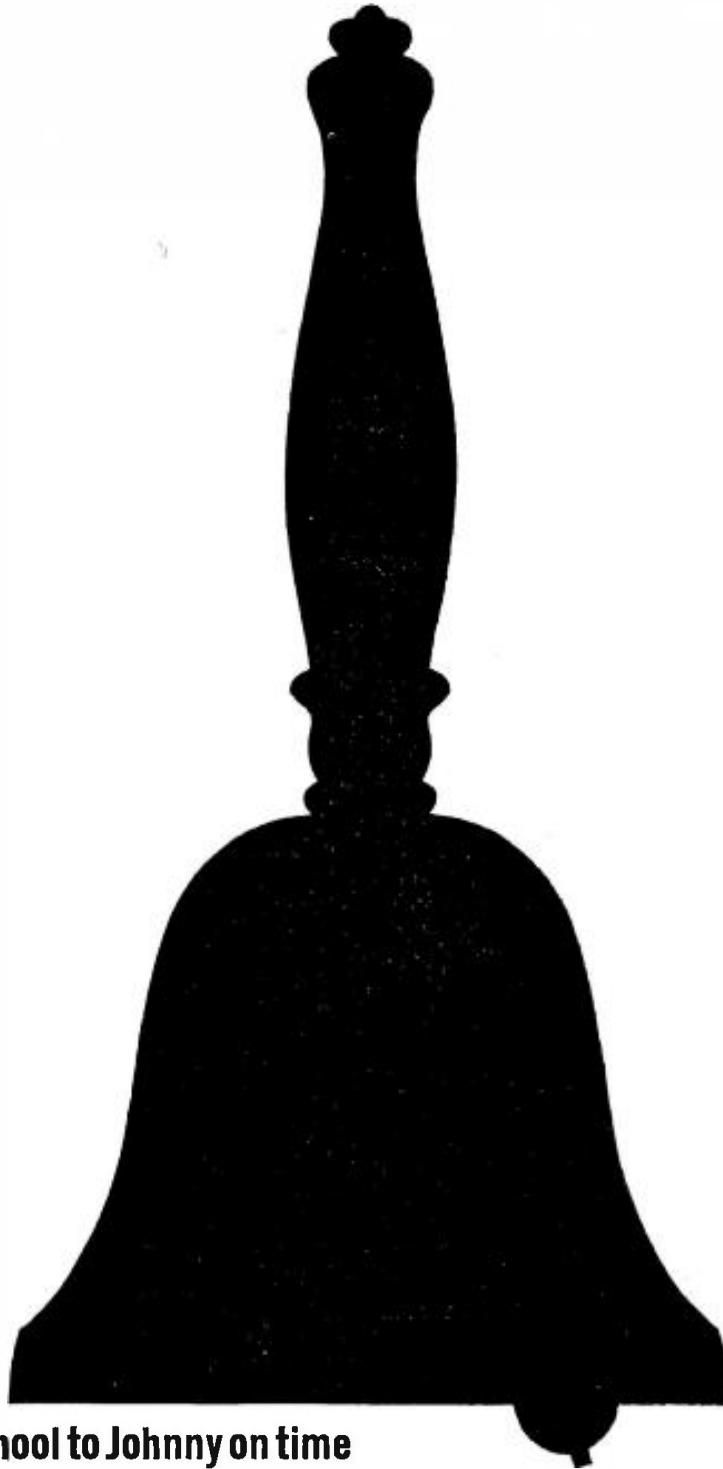
**KODY**  
NORTH PLATTE, NEB.  
1240

**KOEL**  
OELWEIN, IA.  
950

**Richard Chapin**  
Executive Vice-President  
Stuart Stations  
General Offices, 804 Stuart Bldg.  
Lincoln, Nebraska  
432-6606

**Stuart**  
**STATIONS**

All stations except KOEL represented by Paul H. Raymer Company • KOEL represented by Venard, Torbet & McConnell



## How to get the school to Johnny on time

America will have to build about eleven school buildings and additions a day over the next three years to keep up with our growing educational demands. That means they'll have to go up fast, but they'll also have to be solidly built and economical. Here's how the city of Elmira, New York, did it.

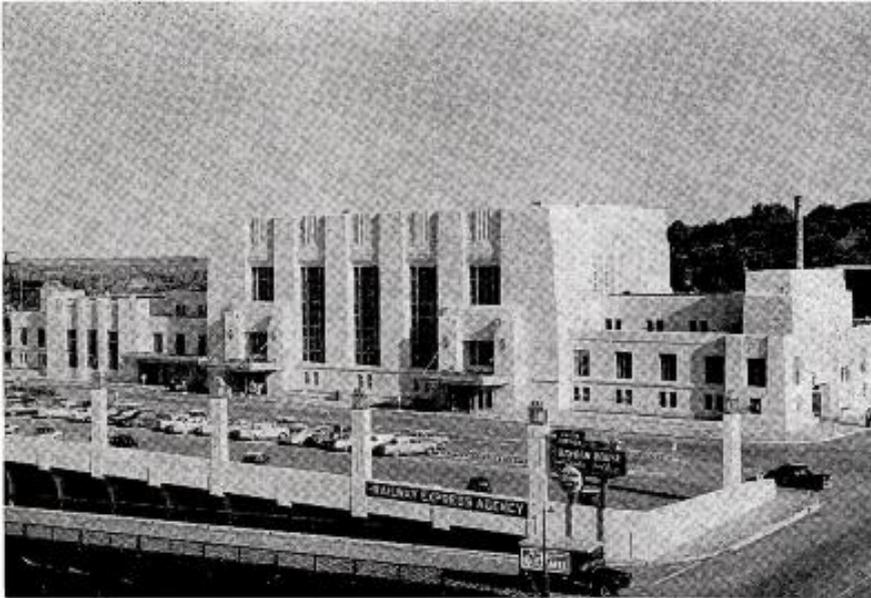
The contractor broke ground for the 55-room Elmira School on Dec. 2, 1960, and raised the first steel columns on March 27, 1961. 500 elementary students moved in on Sept. 9, 1961; followed by 1000 junior high students the next semester. That's less than a year from start to finish, about half the time usually required to build a school this size. And it cost 13% to 17% less than the New York State average. The secret: pre-engineered steel components were factory-fabri-

cated and shipped to the job site ready to erect. A new, lighter, stronger, tubular steel column was used to support bright, porcelain-enameled steel wall panels. These slender panels increased usable floor space by almost 5% and provided excellent insulation.

Like the Elmira School, many of the new school buildings we'll need by 1966 will be built with functional, pre-engineered steel components.

America grows with steel.





Omaha's sparkling white Union Station is a landmark.

packing plants altogether. Cudahy has a fancy new \$4 million packing plant that is automated all the way from the last squeal to the end of the conveyor line. Steers enter the line via a machine that fires a bullet. Hogs are asphyxiated by common CO<sub>2</sub> gas. It's all very humane. One new gadget deftly peels off the hide.

Omaha long ago passed the billion-dollar-a-year mark in food processing. Flour milling, spaghetti, brewing, tv dinners and other frozen foods—the list is a long one, so long that Omaha is often called the No. 2 food-processing city in the U. S. It also claims the title, primary grain market. Six million animals are received in the livestock market in a year.

**Well-Known Names** ■ Among the 600 larger manufacturing plants are such famed names as Western Electric, Firestone, Mack Truck, Wagner Electric, Phillips Petroleum, Gates Rubber, Weyerhaeuser, Continental Can, Kraft Foods, Fruehauf, Skinner, Allied Chemical, General Motors, International Paper, Packaging Corp. of America, Stauffer Chemical and Vickers. Many of

these are relatively new to Omaha.

Industrial products include structural steel, telephone dial systems, furniture, batteries, soap, farm machinery, truck bodies, feeds, fertilizer, railroad equipment, serums, boots, paint, auto horns and hair curlers. Some of the newer industries are located at one of the industrial parks developed by Omaha Industrial Foundation.

This industrial maze is kept in motion by a huge transportation system that includes nine railroads. Union Pacific has its shops in Omaha. Local employment totals 5,000 to 6,000. Five airlines move heavy traffic; 200 trucking companies use the highway network; the 6 ft. barge channel in the Missouri River will be deepened to the standard 9 ft. depth later in the decade. Last year 8.2 million bushels of grain moved out via barge. Omaha is home base for one out of every 10 U. S. Class I motor carriers.

Now that Omaha is considered flood-free, aided by a half-dozen dams, some of the municipal worriers are wondering what to do about the water supply in the year 2,000. They're not worried about the availability of water—there's the Missouri and enormous underground reserves; it's just concern over the best and most efficient way to approach this long-range problem.

**Insurance Too** ■ While manufacturing is a big industry—\$1.65 billion in 1961—insurance is a major business in Omaha, 39 national companies having their home offices in the city. Mutual of Omaha is the world's largest exclusively health-accident company. Premium payments last year were \$253 million, up 55% in five years. It has air travel insurance facilities in 200 cities, leading the field. Every day 5,100 benefit checks are mailed to policy

holders. Its brother company, United of Omaha, has \$2½ billion life insurance in force and is in the top 4% of all life companies.

Mutual and United draw personnel from 200 towns in the area. Last February Mutual changed its corporate name from Mutual Benefit Health & Accident Assn., with radio and tv helping establish the new name. Its media budget includes \$3 million in broadcast media. Woodmen of the World, Omaha based, is the strongest fraternal insurance society.

Total insurance payroll in Omaha is \$27 million, covering 8,200 employees. The city ranks among the top 10 cities in dollar volume of insurance premium income.

Offutt Field, nerve center of the Strategic Air Command, has a \$35 million payroll, with 10,091 military and 1,244 civilian employees. It is the largest single employer. Total economic influence has been estimated at more than \$60 million a year. Housing facilities are in an expansion program. The area has 31 Nike-Hercules and Atlas missile bases.

Three major university facilities are located in Omaha—Creighton U. (3,100 students, 461 faculty), a Jesuit institution that has under way an improvement program running \$11 million; U. of Omaha and the U. of Nebraska College of Medicine. Boys Town, for juveniles, has a 1,500-acre plant west of Omaha. Its 500,000 visitors every year bring money to the city.

**Helps State** ■ Probably the largest civic organization of its type is Ak Sar Ben, a non-profit group that stages sports and other events, with proceeds given to scholarships, rescue equipment, county fairs and other causes. Ak Sar Ben (Nebraska spelled in reverse) operates a coliseum and race track. It has 22,000 members.

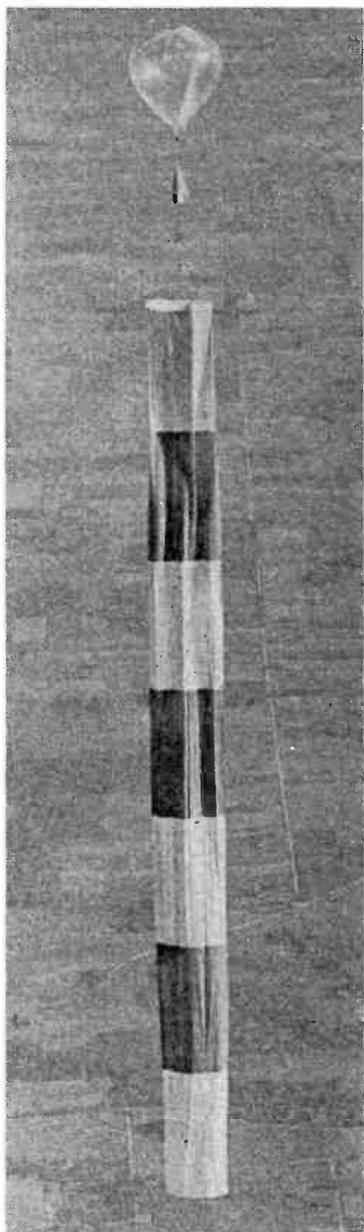
New construction projects dot the landscape, ranging from a cancer research center to a sewage disposal plant and 1,000 or more new homes. Last year 4,000 new homes were built; total building permits were \$62.5 million. The Federal Land Bank is the largest in the system (dollar volume).

Omaha is an eyeopener to a roving economist. Wholesaling, for example, totaled \$2.5 billion in 1961. Actually Omaha is distributing point for an area that includes Nebraska, parts of Iowa, Kansas, Missouri, South Dakota and Wyoming.

The market has a four-way junction on the interstate system; air, land and water transportation; central location; outstanding insurance, educational and military facilities. Its growth is fast. Current business barometers are moving upward, aside from livestock.

These are some of the reasons Omaha looks to a busy future.





### Tv by Scatterloot

Using the diffraction principle of reradiating radio waves, a tv signal has been relayed for 260 miles. The successful event took place Sept. 5 between WKBT-TV LaCrosse, Wis., and the Wadena (Minn.) Air Force Base, when the WKBT-TV signal was reradiated from a 315-ft. long cylinder hanging from a helium-filled balloon 14,000 ft. high. The open-ended, polyethylene cylinder was banded alternatively with silver and red. It measured 23-ft. in diameter. The "Scatterloot" test was made by General Mills under contract to the Office of Naval Research. The program? *Capt. Kangaroo.*

### Fm stereo spotlighted on audio group's agenda

All phases of fm stereo broadcasting's development will be studied in more than a dozen sessions at the 14th annual Audio Engineering Society convention in New York, Oct. 15-19. Afternoon of Oct. 18 and the morning of Oct. 19 will be devoted to fm stereo reports and papers.

Warren L. Braun, chief engineer, WSVA-AM-FM-TV Harrisonburg, Va., is chairman of the fm stereo meetings at the convention, which will be held in the Barbizon-Plaza Hotel.

Among the papers to be read:

"Stereo Operational Experience of WQXR-AM-FM New York," L. K. Kleinklaus, chief engineer; "Planning a New Fm Stereo Station," Lloyd Jones, chief engineer and partner, KMUZ (FM) Santa Barbara, Calif.; "Management's View of Fm Stereo," A. J. Eicholzer, chief engineer, WSYR-FM Syracuse, N. Y., and "A Practical Guide to Fm Station Layout and Tune-up," Everett J. Gilbert, Collins Radio Co., Cedar Rapids, Iowa.

### Technical topics...

**Extended warranty** ■ Ampex Corp. is now offering a one-year warranty on all professional audio tape recorders and related equipment, replacing the customary 90-day warranty. Herbert L. Brown, vp and general manager of the Audio Division, said that the new parts warranty covers the entire Ampex professional product line and also applies to Ampex consumer audio products. Customers who have purchased professional equipment since May 1, 1962, and have registered their warranty, can get coverage on request.

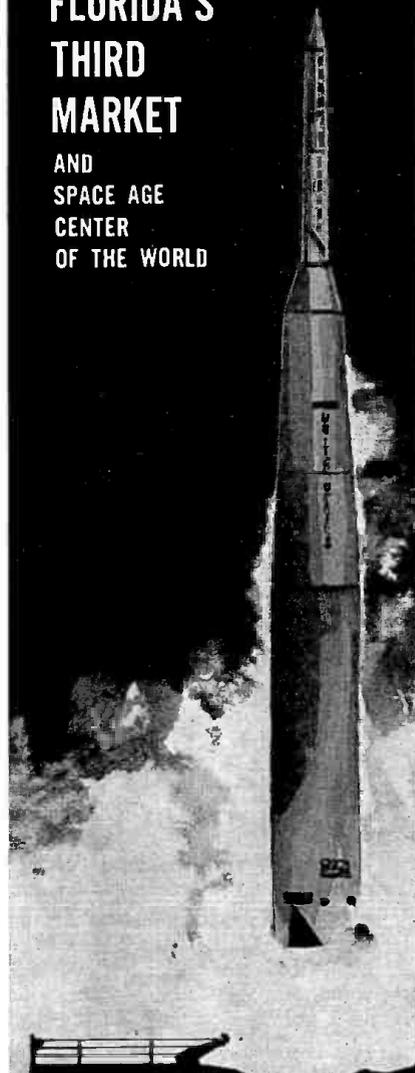
**Transceiver developed** ■ A tiny radio transmitter-receiver, no larger than a package of cigarettes, has been developed by the Communications Systems Div. of ITT Kellogg, a division of International Telephone & Telegraph Corp. The nine-ounce transceiver, known as Kel-O-Rad, is designed for use in military and industrial areas such as missile refueling, fire fighting and warehouse operations.

**Cropping aid** ■ Eon, a Seattle manufacturer, has started production of an electronic device for marking the safe title area on tv monitor screens. Undesirable cropping of titles and other information is eliminated as the device, called the FLG-100 generator, handles monitor problems involving centering, height, width, linearity, aspect ratio and azimuth. EON is located at 16346 Ashworth Ave. N., Seattle 33, Wash.

GOING UP!  
Daytona Beach  
Orlando

NOW  
FLORIDA'S  
THIRD  
MARKET

AND  
SPACE AGE  
CENTER  
OF THE WORLD



WESH-TV

FLORIDA'S  
CHANNEL 2



for Orlando  
Daytona Beach  
Cape Canaveral

# EXAMINER WOULD CLEAR KWK

## McClenning contends Broadcast Bureau did not prove action of manager was beyond the owners' control

An FCC hearing examiner last week recommended that license-revocation proceedings against KWK St. Louis be dropped and all charges dismissed.

The Broadcast Bureau failed to prove licensee irresponsibility by KWK principals, or that the station owners were aware of a fraudulent promotion contest, Hearing Examiner Forest L. McClenning ruled.

The FCC had issued an order to KWK to show cause why the station's license should not be revoked after listeners complained they had been bilked by KWK contests (BROADCASTING, Nov. 7, 1960). At a hearing the conduct of two contests and the character of Andrew Spheeris, KWK president and main stockholder, were probed.

The hearing examiner found one contest not fraudulent and that the owners did not realize the other one was. He was impressed with the station's cooperation with the Broadcast Bureau before the hearing and the manner it made records available without objection during the hearing. The examiner also gave weight to considerable testimony as to the good reputation of Mr. Spheeris and his civic, charitable and

religious contributions.

**Believes Spheeris** • KWK's "treasure hunt" contest in which the prize was not hidden until near the end of the contest was indeed fraudulent, Mr. McClenning decided, but this was done by a general manager who was fired when the owners learned about this tactic. The examiner said he believed Mr. Spheeris' testimony that he was unaware of the deceit and that he did not believe the fired general manager who claimed Mr. Spheeris knew.

Complaints that a contest in which listeners were allowed 60 seconds to call the station and claim a prize was unfair because the number was busy "half the time" were dismissed by the examiner. He observed that of some 10,000 phone calls in the contest only six contestants could not complete calls because of a busy line "and there is no evidence indicating that the problem was of greater magnitude." He also observed that KWK took measures to keep the contest line available.

Mr. McClenning held that the prizes in the contest were not misrepresented by the station and that it acted in good faith with listeners who encountered trouble on KWK prize trips. "The

prizes named in the advertising shown to have been carried were in fact given, nor were they restricted to a single item of each named," he said. The method of selecting winners in the contest was not fraudulent either, the examiner said.

KWK principals "maintained reasonable control" over the operations of the station, Mr. McClenning said, and, in this case, the actions of the general manager were beyond their control.

## New hearing asked on Boston ch. 5

The FCC was asked to hear a new oral argument on ch. 5 Boston last week by one of the applicants, Greater Boston Tv Corp.

The last oral argument was held almost a year ago (BROADCASTING, Oct. 23, 1961). Not all commissioners were present at that time.

The FCC vacated its original grant to WHDH-TV, owned by the *Boston Herald-Traveler*, in July 1960, gave comparative demerits to WHDH-TV and Massachusetts Bay Telecasters Inc. for alleged *ex parte* contacts with former commissioners and ordered the case reheard.

Greater Boston, the only applicant, said it assumes there is a deadlock among the commissioners because they have departed from their normal procedure of announcing a decision soon

## Etv champion urges U.S. lead world cooperation in field

With federal aid-to-educational-television finally enacted into law, one of the congressmen who led the seven-year fight for that program now thinks the U. S. should take the lead in fostering international cooperation in educational broadcasting.

Rep. Kenneth Roberts (D-Ala.) introduced a resolution last week calling on "appropriate" governmental agencies to cooperate with private organizations in this country and abroad in the promotion and study of educational radio and television.

The purpose of this international cooperation, the resolution states, would be "to achieve understanding between the peoples of the world and to promote the education of such peoples."

Rep. Roberts, who sponsored etv legislation in three sessions of Congress before a \$32-million program was adopted this year (BROADCASTING, May 1, et seq.), doesn't expect



Rep. Roberts

his new proposal (H Con Res 563) to be adopted this late in the session.

But he hopes it will stimulate some thinking on the subject. He added that he will re-introduce the measure early in the 1963 session and try to have hearings held by the House Commerce Committee, of which he is a member.

Rep. Roberts believes that international conferences of etv officials would be particularly useful in arranging exchanges of etv programs.

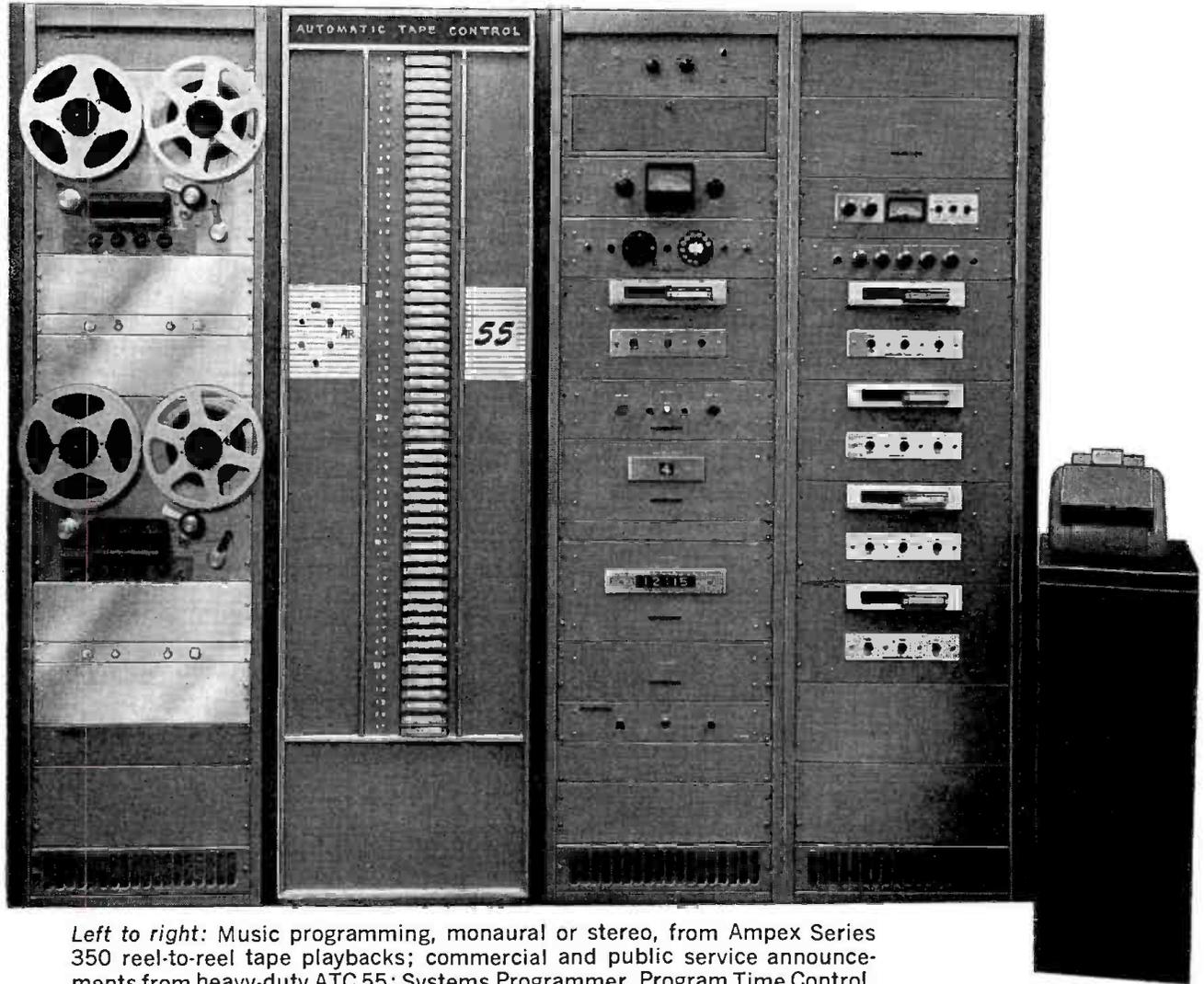
"My feeling is that there's going to be a lot of etv programming done abroad that would be helpful to us and much of ours that would be helpful to others," he said.

His resolution takes note of three developments this year that he feels should provide a basis for congressional interest in international educational broadcasting: the successful operation of Telstar; passage of the Educational Television Act; and enactment of the Communications Satellite Act.

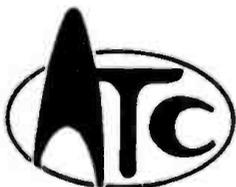
# Are You Overlooking Profits In FM?

If you operate AM and FM stations with duplicated programming, you may be overlooking a major profit potential. AUTOMATIC TAPE CONTROL personnel, experienced in broadcast programming, sales and engineering, can demonstrate with a case history how one FM station utilizing new program and sales techniques was able to produce \$25,000 per year in gross revenues against an additional operating cost of less than \$10,000. *Additional net profits of \$15,000 were added to corporate income the first year of*

*separate AM-FM operation.* Will this technique work in your market? Just contact ATC at Bloomington, Illinois, and a meeting can be arranged to explore the economics of your station and market. Automatic Tape Control automation equipment is simple to use, flexible for future expansion and provides the first Automatic Program Logging to verify operation for the FCC. Get details on profitable automated FM today. Write, wire or phone for further information on Automatic Tape Control FM automation.



Left to right: Music programming, monaural or stereo, from Ampex Series 350 reel-to-reel tape playbacks; commercial and public service announcements from heavy-duty ATC 55; Systems Programmer, Program Time Control, Automatic Program Logging and associated audio equipment for controlling automation system; program and logging recording equipment plus standard ATC playback units for station ID's, news, weather, etc.; and logging printer.



*Made by broadcasters for broadcasters*

**AUTOMATIC TAPE CONTROL INC.**

209 E. Washington St. • Dept. 131 • Bloomington, Illinois

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

# Celler turns up the burners under the FCC

Seven unsmiling commissioners heard Chairman Emanuel Celler (D-N.Y.) of the House Antitrust Subcommittee picture the FCC last week as a kind of reluctant dragon—slow to regulate unless prodded. Rep. Celler was particularly critical of the FCC performance in regulating AT&T, but some of the commission's activities in the broadcasting field also came under his fire.

Rep. Celler, who expressed his views at a Washington luncheon meeting at the convention of the National Mobile Radio System, shared the head table with FCC Chairman Newton N. Minow and his six fellow commissioners.

They heard him call for a thorough federal investigation of the telephone company's long-distance rates and denounce the FCC practice of negotiating rate reductions with AT&T. He said the proposed investigation was "long overdue" and promised to keep after the commission until it is undertaken.

The luncheon, moreover, came a day before the commission was scheduled to go into a two-day closed-door meeting with AT&T officials for a periodic review of all company activities that are subject to the jurisdiction of the FCC.

Rep. Celler said his subcommittee had found that the FCC "had a most curious generosity in granting rate increases to AT&T." He added that it wasn't until his subcommittee prodded the commission in 1955 and 1957 that it eventually "nego-



Rep. Celler  
Intends follow-up of reports

tiated" a \$50 million annual reduction in Bell's long-distance rates.

"Negotiate?" he interjected in a departure from his text, "why negotiate rates? It's dead wrong. . . . The time must come when that must change."

**Broadcasting Activities** — In discussing the commission's activities in broadcasting, he said that his subcommittee in 1957 had found that development of a nationwide competitive television system was being frustrated by practices of the networks and AT&T.

He said the commission's response to the problem was marked "by unconscionable delay and inaction," adding that the agency was moved to "abolish the more flagrant abuses" only by the impact of the subcommittee's report.

He said one of the primary difficulties in developing a nationwide tv system is the scarcity of stations resulting from the "inadequate development" of uhf broadcasting. He said he doesn't believe the all-channel set legislation, which was backed by the FCC and enacted in the current session of Congress, "is the final answer." But at least it's "an acknowledgement" of the problem, he commented.

after hearing oral argument. The company also cited remarks by Chairman Newton Minow on NBC's *Meet the Press*, in which he said "in substance that differences among the commission members" was delaying a decision.

A rehearing of oral argument might assist members who heard the previous argument to resolve their differences; the commissioners who were absent the first time would have an opportunity to hear argument (Commissioners T. A. M. Craven and Robert Bartley), and the new appointee to the commission, E. William Henry, could familiarize himself with the case, the company said.

Furthermore, Greater Boston said, it will give all three parties another chance to urge their contentions on the commission in hope that a decision will be precipitated.

## Alpena vhf gives up

Lake Huron Broadcasting Co., which holds a construction permit for ch. 11 WLPA (TV) Alpena, Mich., asked the FCC to cancel its permit and delete the call letters. The commission did so last week.

William J. Edwards, Lake Huron president, told the FCC that after con-

sultations with network officials to determine whether and on what basis programs would be available to the station, Lake Huron decided it would not be economically feasible to construct the station.

Mr. Edwards said if Lake Huron finds another area where ch. 11 might be feasibly operated, the company will apply for rulemaking to have the channel operated there.

## Short-term renewal given Mississippi am

The FCC last week granted James W. Eatherton a short-term license renewal (one year) for WACR Columbus, Miss.

It cited three violations the station had made in taking this punitive action: (1) operation during pre-sunrise hours; (2) operating without a functioning Conelrad receiver, (3) and making log entries while the meters at the remote control point were inoperative.

It was also the FCC's opinion that the responses to notification were not "fully candid." The station has, however, for the last six months been in complete compliance with all rules.

During the next year WACR must demonstrate that it will continue to do so, according to the commission.

## USIA asks \$22.6 million for Asia transmitter

The U. S. Information Agency has asked Congress for \$22.6 million to begin work on a transmitter that would quadruple the power of Voice of America shortwave broadcasts to the Far East and South Asia.

Edward R. Murrow, USIA director, said the project—dubbed Project Bamboo—is needed to help the Voice meet the competition of Communist broadcasting in that area.

In an appearance before the House Appropriations Committee, Mr. Murrow said the Voice "is sorely lagging behind" Red bloc broadcasting. A transcript of the hearing, held last month, was published last week.

Project Bamboo would consist of 10 250-kw shortwave transmitters and would permit the Voice to double its programming in the Far East and South Asia, Mr. Murrow said.

The USIA had hoped to locate the transmitter in the Philippines.

# JUSTICE AWAITS NBC LICENSE YIELD

## Network will ask deadline extension pending RKO exchange

He also served notice the subcommittee is keeping a close watch on NBC's efforts to dispose of WRCV-TV Philadelphia by Dec. 31, in accordance with the consent decree which settled an antitrust suit brought against the network by the Justice Dept.

His subcommittee, he said, "will carefully scrutinize any developments which might weaken or circumvent the objectives of the initial Justice Dept. suit."

The Justice Dept. suit, brought after hearings by the subcommittee, charged RCA and NBC with violations of the Sherman Act by its acquisition of the Philadelphia station.

NBC's proposal to trade WRCV-AM-TV for RKO General's WNAC-AM-TV and WRKO (FM) Boston is now part of an FCC hearing (see adjacent story).

Rep. Celler said some of the commission's problems might be due to a lack of sufficient personnel. If so, he said, the commission should seek the additional funds it needs.

But he also warned that his subcommittee does not issue reports simply to file them. "Agencies and enterprises" mentioned in those reports will be queried periodically, and if they have failed to take corrective action, he said, "remedial legislation will be considered."

## Two officers must sign applications

Broadcast applicants and licensees will not have to take an oath in future applications filed with the FCC but signatures of two or more officers may be required where one had sufficed in the past.

In announcing a rules change eliminating the oath requirement in all applications, the commission said that broadcast applications for new stations, major changes or transfers will require the signature of the principal executive officer of the parent corporation and subsidiary firm as well as that of the operating head of the station. This means that if Corp. X owns Corp. Y, whose subsidiary is the licensee, signatures of the heads of all three firms would be required.

This change was made, it was stated, so that the operating heads of parent companies could not plead ignorance of any activities of the broadcasting subsidiary and could be held accountable by the FCC. Elimination of the oath requirement was made possible by a bill signed into law last spring by the President. The new rule becomes effective Oct. 1.

The Dept. of Justice has indicated that no matter how long the FCC hearings on the RKO General-NBC exchange of stations take, they have no bearing on the provisions of the 1959 consent judgment requiring NBC to divest itself of the network's Philadelphia radio and tv stations by Dec. 31.

This would mean, it is presumed, that the network would be required to surrender its licenses for the WRCV-AM-TV Philadelphia facilities if the court upholds the Justice Dept.'s views. The network has already informed the Justice Dept. that the hearings before the FCC cannot be concluded by the end of this year.

The FCC hearings are on the applications of RKO General and NBC for commission approval to exchange their stations in Boston and Philadelphia. RKO General owns WNAC-AM-TV, WRKO (FM) in Boston; NBC owns WRCV-AM-TV in Philadelphia.

**Ask Extension** ■ The network is planning, however, to ask the U. S. District Court in Philadelphia, where the consent decree was filed, to extend the deadline date.

A spokesman for the antitrust division of the Dept. of Justice warned that the government's position on whether to agree or oppose such an extension would be determined only if NBC asked for an extension.

The Dept. of Justice's views were given to the FCC in a Sept. 10 letter from Lee Loevinger, chief of its antitrust division, to FCC Chairman Newton N. Minow.

Mr. Loevinger stated that although the attorney general had asked not to be made a party in the proceedings, the fact that the FCC had designated the attorney general as a party and "has invited an expression of [his] views . . ."

Mr. Loevinger referred to the antitrust case against NBC and its conclusion with a consent decree entered in September 1959. The government filed an antitrust complaint against NBC after the network took over the Philadelphia stations in a swap with Westinghouse Broadcasting Co. There had been charges then that NBC pressured Westinghouse into agreeing to the swap.

The Dept. of Justice was informed by NBC that it would be unable to meet the Dec. 31 deadline because of the FCC hearings, Mr. Loevinger stated. He added: "Since we do not regard a final decision by the commission as to any of the issues present in this hearing as necessary to permit compliance with this divestiture provision, this exchange does not now appear to be a feasible method of compliance and the plaintiff

[Dept. of Justice] has advised the defendants [NBC and RCA] accordingly."

**Don't Relitigate** ■ In discussing other aspects of the FCC proceeding, the Justice Dept. official made it clear that he was opposed to the commission "relitigating" a government antitrust suit. The FCC should, Mr. Loevinger said, limit its considerations of antitrust matters to "the nature and extent of the violations alleged, the criminal penalties imposed, the civil injunctions entered and the purposes they were intended to serve."

This is presumed to refer to requests by Philco Corp. for the FCC to consider antitrust charges made by the government against RCA and NBC. Philco is a party to the RKO General-NBC hearings as an applicant for the tv channel now occupied by WRCV-TV.

If during the hearing evidence is introduced of antitrust violations by any of the parties, Mr. Loevinger said, the FCC should call it to the attention of the Dept. of Justice.

**New Issue** ■ In an FCC Review Board action last week, the issues in the hearings were enlarged to determine whether the ownership by RKO General of CKLW-TV Windsor, Ont., violates the multiple ownership rule. FCC rules forbid one company to own more than five vhf tv stations. RKO General now owns six U. S. tv stations, five vhf and one uhf.

The Review Board also last week turned down a request by Westinghouse that it not be made a party to the hearings. The Board said that Westinghouse's alleged familiarity with the issues in the case and the fact that for a long time it has urged the FCC to hear certain of the issues "obliges" Westinghouse to remain as a party.

Both RKO General and Westinghouse have five days to appeal the Board's rulings to the full commission.

When the RKO General-NBC exchange was first announced, Westinghouse objected because of the potential loss of its NBC affiliation by its Boston station.

## Extension of copyright date

Copyrights scheduled to expire before Dec. 31, 1965, would be extended to that date under legislation that's been cleared by both Houses of Congress and sent to the President for his signature. The bill (H J Res 627) is designed to protect copyrights that would expire before Congress could consider a general revision of the copyrights laws now under study by technical experts. Among the proposed revisions is an increase in the length of the copyright term.

# Licensing group gets, ponders report on FCC

## NAB, LAWYERS FLAIL PROFESSOR'S PROGRAMMING VIEWS

Ideas on FCC programming review in a college professor's report on licensing procedures (CLOSED CIRCUIT, Sept. 17) are being revised following a two-day hearing by a committee of the Administrative Conference of the U. S.

The controversial provisions were attacked Sept. 14 and 15 by a group representing the NAB and the Federal Communications Bar Assn. Also present to discuss elements of the 233-page document was a contingent of FCC staff executives.

The hearings on the study of the FCC's licensing procedures by Columbia U. Law Prof. William K. Jones took place before the Administrative Conference's Committee on Licensing which is headed by Whitney Gilliland, a member of the Civil Aeronautics Board.

The amended report is being circulated to members of the committee. It is expected to be submitted to the Conference itself at the next meeting, scheduled now for Oct. 16 in Washington.

The controversial sections in Prof. Jones' report question the FCC's activities in the programming field. It refers to the "ritual" by which broadcasters seek to heed FCC admonitions and to stay in the good graces of the commission by making surveys and statistical compilations "for the sake of appearances."

What is needed, Prof. Jones says, is a benchmark so broadcasters will know exactly what is required of them in the programming field. The FCC, however, is not a good agency for this purpose because it is removed from local conditions, its staff could not possibly check every application and, Prof. Jones adds,

the broadcaster cannot be considered disinterested and objective.

**Advisory Councils** ■ Prof. Jones recommends, therefore, the establishment of citizens' advisory councils in local communities. These councils would advise the broadcaster on programming for area minority tastes. He recommends that about 15% of the broadcaster's program time be devoted to this type of programming.

"The broadcaster," Prof. Jones says, "should be free of any advice or suggestions as to the large majority of his programming which he would be impelled by economic forces to gear to the tastes of the large majority of his listeners."

These local councils—regional and national councils might come later—would be composed, the Columbia U. professor says, of "community representatives most interested in assuring broadcaster attention to minority tastes and needs." These would include, he adds, public officials, educators, clergymen and leaders of civic, business, labor, professional, agricultural and charitable organizations.

The council, Prof. Jones stated, should be furnished cost and financial data for each station in its area so it may judge the special minority programming that is practicable for the station "and the extent to which station

commercial announcements may be excessive."

Failure to cooperate with the local council, Prof. Jones suggests, might be grounds for a revocation proceeding or FCC refusal to renew a license.

**Hearing Worth Questioned** ■ One of the major conclusions drawn by Prof. Jones is that comparative hearings on applications for facilities are not worth the time, expense and effort involved. He recommends that the FCC pare down the number of cases requiring full, evidentiary hearings to important and significant policy cases.

He agrees also that the FCC is understaffed, that the working conditions of its staff are bad and that the staff's morale has been pretty low, although it has climbed in recent months.

At the meeting of the licensing committee, industry spokesmen were Vincent T. Wasilewski, Douglas A. Anello and Paul B. Comstock, NAB; Joseph N. Kittner, Federal Communications Bar Assn. Representing the FCC were Max D. Paglin, general counsel; Henry Geller, assistant to the general counsel; James O. Juntilla, assistant chief of the Broadcast Bureau; Martin I. Levy, assistant chief of the broadcast facilities division; Robert J. Rawson, chief, hearing division; Joseph N. Nelson, recent chief of the transfer and renewal division; Donald J. Berkemeyer, chief of the Office of Opinions & Review, and James D. Cunningham, chief hearing examiner.

## Frequency lack feared in etv microwave

### VEILED OPPOSITION FOUND BETWEEN LINES OF COMMENTS

No one has flatly opposed the FCC's plan of allowing educational broadcasters to use certain microwave frequencies for low-cost closed-circuit transmission but many wish to impose limits on what spectrum space the educators can use.

In some 50 comments filed to the proposal last week, universities, state and local school boards and individual etv stations praised the plan and urged the FCC to make available all spectrum space feasible. Industrial radio interests, particularly transportation, and commercial broadcasters expressed fears that the plan would eat up frequencies assigned to them.

The plan proposes either the 1990-2110 mc band or the 2500-2690 mc band for the new technique of educational broadcasting (which educators have indicated might cut their expenses to one-third that of their present in-school instruction method).

On Capitol Hill, the FCC proposal has been advanced as an argument for a go-slow approach to the new \$32

million federal program of aid to etv. Rep. Frank Bow (R-Ohio), a member of the House Appropriations Committee, feels that since stations utilizing the 2,000-mc band would cost less than half what a conventional station would, federal aid for etv is "unnecessary—at least at this time."

During closed-door hearings on a request for \$4,989,000 to get the etv program started, Rep. Bow told officials of the Department of Health, Education and Welfare that the proposed etv service would be fully adequate "and in many ways more suitable than conventional broadcasting." A transcript of the hearings, held in August, was made public last week.

There is no indication the committee will go along with the Ohio congressman and materially slash the HEW request. But Rep. Bow said last week he would use the same argument on the floor of the House when the money bill comes up for debate.

National Educational Radio & Tv center, which asked for and was granted

### Glenn flight typical?

Tuesday, Feb. 20, 1962, was the day John Glenn made his three-orbit flight around the world as the first American in space. That same day was the Tuesday selected by the FCC for its composite week of a typical seven days of broadcasting by all am-fm-tv licensees.

It happens that Feb. 20 was highly atypical in broadcast programming as all network-affiliated am and tv stations stayed with the astronaut during most of the day, as did many independent radio stations.

As a consequence, the FCC is considering requests to assign another Tuesday for the composite week programming.

## Bar panel filming wasn't meant as test

The filming of the Federal Bar Assn. panel discussion on permitting radio and tv coverage of government proceedings and court trials (BROADCASTING, Sept. 10) was part of a program to record the discussion for showing to FBA members and chapters and to be made available to law schools, journalism schools, tv stations, national, state and county bar associations and other interested organizations, John J. Mitchell, Washington lawyer who made arrangements for the filming said last week.

The motion-picture recording was not an attempt to show how inconspicuous tv cameras could be in covering such a meeting, Mr. Mitchell emphasized. Mr. Mitchell explained that he personally favors revision of Canon 35 to permit trials of tv coverage.

Charles E. Shutt, Telenews Washington bureau manager, whose camera crew did the filming at the meeting, also declared last week that the light used by the Telenews film crew measured 125 foot candles, not 375 foot candles as reported; that the cameraman did not order the proceedings to halt every 20 minutes, but only indicated to the chairman

that he would have to change reels and that this occurred only every 33 minutes.

Messrs. Mitchell and Shutt explained that the proceedings were to be filmed by WTOP-TV Washington but that virtually at the last minute Mr. Mitchell was informed that this could not be done. Mr. Mitchell said he then ordered Telenews to film-record the proceedings on 47 minutes notice.

Mr. Shutt added:

"I assure you that Telenews, and other companies in this industry, can provide coverage of legal and other proceedings in a manner and method that will conform to the event. To do this, however, we do need some time to analyze the location and proceedings, to decide on the most effective method of placing our equipment so as not to detract from the proceedings, and to place sufficient equipment at the location to provide continuous coverage. We do have cameras that are noiseless, we do have film that is extremely fast, and we do have the know-how to use both, but we must have a little time to use these items to the best advantage. . . ."

an extension of comment deadline until Oct. 17, emphasized that the FCC's proposal should not be considered a substitute to granting multiple channels for etv. Furthermore, NETRC said, "it may well be that allocation of both (proposed microwave) bands will be needed for future developments. The group asked that 1990-2110 mc be assigned on a shared basis with commercial broadcast auxiliary services and that 2500-2690 mc be assigned permanently to etv.

NAB urged that etv be given the 2500-2690 mc band in preference to the 1990-2110 mc band, which is available to broadcasters for station transmission links, remote pickups and intercity relays.

NAB offered a three-part counterproposal: (1) that use of tv remote pickups be continued in 1990-2110 mc; (2) that the 2500-2690 band be reserved for the educational transmissions, and (3) that 1850-2110 mc be consolidated into one band with operational fixed services available from the low end of the band upward and tv auxiliary services from the top downward.

National Assn. of Educational Broadcasters endorsed the plan but asked the FCC to make it clear that any institution eligible for a noncommercial educational tv license would be allowed to use this service.

CBS pleaded that the 1990-2110 mc band be kept available at least on a sharing basis with remote pickup from commercial tv stations.

Transportation and petroleum groups urged that the lower band be used by etv, since it is "already dedicated to tv uses," and to leave the higher band free for fixed operational stations.

NBC agreed with NAB that the 2500-2690 mc band should be allocated to etv because it would provide educators 50% more channels. NBC said "very little use" is now being made of that band.

## USIA wants \$7 million for Thailand station

U.S. Information Agency has asked Congress for \$7,375,000 to build million-watt, medium-wave transmitter in Thailand. Edward R. Murrow, USIA director, told the Senate Finance Committee Sept. 14 a transmitter is needed to assure VOA coverage throughout Southeast Asia.

The request for a transmitter is in the foreign aid budget; is apart from the USIA appropriation request which was considered by committee last week. Mr. Murrow said VOA needs bolstering in Southeast Asia. Voice is "lagging sorely behind the Communist competition in broadcasting" in that area, he said.

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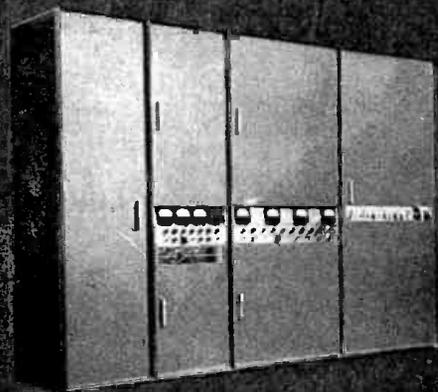
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# Keep affiliation pacts secret, FCC asked

## FCC ACCESS IS ENOUGH, NAB, NETWORKS TELL AGENCY

Broadcasters are not common carriers, networks and stations reminded the FCC last week. The majority was strongly opposed to the agency's proposal to make network affiliation contracts public (AT DEADLINE, July 16). Some broadcasters favored it.

NAB sounded a note ringing through many comments when the group said with common carriers public inspection is consistent with "the accepted concept of regulation of monopolies where rates are set and the general public is affected by the business arrangements and practices of the carrier." But the competitive nature of commercial broadcasting makes public exposure of private negotiating terms "contrary to good business practices," NAB said.

The FCC itself has full access to network affiliation contracts and the commission is the guardian of the public interest, NAB pointed out. Moreover, FCC rules already provide for disclosure of otherwise confidential data "when the public interest demands," NAB said.

ABC, CBS and NBC agreed that the plan would serve no public interest but that the contracts would be primarily of interest to competitors, particularly those from competing media.

ABC insisted that private dealings between networks and affiliates are outside the FCC's jurisdiction. If the FCC insists on making negotiations between network and affiliate public, it might tend to standardize such contracts, ABC conceded, but would at the same time stifle competition. All markets are not the same, and negotiations for stations in different markets understandably vary, ABC said. In the case of radio networks, which are "currently struggling to survive," they would be crippled by a public-inspection rule, ABC said.

**Tradition of Privacy** ■ CBS emphasized that information of this kind in competitive fields has "traditionally" been handled as confidential. In the absence of any showing "of actual, as opposed to theoretical injury resulting to the public," from non-disclosure of contracts, CBS said the FCC should continue to hold them private. The sources for the rulemaking the FCC cited in its notice, the House Judiciary Antitrust subcommittee's report, the Barrow committee report and the House Commerce Committee's report, all in 1957, indicated inequities existed between the compensation of affiliates of the same network, but did not indicate how this harmed the public interest, CBS said.

The FCC had previously considered a proposal to make affiliation contracts public and had rejected it, NBC pointed out. The network "is not aware of any

evidence or reasoning" which requires that a different conclusion be reached now, but there are many valid reasons to sustain the prior judgment, it argued.

"It is not the commission's function to seek to influence business negotiations in broadcasting where no related and compelling public interest is involved, particularly where, as in this case, its proposal constitutes a plan that would be a restraint on competition," NBC said. Furthermore, in adopting such a plan, the commission would be exceeding its statutory authority and would be in violation of Sec. 1905 of the U. S. Criminal Code, NBC stated. Congress has not given the FCC the power to promulgate such a rule.

One large group of stations, filing jointly, said the plan would give unfair advantage to non-affiliated stations by revealing competitors' rate-cost structure and other intimate financial details.

A few comments favored the plan. One of these was KCPX-AM-FM-TV Salt Lake City, which said, "Arbitrary differences in network contracts are a direct result of the secrecy which has been allowed to surround them because they are unavailable for public inspection."

Storer Broadcasting Co. said the plan was not necessary and should not be adopted, but offered a counterproposal: let requests for affiliation contract inspection be entertained by the FCC (under staff delegation) on a written showing that the request is made by a licensee who is negotiating for affiliation with the same network in the same broadcast service; that the network has refused permission to inspect, and that the information obtained will be used only in negotiation and will not be released to any other person.

## Genkar amends application

The FCC last week permitted an am applicant to amend its ownership to reflect that Martin Karig, now undergoing a hearing on his character qualifications, is no longer connected with the company (BROADCASTING, May 7).

But the commission also granted the Broadcast Bureau's request to add issues to determine whether Mr. Karig has in fact given up his interest in Genkar Inc., which is seeking an am in Gouverneur, N. Y., and whether, under the terms of Mr. Karig's divestiture, he continues to be a principal in the company.

A hearing on whether Mr. Karig's permit for WIZR Johnstown, N. Y., should be revoked and whether his license for WSPN Saratoga Springs,

N. Y., should be renewed began in the latter city last Monday (Sept. 17). The hearing was postponed after one day because Broadcast Bureau attorney Ernest Nash became ill.

Mr. Karig was the sole witness and was questioned on the history of his various radio holdings since 1948.

## Hartke again urges equal time repeal

Sen. Vance Hartke (D-Ind.) has renewed his appeal for action on legislation to free broadcasters from the shackles of the equal-time section of the Communications Act.

In a letter to Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, Sen. Hartke said he believes there is a growing public demand for the legislation.

Sen. Hartke is a member of the subcommittee and has introduced a bill (S 3434) that would repeal the equal-time section. The subcommittee last July held hearings on this and five other measures that would modify the requirement.

Sen. Hartke said if action can't be taken in this session of Congress, which is fast approaching its end, he hopes Sen. Pastore will give the legislation a high priority in the next session.

## Save ch. 37, astronomers ask

Scientists who have long sought reservation of tv ch. 37 for radio-astronomy have asked the FCC to dismiss three applications for that channel in Paterson, N. J.

The latest application, announced last week, was by Bartell Broadcasters, Inc., which said it plans emphasis on Spanish and Italian programming. Bartell stations are WADO New York, WOKY Milwaukee, KCBQ San Diego, and KYA San Francisco.

Other applicants, announced earlier, are Progress Broadcasting Co. and Spanish International Network Inc.

## The FCC last week...

■ Granted American Broadcasting-Paramount Theatres Inc. (ABC) a sixty day temporary authority to operate, on a test basis, an intercity tv microwave relay between its own KABC-TV Los Angeles, and XETV Tijuana, Mex. The Mexican station also serves San Diego. ABC is now authorized to send programs to XETV but claims the cost is too high. ABC claimed that since other networks are able to send by relay to their affiliates in other cities, it wants the same rights for KABC. The Tijuana station is ineligible for an FCC license.

# SYNCOM, TELSTAR COMPARED

## Hill hearing hears Hughes' spokesmen claim its high-orbit satellite is superior to AT&T's

The question of which communications satellite system is best, which has been debated before numerous congressional committees and on the floors of both Houses, was raised again on Capitol Hill last week.

Officials of the Hughes Aircraft Co. said the high-orbit, synchronous satellite system being developed by that company is the least expensive, most efficient under consideration.

The medium-altitude Telstar satellite developed by AT&T is a good "stunt" and fine for national prestige, Dr. Fred P. Adler of Hughes' space systems division, told a House Science subcommittee. But it should not be adopted as the basis for an operational commercial system, he said.

He and C. Gordon Murphy, who is manager of the Syncom program for Hughes, said no decision on the type of system to be adopted should be made until the company's claims for its Syncom satellite have been proved or disproved.

Officials of the National Aeronautics and Space Administration, however, do not share Hughes' confidence in the Syncom system. Dr. Leonard Jaffe, director of NASA's communications systems, indicated he thought the medium-altitude system would ultimately be adopted, and that it would be in operation in five years.

**Reliability Not Proven.** ■ In testimony before the subcommittee, headed by Rep. Ken Hechler (D-W. Va.), Dr. Jaffe agreed that the Syncom system has "technical merit" but added its reliability has yet to be proven. Telstar has proved itself, he said. He also pointed out Syncom is a much more

complicated mechanism than Telstar.

Dr. Hugh Dryden, NASA's deputy director, told the Senate Foreign Relations Committee last month it might be 10 years before an operational Syncom system could be developed (BROADCASTING, Aug. 13).

The decision between the systems will be one of the earliest, and most crucial, to be made by the communications satellite corporation that was created by Congress this year (BROADCASTING, Sept. 3).

The medium-altitude system uses 30-40 satellites in random orbit. The Syncom system is designed to cover the world with three satellites placed in an equatorial orbit 22,300 miles high, and positioned to appear stationary.

**Lower Cost.** ■ Dr. Adler said that since Syncom requires only three satellites, and relatively inexpensive ground stations it can be installed more quickly and at about one-third the cost of a medium-altitude system.

Another advantage, he said, is that at 22,300 miles, Syncom would permit "multiple access"—that is, the many ground stations that would be within sight of a satellite at all times would be able to communicate with each other. The only limitation would be the capacity of the satellite.

Dr. Adler also said the high-altitude system would be feasible for intracontinental use, this means U. S. networks could use it, rather than AT&T long lines, to beam television and radio programs coast to coast. The possibility of such domestic use of a satellite system was touched on by Assistant Attorney Gen. Lee Loevinger in previous congressional testimony (BROADCASTING, April 9).

The Hughes officials predicted a fully operational synchronous satellite could be put into orbit by mid-1964. Syncom I, a small experimental satellite being developed under contract to NASA, is scheduled for launching late this year or early 1963.

Syncom I will have capacity for only one two-way telephone channel. But its launching will determine whether a satellite can be placed in the proper orbit at 22,300 miles and, equally important, kept there. The experiment will also tell NASA and Hughes scientists how well it works in that environment and indicate how long it can survive there.

If Syncom I is a success, Hughes and NASA will proceed with Syncom Mark II, on which some work is now being

done. This is a fully operational 500-pound satellite which will have a capacity of 300 two-way voice channels or one television channel.

One Syncom satellite over the Atlantic would tie together 90% of the world's telephones. A second over the Pacific would permit communications between the American continent and the Far East. A third, over the Indian Ocean, would complete the system's worldwide coverage.

## FCC institutes new space office

A new office of Satellite Communications was established by the FCC last week, effective Oct. 1, to regulate space communication common carriers under terms of the bill passed by Congress and signed by the President creating a satellite corporation.

The office will function as a division of the Common Carrier Bureau. The FCC's space expert, Commissioner T. A. M. Craven, said that the agency's *ad hoc* space committee will continue to function and will work closely with the new office.

Top man of the space office has not been named but it was reported that Bernard Strassburg, assistant chief of the Common Carrier Bureau, will get the job. Also expected to join the office after Commissioner Craven leaves the FCC next spring is Fred Heister, his engineering assistant. Mr. Heister already is devoting much of his time to space communications, as is Commissioner Craven.

The FCC also made the following changes in the Office of Chief Engineer: the present technical research division was split into two divisions. The research office will handle space engineering problems assigned to the engineer's office. It will comprise space systems, special projects and applied propagation branches.

## Hadacol denies FTC's charges

Hadacol Inc., Chicago, manufacturers of New Super Hadacol, has denied the charges of the Federal Trade Commission that it made false claims as to the therapeutic powers of the product.

The company rebuttal was that they had not, in radio, tv and newspaper advertisements, made broad claims that Hadacol would relieve fatigue, sleepiness, or nervousness. The FCC had maintained just the reverse, except for cases in which the person had a deficiency of the vitamins contained in the product.

The firm further denies that they

### Cross farewell

Commissioner John S. Cross, who is being replaced by E. William Henry, will not leave the commission unnoticed. He will be honored by a reception Wednesday (Sept. 26) at 3 to 5 p.m., in the reception room of the postmaster general (3rd floor, New Post Office Bldg.).

Chairman Newton Minow, on behalf of the commission employees, will at that time present Commissioner Cross "with a token of our esteem and admiration for his capable service with this Commission."

claimed that the preparation gave new vigor and prevented cold, aches and pains. Hadacol stated that advertisements clearly gave any limitations of the product.

## FTC bows to FOI group, to air dissenting views

The Federal Trade Commission, heeding criticism of the House Freedom of Information Subcommittee, has officially recognized the right of members to have their dissenting views publicized in any action the commission makes public.

Rep. John E. Moss (D-Calif.), subcommittee chairman, says the new commission policy is "excellent," but only "as far as it goes." He remains concerned about actions not made public.

The commission's new policy, unani-

mously adopted earlier this month, and Rep. Moss' comment, were contained in letters between FTC Chairman Paul Rand Dixon and the congressman that the subcommittee made public last week.

In his letter to Mr. Dixon, Rep. Moss asked for further clarification of the new policy. He said its language could be interpreted as denying a commissioner the right to make known his objections to any action the commission doesn't make public.

Rep. Moss originally wrote the commission in July, after coming across several instances in which the commission withheld notice of dissenting opinions (CLOSED CIRCUIT, Aug. 6).

The subcommittee is preparing a wide-ranging probe to determine whether other government agencies ever refuse to publicize such information.

## THE MEDIA

### STRIKE KEEPS NEW YORK'S WNDR OFF

#### AFTRA offers scale cut, city officials seek solution

A performers union strike kept New York's first non-commercial educational channel from starting regular telecast service last Monday (Sept. 17).

WNDR (TV) Newark-New York, owned by Educational Broadcasting Corp., presented its inaugural program as scheduled on Sunday night (Sept. 16) despite a strike called earlier in the day by the New York local of American Federation of TV & Radio Artists.

Though ch. 13's program schedule was to start the next day (BROADCASTING, Sept. 17, 10), station officials said they will not resume service until a settlement with AFTRA is reached.

Station and union representatives have been meeting for two weeks with the city labor commissioner, but efforts to end the dispute through mediation brought the two sides little closer together. The issues, however, were said to "have narrowed."

As the strike entered its fourth day on Sept. 20, EBC said it stood ready to take "any reasonable and logical steps necessary to end this tragic situation." And AFTRA officials reported the dispute to the local's quarterly membership meeting Thursday afternoon. WNDR staff members were on hand to pass out statements explaining the station's views to the union members as they entered the meeting, but only a few leaflets were distributed before they were told to leave.

The union seeks to win a collective bargaining contract "which would give protection in categories . . . which have been traditionally represented by AFTRA." These categories, AFTRA

noted last week in newspaper ads calling WNDR "unfair" to AFTRA, include teachers, professors, moderators, program hosts, home economists, and similar persons, as well as actors, singers, dancers and announcers.

**AFTRA Explains** - AFTRA said these people who will appear on the station "are entitled to the same protection against exploitation of their knowledge and learning as is presently contained in AFTRA's contracts with other radio and television stations in the metropolitan area." AFTRA said it has offered "to reduce rates drastically, because WNDR is a non-commercial educational station" and, "to make joining AFTRA optional with the individual."

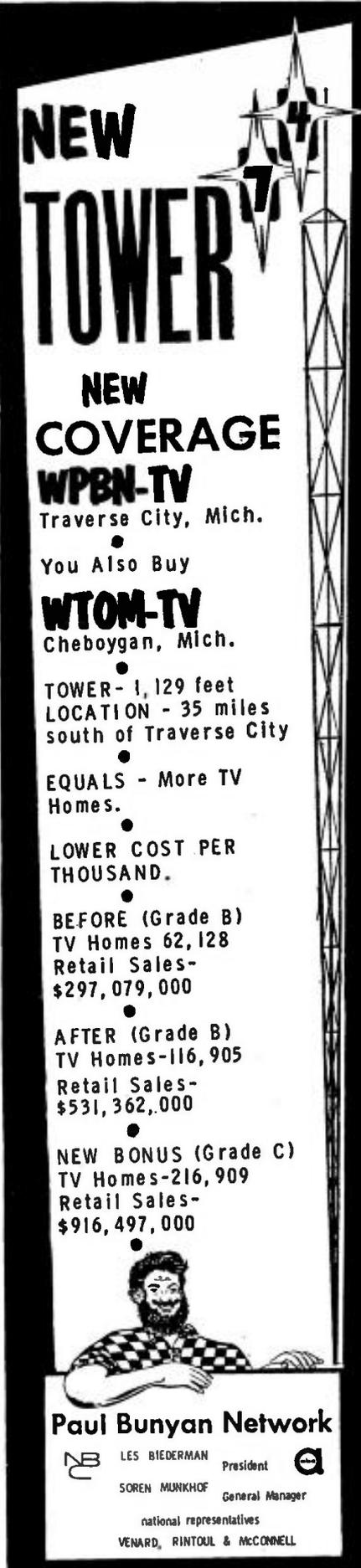
Mediator James J. McFadden, acting city labor commissioner, reported last Wednesday that there was a realization by both parties that persons appearing on WNDR should be protected in the re-use of any tapes and other recordings of programs aired by the station.

### Second quarter profits higher, Rollins reports

Profits in the second quarter of the fiscal year, ending Oct. 31, should rise slightly over the previous period's \$144,731 (15 cents per share), O. Wayne Rollins, president of Rollins Broadcasting Co., told a stockholders meeting in Wilmington, Del., last week.

Revenues for the second fiscal quarter should be up from previous period's \$1.6 million to \$1.8 million, he said.

The shading of profits, Mr. Rollins



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You Also Buy

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**LOWER COST PER THOUSAND.**

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TV Homes 62,128  
Retail Sales - \$297,079,000

**AFTER (Grade B)**  
TV Homes - 116,905  
Retail Sales - \$531,362,000

**NEW BONUS (Grade C)**  
TV Homes - 216,909  
Retail Sales - \$916,497,000



**Paul Bunyan Network**

**LES BIEDERMAN** President

**SOREN MUNKHOF** General Manager

national representatives  
**VENARD, RINTOUL & MCCONNELL**

explained, will be due to expenses in connection with the group's reorganization of KDAY Santa Monica, Calif. Rollins acquired the Los Angeles area station last May, paying \$1 million.

Both revenues and profits for the first half of the Rollins' fiscal year, which ends April 30, 1963, will be up about 25%. Mr. Rollins told stockholders. He said increased revenues should accrue from (1) a new, taller tower for WPTZ (TV) Plattsburgh, N. Y., which will increase coverage by 40%; (2) the recent acquisition of two Laredo, Tex., outdoor advertising companies, and (3) the acquisition of KDAY.

## Miller of Gannett lauds tv-newspaper link

Paul Miller, president of Gannett Co., Rochester, N. Y., speaking before an annual conference of Gannett executives last week, criticized the widespread notion that tv-newspaper links are inherently bad. He suggested that, in fact, successful newspaper companies bring to radio and tv their concept of truth in news and advertising, fair comment and broad public service.

He said that "basic to the defense and preservation of America is a free and responsible press" and under press he included radio and television. He

noted further, that it is the job of those in broadcasting "to gather and disseminate truthful news, to background and illuminate it for better understanding, and to comment on it with independence and candor."

Mr. Miller is publisher of the *Rochester Times-Union* and *Democrat and Chronicle*.

Gannett broadcasting interests include WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York and WDAN Danville, Ill.

## Antennavision rebuilding Globe-Miami Ariz. system

Antennavision Inc., owner of group of community tv systems in the southwest, announced that it is spending \$250,000 to rebuild its Globe-Miami, Ariz., system into 12-channel, all-band system using Ameco's transistorized equipment. Ameco is a subsidiary of Antennavision. When completed the cable system, now serving around 3,000 subscribers, will provide nine channels of tv, one of time-weather-music. The tv signals will come from Phoenix and Tucson. Two of the channels will carry educational tv stations, from Tucson and from Tempe. Later a channel in Yuma may be added, it was reported. No increase in rates is contemplated, general manager William Reynolds said.

## CBS-TV show irks Tobacco Institute

Cigarette makers, who spend an estimated \$70 million a year on tv advertising, were burning over a CBS-TV program last week and their spokesman lashed out at the *CBS Reports* documentary on "The Teenage Smoker" (broadcast Sept. 19) as a "one-sided presentation against tobacco."

George V. Allen, president of the Tobacco Institute, wired to CBS President Frank Stanton that the program "affords a vehicle for venting of extreme opinions and prejudices, without any real effort to explore the facts and to determine the merits of these positions." His own participation, Mr. Allen charged was obtained by misrepresentation as to the purpose and the content of the show.

Mr. Allen emphasized that the causes of lung cancer are still unknown and that the program failed to "come to grips with [that] basic point."

The protest was lodged with CBS shortly before the program was broadcast.

Richard S. Salant, CBS News president, replied: "We have checked Mr. Allen's charges and we deny them. The program speaks for itself."

## Changing hands

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

■ **WCAX Burlington, Vt.:** Sold by C. P. Hasbrook and associates to James Broadcasting Co. for \$300,000 in cash. James Broadcasting, headed by Simon Goldman, owns WJTN-AM-FM Jamestown, WDOE Dunkirk, WGGO Salamanca, all New York, and WWYN and WERC-FM Erie, Pa. Mr. Goldman personally owns 16⅓% of WCUM-AM-FM Cumberland, Md. Alfred E. Spokes, general manager of WCAX, will remain and will become an officer of the corporation, it was announced. WCAX-TV Burlington is not included in the transaction. WCAX operates on 620 kc with 5 kw. Broker was Haskell Bloomberg.

■ **KERN-AM-FM Bakersfield, Calif.:** Sold by McClatchy Broadcasting Co. to Radio KERN Inc. for \$145,000. Radio KERN is headed by Roger H. Stoner, recently sales manager of KYA San Francisco, and includes J. Ward Wilkinson, Associated Advertising Counsellors advertising agency, Oakland, Calif. Other McClatchy stations are KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, and KOH Reno,



Colin M. Selph



G. Bennett Larson

### West Coast?

The West Coast covers a lot of territory, as do two of our associates, Colin Selph and Ben Larson. Both Colin and Ben have spent most of their business lives out West and each has years of valuable broadcasting experience. Drop in at our new and larger quarters or call CRestview 4-8151

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Nev. At one time McClatchy owned KWG Stockton, Calif., but this was sold in 1954. KERN, a CBS affiliate, operates fulltime on 1410 kc with 1 kw. It was founded in 1932. KERN-FM went on the air in 1948 and operates on 94.1 mc with 9.1 kw. Broker was Hamilton-Landis Assoc.

**APPROVED** ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 141).*

■ WPON Pontiac, Mich.: Sold by Edward E. Wilson and group to H. Allen Campbell, 54.6%; George W. Trendle, 40.9% and George W. Trendle Jr., 4.5%, for \$400,000 and agreement not to compete. Senior Mr. Trendle formerly owned WXYZ Detroit and under King-Trendle banner owned *The Lone Ranger*, *Green Hornet* and other famous radio programs.

## Bell sees loss in power through radio, tv split

The separation of broadcasting into a radio and a tv entity would "tremendously weaken broadcasting effectiveness and its ability to continue in an atmosphere of freedom," Howard H. Bell, assistant to NAB President LeRoy Collins, told the Louisiana Assn. of Broadcasters meeting in New Orleans last week.

Directing his remarks to suggestions made by Stephen Labunski, WMCA New York vice president and general manager, two weeks ago (BROADCASTING, Sept. 17), Mr. Bell observed that the problems of radio and tv are common problems. "The laws and the FCC rules are broadcast rules," Mr. Bell stated, "they are not unconnected individual regulations for radio or for tv."

The LAB meeting also heard Tv Code Director Robert D. Swezey (see page 30) and a panel on radio comprising George DeMare, Falstaff Brewing Co., New Orleans; John Arthur, of his own New Orleans agency; Jay Barrington, WDAF Kansas City, Mo., and M. E. Fidler, vice president sales, Rounsaville Stations. For new LAB officers see page 137.

## WGN to help symphony

WGN-AM-TV Chicago pledged \$126,000 last week to help extend the season of the Chicago Symphony Orchestra which currently is involved in a contract dispute with the American Federation of Musicians. Ward L. Quaal, executive vice president and general manager of WGN Inc., wired Chicago's Mayor Richard J. Daley that the station will employ the symphony for 10 "pops" concerts for three summers which would be video taped be-

fore ticket-buying audiences. WGN-TV hopes to syndicate these shows as it does the regular Great Music From Chicago series now sold in 32 cities.

## WGN-TV schedules protested Capone film

Despite protests of the attorney representing the family and estate of Al Capone, WGN-TV Chicago planned to telecast last Saturday (Sept. 22) the Allied Artists' movie titled with the name of the late gangster. WGN-TV, however, said it intended to alert the public at the beginning, middle and end of the program to the fact that portions of the film story were fiction.

Chicago attorney Harold R. Gordon, representing Mae Capone and Albert Capone, widow and son, and Malfalda Maritota, administrator of the Capone estate, put WGN-TV on notice that he would take legal action for invasion of privacy and appropriation of property rights accruing to the estate if the film were telecast. Mr. Gordon also wrote FCC Chairman Newton Minow last week in the matter.

The letter to Mr. Minow outlined several recent and pending lawsuits which are related or similar to the Capone estate protests, including one that was brought to the attention of

the FCC last year involving ABC-TV's episode of "The Big Train" in *The Untouchables* series. The attorney recalled that the commission admonished ABC-TV for not disclosing that parts of the program about Al Capone were fiction (BROADCASTING, Oct. 2, 1961).

## Competitors aid WSMD-FM

Cooperation of area stations helped WSMD-FM Waldorf, Md., return to the air September 13, just 30 hours after a \$9,000 electrical fire in its studios had silenced the station. John Dorsey, vice president and general manager, credited five stations (WPGC Morning-side, WQMR Silver Spring, WABW Annapolis, all Maryland, WPIK Alexandria, Va., and WGAY [FM] Washington, D. C.) which contributed equipment and assisted WSMD-FM to return to the air on a reduced schedule from a Charles County furniture store.

## Media notes . . .

**Supports etv bill** ■ New Jersey Education Assn. has endorsed State Assembly Bill 300, pending legislation that will pave the way for an etv network of four uhf stations in the state. New Jersey Educational Television Corp. plans to build stations in Glen Ridge, New Brunswick, Atlantic and Glassboro.

## WESTERN VHF TV & AM COMBINATION!

Major network VHF TV affiliate plus full time radio station for sale. Combined annual gross for fiscal year ended June 30, 1962, was \$175,000.00. This absentee-owned property is capable of doing much better under aggressive owner-operator. Sale includes two buildings and 50 acres of land. Total price of \$305,000.00 with \$50,000.00 down and the balance out over ten years.

*Another H&L Exclusive.*

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## PRE-DEBUT SALES ZOOM AT KMEX-TV

At \$300,000 mark, says L.A. Spanish-language uhf

When KMEX-TV Los Angeles uhf (ch. 34) all-Spanish language station starts its regular programming next Sunday (Sept. 30) it will do so with billings pushing, if not exceeding \$300,000, according to Julian M. Kaufman and Rene Anselmo, vice presidents of Spanish International Broadcasting Corp., owner of KMEX-TV.

Credit for the substantial advance sales is owed to the Golden Charter plan devised by Mr. Anselmo. This plan (BROADCASTING, July 30) offers advertisers substantial discounts for non-cancellable two-year contracts signed before KMEX-TV's air debut, in effect, making them partners in the gamble that the station's aggressive promotion plus the appeal of its specialized programming (bullfights, jai alai, Mexican dramatic productions, etc.) to the 800,000 Latin Americans living in the Los Angeles area will deliver a sizable audience.

Under the Golden Charter plan, the advertiser can buy at 10% of card rate for the first 13 weeks of KMEX-TV operations, 20% for the second 13, 30% for the third 13 and 50% for the final 13 of the initial year. For the second year, the advertiser will pay 60% of the original rates, regardless of increases instituted for other advertisers in the interim.

A total of 15 advertisers have accepted the plan, KMEX-TV said last week. The list of advertised products includes: Libby canned foods, Gerber's baby foods, Italian Swiss Colony wines, Armstrong tires, Hamm's beer, Folger's

coffee, Burgermeister beer, Carnation canned milk, CMA airlines, Mexican Government Department of Tourism, plus many local accounts. Royal Crown Cola is also a Golden Charter sponsor, but its contract does not start until next year.

Wedge Weber, Southern California factory representatives of Blonder-Tongue Labs, maker of uhf-vhf converters, last week said that converter sales to dealers is the greatest pre-opening volume ever achieved by a uhf station and predicted that at least 19,000 and possibly 20,000 sets will be converted to receive KMEX-TV by opening day, with a minimum of 12,000 more converters being installed during October.

### WITI (TV)'s new tower

WITI (TV) Milwaukee Sept. 17 switched to a new 1,078 ft. Dresser-Ideco tower in an antenna farm adjacent to towers of WTMJ-TV and WISN-TV there, moving from a previous site eight miles north of the city. Except for an eight-foot-higher tower in Japan, the new WITI tower is said to be world's tallest self-supporting tower.

### Meredith meets Oct. 9

Meredith Publishing Co. annual stockholders meeting will take place Oct. 9 in Des Moines. Stockholders will vote for new directors, and take up other business. Only stockholders of record at the close of business Sept. 7 will be entitled to vote. In addition

to publishing (*Better Homes & Gardens*, *Successful Farming*, and book publishing), Meredith owns the following broadcast stations: KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha, WHEN-AM-TV Syracuse, N. Y.

### WJEF stays on air after \$30,000 fire

WJEF Grand Rapids, Mich., stayed on the air Sept. 15 despite a late night fire which burned out the radio studios atop the Pantlind Hotel. It destroyed virtually all musical recordings and tapes and caused \$30,000 damage. Adjoining facilities of WJEF-FM were unharmed.

WJEF was able to commence on time at 5:30 a.m. that day with the help of materials from a sister Fetzer Broadcasting Co. operation, WKZO Kalamazoo, according to Roger L. Hoffman, WJEF station manager. It will take about a month to restore normal operation, he estimated, but meanwhile the station continues on the air without interruption.

### Time-Life meet to plan tv production unit

Time-Life Broadcast news and program directors meet this week (Sept. 24-26) in San Diego to discuss joint projects and expansion programs. The agenda includes plans for a tv production unit that will serve the five Time-Life tv-radio stations and for expansion of the Washington and New York broadcast news bureaus' functions.

Time-Life stations are KLZ-AM-TV Denver; WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids; WTCN-AM-TV Minneapolis; and KOGO-AM-FM-TV San Diego.

### Time for nominations for Edison youth awards

Nominations for the eighth annual "National Station Awards for Serving Youth," of the Thomas Alva Edison Foundation, New York, may now be made.

The local radio and tv stations winning the award receive a scroll and a \$1,000 college scholarship to be presented to a local high-school senior. Nominations are made by local groups of 76 national civic organizations which cooperate with the Edison Foundation in the competition.

Winners of the 1961 awards were WSOC-TV Charlotte, N.C. and WTTM Trenton, N.J. Winners of the 1962 competition will be announced Jan. 16, 1963. Deadline for nominations is Dec. 15. The Edison Foundation is at 8 W. 40th St., New York 18.



### Nigerian tv head talks to NBC executives

Nigeria's Federal Minister of Information, the Honorable T. O. S. Benson, discussed the progress of Nigerian television with Robert Kintner, NBC president (l), and

Robert Sarnoff, NBC board chairman (r), during a visit to New York. NBC International is managing agent for the new Nigerian Television Service network, Lagos.

## APTRA revising board; Martin elected

Proposed changes in the by-laws of the Associated Press Television-Radio Assn. have been approved by the APTRA board of directors. The proposed changes, which would realign the categories represented by board members, will be submitted to the membership for approval.

Under the proposed changes, members in each of four regional districts would elect three directors to the APTRA board, instead of the present four. The directors would represent radio stations under 5 kw, radio stations over 5 kw, and television stations. The four presently elected from each district represent radio stations under 1 kw, radio stations 1-10 kw, radio stations over 10 kw and tv stations. Under the proposed by-laws, the entire APTRA membership would elect a director at large from each of the four districts who would represent any station classification, without restriction.

The APTRA meeting, held Sept. 17 in New York, elected Dwight W. Martin, WDSU-TV New Orleans, as president. He succeeds Daniel W. Kops, WAVZ New Haven, Conn.

The board also elected four regional vice presidents: Paul Adanti, WHEN-TV Syracuse, N. Y., East; F. O. Carver, WSJS Winston-Salem, N. C., South; Jim Bormann, WCCO Minneapolis, Central, and William W. Grant, KOA Denver, West.

Other officers elected: Oliver Gramling, AP, secretary; John A. Aspinwall, AP radio-tv news editor, assistant secretary, and Robert R. Booth, AP, treasurer.

Mr. Aspinwall told the board that AP had increased its broadcast circuit by 5,000 miles in the past year to add "flexibility on the regional level." Regional news now accounts for about 22% of the total wordage received daily by the news system's 2,300 radio and tv stations. National and international news totals 30%, sports news about 10%, farm and markets 7%, features 5% and weather 5%.

### Cumberland catv in snag

A community antenna system in Cumberland, Ky., has come under the fire of the local city government. Operating since 1949, Cumberland Television Inc., serving 600 subscribers, has been notified by the city council that the operation of cable systems will have to be franchised. This virtually puts the franchise up for bid. The cable company has appealed this move and obtained a temporary injunction against the city. Cumberland Tv Inc. is owned by William Ridsen, who campaigned unsuccessfully against the present mayor.

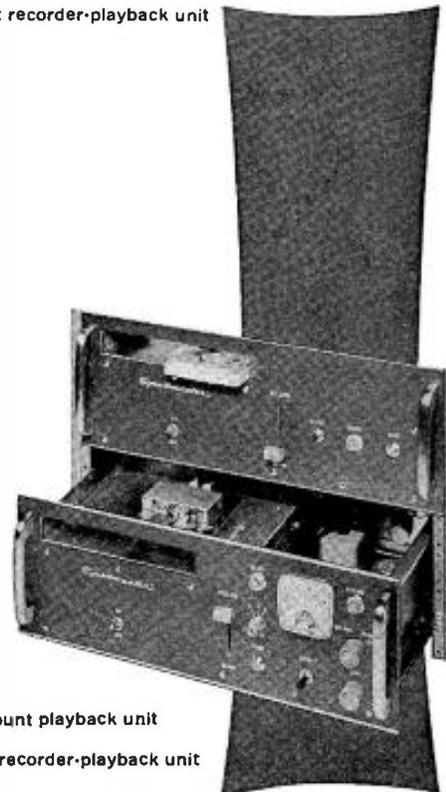
## The Standard of QUALITY



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SOLD NATIONALLY BY: Visual Electronics Corp., 356 W. 40th St., N. Y., N. Y., Richard H. Ullman, Inc., 1271 Ave. of the Americas, N. Y., N. Y., CANADA • Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ontario.

# WHITE HOUSE AIDING FLOW OF NEWS

## Salinger tells RTNDA of efforts made toward this end

The President's news secretary told key broadcast news executives last week the White House has been busy oiling the cogs of governmental communications machinery to improve contact between his boss and the American people.

Pierre Salinger, White House news secretary, told a convention of the Radio-Television News Directors Assn. in San Francisco Thursday (Sept. 20) that the communications flow is being increased in three ways:

- Broadcast and other news media are being abetted in their quests for exclusive news stories. This is to give a boost to competition in news gathering, Mr. Salinger explained.

- The Presidential news conference has been opened to live radio and television for the first time.

- Mr. Salinger and his staff are trying to remove middlemen from between reporters and government officials.

Other highlights of the four-day convention included a warning there had been little, if any, success in the fight on Canon 35; a release timed for the convention of Navy photographs of a new Soviet missile-firing submarine; presentation of station and individual awards and special reports on broadcast editorializing and the role of broadcast media in the wake of a four-month Minneapolis newspaper strike (BROADCASTING, Sept. 17).

**Canon 35 Fight** ■ Outgoing RTNDA President Richard Cheverton, news director, WOOD-AM-FM-TV Grand Rapids, Mich., told the assembled newsmen he was "not optimistic either about the future of our proposal [for a nationwide test of cameras and microphones in the courts] or any relaxation of Canon 35." More, rather than less opposition can be expected to a relaxation by the American Bar Association, Mr. Cheverton said.

"We are in a fight," he emphasized. Individual newsmen often cannot alone "adequately cope with the strong and vociferous pressures generated by those who would control the informational output of the station."

Annual RTNDA awards in news and public affairs were presented to seven radio and television stations: KDKA Pittsburgh, WGN Chicago, KPRC Houston, WBBM-TV Chicago, WTVJ (TV) Miami, KLZ-TV Denver and KTLA (TV) Los Angeles.

Howard K. Smith, ABC news commentator, was honored with the Paul White Memorial Award for his contributions to broadcast journalism during the past year. He is the first working newsman to win the award since it was

established in 1956. Earlier winners have included President Kennedy, Dr. Frank Stanton and others.

**Unafraid, Distinguished** ■ Mr. Smith has "plunged directly into the foundation issues of our time . . ." the award citation read. "If he has been unafraid of significant issues, he has also been unafraid to present masses of facts and the views of the experts in a format and style distinguished by clarity of expression," the citation continued.

In a speech prepared for delivery at the Paul White Memorial Dinner on Saturday (Sept. 22), Eric Sevareid, CBS News correspondent, cautioned broadcasters against scheduling too many documentary news programs. He said networks and stations "seem to be officially judged—and to make their official claims of serving the public interest, convenience and necessity—by the number of hours they devote to documentaries and other public affairs programs." This, he continued, is "inadequate" and "a bit dangerous."

Tv programming, he observed, "runs in cycles and gluts of imitation, and this can become true of documentaries too, until so many are ground off the assembly lines that their quality will deteriorate and viewers [will] get weary."

Mr. Sevareid also called for more analysis and commentary in tv news programming. He termed the almost complete absence of this phase of tv news "the terrible lack in television news programming today."

The Navy released photographs of a submarine believed capable of firing ballistic missiles from three vertical tubes. The news break was keyed for a Navy demonstration of antisubmarine warfare set up for the visiting news directors on Wednesday (Sept. 19).

## NATFRD to New Yorkers: farm directors lead

Officers of the National Assn. of Tv & Radio Farm Directors last Wednesday (Sept. 19) told a group of some 100 New York business and advertising people that farm directors have the "local voice" to "lead" the agricultural community.

The luncheon presentation was opened by Carl Meyerdirk, NATFRD president and farm director of KVOO Tulsa, Okla., who stressed that "translation of national farm information, be it product or legislation, requires a knowledgeable local voice." His theme was further developed by Bruce Davies, farm director at KFAB Omaha, Neb., who emphasized the active working day

of the typical farm director—early broadcast hours, long field trips, frequent chats with farmers, dealers, government extension workers, fairs, meetings and government hearings. Summing up, Mr. Davis said the NATFRD member is a "communicator who leads."

Hugh Ferguson and Jim Dunaway, farm directors for WCAU Philadelphia and WSB Atlanta, respectively, described the "breadth" of farm service broadcasting. Mr. Ferguson used tape recordings of various farm directors to show regional differences in format, speech and subject matter. Mr. Dunaway focused on the farm director's working relationship with an advertiser's product in the field.

## WINS, Mutual going separate ways

WINS New York, which late this summer came under the ownership of Westinghouse Broadcasting Co., will not renew its affiliation contract with Mutual. The contract runs out at the end of October. MBS currently is seeking a replacement.

It's reported that WINS has decided to build up its own news staff. The station has been carrying MBS' five-minute news programs daily on the half hour and two Sunday features (Drew Pearson and John David Griffith).

WINS became a Mutual affiliate in August 1961 (the contract contained an extension clause through October) following a change in status of WOR as the New York affiliate. WOR still carries Mutual commentary of George Hamilton Combs and Fulton Lewis Jr. MBS is negotiating with other stations with WHN (Storer Broadcasting) and WOR being mentioned as possibilities.

## Baltimore fan sues Moore and CBS-TV show

A \$50,000 slander suit has been filed against Garry Moore and his tv show on CBS-TV, *I've Got a Secret*, by a baseball fan from Baltimore who caught a home run ball hit by New York Yankee Roger Maris last year.

The plaintiff claimed that after catching the 59th home run ball hit by Mr. Maris, the ballplayer asked for the ball. He refused to return the ball but later sold it to a sports boosters organization for \$500 and donated the money to charity.

When the fan who caught the 61st ball to be hit by Mr. Maris was interviewed on *I've Got a Secret*, Mr. Moore, according to the plaintiff, said, "How about that creep from Baltimore? He wanted \$2,500. I'm ashamed to admit that I came from Baltimore."

The suit was filed Sept. 19 in New York's federal court.

## Collins sees international broadcast needs TENNESSEE MEET HEARS NAB PRESIDENT OUTLINE TOPICS

NAB President LeRoy Collins has suggested that broadcasters better begin thinking of international broadcasting and the responsibilities they may have to meet in that field. He recommended that broadcasters sit down "soon" with government officials and share ideas and information.

In a speech to the Tennessee Assn. of Broadcasters in Nashville Sept. 21, Gov. Collins called on broadcasters to "make plans now" on how they best can meet their responsibilities in the field of international broadcasting.

Among the topics to be considered in this area, he mentioned four:

- Relationship to the country's foreign policy.

- "The proper interests of private commercial broadcasters, governmental agencies and educational broadcasters in programming."

- Frequency allocations.

- International copyright laws.

"If this nation," the governor said, "is going to rely upon individual broadcasters and the private networks to create, through international programming, a large measure of the understanding which the people of other nations have of America, then let us resolve by open covenant with the people of America that we recognize this as a trust of great responsibility, and will be true to it."

**Timely Questions** ▪ In addition to commenting about the radio and tv codes (page 27), the NAB president urged his listeners to support the NAB research program. "To the broadcaster," Gov. Collins said, "the one most central danger of our time may well be that our industry is rapidly wearing out a lot of old records and is being too slow in cutting some new ones."

Some of the subjects posed by Gov. Collins:

- The role of radio or tv station manager.

- The influence of a broadcast station in the community.

- Relationship of radio and tv to other media.

- Preparation for change. More tv stations competing with existing ones. Advent of a truly portable tv receiver.

- Effect on radio and tv of the "heavy trend toward greater urbanization."

- Role of the broadcaster in relation to government at all levels.

- Variations in the interests and needs of station audiences.

Others on the TAB program were FCC Commissioner Frederick W. Ford, Westinghouse Broadcast Co. national program manager William J. Kaland, and radio-tv personality Betty Furness.

## KLTV fight plea is turned down

Hopes of KLTV (TV) Tyler, Tex., that it would be able to broadcast the Patterson-Liston prize fight Sept. 25 to its viewers (CLOSED CIRCUIT, Sept. 17) were dashed last week when the station was informed that the promoters of the fight were opposed to feeding it to any tv station. This information was relayed to Marshall Pengra, manager of the east Texas outlet by Irving B. Kahn, TelePrompTer Corp., New York, which has the rights to serve community antenna systems with the fight.

Mr. Kahn said last week that he had given KLTV an informal estimate of a \$35,000 fee for the fight based on a 100,000 audience. "The difference between that figure and the \$10,000 approximation Mr. Pengra mentioned for the Tyler catv systems reflects only the fact that, according to coverage figures supplied us by Mr. Pengra himself, KLTV claims to serve approximately 100,000 homes. Any suggestion that the figure quoted Mr. Pengra was selected in an attempt to make the cost prohibitive to his station is improper and unfair," Mr. Kahn stated.

Mr. Kahn added that after checking with the promoters of the event he learned that he was not permitted to sell the rights to any station for over-the-air broadcast.

TelePrompTer hopes to sign 125 catv systems for the match, serving 300,000 homes with a potential audience of 1 million. The charge is apparently 35-40 cents per home, with the fight delivered to the local test board at telephone company headquarters. The catv systems will pay for their own loops.

ABC Radio is carrying the fight; television is blacked out.



## ELGEET ZOOM NAVITAR



Elgeet offers Vidicon television cameras and 16mm cameras the first Zoom Navitar, a manually-controlled 4:1 zoom with a 20mm to 80mm range—f:1.8! This new lens achievement is optically compensated to hold focus through the entire zoom action. Fourteen elements—covers Vidicon format—resolves 600 lines—linear zoom action by ring—list price: \$400. For information, write for Catalog 2080-CZ18.

**Elgeet** OPTICAL COMPANY, INC.  
303 Child St., Rochester 11, N. Y.

EL-66

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LIBEL, SLANDER, INVASION OF PRIVACY, PIRACY, VIOLATION OF COPYRIGHT	
WITH	1) Good Practices 2) Good Care 3) Good Insurance.
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## MORE PILKINGTON DATA RELEASED

### Viewpoints volunteered to committee during study given

The British government has published as a special document much of the written evidence submitted to the Pilkington committee on broadcasting. The Pilkington committee was set up by the government to assess broadcasting in England and recommend such reforms it deemed necessary (BROADCASTING, Aug. 13).

The latest document reveals that one of Britain's major tv companies, Granada Tv Network Ltd., said that dull respectability is a greater danger than "contravening some people's code of good taste."

"Parliament appointed the Independent Television Authority to curb the possible excesses of independent television. But the danger today is not that [tv] should indulge in excesses but that it should be trivial or dull, or both.

"If all excesses are curbed in every direction, the flat-iron is king. The result is dullness, respectable perhaps but dull nonetheless."

The Assn. of Cinematograph, Television & Allied Technicians complained that in spite of commercial television's prosperity, Independent Television News, the news unit owned by the commercial tv companies, was hampered by a much too tight budget.

If wanted the news unit put under the direction control of the Independent Television Authority and adequately financed by it.

A member of the ITA at the time the authority submitted its evidence, Dame Frances Farrer, dissented from the ITA's views. Instead she wanted BBC to have any third network. She said that minority tastes would best be met by BBC-TV rather than by the commercial companies "for whom the incentive to make profits by television advertising and thus to concentrate on

popular appeal will remain."

She added that tv should not be only a mass medium in the sense that all programs were aimed at one mass-appeal level. Dame Farrer's four-year period of office as an ITA member ended in August 1961.

BBC in its evidence said that its present tv network was "bursting at the seams." It claimed that the worst defects of commercial television had been limited by the continual existence of BBC as a national institution.

A director of a local newspaper warned BBC that an extension of local radio broadcasting might mean a clamp-down on newspaper staffs supplying news to BBC.

Ministry of Education officials submitted a memorandum which expressed serious concern about the extent to which children and young people watch tv programs full of sex and/or violence.

Although the ministry has no means of assessing the effects of such programs it cited the anxiety expressed by teachers and education authorities. More research was needed. The Ministry hoped this would consider the question of whether "false values" were being spread to children and young people by some tv programs.

### Mobil International names Ted Bates & Co.

Ted Bates & Co., a top television billing agency, has acquired the Mobil International Oil Co. account, the international division of Socony Mobil Oil Co. Ted Bates was named agency for the domestic division in 1961. Mobil bills some \$7 million in the U.S. through the agency and a substantial amount of this total is in tv.

The new international account (esti-

mated billing is upward of \$2 million a year) will be serviced from Bates' New York headquarters. But at the same time, A.F.P.-Bates, S. A., in Paris has been appointed as the agency by a group of Mobil companies in the Common Market plus Austria and Switzerland.

The agency noted that assignments of A.F.P.-Ted Bates for the inner Europe area and Mobil International were made after about four months study abroad by a special Mobil marketing team. R. C. Bradley, senior vice president who now handles Mobil's domestic advertising for the Bates agency, also will be in charge of the new international activities.

### Limit on UK newspaper holdings in tv urged

A royal commission in Great Britain last Thursday recommended, in its study of the ills of the British newspaper industry, that newspapers should dispose of their control of television companies. It was the opinion of the Royal Commission on the Press that in doing so it would aid in maintaining the freedom and diversity of opinion.

The commission is headed by Lord Shawcross.

The commission said, however, that it could see no harm in newspapers having minority interests in television companies. The decision came because of the statutory monopoly in the hands of television contracting companies in Britain. And that privately owned commercial television has been a fast growing and profitable industry. (See story this page).

A royal commission, appointed by the Crown, has no judicial powers. Its strength lies in the recommendations that it makes and any subsequent action on the part of Parliament.

### Abroad in brief...

**London location** ■ Radio Liberty, which broadcasts to the Soviet Union from transmitters in Europe and the Far East, has moved its London bureau to a new location, 14 Portman Square, London W. 1. Victor Frank, chief London correspondent, is in charge of the bureau, known as Radio Liberty Ltd.

**Who's Who in Canada** ■ A directory of broadcast executives, to be published next year at Toronto, Ont., by Common Market Trading Limited, will include names and photos of about 3,000 executives in the broadcast and allied industries, as well as government departments.



**IN ROCHESTER, N.Y. —**

With a new, higher antenna  
511 feet above average terrain,  
CHANNEL 10 now gives  
you more reach—more homes  
—with Rochester area coverage  
*second to none!*

**WHEC-TV**  
CHANNEL 10

BASIC CBS • National Rep. H-R TELEVISION, Inc.



### Rainmaker showers KLRA with publicity

When more than one inch of rain fell on Little Rock, Ark., after a 44-day drought, KLRA, that city, paid \$500 to Homer Berry, a retired Air Force major who had claimed he and his truck-mounted rainmaker were responsible.

The KLRA payoff climaxed a week of speculation and publicity for the station in area newspapers and on radio-tv stations after KLRA took Mr. Berry up on his offer to make rain, which had been ignored by the city.

The U.S. Weather Bureau has remained mum on who or what caused the downpour.

### PAB urges voter registration

Pennsylvania's radio and tv broadcasters have announced their active support of a "register to vote" campaign inspired by Democratic and Republican party chairmen at this summer's annual meeting of the Pennsylvania Association of Broadcasters. Almost every station in the state indicated plans to run frequent announcements, programs, and interviews urging Pennsylvania residents who have not registered to vote to do so.

Thomas B. Price, general manager of WBVP Beaver Falls and past president of the PAB was named chairman of the newly created campaign.

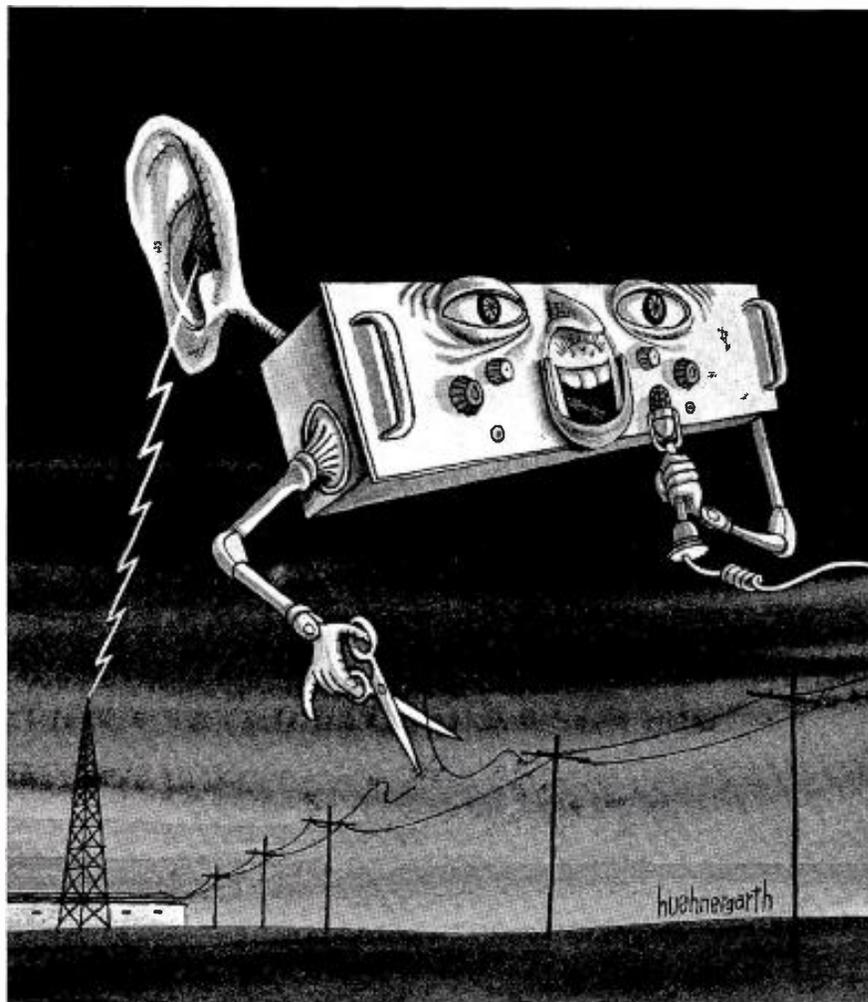
### How 'bout that, sports fans?

When WGN Chicago selected Randy Rosen, age 12, as winner of its "Junior Baseball Announcers Contest" recently, it didn't know the youngster would turn out to be so good. Given his chance at mike to describe game between Chicago Cubs and Milwaukee Braves, he performed so well he was allowed to go for five innings, including commercials. Fan mail poured in after show too. Randy said radio has been his ambition since he was 7. Randy and his parents will be WGN guests at world series.

### Drumbeats ...

**Sales trip** ■ WOWO Fort Wayne, Ind., plans sales presentations in 10 cities before the end of October. The presentation was several months in production, WOWO said. Scheduled: Indianapolis and Muncie, both Indiana; Chicago, Kansas City, St. Louis, Toledo and Lima, both Ohio; and New York.

**Honor roll** ■ During its football scores programming, WBT Charlotte, N.C., is continuing its salutes begun last fall to selected American colleges which are "distinguished in their own right, but



## NEMS-CLARKE® Tireless Wireless, cuts FM network costs!

FM networks can be set up with a handshake and a few hundred dollars with a Nems-Clarke FM Rebroadcast Receiver. Stereo/monaural FM networks need no longer depend upon marginal performance of Hi-Fi receivers, or expensive telephone lines.

This new crystal controlled Rebroadcast Receiver, FMR-101, meets the most exacting engineering requirements. It contains transistors and nuvistors in optimum combination and has a solid state power supply. It can be pre-tuned to any fixed point in the FM band and provides the highest quality audio reproduction available. The RF section has a noise figure of only 3 db, and sensitivity is one micro-volt for 30 db of quieting. The filter network is specially designed to provide an IF bandwidth of 200 kc with a shape factor of 2.7 to 1.



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#### SPECIFICATIONS

Tuning Range . . . . . 87.5—108.5 mc  
Sensitivity . . . . . 1 micro-volt for  
30 db quieting  
Noise Figure . . . . . 3.0 db max.  
Distortion . . . . . less than 0.5%  
Stereo Capability . . . . . Separate multi-  
plex output  
Image Rejection . . . . . 80 db min.  
IF Rejection . . . . . 60 db min.

perhaps less known to some of our listeners." The idea adds interest to scores broadcasts and "contributes to a better appreciation by our listeners of many fine educational institutions throughout the country," said J. R. Covington, WBT vice president.

**Media-rare** ■ WXYZ Detroit barbecued 300 steaks for timebuyers and media people at an outdoor cookout party on the grounds of WXYZ's Broadcast House.

**Spacemen** ■ A simulated expedition to the moon by two WNEW New York science editors took off shortly before midnight Sept. 13. The two reporters, Earl Ubell and Stuart Loory, reported their "progress" in WNEW newscasts throughout the next two days. They were "lifted off" from the Martin Co's. Space Systems Division, Baltimore, in a space-mission simulator.

**Funny faces** ■ Framed caricatures of some 20 top stars to appear this fall on stations of the CTV Television Network Ltd., Toronto, were mailed to advertising agency executives and advertisers as the CTV network began operations for its second season. The caricatures were by Toronto artist George Shane. CTV supplied nails and hangers before the pictures began arriving in mailings of two each during September.

**Picket-thicket** ■ Confounded with young listeners who picketed its studios to hear

more of "Play It Again," a recording by Pat Lundy, WLOK Memphis said it received help from Toto Recording Co., which sent Miss Lundy to the Tennessee city for a personal appearance.

**Change for charity** ■ Office workers and shoppers along Washington, D. C.'s Connecticut Avenue were offered free cups of Wilkins coffee during a fashion-charity promotion along that street which included WOL, that city, located on the avenue...Coffee drinkers were asked to donate to the D.C. Society for Crippled Children the change they'd have spent on coffee. WOL aired three days of remotes from a Connecticut Avenue location, where stores featured coffee-colored fashions and Wilkins brew.

**Humazoo and you** ■ The Humazoo Marching Band begun by Jeff Baxter and Jack Riley of WERE Cleveland got its official kick-off by soliciting members from listeners. The purpose of the Baxter-Riley effort is to organize Humazoo bands for parades, football games and other events. Humazoo, similar to the kazoo, is a top that produces a musical sound when the player hums into it.

**Free ride** ■ WJAG Norfolk, Neb., went to the state fair this year with 10 bus loads of listeners for the 12th annual excursion sponsored by the station. A total of 382 fans gathered at the WJAG studios at 6 a.m. for the outing earlier this month.



**Bridge work finished**

To commemorate the opening of the new lower level of the George Washington Bridge that connects New York State and New Jersey, WJRZ Newark, N. J., presented portable radios to every 970th automobile crossing the bridge that first day, Aug. 29 (WJRZ operates on 970 kc). Receiving the radio from WJRZ newsman Hank Bradford is Mrs. Charles Gilsdorf of Fort Lee, N. J. The station presented a total of 10 portable radios to motorists.

**Crystal baller** ■ Louis West, of JWT, New York, won a \$100 bill by guessing the closest figure to a first place rating WAPE Jacksonville, Fla. says it received in the latest Jacksonville Hooper survey. The station distributed blue-painted silver dollars to all 173 persons who entered the contest. The hued silver pieces related to the "Blue Chip Group" theme WAPE uses with three other radio stations.

**Reading help** ■ KMOX-TV St. Louis, via its two-year-old early morning educational program, *PS 4*, is undertaking a campaign to help the city's nearly 67,000 functionally illiterate people learn how to read. The 6:30-7 a.m. program, which is rebroadcast 7:30-8 a.m. by educational KETC (TV) there, will also send out additional self-help instruction by mail.

**Editorial follow-up** ■ WTCM Traverse City, Mich., which has been editorializing on what it considers an inadequate highway program for that part of the state, has published *The Voice of the By-Passed*, a brochure containing reprints of the editorials by Les Biederman, president of WTCM and the Paul Bunyon Network. Mr. Biederman discussed response to the editorials, and says the state's new highway system is by-passing the northwestern section of the lower peninsula.



**Cutting themselves in for a slice**

A nine-layer cake representing as many years of association between Johnson's Wax and the Red Skelton television program marked a celebration of the red head's ninth season and the premiere of his new show Tuesday (Sept. 25).

Digging into the cake are (l-r) Douglas L. Smith, director of mer-

chandising and household advertising, Johnson's Wax; G. W. Besley Jr., vice president and account supervisor, Foote, Cone & Belding, Chicago, Johnson's agency; Cecil Barker, Mr. Skelton's producer; Mr. Skelton and Harpo Marx, who makes a guest appearance on the first show on the new series.

## BROADCAST ADVERTISING



Mr. Armstrong

**Robert W. Armstrong**, for past six years president and director of Wertheimer Freres Inc. (perfume manufacturer), elected president of Revlon International Corp., New York.

Mr. Armstrong is former general manager of Revlon International.

**Courtenay J. Moon**, former vp and creative director of Johnson & Lewis, San Francisco, joins Los Angeles office of Grey Adv. as chairman of plans board. Prior to joining Johnson & Lewis, Mr. Moon was vp and director of copy and tv department at Guild, Bascom & Bonfigli.

**Charles A. O'Malley**, vp of Borden Co.'s Pioneer Ice Cream Div., elected executive vp. Among other duties, he will be responsible for division's sales and advertising.

**Marshall Hough**, assistant to president of Advertising Federation of America, elected vp. In addition to assisting AFA president, Mr. Hough has been editor of *AFA News Letter* and *Confidential and Referential Report* to company members.



Mr. Creedon

**Richard S. Creedon**, account executive at Ted Bates & Co., New York, elected vp. Before joining Bates six years ago, Mr. Creedon was assistant advertising manager of Vick Chemical Co. (now division of Richardson-Merrell Inc.), New York.

**James Stewart**, executive on Union Carbide Consumer Products Co. account at William Esty Co., New York, elected vp.

**Philip Baecker**, William T. Noble and William A. Sharon elected vps of Benton & Bowles, New York. Mr. Baecker is supervisor of sales promotion in marketing development department. Mr. Noble is supervisor of merchandising and field testing in same department, and Mr. Sharon is manager of personnel.

**Roy F. Segur**, director of research at Lawrence C. Gumbinner Adv. Agency, New York, elected vp.

**Fred C. Walker**, vp and director of Henderson Adv. Agency, Greenville, S. C., elected vp and general manager

## Pioneers' chairmen named

Committee chairmen of Broadcast Pioneers for coming year have been announced by organization's president, Ward L. Quaal, executive vp and general manager of WGN Inc. Appointments include: national membership chairman, **Edward Voynow**, president, Edward Petry & Co.; chapter chairman, **Sol Taishoff**, editor and publisher, *BROADCASTING* magazine; awards committee chairman, **Paul W. Morency**, president, WTIC-AM-FM-TV Hartford, Conn.; oral history chairman, **Carl Haverlin**, president, Broadcast Music Inc., and publicity chairman, **Marvin Kirsch**, associate publisher-general manager, *Radio-Tv Daily*.

In addition to Mr. Quaal, executive committee members include: Ernest Lee Jahncke, vp, NBC; Raymond Guy, vp, NBC (retired); Robert J. Higgins, treasurer, BMI Inc.; Robert Burton, vp, BMI Inc.; Joseph H. Ream, vp, CBS, and Oliver Gramling, assistant general manager, AP.

of Henderson-Ayer & Gillett Adv., Charlotte, N. C. Mr. Walker, who joined Henderson staff in 1954, served successively as account executive, account supervisor and vp. Henderson-Ayer & Gillett is an affiliate of Henderson Adv. Agency.

**Irvin Davis**, president of Clayton-Davis & Assoc., St. Louis advertising agency, elected to board of directors of Gibraltar Savings & Loan Assn., that city.

**Howard G. Rose**, vp in business development department of N. W. Ayer

& Son, Chicago, retired this month after nearly 35 years with agency. **George D. Skinner**, supervisor in agency's New York pr department, retires after 20 years service with Ayer. **Charles W. Liotta**, night club-tv performer, joins Ayer's New York commercial production department. Mr. Liotta had worked at agency before beginning entertainment career in 1959.

**Richard L. Ellis**, former account executive with Miller Adv. Agency, New York, joins Media Enterprises Inc., that city, in similar capacity.



Mr. McKown



Mr. Rudesill

**Carl J. Rudesill**, since 1949 secretary-treasurer of D. P. Brother & Co., Detroit-based advertising agency, elected senior vp. **Robert G. McKown**, who joined agency in 1953 as personnel director and office manager, elected vp. Both will continue their present duties. **Arthur F. Feeham**, with Brother since 1954 and controller since 1955, assumes added duties as assistant secretary-treasurer.

**Norman F. Hall**, account executive with Los Angeles office of The McCarty Co., joins Donahue & Coe, that city, as executive on Security First National Bank account. From 1955 to 1961, Mr. Hall was president of Hall & Thompson, Oklahoma-based advertising agency of which he was also co-founder.

**Edwin F. Prizer**, for past five years sales manager of News Reel Laboratory, Philadelphia, joins Albert Frank-Guenther Law, that city, as account service coordinator.

UNITED PRESS INTERNATIONAL

a smart addition to any newsroom

## F. K. Bridgman—Illinois Bell Telephone—retires

**Francis K. Bridgman**, supervisor of special services for Illinois Bell Telephone Co. and pioneer in providing radio-tv facilities to broadcasters since 1927, retires next month to build new home and amateur radio station in Cass Lake, Minn. It won't be his first station. He built and operated WFKB Chicago from 1923-26,



Mr. Bridgman

broadcasting mostly music.

Mr. Bridgman then joined Illinois Bell and has been responsible for providing broadcast facilities for nearly every major news and sports event from Chicago since that time, including political conventions, football, baseball, fights and other occasions such as visit of Queen Elizabeth and return of Gen. Douglas MacArthur.

One of his most embarrassing moments, though not his fault, was loss of a picture for 53 minutes during the Illinois State High School Basketball Tournament in 1953. The program sponsor: Illinois Bell.

**William D. Buckley**, account executive with Young & Rubicam, New York, joins Norman, Craig & Kummel, that city, as program coordinator and assistant to Walter Tibbals, vp-broadcast operations.

**Michael Holland**, creative director of WAVI-AM-FM Dayton, Ohio, joins Bridges-Sharp & Assoc., that city, as creative director, newly created post.



Mr. Owen

**John L. Owen**, former associate director of broadcast and broadcast supervisor at Foote, Cone & Belding, New York, promoted to director of broadcast. **William P. Gordon** rejoins FC&B as senior executive on Perkins-S.O.S. Div. account (General Foods). Mr. Gordon, who left FC&B to enter military service in 1951, had been with Dancer-Fitzgerald-Sample, New York, since 1956 as vp and executive on Best Foods Hellman's Mayonnaise account.

**Lawrence R. Smith**, advertising and pr manager of Collier Carbon & Chem-

ical Corp., chemical subsidiary of Union Oil Co., resigns to join Irvin L. Edelstein Assoc., Los Angeles advertising agency, as director of market planning and development.

**Robert Kowalski**, media supervisor at Young & Rubicam, New York, appointed associate director of Y&R's media relations and planning department.

**Frank Farrell** appointed head art buyer at N. W. Ayer & Son, Philadelphia, succeeding **Gordon Wilbur**, associate art director, who will work with agency's managing art director on special projects.

### THE MEDIA

**Roy E. Morgan**, WILK Wilkes-Barre, Pa., elected to board of directors of Assn. of Professional Broadcasting Education, succeeding **William Holm**, former general manager of WLPO La-Salle, Ill. Other broadcasters serving on APBE board are **Richard M. Brown**, KPOJ Portland, Ore.; **W. Earl Dougherty**, KXEO Mexico, Mo.; **Douglas Manship**, WJBO Baton Rouge, La.; **W. C. Swartley**, WBZ Boston, Mass.

**Dr. Harold Niven**, U. of Washington, is president of APBE.

**Carlton W. Elkins** joins WMSJ Sylva, N. C., as general manager, effective Oct. 1.

**Joseph E. (Buster) Keeton**, chief engineer of Antennavision Inc.'s Ameco catv system in Panama City, Fla., promoted to general manager, replacing **John A. Sullivan**, who resigned. Mr. Keeton, who assumes new post Oct. 1, will handle management of system as well as technical end of operation. First 25 miles of proposed 100-mile cable system reportedly will be in operation by Oct. 15.



Mr. Tormey

**John J. Tormey**, vp and radio sales director of Avery-Knodel, New York, joins RKO General, that city, as radio sales executive. He will represent RKO General radio properties in his new capacity, but will give special attention to Yankee Network (New England) sales. Prior to joining Avery-Knodel, Mr. Tormey was affiliated with WOR New York, CBS, and Edward Petry & Co. RKO General radio properties are WOR-AM-FM New York; WNAC and WRKO (FM) Boston; KHJ-AM-FM Los Angeles; KFRC-AM-FM San Francisco; WHBQ Memphis; WGMS-AM-FM Washington and CKLW Detroit, Mich.-Windsor, Ont.

**C. Carroll Larkin** elected vp in charge of midwest operations of Franklin Broadcasting Co. (WMIN St. Paul, WEW St. Louis. WWOM New Orleans, KOME Tulsa, and WLOD Pompano Beach, Fla.).

**Bernard Mann**, former manager of WEAV-AM-FM Plattsburgh, N. Y., appointed station manager of WROV Roanoke, Va.

**Willard Schroeder**, WOOD-AM-FM-TV Grand Rapids, elected president of Michigan Assn. of Broadcasters at group's fall convention and business meeting two weeks ago (BROADCASTING, Sept. 17).

**E. L. Byrd**, WILS Lansing, and **John O. Gilbert**, WXYZ-AM-FM Detroit, were elected vp and secretary-treasurer, respectively. New directors are **Raymond A. Plank**, WKLA Ludington; **Edwin R. Huse**, WKHM Jackson; **A. Donovan Faust**, WJRT (TV) Flint, and Mr. Byrd.

**Daniel K. Lavelle**, local sales manager of WNAV-AM-FM Annapolis, Md., named station manager, replacing **Bill W. Fillingham**, who resigned.



Mr. Schroeder

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

**Elizabeth Straubel**, program director, assumes added duties as assistant station manager.



Mr. Edwards

**Neal J. Edwards**, sales manager of WMAL-TV Washington, named station manager. He will continue to supervise sales activities of station. Before joining WMAL-TV in December 1953 in his

present capacity, Mr. Edwards served for six years as sales representative and sales manager of WTTG (TV) Washington.

**Bob Wright**, former sales manager of WMRI-AM-FM Marion, Ind., joins WTAF (TV), that city, as local sales manager. Target date of Marion tv outlet is reported to be Oct. 1.

**Fred Rawlinson**, recently with Wright Adv. Agency, Newport News, Va., joins WTOP-AM-FM Washington as account executive.



Mr. Engles



Mr. Holter

**David A. Engles**, western division sales manager of NBC Radio, named sales manager in central office of NBC Radio, Chicago. **Paul C. Holter**, account executive with NBC Spot Sales, San Francisco, appointed sales manager in western office of NBC Radio, San Francisco.

**Joseph Warshauer**, former sales manager of WLAV-AM-FM Grand Rapids, signed to open X-TRA News sales office in San Diego. McLendon Corp. holds exclusive U. S. sales rights for X-TRA, Los Angeles all-news radio



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

## CBS Radio veterans recognized

Golden Microphone Awards, honoring their 30-year affiliation with CBS Radio, were presented Sept. 13 to four stations during the annual convention of the CBS Radio Affiliation Assn. (BROADCASTING, Sept. 17).

CBS Radio President, Arthur Hull Hayes, presented the Golden Microphones to KSL Salt Lake City,

(Joseph A. Kjar, vice president and general manager); WSBT South Bend, Ind., (Arthur O'Neil, general manager); WBIG Greensboro, N.C., (Allen E. Wannamaker, vice president and general manager), and WNOX Knoxville, Tenn., (Richard B. Westergaard, vice president and general manager).

station which transmits from Tijuana, Mexico.

**Bruce Fleming**, account executive XETV (TV) Tijuana, Mexico-San Diego, Calif., joins KOGO-TV San Diego, in similar capacity.

**E. Robert Nashick**, director of advertising and sales promotion of KTLA (TV) Los Angeles, named manager of advertising and sales promotion of KPIX (TV) San Francisco. He replaces **Robert L. Smith**, who resigned.

**Richard Kline**, chief engineer of WFBG-AM-FM-TV, Triangle Broadcasting Co. station in Altoona, Pa., appointed to post of division engineer responsible for special engineering projects at new WFIL studios in Philadelphia. During this 15-month assignment, **John Grimme**, WFBG engineering supervisor, will serve as acting chief engineer. Mr. Kline will report to **Henry Rhea**, director of engineering, Triangle Stations (see WEEK'S HEADLINERS, page 10).

**Chuck Breece**, program manager of WFBM-AM-FM Indianapolis, joins WAVI-AM-FM Dayton, Ohio, as operations director.

**Winston Linam**, KSLA-TV Shreveport, elected president of Louisiana Assn. of Broadcasters at annual meeting last week in New Orleans. He succeeds **John F. Screen**, WDSU-AM-FM New Orleans. Other officers



Mr. Linam

elected: **Willard Cobb**, KALB-TV Alexandria, vp for tv; **Don Bonin**, KANE New Iberia, vp for radio; **Si Willing**, KMAR Winnboro, re-elected treasurer. Board members: **Louis Basso**, KSIG Crowley; **John Knight**, WIKC Bogalusa; **Roger Davison**, WJBO-AM-FM Baton Rouge; **John Vath**, WSMB New Orleans; **B. Hillman Bailey**, KNOC Natchitoches; **James A. Noe Jr.**, WNOE New Orleans; **Bob Earle**, WIBR Baton Rouge; **Clarence Faulk**, KRUS Ruston, and Mr. Screen.

**Charles J. Rothers**, engineer with WGN-TV Chicago for 15 years, resigns to enter business, Industrial Television

Service, with two other former WGN-TV engineers, **John Baker** and **Val Reynolds**. Firm handles closed-circuit tv systems for industry.



Mr. Berson

**Joel I. Berson**, partner in New York law firm of Knapp & Berson, elected to board of directors of Communications Industries Corp. CIC is licensee of WJRZ-AM-FM Newark, N. J.; WKST-TV Youngstown, Ohio; WKST New Castle, Pa.; WACE Springfield, Mass., and WEOK Poughkeepsie, N. Y.

**Kenneth L. Draper**, former program manager of KEX-AM-FM Portland, Ore., joins KYW-AM-FM Cleveland, in



Greater power, with beautiful music round the clock, news on the hour and headlines on the half hour, attract a large listening audience.

# KPOL

AM 1540  
NOW  
50,000  
WATTS

FM 93.9  
NOW  
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WATTS

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## Dunham, Hennock help to etv commemorated

Participants in a Sept. 14 luncheon in Washington honoring two deceased leaders of educational tv were (l to r) Rev. William K. Trivett, S.J., chairman of the Communications Arts Dept. of Fordham U.; FCC Commissioner Robert E. Lee; Mrs. Franklin Dunham (accepting an "in memoriam" award for her late husband); Mrs. Gertrude Broderick, chief of the U. S. Office of Education; FCC Chairman Newton N. Minow, and William Simons, husband of the late FCC Commissioner Frieda B. Hennock, accepting for Comr. Hennock.

The awards were presented by Fordham U. in commemoration of the 10th anniversary of etv. Mr. Dunham was chief of radio-tv in the Office of Education when he died in October 1961. He was educational director of NBC for many years before entering federal service.

Miss Hennock, the only woman ever to serve on the commission, was a member of the agency from 1948-55. She was a constant champion of FCC rules and policies favorable to etv. Plaques in memory of both honorees also were presented to their respective government agencies.

similar capacity. He succeeds Eugene M. Plumstead, who resigned. Raymond C. Koeppen appointed producer of KYW's early-morning *Martin & Howard Show*.

Sherril Hops, assistant merchandising director of KNX-AM-FM Los Angeles and Columbia Radio Pacific Network, joins ABC as publicity and research manager of ABC Radio West. Richard Rader, formerly with KCUL Ft. Worth, Tex., appointed sales service manager of ABC's western division.



Mr. Burka

Mel S. Burka, WTIP Charleston, re-elected president of West Virginia Broadcasters Assn. at annual business meeting Sept. 15. A. Garen Ferrise, WMMN Fairmont, and Don O. Hays, WKAZ-AM-FM Charleston, were re-elected vp and secretary-treasurer, respectively. Voted to board of directors were O. W. Myers, WHTN-TV Huntington; Betty Ann Venable, WRON Ronceverte; William Becker, WVOV Logan; John Shott, WHIS-TV Bluefield, and Jack Carr, WDNE Elkins.

Lucille Stern, research analyst and acting supervisor of research and sales development of WPIX (TV) New York, joins Bernard Howard & Co., that city, as director of research and sales development.

Don Hodges, program director of KSWO Lawton, Okla., joins KXOL-AM-FM Fort Worth, Tex., in similar capacity, replacing Bob Burton, who last week was named operations manager of KTOK Oklahoma City.

Joseph F. Parsons, sales manager of KFMU (FM) Los Angeles, promoted to general manager. Mal Ewing and Richard J. Baroda join station's sales staff. At same time, Mr. Parsons announced that KFMU has moved to larger quarters in Blair House at 445 N. Rossmore. National sales will be handled by QXR and FM Spot Sales.



Mr. Parsons

Tony Rocco, Don Carroll and John Paley named district representatives of ABC Radio Representatives in New York, Chicago and Los Angeles, re-

spectively. Mr. Rocco has been with American Radio & Tv Adv. Agency and Saturan Productions, following service as sales manager of WPTR Albany and WKBW-AM-FM-TV Buffalo, both New York. Mr. Carroll, from Hicks & Greist, Chicago, was formerly with WGN-AM-FM-TV, that city. Mr. Paley has been account executive and merchandising director of Lennen & Newell, Los Angeles, and formerly was senior account executive at David Olen Adv., that city.



Mr. Aberle

James Aberle, administrator - commercial coordinator, CBS-TV sales, New York, appointed sales manager of extended market plan of CBS-TV sales department. Miss Dale J. Danenberg, assistant administrator-commercial coordinator, succeeds Mr. Aberle. A. Robert Bonagura, account executive in CBS Radio network sales department since April 1957, named account executive in CBS-TV network sales department. Before joining CBS, Mr. Bonagura was in participating programs department at NBC.

Edward Moiso, director of operations of WWL-TV New Orleans, joins KCOP (TV) Los Angeles as program production coordinator.

Forrest H. Respass, former radio-tv director of Bird Adv. Agency, Indianapolis, joins WJIM-TV Lansing, Mich., as producer-director.

Herman Maxwell, former sales director of WNBC-AM-FM New York, appointed to new post of sales manager of WTFM (FM) Lake Success, N. Y., full-time stereo station. Mr. Maxwell previously served as sales manager of WINS and account executive at WOR-AM-FM, both New York City.



Mr. Maxwell

Raymond A. Gilvard, news director of WGAN-TV Portland, Me., promoted to chief producer-director and named unit manager of Tele-Gan, newly created production division of Guy Gannett Broadcasting Services.

Ron Barrett joins WJW-AM-FM Cleveland as host of station's *Caravan* program. Patricia L. Jaffrin appointed director of audience relations for WJW-TV's new daytime live program, *Dale Young Time*, to be seen Monday through Friday from 11 a.m.-12 noon.

Thomas Dunn, program and public affairs director of WCTV (TV) Thomasville, Ga.-Tallahassee, Fla., joins news

staff of WTVT (TV) Tampa-St. Petersburg, Fla.

**Jack Smee**, staff writer with *New York News*, joins WINS New York as news editor.

**Jerry Rosholt**, field representative of Lutheran Film Assoc. and Louis de Rochemont Assoc. for motion picture "Question 7," resigns to join news staff of WRCV-AM-TV Philadelphia.

**Philip Roberts**, formerly with news staff of WWDC-AM-FM Washington, appointed news director of WFAX Falls Church, Va.

**Kurt Blumberg**, vp in charge of sales of Robert Lawrence Productions, New York, joins WNEW-TV, that city, as business manager. Mr. Blumberg is former operations manager of United Artists Television and former vp for sales syndication of Television Programs of America.



Mr. Blumberg

**Clyde J. Davis**, assistant news director of KWTW (TV) Oklahoma City, joins news staff of KOA-TV Denver, effective Oct. 8, as writer-newsman.

**Frank Edwards**, long-time MBS correspondent and news director of WTTV (TV) Bloomington-Indianapolis, Ind., joins news staff of KABC-AM-FM Los Angeles.



Mr. Holland

**J. Robert Holland**, for past five years news director of WIIC (TV) Pittsburgh, joins WCAU-TV Philadelphia, in similar capacity, effective today (Sept. 24). Mr. Holland, who was previously with WCAU-TV

in 1951, succeeds **Charles Shaw**, station's news director since 1952 who will devote full-time to broadcast operations.

**Bill Sickler** joins announcing staff of WHTG-AM-FM Eatontown, N. J.

## PROGRAMMING

**Hal Styles** appointed midwest sales manager of Jerry Fairbanks Productions of California, Pacific Title & Art Studio, Hollywood Animators, all Hollywood, and International Video Tape, Los Angeles. With headquarters in Chicago, Mr. Styles will be responsible for studio-agency relations.

**Carl Haverlin**, president of Broadcast Music Inc., New York, elected vp of United States Capitol Historical Society, Washington.

**Hurley A. Graffius**, attorney in Desilu Sales legal department for past 18

months, named director of business affairs.

**Robert B. Klaverkamp**, divisional representative of United Press International, Tokyo, appointed sales manager of UPI's Asian division.

**Bruce B. Westfall**, formerly with KGMB-TV Honolulu, named Hawaiian representative of American Society of Composers, Authors & Publishers.

## ALLIED FIELDS

**Dr. Richard H. Bell**, for past year director of educational tv and audio-visual program at San Francisco State College, joins U. of Colorado, Boulder, in newly created post of assistant director of audio-visual instruction in charge of radio-tv. Previously, Dr. Bell served for nine years as director of bureau of broadcasting and assistant professor of education at Arizona State U.

**Sterling W. Fisher**, pr director of *Reader's Digest* and executive director of international editions and general manager for Far East, named to national advisory board of George Foster Peabody radio and tv awards. Mr. Fisher succeeds **Edgar Kobak**, deceased.

**Lowell Kuehn**, farm director of KEYC-TV Mankato, Minn., joins extension service information staff of

Kansas State U., Manhattan, to produce daily tv programs for Wichita, Kan., outlets.

**Marty Kummer**, MCA-TV vp, joins New York office of Freddie Fields & Assoc., personal management organization.

**John Brophy**, manager of mobile video tape facility of KUTV (TV) Salt Lake City, appointed editor of information services of U. of Utah. Mr. Brophy's responsibilities will be to work among schools and community groups in developing an improved utilization of programs and services offered by university's broadcasting facilities (KUED [TV] [etv ch. 7] and KUER [FM] Salt Lake City, and on-campus closed-circuit tv operations).

## EQUIPMENT & ENGINEERING

**C. Edward Harmon**, electronics engineer with Leach Corp., Azusa, Calif., joins Ameco Inc. (closed-circuit and catv equipment), subsidiary of Antennavision Inc., Phoenix, Ariz., as research and development engineer. Mr. Harmon will devote himself to further development and expansion of company's new line of transistorized all-band amplifiers and related equipment.

**I. (Bee) Greenberg**, electronic marketing executive, appointed exclusive

That's only one of the reasons why the B-12 H is the standard of the broadcasting industry! Another reason? A Custom-built hysteresis synchronous motor (the very one that drives the renowned B-16H) which assures you of all the torque you need for fast starts and perfect cueing. Other reasons? Write for complete information today.

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Eimac representative in greater New York area for distributor sales of Eitel-McCullough Inc. (manufacturer of electron power tubes), San Carlos, Calif. Mr. Greenberg's headquarters will be 16 Hudson Ave., New York.

**Dr. Paul W. Vittum**, director of color photography division of Eastman Kodak Research Labs, Rochester, N.Y., will be awarded Herbert T. Kalmus Award, given annually by Society of Motion Picture & Television Engineers. Award will be presented Tues., Oct. 23, during 92nd semi-annual convention of SMPTE at Drake Hotel in Chicago.



Mr. Lieberman

**Melvyn Lieberman**, former assistant sales manager of Wallson Assoc. (semi-conductor test equipment), Elizabeth, N.J., named sales manager of Electronics, Missiles & Communications Inc., Mount Vernon, N.Y.

Mr. Lieberman will direct sales activities of company's EMCEE Div., which manufactures vhf and uhf television translators and uhf transmitters. Previously, he was advertising director of Nuclear Corp. of America.

**Dermot A. Dollar**, marketing administration manager of RCA Electronic Data Processing, named manager of presentations and exhibits.

**Jack L. Hunter**, manager of distribution planning for radio-tv division of General Electric Co., named sales manager of GE's radio receiver department.

**John R. Moore**, vp of North American Aviation and president of NAA's Autonetics Div., named chairman of 1963 National Winter Convention on Military Electronics at Los Angeles' Ambassador Hotel, Jan. 30-Feb. 1, 1963.

**Dr. Richard H. Emberson**, former assistant to president of Associated Uni-

## Canadians elect officers

**J. Marven Nathanson**, CJCBA-AM-TV Sydney, elected president of Atlantic Assn. of Broadcasters, succeeding **Jack T. Fenety**, CFNB Fredericton, both Nova Scotia. Other officers elected: **J. A. MacLeod**, CKBW Bridgewater, N. S., first vp; **Robert J. Wallace**, CKMR Newcastle, N. S., second vp; **Willard Bishop**, CKEN Kentville, N. S., treasurer. Mr. Fenety named AAB representative to national Canadian Assn. of Broadcasters.

Annual meeting held this month at Halifax, N. S., was assured by **Carlyle Allison**, vice chairman of Board of Broadcast Governors, that no station in Atlantic provinces was included among four stations to be charged in Canadian courts in connection with infractions of BBG regulations. Stations to be charged have not yet been named.

versities Inc., appointed secretary of Institute of Radio Engineers, New York. He replaces **Laurence G. Cumming**, who has been appointed IRE field secretary.

**Douglas Barker**, formerly with Aetna Steel Products Corp., joins Filtron Co., manufacturer of RF interference filters and suppression devices, Flushing, N. Y., as marketing manager of company's newly formed Fil-Shield Div. **Robert B. McInerney** appointed Filtron sales representative in New York and Massachusetts.

## INTERNATIONAL

**Cowan Harris** appointed general manager of Electronic Industries Assn. of Canada, Toronto.

**Bob Johnson**, formerly in charge of

tv activities of 20th Century-Fox in Canada, named director of Canadian sales of United Artists Assoc., with headquarters in Toronto.

**Sid Banks**, formerly with S. W. Caldwell Ltd., Toronto, forms S. Banks (In-Television) Ltd., that city, to produce tv programs and films.

## DEATHS

**Edward R. Dunning**, 75, former vp in New York office of N. W. Ayers & Son, died Sat., Sept. 15, in New York Hospital, New York. Mr. Dunning joined Ayer in 1926. Before that he had been eastern advertising manager of *Woman's Home Companion*.

**Clarence H. Bradfield Jr.**, 61, board chairman of Wilding Inc., producers of industry and tv film, died Sept. 13 at his home in Glencoe, Ill. Mr. Bradfield joined Wilding Inc. in 1939 when firm was called



Mr. Bradfield

Wilding Picture Productions and located in Detroit. That year he was named treasurer. In 1947, after death of Norman Wilding, Mr. Bradfield became president and general manager. Company moved to Chicago in 1951 and Mr. Bradfield was elected chairman in 1959.

**George Lewis**, radio pioneer and former assistant vp of International Telephone & Telegraph Corp., died Sept. 12 at Johns Hopkins Hospital after short illness. He would have been 75 years old on Sept. 15. Before joining engineering staff of IT&T in 1935, Mr. Lewis held executive positions with Crosley Radio Corp., Cincinnati, Ken-Rad Corp., Owensboro, Ky., and Arcturus Radio Corp., Newark, N.J. He was vp and general manager of both Ken-Rad and Arcturus. Mr. Lewis retired from IT&T in 1950.

**Bernard Giroux**, program director of CHGB Ste. Anne de la Pocatiere, Que., and announcers **Richard Bedard**, 21, and **Guy Quillet**, 21, died in automobile accident Sept. 8 on highway just outside that town.

**Elwood J. Sperry**, 66, pioneer mid-west radio producer and syndicator who more recently was consultant to baking industry, died in Chicago Sept. 11. At one time Mr. Sperry was radio director of The W. E. Long Adv. Agency, Chicago.

**William Ferrari**, 61, art director at MGM for 25 years, died Sept. 10 after short illness. In 1944 Mr. Ferrari won Oscar for motion picture "Gaslight" and in 1956 won Emmy for *You Are There*. Recently, he had been working on *Twilight Zone* series.

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**STATION AUTHORIZATIONS, APPLICATIONS**

As compiled by BROADCASTING Sept. 12 through Sept. 19 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

**Abbreviations:** DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

**New tv stations**

**APPLICATIONS**

El Centro, Calif.—KXO-TV Inc. Vhf ch. 7 (174-180 mc); ERP 7.33 kw vis., 3.87 kw aur. Ant. height above average terrain 184 ft., above ground 199 ft. Estimated construction cost \$101,715; first year operating cost \$120,000; revenue \$127,000. P.O. address Box 140, El Centro. Studio and trans. location El Centro. Geographic coordinates 32° 46' 34" N. Lat., 115° 32' 59" W. Long. Type trans. RCA TT2-BH; type ant. Jampro JATV48/H. Legal counsel Fisher, Wayland, Duvall and Southmayd, Washington, D. C., consulting engineer E. E. Benham, Van Nuys, Calif. Principals: Marco Hana (58%), William J. Ewing (17.2%), Robert N. Ordonez (15.2%), and Gordon Belson and Robert E. Baker (each 4.8%). Mr. Hana is minority stockholder in KXOA-AM-FM Sacramento, Mr. Ewing is attorney. Ann. Sept. 14.

Paterson, N. J.—Bartell Bestrs. Inc. Uhf ch. 37 (608-614 mc); ERP 447 kw vis., 200 kw aur. Ant. height above average terrain 1268 ft., above ground 1280 ft. Estimated construction cost \$530,000; first year operating cost \$360,000; revenue \$400,000. P.O. address 444 Madison Ave., New York 17. Studio location Paterson; trans. location New York (Empire State Bldg.). Geographic coordinates 40° 44' 55" N. Lat., 73° 59' 09" W. Long. Type trans. RCA TTU-25B; type ant. RCA TFU-27J. Legal counsel Samuel Miller, Washington, D. C., consulting engineer Ralph Evans, Milwaukee. Principals: applicant is controlled by MacFadden-Bartell Corp., holding company, having more than 50 stockholders principal among which are: Gerald A. Bartell (16.2%); Lee M. Bartell (16.17%); and David Bartell (16.18%). Applicant owns WOKY Milwaukee, KCBQ San Diego, KYA-AM-FM San Francisco, both California, and WADO New York. Ann. Sept. 18.

**Existing tv stations**

**CP CANCELLED**

WLPA(TV) Alpena, Mich.—Lake Huron Bestg. Corp. Cp for commercial tv station cancelled and the call letters deleted on ch. 9, later modified to ch. 11. Ann. Sept. 17.

**CALL LETTERS ASSIGNED**

KBLU-TV Yuma, Ariz.—Desert Telecasting Co.  
 WJSK(TV) Corbin, Ky.—Ken-Ten-Va Telecasting Co.  
 WVUE(TV) New Orleans, La.—New Orleans Tv Corp.; changed from WVUA-TV.  
 KNMT(TV) Walker, Minn.—Central Minnesota Tv Co.  
 WJAO-TV Jackson, Miss.—McLendon Telecasting.  
 KICA-TV Clovis, N.M.—Marshall Enterprises Inc.; changed from KVER-TV.

**New am stations**

**ACTIONS BY FCC**

Benton, Ark.—Marvin Paul Bridges, Granted cp for new am station on 1600 kc, 1 kw conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and pro-

gram tests not to be authorized until permittee has submitted evidence to prove that Sam Preston Bridges has divested himself of all interest in and severed all connections with KBBA, Benton, Ark. P.O. address Box 369 Benton, Ark. Estimated construction cost \$10,868, first year operating cost \$30,000; revenue \$42,000. Applicant is retired from U.S. Navy. Action Sept. 18.

**Existing am stations**

**CALL LETTERS ASSIGNED**

KTHS Berryville, Ark.—Ozark Radio & Equipment Co.; changed from KTCN.  
 WVCF Apopka, Fla.—Adair Charities, Inc.  
 WKYC Fort Myers, Fla.—William H. Martin.  
 WLKB Decatur, Ga.—DeKalb Bestg Co.  
 WBZI Brazil, Ind.—Community Bestg. Corp.; changed from WITE.  
 WADM Decatur, Ind.—Airon Inc.  
 KRWB Roseau, Minn.—Marlin T. Obie & Henry G. Tweton.  
 KICA Clovis, N.M.—Marshall Enterprises Inc.; changed from KVER.  
 WIZB Henderson, N.C.—Radio Corp.; changed from WHVH.  
 WBCO Bucyrus, Ohio—Crawford Co. Bestg. Co.  
 WUNO Rio Piedras, P. R.—San Juan Bestg. Corp.; changed from WRIO.  
 WLVN Nashville, Tenn.—Second Thursday Corp.; changed from WSTH.  
 WFAW Fort Atkinson, Wis.—Shorewood Bestg. Corp.  
 KMER Kemmerer, Wyo.—Lincoln Bestg. Co.

**New fm stations**

**APPLICATIONS**

\*Moscow, Idaho—The Regents of University of Idaho. 91.7 mc, ch. 219, 1 kw. Ant. height minus average terrain 55.8 ft. P.O. address Moscow, Idaho Estimated construction cost \$1,900; first year operating cost \$1,000. Principals are Regents. Ann. Sept. 10.  
 Jennings, La.—Jennings Bestg. Inc. 92.7 mc, ch. 244, 244 w. Ant. height above average terrain 234.3 ft. P.O. address Box 935, Jennings. Estimated construction cost \$2,600; first year operating cost \$2,400; revenue \$2,700. Principals: Clovis L. Bailey (98.3%), Mrs. Bailey (1%), and Jackie T. Bertrand (7%). Principals own same shares of KJEF same city. Ann. Sept. 19.  
 \*Loudonville, N. Y.—St. Bernardine of Siena College. 89.1 mc, ch. 298, 10 w. Ant. height above ground 48 ft. P.O. address Loudonville. Estimated construction cost \$2,391; first year operating cost \$2,000. Principals are board of trustees. Ann. Sept. 18.  
 Lawrenceburg, Tenn.—Middle Tennessee Enterprises Inc. 96.7 mc, ch. 244, 3 kw. Ant. height above terrain 87 ft. P.O. address 712 Woods Dr., Columbia, Tenn. Estimated construction cost \$8,445; first year operating cost \$8,000; revenue \$12,000. Principals: W. J. Webster, Carlton D. Swafford, and James T. Johnson (each 1/3%). Applicant has filed for fm in Columbia. Ann. Sept. 19.

**Ownership changes**

**ACTIONS BY FCC**

WROD, Daytona Beach Bestg. Corp., Daytona Beach, Fla.—Granted assignment of license to WROD Inc. (Lee Ruwitch, Gordon Sherman, Ernest R. Currie and Richard C. Fellows); consideration \$125,000 including \$10,000 for agreement not to compete in radio within radius of 50 miles of station for 6 years. Mr. Sherman owns 50% interest in WHIY Orlando, and WMAV Springfield, Ill. Chmn. Minow and Comr. Bartley dissented. Action Sept. 18.  
 WRIT-AM-FM, Radio Milwaukee Inc., Milwaukee, Wis.—Granted assignment of licenses and cp to WRIT Inc.; consideration \$800,000. Assignee is owned by Great Trails Bestg. Corp., licensee of WING Dayton, Ohio, and owner of WKLO-AM-FM and WEZI (TV) Louisville, Ky. Action Sept. 18.  
 WPON, Chief Pontiac Bestg. Co., Pontiac, Mich.—Granted assignment of licenses to WPON Inc.; consideration \$400,000, and agreement not to compete in radio broadcasting for 5 years within certain radius except for interests in stations at Detroit, Flint, Ann Arbor and Dearborn. Action Sept. 14.  
 KDEF-AM-FM, KDEF Bestg. Co., Albuquerque, N. M.—Granted assignment of licenses and cp to White Oaks Bestg. Co.; consideration \$175,000. Action Sept. 12.  
 By memorandum opinion & order, commission approved agreement by Crosley Bestg. Corp. and WIBC Inc., to resolve their competition for tv ch. 13 in Indianapolis, Ind. Under agreement, (1) Crosley reimburses WIBC \$100,007 for expenses in prosecuting latter's application; (2) WIBC withdraws its application, and (3) Crosley sells WLWA (TV) Atlanta, Ga., to WIBC for \$2,251,000 plus book value of working capital. In so doing, commission vacated its Oct. 31, 1961 previous ch. 13 grant to WIBC and dissolved stay imposed following Nov. 22, dismissed as moot Crosley petition, and conditioned current Crosley grant to filing of notice that purchase of WLWA has been completed and formal request by WIBC for dismissal of its Indianapolis application. Thereupon, proceedings in Docs. 8908 and 10948 will be terminated. (Crosley has been operating station WLWI on ch. 13 in Indianapolis under temporary authority.) Action Sept. 13.  
 By separate action, commission granted assignment of license and cp of WLWA (TV) (ch. 11) from Crosley Bestg. of Atlanta Inc., to WIBC Inc. These actions will result in Crosley operated stations being WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton, and WLWC (TV) Columbus, all Ohio; and WLWI (TV) Indianapolis, Ind. In addition to Atlanta tv station, WIBC, Inc., has WIBC-AM-FM in Indianapolis. Action Sept. 13.

**APPLICATIONS**

WMFC-AM-FM Monroe, Ala.—Seeks assignment of license from William M. Stewart, d/b as Monroe Bestg. Co., to Mr. Stewart (97%), Carolyn Stewart (2.8%) and Ralph L. Jones (2%), t/as company of same name as corporation. No financial consideration involved. Ann. Sept. 19.  
 WAVP Avon Park, Fla.—Seeks assignment of license from William A. Jacob, trustee for Mid-Florida Bestg. Inc., by court order to John W. Wright and Helen V. Sighler

## EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of  
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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 20

	Lic.	ON AIR	CPS	Not on air	TOTAL APPLICATIONS For new stations
AM	3,692		60	150	431
FM	960		67	174	148
TV	499		62	86	656

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 20

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

## COMMERCIAL STATION BOXSCORE

Compiled by FCC August 31

	AM	FM	TV
Licensed (all on air)	3,712	989	490 <sup>1</sup>
Cps on air (new stations)	55	60	62
Cps not on air (new stations)	136	150	85
Total authorized stations	3,903	1,199	637 <sup>2</sup>
Applications for new stations (not in hearing)	379	150	58
Applications for new stations (in hearing)	185	15	65
Total applications for new stations	564	165	123
Applications for major changes (not in hearing)	374	90	45
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	435	94	56
Licenses deleted	0	1	0
Cps deleted	0	0	1

<sup>1</sup>There are in addition, 10 tv stations which are no longer on the air but retain their licenses. <sup>2</sup>Includes one STA.

(each 50%), d/b as Avon Bestg. Co. Consideration \$27,500. Ann. Sept. 17.

WMFP Ft. Lauderdale, Fla.—Seeks assignment of license from Ruth M. Crawford, executrix of estate of Percy B. Crawford, to A. H. Anderson, and Paul W. Brandel (each 50%), tr/as Anderson-Brandel Inc. Consideration \$46,000. Ann. Sept. 17.

WKBX Kissimmee, Fla.—Seeks assignment of license from William A. Jacob, trustee for Mid-Florida Bestg. Inc., in bankruptcy, to Howard R. King and Rodney B. Walker (51% and 49% respectively), d/b as Osceola Bestg. Inc. Consideration \$35,000. Mr. King owns 25% of WELC Welch, W. Va., and Mr. Walker has been sales manager for WPET Greensboro, N. C. Ann. Sept. 17.

WOKB Winter Garden, Fla.—Seeks assignment of license from John B. Cook, Jr., sole owner, d/b as individual, to John H. and Charlotte Everbach (65% and 35% respectively), tr/as Everbach Bestg. Inc. Consideration \$150,000. Mr. Everbach is vp and general manager of WTMP Tampa, Fla., and Mrs. Everbach is housewife. Ann. Sept. 17.

\*WETL South Bend, Ind.—Seeks assignment of license from School City of South Bend to South Bend Community School Corp. Transfer is due to reorganization of school corporation system for area. No financial consideration involved. Ann. Sept. 19.

KSRC Socorro, N. M.—Seeks transfer of control of licensee corporation from O. E. Franklin (137.5 shares) to Walter C. Shrode (sole owner) Consideration \$4,536. Ann. Sept. 19.

WALY Herkimer, N. Y.—Seeks assignment of license from Richard K. and Margaret S. Thorman (98.5% and 1.5% respectively), d/b as WALY Inc., to Mr. Thorman (100%) tr/as Mohawk Bestg. Corp. No financial consideration involved as Mrs. Thorman's 1 share of WALY Inc. will be dissolved. Mohawk is licensee of WRNY Rome, N. Y. Ann. Sept. 17.

WAKN Aiken, S. C.—Seeks transfer of control of licensee corporation from John Mare, deceased, (100%), to Oliver R. Grace and Howard C. Broughton as executors of Mr. Mare's estate. Ann. Sept. 12.

KCAS Slaton, Tex.—Seeks assignment of license from Kermit S. Ashby, sole owner, d/b as Plains Bestg. Co., to same tr/as as

corporation. No financial consideration involved. Ann. Sept. 17.

WARR (FM) Warrenton, Va.—Seeks assignment of cp from Arthur W. Arundel, sole owner, d/b as United States Trans-dynamics Corp., to Laurens M. Hamilton, tr/as Radio Assoc. Inc. Consideration that assignee will assume construction costs. Radio Assoc. is licensee of WERR Warrenton. Ann. Sept. 12.

KRAL Rawlins, Wyo.—Seeks assignment of cp from William C. Grove (31.6%) Winfield C. Grove (25%), Wm. C. Grove Inc. (38.3%), Eva R. Grove (4.5%), and William C. Grove Jr. (.6%), tr/as Rawlins Bestg. Inc., to same persons d/b as joint venture. Pending before FCC is assignment of license of KRAL from Rawlins to Radio Twelve-Forty Inc., and assignors feel that it may not be approved. Ann. Sept. 17.

## Hearing cases

### FINAL DECISIONS

■ Commission gives notice that July 25 initial decision which looked toward granting application of The Mullins & Marion Bestg. Co. to increase power of station WJAY Mullins, S. C., from 1 kw to 5 kw, continued operation on 1280 kc, D became effective Sept. 13 pursuant to Sec. 1.153 of rules. Action Sept. 19.

■ Commission gives notice that July 26 initial decision which looked toward granting application of North Attleboro Bestg. Co. for new class B fm station to operate on 93.3 mc with ERP 3.9 kw, in North Attleboro, Mass., became effective Sept. 14 pursuant to Sec. 1.153 of rules. Action Sept. 19.

### INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Greene County Radio for new am station in Xenia, Ohio, to operate on 1500 kc with 500 w power, daytime only and denying mutually exclusive application of Speidel Bestg. Corp. of Ohio for new daytime station in Kettering, Ohio, on 1510 kc, 10 kw, DA. Greene County application would be conditioned to preclude pre-sunrise operation pending Commission decision in Doc. 14419. Action Sept. 17.

■ Hearing Examiner Forest L. McClen-

ning issued initial decision looking toward dismissing license revocation proceeding against KWK St. Louis, Mo., operated by KWK Radio Inc. Upon consideration of testimony and other record of hearing, which was held in St. Louis, Examiner McClenning concluded that evidence about conduct of contests over that station is not sufficient to merit conclusion that licensee is unfit to operate broadcast station in public interest and, accordingly, revocation of license of station KWK is not warranted. Action Sept. 17.

### OTHER ACTIONS

■ By memorandum opinion & order, commission (1) granted petition by Genkar Inc., to extent of permitting it to amend its application for new am station in Gouverneur, N. Y., to show that Martin R. Karig no longer has any connection or interest whatever in that application, but denied remaining portion of petition seeking removal from consolidated hearing in Docs. 14617-14621 and for grant of Genkar application; and (2) granted motion by Broadcast Bureau to extent of adding issues to determine whether Karig has given up his interest in Genkar, terms and conditions of such divestiture and whether under such terms and conditions, or otherwise, Karig continues to be principal in Genkar, and whether Genkar is financially qualified to construct and operate its proposed station. Action Sept. 18.

■ By memorandum opinion & order, commission (1) reaffirmed July 20, 1960 grant of application of The Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in that city, and (2) dismissed application of Huntington-Montauk Bestg. Inc., for similar facility in Huntington, N. Y. Chmn. Minow not participating. Action Sept. 18.

■ By memorandum opinion & order in Docs. 14511 et al., commission denied petition by Delaware Valley Bestg. Co. for reconsideration of May 29 denial of review of examiner's ruling denying its previous petition to amend its application to change nighttime DA system of WAAT Trenton, N. J. Action Sept. 18.

■ Commission scheduled following proceedings for oral argument on Oct. 29 and Nov. 5: Richmond Bestg. Co., Centerville, Ind., et al.; Radio Crawfordsville Inc., Crawfordsville, Ind., et al.; United Tv Co. of New Hampshire (WMUR-TV), Manchester, N. H. Radio Specialist Co., Golden, Colo.; Dixie Radio Inc., Brunswick, Ga.; and Asheboro Bestg. Co. (WGWR), Asheboro, N. C. Action Sept. 18.

■ Commission on Sept. 17 granted request by Electronic Industries Assoc. and extended from Sept. 17 to Oct. 17 time to file comments and from Oct. 1 to Nov. 1 time for replies in matter of Amendment of Parts 2 and 4 of rules to establish new class of educational tv for transmission of instructional and cultural material to multiple receiving locations on channels in the 1990-2110 mc or 2500-2690 mc frequency band. Action Sept. 17.

■ Commission on Sept. 13 granted request by Springfield Tv Bestg. Corp. and dismissed its petition for rulemaking filed July 19 involving substitution of assignment in Pittsfield, Mass., and numerous other changes in other communities. Action Sept. 13.

■ Commission on Sept. 12 rescheduled from Sept. 20 to Sept. 21 oral argument in proceeding on applications of San Juan Non-Profit Tv Association for tv translator stations in Farmington-Bloomfield and Huerfano area, N. M. Action Sept. 12.

■ Commission on Sept. 11 extended time from Sept. 13 to Sept. 24 to file comments and from Sept. 27 to Oct. 8 for replies in matter of amendment of Sec. 2.405 of rules pertaining to operation of stations during emergencies and addition of new Secs. 3.98, 3.298, 3.597 and 3.670 relating thereto. Action Sept. 11.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinions & orders in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al., granted motion by Philco Bestg. Co. and enlarged issues to determine whether ownership by RKO General Inc. of CKLW-TV, Windsor, Ontario, in addition to ownership interests it holds in 5 vhf stations in the United States violates provisions of Section 3.636 of commission's rules, or is inconsistent with spirit and intent of that rule; and denied motion by Westinghouse Bestg. Co., respondent, for dismissal as party. Action Sept. 17.

■ Granted petition by Broadcast Bureau and extended to Sept. 18 time to file exceptions to initial decision in proceeding

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on application of Higson-Frank Radio Enterprises for new am station in Houston, Tex. Action Sept. 17.

■ Granted petition by Harbenito Radio Corp. (KGBT), Harlingen, Tex., for withdrawal of its exceptions; and made effective January 9 initial decision which looked toward granting application of Georgetown Bcstg. Co. for new am station to operate on 1530 kc, 1 kw, D, in Georgetown, Tex. Action Sept. 17.

■ Granted petition by Broadcast Bureau and extended to Sept. 21 time to respond to "Request for Action to Obtain Information from Department of Justice Files," filed by Philco Bcstg. Co., in proceeding on NBC-RKO broadcast transfers and related applications. Action Sept. 13.

■ Denied petition by Hayward F. Spinks for stay of hearing examiner's ruling released Sept. 5 in which petitioner and Broadcast Bureau were given until Sept. 15 to file requests for cross-examination of witnesses on certain exhibits admitted in evidence on reopened record and/or to file requests to file substitute proposed findings of fact and conclusions and replies, in proceeding on Spinks' and Greenville Bcstg. Co. applications for new am stations in Hartford and Greenville, Ky., respectively. Action Sept. 13.

■ Denied motion by Flower City Tv Corp., to enlarge issues in Rochester, N. Y., tv ch. 13 proceeding to determine whether Rochester Telecasters Inc. has legally qualified application for authority to construct tv station on ch. 13 at Rochester, N. Y. Action Sept. 13.

■ By memorandum opinion & order, granted petition by Broadcast Bureau to enlarge issues in proceeding on applications of KWEN Bcstg. Co. and Vidor Bcstg. Inc., for new am stations in Port Arthur and Vidor, both Texas, respectively, to include contingent standard comparative issues. Action Sept. 12.

■ Granted petition by Bay Shore Bcstg. Co., applicant for new am station in Hayward, Calif., and extended to Sept. 17 time to respond to petition to enlarge issues filed by Broadcast Bureau. Action Sept. 12.

#### ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following proceedings on the dates shown: Oct. 17 and Nov. 15—am application of Washington Bcstg. Co. (WJPA), Washington, Pa.; Oct. 18 and Nov. 15: Semo Bcstg. Corp., Sikeston, Mo., and Brownsville Bcstg. Co., Brownsville, Tenn. Oct. 17 and Nov. 20; Tri-City Bcstg. Co., Belpre, and The Radiocasters, Marietta, both Ohio; Oct. 18 and Dec. 5: tv applications of L. B. Wilson Inc. (WLBW-TV), Civic Tv Inc., South Florida Tv Corp., and Miami Tv Corp., all Miami, Fla. Action Sept. 18.

■ Granted petition by Ivy Bcstg. Inc. for dismissal of its application for new tv station to operate on ch. 9 in Syracuse, N. Y., but dismissed application with prejudice; retained in hearing status remaining applications in consolidation in Docs. 14387 et al. Action Sept. 17.

■ Granted petition by Camden Community Bcstrs. for dismissal of its application for new am station in Camden, Ark., but dismissed application with prejudice; retained in hearing status remaining application of Ouachita Valley Radio Corp. Action Sept. 17.

■ Granted petition by CHE Bcstg. Co., Albuquerque, N. M., for dismissal of its am application, but dismissed application with prejudice, and terminated proceeding. Action Sept. 14.

■ Dismissed request by Hugh Jordan Stock that prehearing conference and hearing on his am application for new station in Riverton, Wyo., now scheduled to be held in Washington, D. C., be moved to Riverton. Action Sept. 14.

■ Amended order released Sept. 12 in Huntsville, Ala., tv ch. 10 proceeding, and changed from Oct. 8 to Oct. 10 date for prehearing conference. Action Sept. 13.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Alfred Ray Fuchs and continued Sept. 14 prehearing conference to Oct. 10 in proceeding on his application and that of C. M. Rouse for new am stations in Grants and Milan, N. M., respectively. Action Sept. 14.

■ Pursuant to agreements reached at Sept. 12 prehearing conference in proceeding on am applications of Wyman N. and

Willa M. Schnepf, joint tenants, and Valley Bcstg. Co., for new stations in Abilene and Beloit, respectively, both Kansas, cancelled and set aside Oct. 22 hearing, and date for hearing will be specified immediately after Commission has acted upon presently pending pleadings looking toward dismissal of Valley application. Action Sept. 12.

■ Granted petition by Broadcast Bureau and continued from Sept. 10 to Sept. 14 time to file proposed findings and replies by Sept. 24 in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action Sept. 12.

■ Granted joint petition by 1540 Radio Inc. and Eliades Bcstg. Co., applicants for new am stations in Richmond and Hopewell, respectively, both Virginia, and continued from Sept. 10 to Sept. 17 time to file proposed findings and from Sept. 20 to Sept. 27 for replies. Action Sept. 12.

By Hearing Examiner James D. Cunningham

■ Upon request of applicant Carol Music Inc., in proceeding in matter of revocation of license and SCA of WCLM (FM) Chicago, Ill., continued Sept. 19 prehearing conference to Sept. 26. Action Sept. 14.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Sept. 14 prehearing conference, scheduled certain procedural dates in proceeding on am application of Star Bcstg. Corp. (WFLS), Fredericksburg, Va., and continued Oct. 16 hearing to Oct. 31. Action Sept. 18.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued Oct. 15 hearing to date to be set by order following further prehearing conference in proceeding on am application of William L. Ross, Riverton, Wyo. Action Sept. 17.

By Hearing Examiner Walter W. Guenther

■ Denied petition by Hastings Bcstg. Co., Hastings, Minn., for leave to amend its am application which is consolidated in hearing with Northfield Bcstg. Co., Northfield, and Albert Lea Bcstg. Co. (KATE), Albert Lea, Minn. Action Sept. 14.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., and continued from Oct. 1 to Oct. 10 time to file proposed findings and from Oct. 16 to Oct. 28 for replies in proceeding on its am application et al. Action Sept. 14.

By Hearing Examiner David I. Kraushaar

■ Issued order after Sept. 18 prehearing conference setting forth agreements and understanding of parties in proceeding on application of WGLI Inc. (WGLI), Babylon, N. Y.; hearing to commence Oct. 31 as presently scheduled. Action Sept. 18.

■ On own motion, corrected in various respects transcript of record of further prehearing conference in proceeding on am application of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois; further directed that should any of the parties have objections to the corrections made, or desire to move for further corrections, motions to be filed not later than by close of business on fifth day following date of release of this action (exclusive of weekends). Action Sept. 17.

By Hearing Examiner Jay A. Kyle

■ Granted request by James R. Williams, Anadarko, Okla., and cancelled procedural dates adopted by Aug. 7 order and scheduled new procedural dates in proceeding on his am application and that of Olney Bcstg. Co., Olney, Texas; hearing scheduled for Nov. 26. Action Sept. 17.

■ Pursuant to Sept. 17 prehearing conference in Austin, Texas, tv ch. 24 proceeding, continued Nov. 17 hearing to Dec. 3. Action Sept. 17.

■ Upon verbal request by Broadcast Bureau, extended from Sept. 17 to Sept. 21 time to file proposed findings of fact in proceeding on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action Sept. 17.

■ Granted motion by Progress Bcstg. Corp. (WHOM), New York, N. Y., and extended from Sept. 14 to Oct. 9 date for exchange of exhibits and continued Oct. 9 hearing to Oct. 24 in proceeding on its am application. Action Sept. 12.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements and rulings made at Sept. 14 prehearing conference in proceeding on am applications of Queen City Radio Station, Tullahoma, and Cannon Bcstg. Co., Woodbury, both Tenn., and continued Oct. 9 hearing to Nov. 27. Action Sept. 17.

■ Formalized by order certain agreements and rulings made at Sept. 10 prehearing conference in proceeding on application of Pinellas Radio Co. for new am station in Pinellas Park, Fla., and continued Oct. 11 hearing to Nov. 13. Action Sept. 12.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after Sept. 13 prehearing conference and scheduled certain procedural dates in proceeding on am applications of Progress Valley Bcstrs. Co., and Shakopee Bcstg. Co., for new stations in Shakopee, Minn.; Oct. 22 hearing continued to Nov. 5. Action Sept. 13.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to joint motion by applicants at Sept. 13 prehearing conference, scheduled further prehearing conference for Oct. 5, and continued Oct. 12 hearing to date to be fixed at such further session of prehearing conference in proceeding on am applications of John A. Egle and KLFT Radio Inc. for new stations in Golden Meadow, La. Action Sept. 12.

■ Commission on Sept. 12 extended from Sept. 20 to Oct. 22 time to file comments and to Nov. 13 for replies in matter of amendment of Secs. 3.35, 3.240 and 3.636 of rules relating to multiple ownership of am, fm and tv stations. Various licenses and law firms requested extension. Action Sept. 12.

#### BROADCAST ACTIONS

By Broadcast Bureau

Actions of Sept. 19

■ Granted renewal of license for following stations: KADO Marshall, Tex.; KBEK Elk City, Okla.; KBOP Pleasanton, Tex.; KBRR Leadville, Colo.; KBST Big Spring, Tex.; KCSJ Pueblo, Colo.; KDLC Del Rio, Tex.; KFJZ-AM-FM Fort Worth, Tex.; KGNO Dodge City, Kan.; KHUL (FM) Houston, KIKK Pasadena, KIOX Bay City, KJET Beaumont, KLEN Killen, all Texas; KLMS Lincoln, Neb.; KLVV Pasadena, KNAL Victoria, \*KNER (FM) Dallas, KNOW Austin, KORA Bryan, all Texas; KREI Farmington, Mo.; KULP El Campo, \*KVOP-FM El Paso, KVOP-FM Plainview, all Texas; WDAY Fargo, N. D.; WKRS Waukegan, Ill.; WMTV (TV) Madison, Wis.; WNMP Evanston, Ill.; K83AH, Teleservice Co., Roseburg, Ore.

Actions of Sept. 18

WTEN (TV) Vail Mills, N. Y.—Granted license for tv station.

KBKW Aberdeen, Wash.—Granted license covering increase in daytime power and installation of new trans.

\*KPPS-FM Parsons, Kan.—Granted cp to change main studio and trans. locations and make changes in ant. system.

\*WHAD (FM) Madison, Wis.—Granted cp to increase ERP to 74 kw, ant. height to 700 ft., make changes in ant. system, and install new ant.

WFAW (FM) Fort Atkinson, Wis.—Granted cp to decrease ant. height to 155 ft., change main studio and trans. location and make changes in ant. system.

\*WYSO (FM) Yellow Springs, Ohio—Granted cp to change type ant., make changes in ant. system, change ERP to 700 w and ant. height to 150 ft.

KNOE Monroe, La.—Granted cp to install new trans. as auxiliary trans. at main trans. site.

WNYC-TV New York, N. Y.—Granted mod. of cp to change trans. location, redescribe studio location, type trans., type ant., ant. height to 1290 ft. and make changes in ant. system; and granted extension of completion date to March 18, 1963.

WPAG Ann Arbor, Mich.—Granted mod. of cp to change ant.-trans. location.

KWBE-FM Beatrice, Neb.—Granted mod. of cp to change main trans. line and remote control permitted from main studio location.

WTSV-FM Claremont, N. H.—Granted authority to remain silent for period ending Nov. 1.

#### Actions of Sept. 17

KCFH, Margaret Respondek, individually and as community administrator of estate of Alphonse M. Respondek, Cuero, Tex.—Granted assignment of license to Cuero Bestrs. Inc.; consideration \$40,750.

KWJJ Portland, Ore.—Granted increased daytime power on 1080 kc DA-2 from 10 kw to 50 kw, continued nighttime operation with 10 kw; change ant. trans. and studio locations; install new trans. and make changes in ant. system and ground system; conditions.

WRON, Blake Bestg. Co., Ronceverte, W. Va.—Granted transfer of control from James E. Venable to Betty Ann Venable; stock transaction.

WOCB-AM-FM, WNBH-AM-FM, E. Anthony & Sons Inc., West Yarmouth and New Bedford, Mass.—Granted involuntary transfer of control from Basil Brewer to Mary C. Brewer, conservator of property of Basil Brewer.

KMPX (FM) San Francisco, Calif.—Granted assignment of cp to Leon A. Crosby, et al d/b as Crosby-Pacific Bestg. Co.

WUSM Havelock, N. C.—Granted license for am station and specify main studio location and remote control point.

WMKE (FM) Milwaukee, Wis.—Granted cp to change trans. location; make changes in ant. system and deletion of remote control operation; ant. height 71 ft.

WWWW Rio Piedras, P. R.—Granted cp to install old composite trans. as an auxiliary trans. at main location.

KOPY Alice, Tex.—Granted cp to install new trans.

KYOK Houston, Tex.—Granted cp to move ant.-trans. location and make changes in ground system.

WSBT South Bend, Ind.—Granted cp to make changes in daytime DA system.

WLOW Aiken, S. C.—Granted mod. of cp to change type trans.; ant.-trans. location; studio location and install remote control; condition.

KVON Napa, Calif.—Granted mod. of cp to change daytime DA system.

\*WHA-FM Madison, Wis.—Granted mod. of cps to make changes in transmitting equipment, change type ant. and make changes in ant. system (main & alt. main trans.)

■ Granted mod. of cps to change type trans. for following stations: KSMO Salem, Mo.; KPER Gilroy, Calif.; WAVN Stillwater, Minn.; KSPI-FM Stillwater, Okla.; KRDO Colorado Springs, Colo.

WMLF Pineville, Ky.—Granted authority to sign-off at 7:00 p.m., for period beginning Oct. 1 and ending Nov. 26, except for special events.

KALV Alva, Okla.—Granted extension of authority to Dec. 3 to sign-off at 7:00 p.m.

WZRH Zephyrhills, Fla.—Granted authority to sign-off at 8:00 p.m., EST, for period ending Dec. 1.

■ Following stations were granted renewal of license: WAPA San Juan, P. R., and KCFH Cuero, Tex.

■ Following stations were granted extensions of completion dates as shown: WCC Bridgeport, Conn., to March 1, 1963; WENG Englewood, Fla., to Dec. 15.

KFLY Corvallis, Ore.—Remote control permitted.

#### Actions of Sept. 14

■ Granted SCA to operate on multiplex basis to following stations: WPAY-FM Portsmouth, Ohio; condition, and WCLW-FM Mansfield, Ohio.

KRAL, Rawlins Bestg. Co., Rawlins, Wyo.—Granted assignment of cp and licenses to William C. Grove, et al, d/b under same name.

WWCC, Bremen Bestg. Co., Bremen, Ga.—Granted assignment of license to company of same name.

KAPP, South Bay Bestg. Co., Redondo Beach, Calif.—Granted assignment of cp and license to George R. Gillum d/b under same name.

WOXR (FM), Radio Oxford, Oxford, Ohio.—Granted assignment of cp to Mid-American Bestg. Corp.

WILA, Baron Bestg. Corp., Danville, Va.—Granted relinquishment of positive control by Ralph J. Baron, individually and as trustee through transfer of stock to Judith M. Baron.

WTEV (TV), WTEV Tv Inc., New Bedford, Mass.—Granted involuntary transfer of control from Basil Brewer to Mary C. Brewer, conservator of property of Mr. Brewer.

KWME-FM Walnut Creek, Calif.—Remote control permitted.

WLBW-TV Miami, Fla.—Granted mod. of cp to change equipment.

WHMC Gaithersburg, Md.—Granted mod. of cp to change type trans. and make changes in ant. system (increase height).

WERT-FM Van Wert, Ohio.—Granted mod. of cp to change type trans.

WHFI (FM) Birmingham, Mich.—Granted extension of authority through Oct. 20 to remain silent.

WSFR Sanford, Fla.—Granted extension of authority to Dec. 3 to remain silent.

WARN-AM-FM, WKDN-AM-FM, South Jersey Bestg. Co., Fort Pierce, Fla., and Camden, N. J.—Granted transfer of control from Ranulf and Florence J. Compton to Ranulf and Florence J. Compton, as voting trustees.

KNX-FM Los Angeles, Calif.—Granted cp to change type trans.; conditions.

#### Actions of Sept. 13

K08EA Raton, N. M.—Granted cp to replace expired permit to change frequency to ch. 8, primary station to KRDO (TV) (ch. 13), Colorado Springs, Colo., principal community to Raton, Springer and Maxwell, N. M., trans. location, type trans. and type ant. and make changes in ant. system.

K70BG, K74AR, K78AK, K82AF Deep River and Cass Lake, Minn.—Waived Sec. 1.323 of the rules and granted cps to replace expired permits to make changes in uhf tv translator stations.

K74BP Prosser-Whitstran, Wash.—Granted cp to replace expired permit for new uhf tv translator station.

The Navajo Tribal Council, Ganado, Ariz.—Granted cp for new vhf tv translator station on ch. 11, to translate programs of KOB-TV (ch. 4), Albuquerque, N. M.

Tillamook Tv Translators Inc.—Tillamook, Ore.—Granted cps for three uhf tv boosters for translator stations K71AL, K76AM and K79AE.

K09CP, K13DJ Livingston and Chadbourn, Mont.—Granted mod. of cps to change trans. location, type trans. and make changes in ant. system; to delete Chadbourn, Mont. from principal community, change trans. location, type trans. and make changes in ant. system.

K08DH Clifton, Kan.—Granted mod. of cp to change primary station to KHAS-TV (ch. 5), Hastings, Neb., and redescribe trans. location.

K12AL Pitkin and Ohio City, Colo.—Granted mod. of cp to change type trans., output power to 1 w and primary station to KOAA-TV (ch. 5), Pueblo, Colo.

Columbia Bestg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under control of Canadian Bestg. Corp. for period ending Sept. 15, 1963; condition.

WBNX New York City, N. Y.—Granted request and cancelled license covering auxiliary trans.

■ Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for following new uhf tv translator stations: K13EY, City of Creighton, Creighton, Neb., and specify frequency as ch. 13; K02BN, K04AU, K05BB, Panguitch Lions Club, Panguitch, Utah.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K03AT, K10CV, Pahrangat Valley Tv District, Alamo and South Pahrangat Valley, Nev.; K11EY, Bitterroot Tv Booster Club, Hamilton, Mont.; K02BV, Eagle Valley Tv Corp., Colorado River Valley, Sheephorn and State Bridge area, Colo.; K09DJ, Emery Town, Emery, Utah; K12CY, Martin Tv Club, Martin, S. D.; K08BK, Rocky Point Tv Club, Rocky Point, New Haven, Wyo.; K08AI, St. Regis Tv Booster Club, St. Regis, Mont.; K05AW, Story Banner Community Tv, Story and Banner, Wyo.; K11AY, K13BB, Carlin Tv District, Carlin, Nev.; K06AA, K07AI, K10AC, Broadus Tv Club, Broadus, Mont.; K02BC, K09BZ, K11CF, Shiprock Non-Profit Tv Assn., Shiprock, N. M.; K07DC, K09DD, K11DJ, Green River Tv Co-Op, Green River, Wyo.

■ Granted mod. of cps to change type trans. for following stations: K06DE, Raton Community Tv Club, Raton, N. M., and change trans. location, principal community to Raton, Springer and Maxwell, N. M., frequency to ch. 6 and ant. system; K03AO, K06EI, K08BT, City of Manitou Springs, Manitou Springs, Colo.; K08CS, K10DD, K13DC, Uintah County, Roosevelt, Ft. Duchesne, Whiterocks and Neola, Utah, and change type ant.; condition; K06DA, Town of Alma, Colo., Alma, Colo., and change

type ant. and frequently to ch. 6; K11FJ, K13EZ, K09FF, Apple Valley Tv Assn., Inc., Rural Upper Squilchuck area, Wash., and change frequencies to chs. 11, 13, 9, respectively, and change type ant.

#### Actions of Sept. 12

WHFI (FM) Meadowcroft Bestg. Inc., Birmingham, Mich.—Granted relinquishment of positive control by Garvin H. and Henry G. Meadowcroft through sale of 70 percent of stock to 14 purchasers; consideration \$10,500; and granted renewal of license; condition.

WIDE, Biddeford-Saco Bestg. Corp., Biddeford, Me.—Granted acquisition of positive control by J. Alan Jasper through purchase of stock from M. Chester Ball.

WLIQ, Jemcon Bestg. Co., Mobile, Ala.—Granted assignment of licenses to Jemcon Bestg. Inc.

WAVP, WKBX, Mid-Florida Bestg., Avon Park and Kissimmee, Fla.—Granted involuntary assignment of licenses and cp to William A. Jacob, trustee for Mid-Florida Bestg., Inc.

KHJ-FM Los Angeles, Calif.—Granted license covering installation of new trans., increase in ERP and decrease in ant. height; condition.

KHAK-FM Cedar Rapids, Iowa—Granted license covering installation of new trans. Williams-Ash Fork Associated Tv Committee, Williams, Ariz.—Granted cp for new uhf tv translator station on ch. 74, to translate programs of KTVK (TV) (ch. 3), Phoenix, Ariz.; condition.

Lemmon Tv Assn. Inc., Lemmon, S. D.—Granted cps for new vhf tv translator stations on chs. 7 & 9, to translate programs of KFVR-TV (ch. 5), Bismarck, and KDIX-TV (ch. 2), Dickinson, both North Dakota.

WOCH-FM North Vernon, Ind.—Granted cp to replace expired permit for new fm station.

KMEX (TV) Los Angeles, Calif.—Granted mod. of cp to change ERP to 121 kw-DA vis., and 60.5 kw-DA aur.; change type ant. and make changes in ant. system and equipment.

■ Granted mod. of cps to change type trans. for following stations: WJBT Wheeling, W. Va.; KDEY Boulder, Colo., and change studio location; WBNB Charlotte Amalie, V. I., and change main studio from trans. site; W04AB, Community Tv System, Gatlinburg, Tenn., and change ant.

■ Following stations were granted extensions of completion dates as shown: KMEX (TV) Los Angeles, Calif., to March 12, 1963; KJSE (FM) Houston, Tex., to Nov. 22; WMOC Chattanooga, Tenn., to Nov. 15; KUGN-FM Eugene, Ore., to Nov. 30; WRLE (FM) Long Branch, N. J., to March 11, 1963; WDHA-FM Dover, N. J., to Oct. 31; KACY Port Hueneme, Calif., to Nov. 1; WIOU Kokomo, Ind., to Oct. 31; KGAR Vancouver, Wash., to Jan. 31, 1963.

#### Actions of Sept. 11

WKAI Macomb, Ill.—Granted request for mod. of pre-sunrise operation condition attached to May 16 grant of cp to increase daytime power to 1 kw (250 w-CH), to extent of authorizing operation with non-DA with 250 w at local sunrise at nearest Class I-B station to which the frequency 1510 kc is assigned (WLAC, Nashville, Tenn.) until final decision in Doc. 14419 or until further ordered to terminate such operation, whichever occurs first.

KNOP North Platte, Neb.—Denied petition for mod. of pre-sunrise condition attached to July 3 grant of cp for new daytime am station to operate on 1410 kc, 1 kw.

WCCW Traverse City, Mich.—Granted request for mod. of pre-sunrise operation condition attached to July 13 grant of cp to increase daytime power from 1 kw to 5 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

#### License renewal

##### SHORT TERM

■ Commission granted James W. Eather-ton short term renewal of license for WACR Columbus, Miss., and sent licensee letter which said: "Information in possession of commission, of which you have been advised, indicates that on various occasions

Continued on page 151

# CLASSIFIED ADVERTISEMENTS

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

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Seattle. General Manager, sales manager. Emphasis on sales. Established, full time facility. Unusual opportunity. Prefer northwest. Complete details including personal sales record, salary requirements first letter. Box 502P, BROADCASTING.

Wanted: Sales manager for California 250 daylighter. Experienced and who can lead men, set up merchandising, promotions, and contests, and who can sell. Box 530P, BROADCASTING.

General manager, successful, sales-minded. Full responsibility. Northeastern suburban resort area. Population 400,000. Salary plus percentage of profits. Box 618P, BROADCASTING.

Northeastern city (population 40,000) has one radio station in need of two people, manager and sales manager. Young, outstanding salesmen with managerial talents and aspirations wanted by mature radio operators to take over smallest of group of stations. Salary, profit sharing, five figures. Organization offers real future. Send complete resume to Box 620P, BROADCASTING.

Station manager management of successful daytime open to Louisville, Mississippi. First ticket desirable, but not essential. Contact Joe Carson, P.O. Box 528, Meridian, Mississippi.

Executive salesmen, management experience, proven sales background. Full time travel. (Home weekends), protected localized territory. Residence in territory required; preference given residents of available territories; "Illinois-Indiana-Michigan;" "Dakota's-Minnesota-Wisconsin;" "Intermountain;" "Nebraska-Iowa-Kansas-Missouri;" Other territories also available. Openings immediately, personal interviews required. Extensive field training provided. Salary, commission-incentive plan. Earnings unlimited. Major Medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

### Sales

St. Louis . . . Good salesman, proven sales background. Management experience, or ready. Top independent, multiple chain, good salary plus, please write fully. Box 141P, BROADCASTING.

Kansas growing home owned small market station needs addition to sales staff. If you are young but mature and would like to sell radio advertising as a productive media and not as a gimmick or deal this is it. Guarantee against commission plus other benefits. Send full resume and particulars. Box 531P, BROADCASTING.

Christmas promotion. Amazing 6 ft. full size mechanical, talking Santa Claus. Beckons customers inside stores and to product displays. Then voice gives sales pitch. Use year-round in other promotions as clown, chef, etc. Only \$200.00. Box 532P, BROADCASTING.

Tape recorder bargain. Brand new recorder model #210 Reg retail \$99.00. In unopened factory carton, only \$55.00. C.O.D. Box 533P, BROADCASTING.

Opportunity for announcer-salesman. Southwest of Chicago. Send resume. Box 564P, BROADCASTING.

Eastern Pennsylvania, salesminded manager, full time station, resume and performance information preliminary to interview. \$10,000. per year plus profit sharing. Box 629P, BROADCASTING.

## Help Wanted—(Cont'd)

### Sales

Immediate opening salesman. Salary, commission. Send snapshot, experience, references. KCHJ, P. O. Box 1000, Delano, California.

Attention, disc jockeys who sell your own shows . . . put it on channel 21, independent, progressive, Fresno market station with rates that compare with radio. Late night or afternoon. Extremely rewarding commissions. Resume and pics to Harold Gann, KDAS TV, Hanford, California.

South Dakota opportunity. Generous car allowance and thirty percent commission for hard working area salesman. Prestige station. Home nights. Fringe benefits. Permanent. Five and half days. Must have car, ability to sell. Immediate. B. P. Coleman, KOLX, Mobridge, South Dakota.

Newest, good music sound in college town USA. Laramie, Wyoming, KLME, needs two announcer salesmen. New downtown studios. Must have sales & board experience. If you want to play ball on a real radio team, call Denny Hawkins General Manager. 745-7396 . . . Now!

Salesman experienced only. Send full resume to Manager WNLK, Norwalk, Conn.

"California opportunity—in one of Nation's 10 Top Growth Markets. Radio Salesman interested in high earnings. Only top billing man need apply. Contact Richard N. Savage, Sales Manager, immediately. 310 - 10th Street, Sacramento 14, California.

### Announcers

There is an excellent opportunity for a versatile, experienced announcer who feels that his services can contribute substantially to a major station with mature quality sound programming and excellent news. Assignments are both in radio and tv. Send tape, resume, and references to Box 630P, BROADCASTING.

Up state New York station has a new quality sound in local radio. We're looking for an ambitious, mature, sincere morning man. No rock, no top 40, authoritative voice, showman ability. Box 633P, BROADCASTING.

The good sound in radio is looking for the young man on his way to the top. Send tape and background in first letter to this fast moving Texas station. Box 634P, BROADCASTING.

Experienced capable announcer with mature voice, needed by Maryland independent, for music-news-sports shows. Send taped and complete resume including references. Box 637P, BROADCASTING.

Virginia daytimer has opening for top notch announcer who is willing to help write copy. Good pay. Good working conditions. A fine opportunity for the right man. Box 653P, BROADCASTING.

Opportunity in North Carolina, immediate opening for good morning d.j. Must be mature and willing to work. Send resume, tape, and photo. Box 590P, BROADCASTING.

Versatile personality man wanted for morning announcing shift at settled good music station in large modern, pleasant Illinois city. Only highest quality showmanship will do, for top salary plus bonus, permanent future, with increases, best working conditions, send tape and complete resume, salary expected and references. Strictly announcing. No writing or sales. Box 379P, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Negro disc jockey wanted: Preferably with first ticket. Must be experienced and able to do a tight production show and deliver effectively news and commercials. Opening in one of the top eight markets. Send full details and audition tape to Box 590P, BROADCASTING.

Number one station in large metropolitan Illinois city, not Chicago. Will pay top salary plus bonus for versatile, creative announcer—1st phone combo man, morning shift. Established good music station, best working conditions, permanent future with increases, ideal community. High quality showmanship a must, time and temperature men need not apply. Please send tape, resume, references. All tapes will be returned. Box 378P, BROADCASTING.

Excellent opportunity for experienced announcer with first ticket. Established 1000 watt good music station. Emphasis on announcing and news. Salary commensurate with ability and experience. Box 591P, BROADCASTING.

Immediate opening, top rated Wisconsin station, medium size market, must have strong adult voice, able to do good morning wake up show, fill news coordinator duties, strong news delivery, able to follow format to the letter and be able to assume responsibilities. Station is 1000 watt, clear independent modified top 40 format, music and news, part of group. Box 592P, BROADCASTING.

Will you be our funny morning showman for \$6,500 a year? Send complete resume, photo, and airtape. Midwest. Box 621P, BROADCASTING.

Virginia number one top 50 station needs experienced announcer with first phone. No maintenance required. Good salary for right man. Send tape and resume. Box 622P, BROADCASTING.

Opportunity knocks just once. Staff of professionals ready to add sharp announcer production idea man. Multiple voice ability necessary. Here is the future and benefits you've dreamed about. All new station with deluxe equipment, exceptional salary. Tape and resume first letter. WTLK, Taylorville, North Carolina.

Experienced news, sports director, able to gather, write, report local news, and handle strong play by play schedule. Send tape, resume, snapshot to KHAS Radio, Hastings, Nebraska.

Are there some top grade announcers with showmanship who like to work in a small market in return for good money? New Columbus, Nebraska station, to hit the air about November 1st, wants complete staff (1 ticket men). Send tape, resume, photo to Ken Kilmer, KFXD, Nampa, Idaho.

Good voice for news and commercials wanted by 5000 watt adult music station, owned by NY Herald Tribune. \$90 to start, plus company medical plan. Send tape, resume, references: WGHQ, Kingston, New York.

New, modern d.j. comedy. Professional package, \$5.00. Box 92, Kansas City 41, Missouri.

Modern format station in medium Michigan market seeks announcer—d.j. with first class ticket to take over top rated show. No maintenance. Your chance to join nationally recognized operation, part of fast growing substantial group. Want family man who will enjoy pleasant Lake City. Rush resume, tape, snapshot, recent earnings to Broadcasters, Apartment 9-J, 150 East 61st Street, New York, N. Y.

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**Help Wanted—(Cont'd)**

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**Announcers**

Station in very small Virginia town looking for a fulltime salesman and announcer-salesman or announcer with first class ticket. Decency and responsibility prime requirements. WMNA & WMNA FM, Gretna, Virginia.

Indiana daytimer with new fm, needs experienced morning man. First phone desirable, but not necessary. Some news and sports. Contact V. J. Kasper, General Manager, WIL0 AM-FM, Frankfurt, Indiana.

Montana middle road NBC station needs experienced announcer first phone desired, but not necessary for right voice. We require above average man with references. Opportunity to join solid and creative station. Call collect Stan Stephens, 285-7841. KJOM, Havre, Montana.

Wanted combo announcer engineer WEBO, Owego, Tioga County, New York. Write or call D. A. Greacen. Phone MU 7-0371.

Young energetic announcer with first class ticket who can run good top forty show about 20 hours per week and do routine engineering maintenance. Send tape and qualifications to WMOC, Box 886, Chattanooga, Tenn.

Immediate opening versatile experienced announcer. Need good road man, ability to do copy, production spots, play by play sports. No ticket necessary. KONG, Visalia, California.

Immediate opening for radio and tv announcer. Send resume, air check and picture. Jim Connor, P.O. Box 70, West Palm Beach, Florida.

Experienced radio announcer who is production man. This is a permanent position. Station is located in beautiful mountains of western North Carolina. Near Great Smokey Mountains. Must be of good character. Your references will be checked. No collect calls. Contact Radio Station WFSC, Franklin, North Carolina.

**Technical**

Jim Blaine, former chief for KCKC, San Bernardino, or anyone knowing of his location please write to Box 593P, BROADCASTING.

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

Engineer to serve as chief 5 kw transmitter directional; Pennsylvania; \$90.00 32 hours on board and required maintenance am and fm. Give experience, Box 638P, BROADCASTING.

"Somewhere there must be an experienced First Class engineer who is good on maintenance AND announcing; who wants to join a successful operation offering good salary with steady increases and fringe benefits; who would like to raise his family in a small, modern town. We are a 5 kw daytimer, non-directional, looking for such a man as chief. Send photo, tape, complete resume and references to Al Clark, KWYR, Winner, South Dakota."

Experienced, first phone radio engineer, board & maintenance, permanent. Contact WSBC, Chicago 12.

First phone engineer, some announcing experience. Contact Manager, WVMC, Box 450, Mt. Carmel, Illinois.

Wanted chief engineer, some announcing. Good opportunity. Contact manager, WEAB, Greer, South Carolina.

Qualified fm stereo multiplex chief engineer (first phone) immediately. Tremendous opportunity! Excellent living conditions. Harry J. Hill, WQMG, Greensboro, N. C.

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**Help Wanted—(Cont'd)**

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**Technical**

Need experienced first class phone for leading north central station with old ownership. Desire a man capable of maintenance, installation, production, and recording. No announcing. Box 535P, BROADCASTING.

Engineer of good character, best technical classifications. South Texas station. Box 414P, BROADCASTING.

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

**Production—Programming, Others**

Wanted immediately: News Director-Chief Announcer who after proving himself can be promoted to Program Director. This person must be trained in all phases of radio. He should be able to write copy when necessary, handle production and be an idea man. If you can fit into every department and are responsible write immediately giving complete details plus salary requirements to Box 537P, BROADCASTING station located in North East Penna. Also can use a good combination announcer copy writer with original ideas. We want men who will become part of our small community.

Wanted: A news digger to coordinate news activities of a prestige station in Illinois, outside Chicago. The man we want has a thorough news background in a medium to large market . . . Likes to scoop other news media . . . believes in beeper reports . . . recognizes the need for legwork . . . and is ready to tackle a tough market. If you live, eat, and breathe news, rush tape and resume to Box 536P, BROADCASTING.

News director for leading Montana net work station. Must be experienced in radio news. If you have a nose for news can write and read it, and can provide references proving your ability, send resume, tape and picture to Box 534P, BROADCASTING.

A news digger to coordinate news activities of a prestige station in Illinois, outside Chicago. The man we want has a thorough news background in a medium to large market. Likes to scoop other news media, believes in beeper reports, recognizes the need for legwork, and is ready to tackle a tough market. If you live, eat, and breathe news, rush tape and resume to Box 536P, BROADCASTING.

Wanted: A newsman who loves to work, dig up local news, head a several man department, and sink roots in east coast community. Personal interview necessary. Box 617P, BROADCASTING.

Traffic clerk. Radio major midwest market. Send biography, work history, and references to Box 624P, BROADCASTING.

Controller to take complete charge of accounting department in radio station located in northeast. Available immediately Box 667P, BROADCASTING.

Immediate opening. Top south eastern regional station needs deejay with strong teen appeal to handle late afternoon air trick and personal appearance. Send tape, resume, references immediately. Box 651P, BROADCASTING.

Program director for number one 50,000 watt hit-tune, indie, in great northeast. Present PD is moving up. Need bright, administrator with imagination and talent. Act fact. Contact, Peary S. Samuels, General Manager, WPTR, Box 1540, Albany 5, New York.

**RADIO****Situations Wanted—Management**

Successful in management and sales management. Four years experience in radio. Present billing \$100,000.00. Interested in market in south or southwest. City with population from 100,000 to 200,000. Box 597P, BROADCASTING.

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**Situations Wanted—(Cont'd)**

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**Management**

For sale: rare species of thoroughly experienced radio station manager, the selling manager. First asking price, part ownership in a station. Tired of making money for everyone but himself. Willing to negotiate, however. If offer attractive will consider anything. Box 600P, BROADCASTING.

Seventeen years, announcer-emcee, etc. Network owned, etc. Will diligently serve as program director in large market, manager in medium. Resume upon request. Box 601P, BROADCASTING.

Successful 36 year old salesman seeks greater opportunity to manage television property, build sales. Now assistant manager selling \$118,000 radio time medium sized market, straight commission. 13 years t.v., radio experience. Family man, active in civic affair. Box 607P, BROADCASTING.

Final move as manager. 40, college graduate, 18th year sales, 7 manager. Box 628P, BROADCASTING.

Dynamic sales manager, in majors, ready for management. Will consider majority interest in medium market. Box 642P, BROADCASTING.

Manager, strong personal sales. Twelve years management. Top character and owner references. Highly qualified. Box 652P, BROADCASTING.

Manager local radio station desires change in managerial or sales managerial position. 43, family man, 15 years all phases radio. Box 658P, BROADCASTING.

Top Flight RadioActive Sales Personality . . . Strong in knowledge. Belief in Power and Importance of modern radio . . . Restless. Frustrated for lively organization with Solid Recognition in Major Market providing Top production, promotional and merchandising tools. . . In return, will create the necessary thrust power to skyrocket sales . . . results . . . profits for you and me! Top 50 market only. Box 664P, BROADCASTING.

**Sales**

Attention N.Y.C. reps, Experienced 27, Tiger, salesman, radio, magazine newspaper background. For traffic, sales and service in your organ. Box 632P, BROADCASTING.

Service and Sales. Five years all phases radio—rock to bach . . . three years production director . . . Dale Carnegie course graduate . . . married . . . sober . . . college . . . minimum \$125. Box 670P, BROADCASTING.

**Announcers**

Announcer seeks position in east. Married. One child. TV experience. Box 333P, BROADCASTING.

Announcer-newscaster, now in California, interested in west coast adult radio or tv. Mature, professional delivery, knowledge of good music, twenty years experience. Box 538P, BROADCASTING.

Rockford, Illinois area. Part time man available, radio or tv. Eight years experience in major markets. Authoritative news, pop and adult music, boardwork. Box 539P, BROADCASTING.

Aspiring announcer needs first position. Can you help? Speech trained, some college, third phone. Box 540P, BROADCASTING.

Staff announcer, young, draft exempt. Mature in voice and attitude. Little experience but willing to work. Midwest preferred. Tape and resume available. Box 541P, BROADCASTING.

This hard working announcer wants to relocate in a major midwest or west coast market. Would like an all nite good music show. If you have a good music station that needs a nite time lift, I'm your man. Box 542P, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

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. 26. All markets considered. For a BIG Sound Write Box 507P, BROADCASTING.

4½ years announcing experience all phases adult programming. Presently nite man, 5 kw, net-affiliated, mid market. Sell soft but deliver hard results. Ready for bigger challenge, bigger market. Tape, photo, resume to prove it. If your sound is panicsville from podunkville, skip this ad please. Box 563P, BROADCASTING.

News director of network affiliate, seeking larger market. Good voice, veteran, married. Experienced in all phases of radio. Prefer midwest. Box 519P, BROADCASTING.

Announcer/newsman experienced, tight operation, draft free, seeks to relocate. Box 543P, BROADCASTING.

Announcer/sportscaster, strong news delivery, experienced. Desires permanent position. Capable of excellent local sports coverage, writing ability, exciting play by play. Conscientious worker, family man. Will be asset to your staff. Radio/tv outlet preferred, but any offer considered. Box 544P, BROADCASTING.

At ease, mature reliable dj. Pleasing personality, excellent ad lib. Authoritative news including gathering and writing. Will relocate anywhere. Single, veteran. Will send resume and tape. Box 545P, BROADCASTING.

Experienced announcer, friendly personality, d-j seeks permanent position with Security and Future. Strong on news, production, music. Tight board. Not a floater or a screamer. Box 546P, BROADCASTING.

Available now. 3 years experience, articulate, 29, midwest. Phone 513-592-8369. Box 598P, BROADCASTING.

Announcer, dj, newsman . . . wishes to relocate with good music operation in medium market. 2½ years experience. Excellent voice, single, veteran. Box 603P, BROADCASTING.

My experience in fm stereo and network operations is at your service. Box 608P, BROADCASTING.

My experience in fm stereo and network operations is at your service. Box 609P, BROADCASTING.

Experienced dj announcer. Colored, tight board. Crisp sounding news. Would like to settle in friendly community. Prompt reply. Box 610P, BROADCASTING.

Experienced, dj-announcer, tight format, authoritative newscasting, seeking permanent position. Box 611P, BROADCASTING.

Announcer d.j. newscaster, tight production, married, authoritative sound. Box 612P, BROADCASTING.

First phone announcer wants to be part of Texas radio. Box 614P, BROADCASTING.

New York negro d.j. announcer seeks start. Excellent versatile voice, strong news, commercial board. Relocate. Box 615P, BROADCASTING.

Attention America: Excellent sound, tight board production: Veteran, available immediately. Box 631P, BROADCASTING.

Swinging dj, bright, personality sound. 3 years experience. Married, 27. Want to settle. Box 644P, BROADCASTING.

DJ with cheerful voice. first phone. Good sales record. Box 645P, BROADCASTING.

Professional c and w. d.j. show available taped. Audition sent immediately. Box 649P, BROADCASTING.

Announcer, 1st phone. Summer experience, seeks solid opportunity, N.E. preferred. Sales experience. Box 627P, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

Program director major midwest station wants good outfit in summer climate. Preferably West Coast, southern states as Florida. Experience in You name it. Box 626P, BROADCASTING.

An appeal for each of your listener's needs—a soothing sound when the need is—for relaxation; A warm, cheerful sound when the need is—for a friend; An informative sound when the need is—for news and shopping reminders. Tape, resume, photograph forwarded upon request. Box 562P, BROADCASTING.

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

Mature, selling broadcasting manager available. Now managing profitable small station in midsouth. Desires greater challenge. Available after notice. South preferred. Box 659P, BROADCASTING.

Station managers: here's a new voice for small market stations. Commercials, breaks, special announcements you tape and copy. Reasonable. Network announcer. Box 663P, BROADCASTING.

Yankee announcer, ten years experience seeks permanent position in New England. Family man. Contact Bob Germann, 228 Robinwood Circle, Columbus, Mississippi.

First phone. Employed, beginning new career. 28, college graduate, plus broadcasting school. No maintenance. Strong sports. Impeccable character, background. Administrative potential. Adult presentation. Tom Walters, 13506 Rye, Sherman Oaks, California.

Announcer with first phone seeking job with good opportunity for advancement. One year six months experience in a variety of formats. Capable, intelligent, hard working versatile. Write Mark Randall, 216 W. First Avenue, Scottsdale, Arizona.

Sportscaster-announcer with emphasis on play by play. excellent news, adult music, special events, vet 28, single, experienced. Tape, resume available. Write Russ Rossmann, 6054 S. Knox. Chicago, Illinois. Or phone LUdlow 5-2865.

Announcer. Straight or c&w. Available immediately. Box 443, Forsyth, Mo.

I've been in Chicago since 1960 with an all-nite show and most recently an all news format. Rick Wade c/o Buena Park Hotel. 4145 N. Broadway Ave., Chicago 13, Illinois.

Negro announcer with new sound . . . adult approach to music, news and commercials. Creative writer. Broadcasting school and college graduate. Draft exempt. Will travel. Frank Mebane, Box 5444 Chicago 80, Illinois.

First phone announcer, 26 years old. College. Extensive knowledge of jazz, classical and folk music. Clever mature personality. Versatile, but no screamer. Production and writing ability. Sincere interest and a hard worker. Will send resume, tape, and photo at once. Leonard David Levin, 13600 So. Arcturus Ave., Gardena, California. DAVIS 3-5024.

Adult presentation; presentable job on news, sports, dj; willing to work hard to excel in news and sports. Family man, willing to relocate. Desire permanency in radio or tv. Jim Dwyer, 3624 N. 18, Milwaukee, Wisconsin.

**Technical**

11 years experience tv broadcasting including color. 4 years asst. C. E. desires position with future. Box 616P, BROADCASTING.

**Situations Wanted—(Cont'd)****Technical**

Top-flight engineer capable of design, construction & maintenance. Have managed and engineered FM Stereo station from ground up. Reply only if position is for chief, director of engineering or is otherwise connected with management or ownership. Can and will invest if opportunity indicative. First phone, B.S., previous R & D exp., teaching exp., successful FCC appls., etc. Will answer all replies immediately. Prefer east or west coast unless unusually superb opportunity. Box 551P, BROADCASTING.

Chief or supervisor; permanent only. Congenial management and good salary prerequisite. Experienced. Prefer no announcing. Box 640P, BROADCASTING.

Chief engineer-am/fm, construction, operation maintenance of directionals. \$175.00 minimum. Box 639P, BROADCASTING.

Production director three years. Five years all phases radio—rock to bach. Dale Carnegie course graduate. married. sober. college. minimum \$125. Box 651P, BROADCASTING.

News director, newscaster. Now head of CBS station major market. 24 years broadcasting experience all departments. Strong air personality, authoritative voice and delivery. Prefer Carolina-Virginia market or west. Consider Net. Television or radio. Box 648P, BROADCASTING.

Experienced continuity writer desires permanent position with beautiful music station. Box 647P, BROADCASTING.

Engineer; 1st phone, Kansas City area, available immediately, Call GL 2-8063.

Need a chief assistant? Here's one. I'll personally recommend. For details, call me, Dick Ekl, General Manager WIOS, Tawas City, Michigan.

**Production—Programming, Others**

Announcer, account executive: experienced, college. production. desire news exposure. Box 582P, BROADCASTING.

Experienced program director desires relocation. I offer: 13 years broadcast experience, proven record, ability, organizational knowhow all phases; air trick included. Good music operation only. Prefer east. Box 605P, BROADCASTING.

Director/td/cameraman seeks position in bigger market. 3 years same station. Experience plus schooling in all phases of tv production. Resume available immediately. P. O. Box #8395, Bakersfield, California.

Versatile news editor, presently handling radio news desk and airing news in one of nation's top markets. Proven ability, top references. family man. Will relocate. Box 556P, BROADCASTING.

Program director for large educational outlet wishes to return to challenges of commercial radio. I have nine years varied experience in broadcasting, eight with former commercial employer. Prefer program directing or announcing with community-minded, middle-of-the-road operation. Experienced all phases COMMERCIAL announcing, production, traffic, etc. Married, 25. B.A. Degree. Require \$130 minimum. Relocate anywhere opportunity waits. Write: Don Forsling, 111 Sheldon, Apt. #5. Ames, Iowa.

Nine years California. Eight with one outfit. All phases broadcasting. Solid references. Age 32, family. college. Bill Gebeau, 121 Jamul, Chula Vista, California.

**TELEVISION****Help Wanted—Sales**

Excellent opportunity for self starting salesman willing to work hard selling local accounts. Guarantee with commission set-up with protected account list. Oldest UHF in country. Men with radio experience considered. Send resume to Dave Berlin, WBSA TV, York, Penna.

## Help Wanted—(Cont'd)

### Sales

KDAS-TV (indie) looking for two salesmen to handle football, teenage, western and special events, studio and live remote programs. Fresno area all UHF market. Extremely rewarding commissions against living expense draw. Contact Harold Gann, Channel 21, Hanford.

### Announcers

If you are a top flight on the air television newscaster, we want you. Salary open. Send resume and SOF or audio tape to Redd Gardner, General Manager, KCRG TV, Cedar Rapids, Iowa.

Personable, dependable announcer for large Texas station. Box 598P, BROADCASTING.

Announcer, mature voice, presentable appearance for southwest VHF. Box 602P, BROADCASTING.

### Technical

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box 433P, BROADCASTING.

Experienced announcer-switcher for South Texas station. Box 595P, BROADCASTING.

Immediate opening first class tv engineer. Maximum power VKF. Previous transmitted experience desirable, but not requisite. Salary dependent on background. Bill Smith, Chief Engineer, KFDA TV, Amarillo, Texas.

Expansion in power and operating hours of tv station creates immediate need for additional experienced first phone engineers for our tv and radio stations. Excellent working conditions with progressive organization. Contact WBOC-TV, Salisbury, Md. Ask for Mr. Ward.

### Production—Programming, Others

Excellent producing opportunity with leading midwestern tv station, doing heavy live program schedule. Producing experience required. Send detailed resume and salary requirements to Box 635P, BROADCASTING.

Newsman-photographer experienced in gathering and writing news. Box 606P, BROADCASTING.

Versatile, responsible radio-television newsman needed for Public Affairs and News, WTAR, Norfolk. Must be experienced in all phases of Radio-TV reporting, with solid background in journalism. Must know production. Work with ten-man department in leading market of Southeast. State salary requirements, send tape, resume and picture to: Clayton Edwards, News Director, WTAR, Norfolk, Virginia.

## TELEVISION

### Situations Wanted—Management

Four years tv operations—assistant general manager. 37. Experienced all phases television operation, large and small markets. Sales minded, highest references. W. H. Bailey, 5510 Pinto Lane, Amarillo, Texas. Fleetwood 5-1707.

### Sales

Top production man, now employed operations manager seeking opportunity to prove self in television sales. Exceptional background. Resume available. Box 569P, BROADCASTING.

### Announcers

Looking for position with future. 10 years radio and tv. Excellent news, sports, weather and commercials. Presently employed in tv, will consider radio and tv. Box 599P, BROADCASTING.

Weather girl experienced in major market. Professional member American Meteorological Society. Box 636P, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Engineer with ten years of television experience, seven as maintenance chief. Presently employed, responsible position. References, prefer midwest. Box 523P, BROADCASTING.

Am considered by present management a superior engineer with thorough knowledge AM-FM (Theory & practice). Want crack at TV (good theory—little practice). Can make token investment as act of faith in what I consider a good opportunity. Box 552P, BROADCASTING.

Assistant chief wishes to relocate. Experience; administrative construction, maintenance, proof of performance, video tape, color, remotes, etc. Sharp. Box 646P, BROADCASTING.

First phone, presently temporarily employed at major UHF, desires position as studio engineer, prefer east. Box 394P, BROADCASTING.

### Production—Programming, Others

Newsman—now on air northeast. 9 years experience. Write, gather, edit and film. Box 604P, BROADCASTING.

Producer-director now with leading 4 station market affiliate seeking challenge top 20 market. B.S. tv-radio, family. Box 613P, BROADCASTING.

Newsman, expert reporter, writer, newscaster. Now reporter major metropolitan daily. Experienced all general news and features. Want news-oriented television station which knows commitment to news. Prefer east. Box 641P, BROADCASTING.

## For Sale

### Equipment

One complete, ready to use, nothing else to buy: G.E. Studio Camera chain, Houston fearless tripod, 3 B&L lenses, G.E. Monitor, Power supplies, channel amplifier. Write WSIL TV, Harrisburg, Illinois.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—price \$150.00 each and up. Call or write Miratel Electronics, Inc., 1st St. SE&Richardson, St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

Tv cruiser—GMC diesel bus, excellent condition. Camera platforms, interior racks, electrical system, 25 kw Onan Generator, 5 ton air-conditioning, storage compartments. Complete mobile cruiser ready for cameras, video recorders. For details write Box 472P, BROADCASTING.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Will buy or sell broadcasting equipment. Guanatee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

For sale: RCA 1000 watt fm transmitter, model No. BTF-1C. Crystal units and spares for 102.9 and 103.9 mcs. All spare parts and tubes on hand. Approx. 180 feet. RG 19-1Coax. Asking price \$2,800. Come and get it. Box 336P, BROADCASTING.

One used RCA type 5-D 5/1 kw broadcast transmitter complete except for interconnecting cables. In excellent condition with large stock of spare tubes and spare parts. For technical information write or call, L. A. Brogger, Chief Engineer, Radio station KUOM, University of Minnesota. For bid blanks write or call, purchasing agent University of Minnesota, 404 Morrill Hall, Minneapolis 14, Minnesota.

## For Sale—(Cont'd)

### Equipment

1 kw fm, rel 518B-d1 transmitter now in use. Final tubes—4 x 500. Available soon. \$1800. Box 586P, BROADCASTING.

700 new lp's for new station. Why buy expensive transcription services? Here's a basic library and most '61 and '62 hit lp's. All major labels, every top artist. Pop, c&w, r&r, shows, semi-class. One brand new collection . . . one offer: all 700 news mono lp's just \$465. Will ship cod on 10% deposit. Box 587P, BROADCASTING.

Two 19" Ampex rack mount adapters. \$15; two, \$25. WGSV, Box 32, Guntersville, Ala.

Gates ST 101 spot tape for sales. Good condition including spare tape and cabinet \$500. Contact Ken Nealy, WCHB, Inkster, Michigan. Phone CRestwood 8-1440.

West Electric 5A monitor and power supply. Now on air, on 91.9 mcs. Also Bogen MXMD-50 mixer with complete set of transformers. Telephone 301-589-1836. Write WGTS, Takoma Park, Maryland.

Used Andrew type 40-C phase monitor. In excellent condition. Rack mounted, monitors up to 6 towers. \$400.00. Nuclear Electronics multiplex modulation monitor type 8A. Measures main and sub-channel deviation, also sub-channel injection level. \$390. WEAW, Evanston, Ill.

RCA Transmitter, five ring antenna equaling kilowatt. \$3,195 for package. KJAZ. Berkeley 5, California.

Repair exchange, rebuilt motors and major parts for ampex, magnecord, etc. Same performance and warranty as new. Sigma Electric Co., Inc., 11 E. St., New York 3, New York.

Measurement UHF Noise and Field strength meter model 125 less antenna. \$150. Western Electric KS 5799L3 video monitor. \$97.50. General radio 916A Bridge. \$275. Communications Service Inc., 3209 Canton Street, Dallas, Texas.

Gates 101 Tape Unit. Needs cleaning and adjustment. Holds 101 spots. \$495.00. Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, California.

## WANTED TO BUY

### Equipment

Wanted arrislex, 16 mm blimps new or used. Contact Box 625P, BROADCASTING.

1 kilowatt am transmitter in good condition. KSJB, Jamestown, North Dakota.

General radio am frequency monitor, any condition. John Randolph, WISE TV Asheville, North Carolina.

## WANTED TO BUY

### Stations

Interested in am cp or sensibly priced station in medium market. No brokers please. All replies held confidential. Box 437P, BROADCASTING.

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

### Miscellaneous

Commercials taped for small market stations using major market announcers. Robert Best and Associates, 5801 Peabody St., Hyattsville, Md. HA 2-3233.

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00—Show-Biz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

## Miscellaneous

"Selling for Radio" At last here is a radio sales training tool that overcomes the big fault of most such products...it talks! No more of the elaborate, expensive books that never get read. The meat of the course is presented on LP albums, 13 LP albums along with brief supplementary study material. Cost of the full thirteen week course: \$130.00. Because of the tremendous reception we've had we can make this special offer: Enroll your station by sending shipping information and your check for \$130.00, if, after taking any of the lessons you do not feel that this is the finest sales training material you have ever heard, simply cancel your enrollment and receive a full refund of the balance of your enrollment fee. For example: If, after taking 4 lessons, you want to cancel, you get our refund check in the amount of \$90.00 by return mail. You pay only for the lessons you use! Order today. Station Services, 423 1st National Bank, Peoria, Illinois.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road Kansas City 9, Missouri.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 8 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory-training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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

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

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

## RADIO

### Help Wanted—Announcers

**KLIF**  
SEEKING  
TOP PLAY-BY-PLAY ANNOUNCER  
For its  
**DALLAS COWBOYS BROADCASTS**  
Send tapes and resume by air to:  
Gordon McLendon  
**KLIF**  
Dallas 1, Texas

### Announcers

**RADIO NEWSCASTER**  
Group radio-tv station in major Eastern market has immediate opening for mature experienced writer-broadcasters for AM news periods. Future can include supervision of radio news and public affairs, TV opportunities. Substantial starting salary, outstanding benefits to right man. Air mail tape and resume to  
**Box 653P, BROADCASTING**

### Technical

Northeast 50 kw clear channel needs studio technician. Quality programming, large staff, new modern facilities and prestige position in this large market make this an outstanding opportunity for the right man. First phone required. Good pay and company benefits. Send complete resume and recent photo to  
**Box 654P, BROADCASTING**

### Production—Programming, Others

**NEWS MAN . . . MOVE UP!**  
Wanted—news & public affairs director for southeastern leading vhf. Ability to gather, write, edit and air news and editorials. Film editing ability desirable but not necessary. Send resume with SOP or audio tape & pictures to Box 619P, BROADCASTING. Salary commensurate with ability.

### PRODUCTION MANAGER

Top flight writer-production man wanted immediately to head up production department of Plough Radio Chicago outlet. **MUST BE CREATIVE** in developing commercial-public service announcements. Should have complete knowledge of tape and turntable equipment. Quality writing ability essential. Station has reputation for turning out tremendous amount of "spec" work for sales department. If interested forward complete resume, salary requirements, sample tape of work as well as actual copy to: Jerry Healey, Program Director, Radio Chicago WJJD, 8 S. Michigan Ave., Chicago, Illinois.

## SITUATIONS WANTED

### Management

Young general manager of small VHF looking for unlimited growth opportunity. Thorough sales, production, network experience. If you need aggressive future leadership, lets talk. Available for personal interview. Write or wire  
**Box 655P, BROADCASTING**

## TELEVISION

### Help Wanted—Management

### WXIX-TV CHANNEL 18

Looking for a hard hitting commercial staff, for hard sell station. Right men must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

### TV PRODUCTION MANAGER

Major market Eastern "The" seeking the best production manager in the country. The man we want is creative, aggressive and fully experienced in a supervisory roll. The job requires handling and scheduling of studio crew, supervision of special projects and day-excellent opportunity for a man who is real producer in every sense of to-day operational detail. This is an the word. Send complete resume to  
**Box 625P, BROADCASTING**

## Miscellaneous

Free Lance Film Syndication Salesmen. Sell First Run Children's Comedies. 104 5-Min. subjects. All major markets open. ARB and Nielsen Track Record. Unusual opportunity.  
Write Box 585P, BRDAOCASTING

**INSTRUCTIONS**

**SIX WEEK COURSES**

- a, FCC first phone license
- b, Announcer, Disc-Jockey

**NINE MONTH COURSES**

- d, Chief Engineer
  - e, Program Director
  - f, Owner-Manager.
- Guaranteed training and placement.  
Our graduates are working in all categories.

Write for school catalog  
**KEEGAN TECHNICAL INSTITUTE**  
"Since 1947"  
207 Madison, Memphis, Tenn.

**WANTED TO BUY**

Station

**WANTED TO PURCHASE**

A.M. radio station in small to medium size town; prefer single unit station. Replies kept confidential.

Box 660P, BROADCASTING

**For Sale**

Stations

**SOUTHERN CALIFORNIA FM**

Well established good music station with superb signal providing maximum coverage of beautiful year-round vacation area. Excellent equipment, huge LP library. Firm cash price \$27,500. No Terms. Qualified buyers only, please.

Box 588P, BROADCASTING

**Old established Washington State station, medium-sized community. Partnership change requires sale. No brokers.**

Write Box 527P, BROADCASTING

**FOR SALE**

Class "B" stereo FM station in prosperous West Coast market. Well established, leads market in national and local sales, ratings.

Box 661P, BROADCASTING

**NEW 1,000 WATT**

daytimer in N.W. \$100,000. Texas. No Brokers please. Qualified buyers only need reply.

Box 662P, BROADCASTING

**FLORIDA EAST COAST**

Fulltime—Good Market—Sizable real estate —Long Terms can be arranged.

Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843

Bob Flynn Myles Johns

**For Sale—(Cont'd)**

**Stations**

**FLORIDA MAJOR MARKET**

Fulltime—Power Station—In Florida's most exciting market—Well equipped—Land and Studio Building included.

Associated Media Brokers  
Suite 328 Bayview Building  
Fort Lauderdale, Florida  
Phone LOgan 6-7843

Bob Flynn Myles Johns

**CONFIDENTIAL NEGOTIATIONS**

For Buying and Selling  
**RADIO and TV STATIONS**  
in the eastern states and Florida  
**W. B. GRIMES & CO.**  
2000 Florida Avenue, N.W.  
Washington 9, D. C.  
DEcatur 2-2311

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946**

Negotiations Management  
Appraisals Financing

**HOWARD S. FRAZIER, INC.**  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

N. C.	single	daytime	\$ 36M	terms
Ala.	single	daytime	85M	29%
Pa.	small	daytime	60M	10M
Ala.	small	fulltime	125M	29%
Ca.	medium	daytime	65M	35M
Fla.	medium	daytime	125M	50M
N. Y.	medium	fulltime	230M	18M

**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**STATIONS FOR SALE**

**PACIFIC NORTHWEST. Exclusive. Daytime. Absentee ownership. Gross \$42,000 last year but has done much better. Asking \$75,000 including real estate and other assets. 29% down.**

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

**For Best Results  
You Can't Top A  
CLASSIFIED AD**

in

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 145

during past renewal period, you have operated your station during pre-sunrise hours, in violation of Secs. 3.10 and 3.87 (a)(3) of commission's rules. It is also noted that you also operated with in-operative CONELRAD receiver, in violation of Sec. 3.931; and that entries were made in operating log although meters at remote control point were inoperative in violation of Secs. 3.87(a)(3) and 3.113. In response to official notice of violation citing above matters, your explanations were at variance with facts as reflected in report of inspecting engineer, and presented substantial question as to whether your response was fully candid. At later inspection, however, it was found that during past six months, you have operated your station in full compliance with the Act and the commission's rules. In order to afford you reasonable opportunity to demonstrate to commission that you will fulfill your obligations as licensee, your application for renewal of license is granted for period ending at 3:00 a.m. on August 1, 1963." Action Sept. 18.

**Rulemakings**

**FINALIZED**

By report & order, commission finalized rulemaking in Doc. 14612 and assigned noncommercial educational ch. 44 to Huntsville, Ala., by deleting that commercial channel from Pulaski, Tenn. This stems from petition by the Alabama Educational Tv Commission. At same time, commission denied later petition by AETC requesting reservation of ch. 25 instead of ch. 44 in Huntsville. Action Sept. 18.

**AMENDMENT**

By order, commission amended its rules, effective Oct. 1, to delete oath requirement on all applications for radio facilities filed in broadcast, safety and special, common carrier and experimental radio services. This is made possible by Public Law 87-444 signed by President on April 27, 1962. Such legislation was requested by commission as convenience to applicants and its own administrative processes because certification on such applications makes oath unnecessary. Oath requirement has already been deleted on common carrier annual report forms. Existing forms, which contain reference to oath requirement, will continue to be used until supply is exhausted. New supplies will replace oath requirement mentioned with certification statement and warning about false statements. For broadcast applications filed by corporations seeking cp, major changes, or renewal or where corporation is to be assignee or transferee, principal executive officers of parent corporation and any subsidiary corporation involved, as well as individual directly charged with supervision of broadcast facility, must sign. Action Sept. 18.

**PROPOSED**

Commission invites comments to notice of proposed rulemaking looking toward reserving for noncommercial educational use ch. 52 (now commercial) in Vincennes, Ind., as requested by Vincennes University. Action Sept. 18.

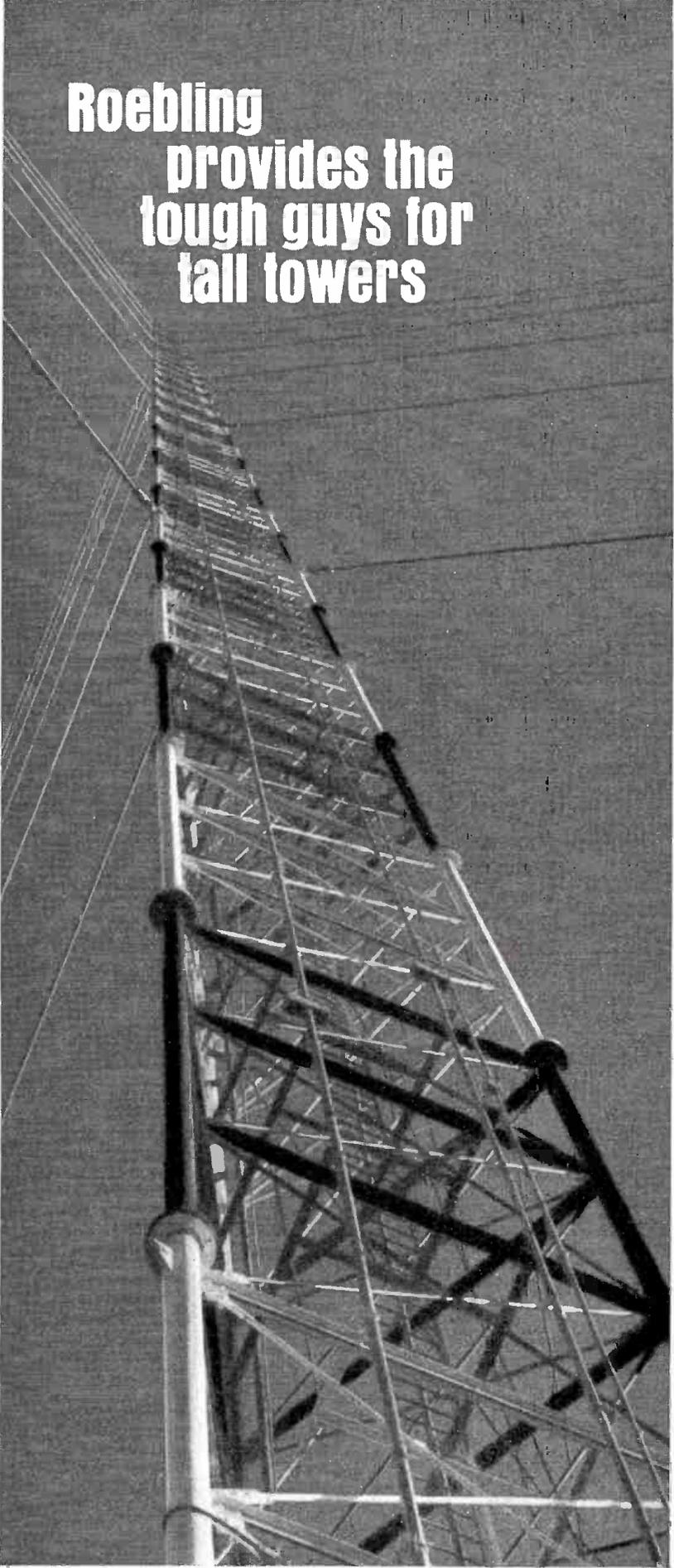
**PETITION**

Dickinson States Teachers College; Dickinson Public School System; Trinity Catholic High School of Dickinson; and Stark Co. Public School System request amendment of rules so as to reserve vhf ch. 4 for non-commercial educational use. Ann. Sept. 14.

**Miscellaneous**

**EQUIPMENT**

Commission has revised its list of trans. and monitors considered acceptable, as of Aug. 20, for use in aural broadcast services (am & fm). List, "Radio Equipment List. Part B," includes those trans. which had been type-approved under rules existing prior to June 30, 1955. Under present rules, type-acceptance is required for trans. listing; for monitors, type approval requirements continue applicable. Action Sept. 14.



**Roebing  
provides the  
tough guys for  
tall towers**

As broadcasting towers grow taller and taller the demand for tough, strong guys made of Roebing prestretched galvanized bridge strand grows apace.

New giant on the horizon is WJTV's tower in Jackson, Mississippi, at 1615 ft. one of the tallest structures anywhere in the world.

Designed and built by Kline Iron & Steel Company, Columbia, S. C., this tower, which includes an elevator, is held securely erect by eighteen Roebing galvanized bridge strands.

All over America, broadcasters are getting the message: Roebing is the source for dependable strand to assure tower security. It stands to reason. Roebing has the experience, the facilities and the engineering knowhow to handle the most complex suspension problems—whether it involves the massive bulk of a bridge... or the delicately poised needle of a TV tower. For information on any aspect of a guying problem, write The Colorado Fuel and Iron Corporation, Roebing's Bridge Division, Trenton 2, N. J.

Roebing guys for WJTV's tower at Jackson, Mississippi:		
No.	Length	Diameter
3	800 ft.	1 $\frac{1}{16}$ in.
3	910 ft.	1 $\frac{1}{16}$ in.
3	1105 ft.	1 $\frac{5}{8}$ in.
3	1528 ft.	1 $\frac{5}{8}$ in.
3	1700 ft.	1 $\frac{7}{8}$ in.
3	1910 ft.	1 $\frac{9}{16}$ in.

**CFI** **ROEBLING**  
**STEEL** **GUYED**  
**STRUCTURES**

BROADCASTING, September 24, 1962

## His 'why?' and 'why not?' crumbled archaic programming ideas

Asked last week for the secret of his successful transition from band leader to head of a major tv production firm, Desi Arnaz had a succinct reply: "Ignorance."

"I didn't know what couldn't be done, so I wasn't stopped by precedents. When I came to Hollywood the words I used most were 'why' and 'why not.' When we were getting ready to make the *I Love Lucy* series I wanted to do it on film, but at that time—1950 or '51—film was a dirty word around the networks. 'You have to do it live,' they told me. 'Why?,' I asked. 'Because it's comedy and you need a live audience,' they answered. 'Why can't we film it in front of a live audience?' I insisted. 'Impossible,' they came back. 'Why?' I asked. 'Because nobody's ever done it that way.' they said.

"We went round and round until finally I got my way. Then the problem was where to do it. We couldn't use a theatre; the stages were too small. We couldn't use clubs like the Moulin Rouge; the audience was too far away from the performers. One night I woke up about 2 a.m. and shook Lucy. 'Where do they make motion pictures?' 'In studios,' she said.

"That was the answer, a movie studio. But up to then nobody had ever brought 300 people onto a sound stage to watch a show being filmed. The fire department, the police department and a dozen other departments all had reasons why we couldn't do it. The fire department wanted a lot of exits to the street. We got General Service Studios, which ran along a street, and putting in the required exits was not too difficult. Finally everybody was satisfied."

**Simple, Successful** ■ "It's very simple," Mr. Arnaz explains. "I want to give the guy at home the best entertainment I can. I want the advantage of film, the chance to do a scene over if it's not right, plus the spontaneity of live tv."

With *I Love Lucy* tv's top show, no one could knock Desi's technique and other producers started bringing their programs to Desilu for the same treatment. The technique that started then is still the backbone of Desilu.

When Desiderio Alberto Arnaz y Acha III came into the world, on March 2, 1917, in Santiago, Cuba, his world was not the world of show business. His father, a member of the Cuban congress served for eight years as mayor of Santiago. He owned three ranches (100,000 acres), a palatial residence, a private island and other assets. At 16, Desiderio had his own boat, his own car and a stable of horses at his dis-

posal. Then came the Cuban revolution of 1933. Desi's father was imprisoned, his estates confiscated. Desi and his mother fled to Havana. When the elder Arnaz was released from prison, but banished from Cuba, he went to Florida. As soon as he could, he sent for his family.

The depression was on; work was scarce. Desi drove trucks and taxis, worked in a railroad yard and a pet shop, went to school whenever he got the chance, to learn English. He drifted into show business as a guitar player and singer with a rhumba band. Xavier Cugat heard him and hired him as featured vocalist. A year later he formed his own band, booked into Miami's swank La Conga Cafe and made such a hit that George Abbott hired him for a lead role in the Broadway show, *Too Many Girls*.

**Desi Meets Lucy** ■ RKO bought the film rights to the Abbott play and hired Desi to recreate his stage role on the screen. This he did—and he strayed from the script to marry his leading lady—Lucille Ball. After World War II, when Desi served in the U. S. Army Medical Corps, he went back to band leading under contract to MGM, where Lucy had become a top star.

The couple talking about teaming up, but nothing happened until a couple of years later. Lucy, released from MGM, was starring in a radio series, *My Favorite Husband*, which sparked the idea that a comedy about an actress

married to a band leader might be the answer. The writers of Lucy's radio series turned out an initial script which Desi and Lucy tried out as a stage act. The reaction convinced them the idea was sound and they took the package to CBS. The result was *I Love Lucy*.

Desi's business ability, revealed during his negotiations with CBS when he insisted on, and got, production control and ownership of *I Love Lucy*, surprised some people. "It shouldn't have," he commented. "Leading a band is a business and a band leader who isn't a good business man won't be a band leader very long."

**Growth** ■ The initial success of *Lucy* provided funds for the purchase of controlling interest in Motion Picture Center by Desilu Productions, which had been formed in May 1950. In 1958, Desilu purchased the RKO-Pathe Properties for \$6 million, giving it three studio lots with 36 sound stages. The same year, the weekly half-hour *Lucy* shows became monthly hours, part of a \$12 million deal with Westinghouse, biggest tv program contract ever negotiated. That fall, Desilu Productions went public, putting 525,000 shares of common stock, which had been held by Desi, Lucy and a few associates, on the market.

Although Desi and Lucy were divorced May 4, 1960, their business careers remain closely linked. He is president and she is vice president, of Desilu Productions; together they own a controlling interest in the firm. She is starring in the new *Lucy* series, which he is personally producing ("after all, I know her better than anyone else at Desilu-Gower II"). Here, from an oak-paneled office, he supervises the firm's production schedule, and keeps an eye on its new idistribution subsidiary and such diverse sidelines as the erection of a plant to be leased as a factory ("the land was no good for making pictures and we couldn't just let it stand there.") and drilling for oil.

Desi's administrative duties keep him tied pretty closely to his office, but on occasion he gets away for long weekends at his Del Mar beach house or his horse breeding farm at Corona. A photo of Nashville, former great racer now out to stud, hangs on Desi's office wall, sharing honors with enlargements of child pictures of Desi and Lucy, which flank the Arnaz coat of arms at one end of the office, and a three-generation picture of Desi, his father and his son, Desi IV, now 9 years old. Desi IV and his sister, Lucie Desiree, 11, live with their mother, but Desi sees them frequently.



Mr. Arnaz

Proved his points by succeeding

## ASCAP's inning

**T**HE results of the first inning of the court battle over new ASCAP music licenses for television stations were disappointing, but not disastrous.

The inning ended a week ago with Judge Sylvester J. Ryan's ruling that ASCAP cannot be forced to grant the kind of license that television stations are demanding (BROADCASTING, Sept. 17). Anybody who was surprised by the decision has not been paying attention, for Judge Ryan said as long ago as last January that he was thinking in this direction (BROADCASTING, Jan. 29).

Counsel for the All-Industry Tv Station Music License Committee, representing approximately 370 stations, made clear beforehand that they would appeal to the Supreme Court. What they're seeking is a license under which music used in future syndicated programs and feature movies would be licensed by the producers "at the source." Stations would have to pay ASCAP for only the ASCAP music used in their locally originated programming.

Whether the stations win or lose in the Supreme Court, there will still have to be a hearing to determine what their rate of payment to ASCAP will be. ASCAP, of course, contends the present form of license should not be tampered with and that, in addition, rates should be restored at least to their 1954 levels, or about 20% higher than now. Broadcasters have indicated that a reduction on about the same order—20%—would not be unreasonable.

Considering that what Judge Ryan said in his ruling was substantially the same thing he said eight months ago, progress thus far would seem negligible. To the contrary, there appears to be more reason for optimism among broadcasters now than when the judge first spoke.

Those close to the case have detected signs that although his opinion has not changed, he holds it less tenaciously now. Just before he filed it, for example, he observed that the Supreme Court might not uphold it. This admittedly does not give much comfort, but it provides more grounds for hope than existed in January.

The ball game may be much closer than the score at this point indicates. But it's going to be a long ball game. Barring an agreement that neither side expects, it'll probably be another 18 months, at least, before the last put-out.

## Equitable judgment

**T**HE departure of MCA from the talent agency business, an event that was given permanence in the antitrust consent decree filed last week, can have nothing but salutary effects in television programming. No one can doubt that the negotiating power MCA had built up through the shrewd exploitation of its vast talent pool worked to the detriment of producers who were trying to compete with MCA's tv subsidiary, Revue Productions.

If the MCA concentration of talent control had been permitted to grow, the inevitable consequence would have been a centralization of programming power formidable enough to discourage competition and drive up the prices of television production. For the general good of television, neither of those conditions is desirable.

Television needs a diversity of program sources for artistic and economic reasons.

The more opportunities television affords to individual producers and production companies, the more chance there is for new ideas and new program treatments to emerge. Creativity is more apt to be stimulated if many producers are at work than if a few dominate the field. The tendency

toward imitiveness can only be accentuated if the process of program creation is controlled by a small group.

It also follows that to the degree that programming power is confined to a few companies, to the same degree those companies enhance their power to bargain for higher prices. The last thing television needs at this point in its development is a rise in the costs of production.

MCA won its present place as a leader in the entertainment world by being smarter and working harder than many of its competitors. Its top management remains intact, and we have no doubt that MCA will continue to expand in the fields where the consent decree permits it to operate. The company's worst enemies admit that its management has been almost flawless.

But from now on its sales to television must be made on the basis of the quality and price of its shows. If its competitors are still unable to meet its competition, at least they cannot claim they lost out because of MCA's power to grant or withhold the services of stars.

## School's out

**A** QUESTION vital to educational television stations all over the U.S. is at stake in the labor dispute which put WNDT (TV), New York's new educational station, off the air last week almost before it went on.

The New York local of the American Federation of Television & Radio Artists called a strike when WNDT refused to give the union jurisdiction over teachers, professors and a few other non-performers appearing before WNDT cameras. The station, unable to continue, closed down at the end of its dedicatory program.

The outcome of this dispute undoubtedly will set a precedent which can affect the future operation of every other educational tv station in the U.S. If AFTRA succeeds in organizing "non-performers" on etv in New York, won't other AFTRA locals follow suit in their own communities?

The question at stake here is too critical to be resolved hurriedly.

In these circumstances we suggest that, if the stalemate continues, AFTRA could take some of the heat off the central question and help its own public relations at the same time by lifting the strike while negotiations continue. After all, the unions have passed up many opportunities to get at the teachers in etv before; they can show a little more patience now.



Drawn for BROADCASTING by Sid Hix  
 "Pop, if Krunchies give him all that energy to clobber the ball, why is he batting .160 this season?"

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